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1. Executive Summary

This Statement of Community Involvement is part of an application to the Royal Borough of Kensington and Chelsea for the development of part of the Kensal Canalside Opportunity Area, by Ballymore (London Arena) Limited and Sainsbury's Supermarkets Limited.

The Kensal Canalside Opportunity Area is the largest undeveloped area in the Royal Borough of Kensington and Chelsea with a total area of 15.4ha. Ballymore and Sainsbury's are the largest landowner within the Opportunity Area but will meet and work with other site landowners including St William – part of the Berkeley Group, RBKC, Peabody, Network Rail, the Department for Transport and National Grid to ensure a comprehensive new neighbourhood.

Ballymore and Sainsbury's will work closely with St William, part of the Berkeley Group, to ensure comprehensive and coordinated engagement with the local community including joint hosting of events such as public exhibitions and the Development Forum.

The proposed redevelopment of the Ballymore and Sainsbury's site will deliver up to 2,519 homes and commercial space providing a new Neighbourhood Centre, including a new flagship Sainsbury's store.

Comm Comm UK, a specialist planning, licensing and infrastructure communications agency, are the authors of this Statement of Community Involvement and were appointed by the Applicants to provide assistance and support during the consultation process, and with the collation and response to community and stakeholder feedback for the project.

Consultation can benefit development schemes by ensuring communities understand what is proposed and why: the process provides communities with opportunities to inform and improve the design. Consultation is a key pillar of the Localism Act 2011 and National Planning Policy Framework; both encourage developers to engage pro-actively with local communities from the early stages of a scheme's development.

The overall strategic aims of engagement were to:

- Adhere to all principles set out by RBKC's local planning policy advising on community engagement.
- Ensure key local groups and neighbours were aware of and understood the proposals.
- Understand the expectations of the local community for their active participation in the consultation process.
- Tailor the engagement process to increase participation from the local community.
- Collect and review feedback provided by the community.
- Address questions and potential objections to the proposals, including any specific concerns e.g. construction.
- Establish strong lines of communication with the local community.
- Develop continual long-term relationships/partnerships with local community groups.
- Review the plans in line with feedback and make meaningful changes.

As part of the engagement, many local stakeholders were invited to engage in the process and were kept informed of the plans; Royal Borough of Kensington and Chelsea councillors, the local Member of Parliament and GLA representative, neighbouring ward councillors, representatives from Resident's Associations, Community Groups, local schools, charities, and neighbouring businesses.

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Public and stakeholder first consultation began in February 2021. The consultation was split into four stages and the Applicants were keen to gain as much community feedback as possible and as such used a variety of methods to collect feedback and responses.

Stage 1 – February to end May 2021 – was primarily used to introduce the project and Applicants to stakeholders and communities, and to promote ways in which feedback could be provided.

Stage 2 – June to end August 2021 – was used to present and publicise the initial project masterplan and continued with a mix of face-to-face public events, in the form of exhibitions in the Sainsbury's car park and online engagement via a two page 'Give My View' survey.

Stage 3 – September to end December 2021 – was used to present more detailed drawings based on feedback received. Digital, in person and printed engagement continued to be used.

Stage 4 – January 2022 to end of July 2023 – the project was paused in January 2022 and no public consultation was carried out while the Applicants and design team reviewed the feedback received so far and made amendments to the scheme. Towards the end of 2022, the Applicants met with a small number of key stakeholders to present the revised masterplan, including changes reflecting feedback from consultation held in the previous three stages. Following positive responses from these stakeholders, the Applicants re-engaged the entire project team and started engagement in January 2023.

Consultation was conducted in person, via print and publications and, to account for COVID restrictions, opportunities were also provided digitally. Throughout the first three stages of consultation all COVID restrictions were observed, and feedback was also welcomed via phone, email and freepost so the community could respond at a convenient time. By stage 4 COVID restrictions were lifted and consultation returned to being predominantly in-person. However, the use of online consultation was also retained to ensure the maximum number of stakeholders and residents could participate in the consultation.

Feedback received throughout all four stages of the consultation and engagement period has contributed towards helping the Applicants to shape their designs and proposals for the Kensal Canalside Opportunity Area including the reduction in heights of buildings, increase in number of homes being delivered, the creation of attractive public areas and landscaped green spaces, and a new community hub and spaces for new businesses, charities and community groups to flourish. The results are summarised in Sections 10 and 11 of this SCI.

2. Introduction

This Statement of Community Involvement (SCI) has been prepared by Comm Comm UK on behalf of Ballymore (London Arena) Limited and Sainsbury's Supermarkets Limited (the "Applicants") as part of an application to the Royal Borough of Kensington and Chelsea ("RBKC" or the "Council") in support of the development of the Kensal Canalside Opportunity Area.

The proposed redevelopment will deliver up to 2,519 homes and commercial space providing a new Neighbourhood Centre, including a new flagship Sainsbury's.

In addition to much needed housing, including affordable homes, the project will provide:

- Green spaces and an attractive public realm with soft and hard landscaped areas
- New public connections throughout the site
- Retail, leisure, and workspace providing a new Neighbourhood Centre
- A replacement Sainsbury's store with continuity of trade ensured throughout the construction period
- New community amenity spaces with facilities for everyone to enjoy.

Comm Comm UK is the author of this Statement of Community Involvement and was appointed to support the Applicants with the consultation process and the collation and response to community and stakeholder feedback for the project.

Comm Comm UK is an established communications consultancy specialising in the built environment and stakeholder relations.

The aim of the consultancy process was to ensure that the future development is strongly guided by the local community, meets the needs of RBKC, neighbouring Local Authorities and ensures that the new neighbourhood meets local policy and caters for all.

2.1 What the site is currently used for

The site is currently occupied by the existing Sainsbury's store and a large area of former utilities land.

The site sits close to a vibrant, independent retail and food scene around Golborne Road, Portobello Market and Clarendon Cross.

We are aware that Sainsbury's is the largest supermarket locally and is important to the local community. The proposed development will be undertaken in a phased approach to ensure that the new store is constructed before the existing Sainsbury's closes to ensure continuity of trade and jobs throughout.



Figure 1: Aerial view of the site

The minimum housing target for the whole of the Kensal Canalside Opportunity Area is a minimum 3,500 homes, as outlined in the London Plan and the Local Plan (both adopted and emerging).

RBKC has a housing target of 4,480 new homes for the next 10 years (annualised to 448 homes per year) as defined by the London Plan, and this development would deliver 56% of this 10-year target.

3. Why Consult

Comm Comm UK was instructed by the Applicant to assist with the pre-application engagement and consultation regarding proposals for the site.

Comm Comm UK is a specialist planning, licensing and infrastructure communications agency with expertise and experience of advising on and delivering consultation and communications programmes.

Consultation can benefit development schemes by ensuring communities understand what is proposed and why: the process provides communities with opportunities to inform and improve the design.

Consultation is a key pillar of the Localism Act 2011 and National Planning Policy Framework; both encourage developers to engage pro-actively with local communities from the early stages of a scheme's development.

There are other guidance and best practice documents that set out the importance of consultation and offer advice on the best way to undertake meaningful community engagement. These include The Killian Pretty Review 2008 and HM Government's Code of Practice on Consultation 2008.

3.1 Local Planning Policy – RBKC's engagement advice for applicants

The following information is set out in RBKC's Statement of Community Involvement (2020) and Addendum to the Statement of Community Involvement (2021) which can be viewed online:

<https://www.rbkc.gov.uk/planning-and-building-control/planning-policy/statement-community-involvement>

RBKC recognises the importance of early community engagement and how much of a key role it can have in informing development, as well as the benefits it can bring to a neighbourhood by making sure engagement is proportionate to the proposed scheme. RBKC expects applicants to agree the extent and type of consultation with them to make sure that the consultation process is appropriate. The Council encourages the use of exhibitions and other public events, as well as the inclusion of more digital online methods of consultation such as apps and social media.

RBKC strongly encourage a collaborative approach to important developments using Planning Performance Agreements (PPAs). These are generally used for large scale developments. They encourage joint working between the applicant and the Council and can help bring together other parties such as statutory consultees and residents. They are also useful in setting out an efficient and transparent process for determining applications. All PPAs should include a community engagement strategy, the detail of which should be proportionate to the development to which it relates.

The Council's principles of engagement are to adhere to legislative requirements, ensure less jargon across consultation materials, implement a collaborative approach to policy, and ensure prospective developers champion early, proactive engagement.

All consultation has been inclusive and transparent, and every effort has been made to encourage feedback and comments from members of the local community and stakeholders. This has included a four-week-long public exhibition of the plans at an easily accessible location within the proposed

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site, a number of meetings and seminars with stakeholders (councillors, local groups, etc.) and those living or working nearby, a dedicated consultation website and regular social media updates.

4. Overview of Methodology

The overall strategic aims of engagement were to:

- Adhere to all principles set out by RBKC's local planning policy for advice on community engagement.
- Ensure key local groups and neighbours were aware of and understood the proposals.
- Understand the expectations of the local community for their active participation in the consultation process.
- Tailor the engagement process to increase participation from the local community.
- Collect and review feedback provided by the community.
- Address questions and potential objections to the proposals, including any specific concerns e.g., construction.
- Establish strong lines of communication with the local community.
- Develop continual long-term relationships/partnerships with local community groups.
- Review the plans in line with feedback and make meaningful changes.

A full engagement and consultation strategy document was submitted to RBKC's planning officers to ensure our methodology aligns with the Council's consultation and engagement expectations and requirements.

This document can be found in **Appendix A**.

To achieve the strategic aims set out above, the following consultation activities were carried out:

- Establish key stakeholders in the local community and create a stakeholder matrix and database of contacts.
- Provide the local community with project updates and information about upcoming events via email and written correspondence, and through social media platforms including a dedicated project website and Twitter account.
- Host events – stakeholder meetings, Community Viewpoint Group meetings, public exhibitions and community workshops
- Create complete and compelling consultation materials to inform stakeholders and members of the local community about the project including presentation booklets, exhibition boards, handouts, and a dedicated consultation website.
- Create feedback loops for each stage of consultation through surveys and feedback summary booklets, and issue said documents to all relevant stakeholders.

4.1 Stakeholder Letters

Letters were sent to statutory and non-statutory consultees throughout all four stages of engagement. The letters introduced the project and the team and provided progress updates as needed as well as detailing the community engagement process and highlighted some of the feedback received.

An example of a 'handshake' introductory letter is available in **Appendix B**.

4.2 Email database

A database of email contacts was established via community engagement and survey completion. Email updates were issued to give news of upcoming consultation events or to share news about the emerging plans. The database has a total of **903** subscribers.

An example of a project email is available in **Appendix C**.

4.3 Branding

The Applicants wanted to create a brand that people would recognise and the local community could engage with. The Applicants are keen to help people and small businesses in the local community flourish and for them to have direct involvement in shaping the proposals. 'Project Flourish' embodies this vision.

4.4 Website

A project specific website was published at the start of the consultation and was used to introduce the project, the Applicants, and the teams, advertise public exhibitions, host the virtual Q&A session, provide news and information about the project, provide feedback summaries, detail next steps, answer FAQs and keep viewers up to date with emerging proposals. Further information was added to website as the consultation process continued.

The website also:

- Linked to the Project Flourish Twitter and YouTube accounts.
- Provided contact information.
- Provided an opportunity to complete an 'aspirations' survey.
- Hosted drone footage of the site that was taken in 2021.
- Hosted the initial virtual Q&A session held in 2021.
- Hosted the masterplan presentation booklet and exhibition boards from 2021.
- Detailed the emerging design for specific areas of the development:
 - The Avenue
 - The Wharf
 - Towpath Gardens
 - Southside
 - Biodiversity and Connectivity
- Provided accessibility options.

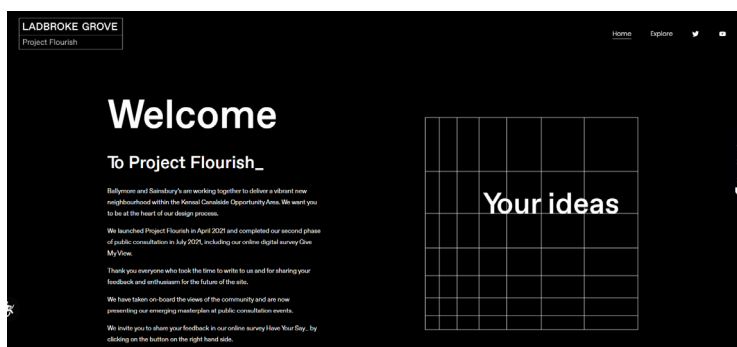


Figure 2: Website entry screen

During Stages 1, 2 & 3 the website received **2,800** visitors and **2,100** page views.

4.5 Re-launched website

In Stage 4, the website was relaunched to reintroduce Project Flourish to the community and wider public. The website provided an explanation of why the project was paused during 2022 and gave details on what will be happening in the upcoming months including on the public exhibition Drop-in hub presenting the Revised Masterplan and changes reflecting feedback received in 2021.

As per the previous website, it:

- Linked to the Project Flourish Twitter and YouTube accounts.
- Provided contact information.

The following changes were made:

- Hosted new drone footage of the site taken in January 2023.
- Provided details for the wider project team and links to their websites.
- Provided updated details on specific areas of the development:
 - New Homes
 - The Avenue
 - The Wharf
 - Towpath Gardens
 - South Drive
 - Movement and Connectivity
 - Green and Play Spaces

The following new pages were created:

- Who we are – provided in-depth background information about the Applicants and some of their other development projects as well as linking to the Applicants' websites.
- Events – provided details on the London City Island tours, the public exhibition Drop-in hub and availability of specific project team members during the hub's four-week period.
- Consultation and Feedback – illustrated how the Applicants took on board feedback from previous consultation via a you spoke & we listened table, provided downloadable links to all supporting consultation documents, hosted the online Have your say feedback form as well as being made available to download, provided links to the presentation and script for the Development Forum and a comprehensive list of FAQs.
- Community – provided details on the Applicants engagement with the local community resulting in their decision to partner with the charity London Sports Trust. The page provided information about opportunities for apprenticeships and employment and gave examples of how the Applicants have created successful new neighbourhoods in other areas of London.

Link to website: <https://www.projectflourish.co.uk>

From **1 January 2023** to **31 July 2023**, the website has had over **6,700** visits with **11,000** page views.

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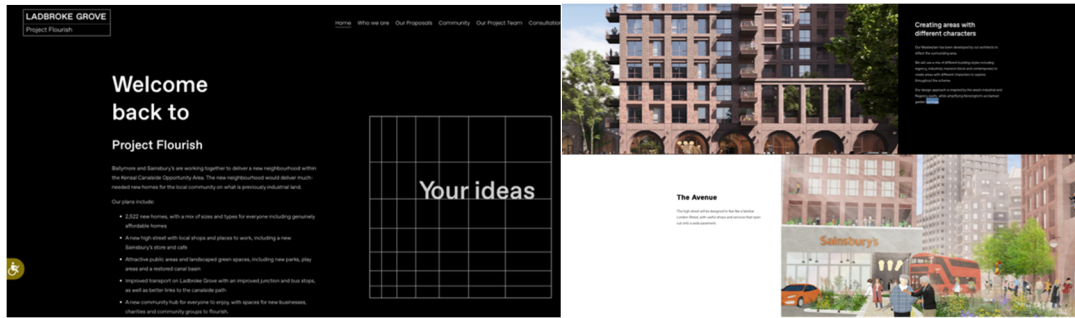


Figure 3: Re-launched website home page (L) and Our proposals page (R)

4.6 Twitter

A dedicated Twitter feed for the project was set up to keep the public informed of the consultation, upcoming events and how they could provide feedback.

During Stage 4, the Twitter feed was used to inform everyone about the relaunched website, advertise the two London City Island tours, advertise the public exhibition Drop-in hub and list the availability of project team members at the hub. It also posted details on the revised proposals.

To date <https://twitter.com/projflourish> is following 92 accounts, has 52 followers, and has posted 52 times about the project.

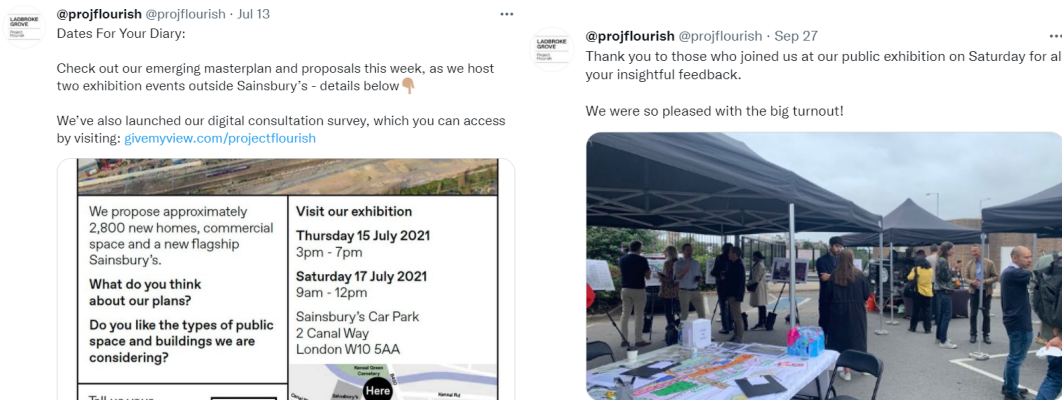


Figure 4: Promoting the July 2021 exhibition (L) and Tweet from the September 2021 exhibition (R)



Figure 5: Promoting the public exhibition Drop-in hub (L) and posting details about Project Flourish (R)

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Figure 6: Promoting the London City Island Tour

4.7 Stakeholder meetings

Stakeholder meetings were held throughout all four stages of consultation. These ranged from preapplication meetings with the Council and Statutory Consultees through to detailed discussions with various community groups.



Figure 7: Photo of a meeting with a community stakeholder group

5. Stakeholders

As part of the engagement, the following stakeholders were invited to engage in the process and were kept informed of the plans:

- Royal Borough of Kensington and Chelsea (RBKC)
 - Borough wide conversation forum
 - Cabinet Members
 - Dalgarno Ward Councillors
 - Kensington Neighbouring Ward Councillors including:
 - Campden
 - Golborne
 - Holland
 - Notting Dale
 - St Helen's
 - Queens Gate
 - Royal Hospital
 - Planning Committee Members
 - RBKC Citizen's Panel
 - RBKC Listening Forum
 - RBKC Officers
- Member of Parliament for Kensington
 - Felicity Buchan MP
- London Assembly Member and GLA Members
- Neighbouring London Boroughs – Cabinet Members, Ward Members and Planning Officers from:
 - Brent
 - Hammersmith and Fulham
 - Westminster
- Residents Associations
 - Brondesbury Residents' and Tenants' Association
 - Golborne Road
 - Kensal Community Association
 - Kensal Consultative Group
 - Kensal Green Residents' Association
 - Kensal House Residents
 - Kensal Rise Residents' Association
 - Kensal Triangle Residents' Association
 - Kensington Residents' Group
 - Ladbroke Association
 - North Kensington TA (Notting Hill Housing)
 - Octavia West Residents' Association
 - Peabody Estate TA
 - Portobello Road (South) Residents' Association
 - Queen's Park Area Residents' Association
 - St Helen's Residents Association / St Quintin and Woodlands Neighbourhood Forum

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- Community Groups
 - Better Streets 4KC
 - Carnival Village Trust
 - Community Champions
 - Community Viewpoint Group
 - Dalgarno Trust
 - Friends of Kensal Green Cemetery
 - Friends of Kensal Rise Library
 - Grenfell Community Association
 - Justice4Grenfell
 - Kensal Rise Association of Boaters
 - Kensington and Chelsea Community History Group
 - Kensington and Chelsea Social Council
 - North Kensington Business Forum
 - North Kensington Environment Forum
 - Notting Hill Carnival
 - Old Oak and Park Royal Development
 - Paddington Survivors Group
 - Queens Park Community Council
 - The Golborne Forum
 - The Inland Waterways Association
 - The Kensington Society
 - The Rhythm Studio
 - The Tudor Trust

- Charities and Schools
 - Action Disability Kensington and Chelsea
 - All Saints Catholic College
 - Ark Brunel Primary School
 - Barlby Primary School
 - Emslie Horniman's Pleasance Park
 - Full of Life Charity
 - Glass Door Homeless Charity
 - London Sports Trust (Canalside Activity Centre)
 - Kensington and Chelsea Mind
 - Making the Leap/Hazel Road Community Centre
 - Meanwhile Gardens Community Association
 - Morley College London/North Kensington Centre
 - Nova New Opportunities
 - Pepper Pot Centre
 - Portobello Business Centre
 - PricedOut
 - Pursuing Independent Paths (PiP)
 - St Charles Catholic Primary School
 - St Francis Church - Dalgarno Way
 - St Quintin Family Centre
 - The Second Half Centre
 - Venture Community Association
 - Westway Community Trust
 - Youth Action Alliance

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- Neighbouring Businesses
 - Buspace Studios
 - Estate Voices
 - General Cemetery Company
 - Historic England
 - Innocent Drinks
 - Old Gramophone Works
 - Walter's Workshop
 - Wood Hall & Heward
 - Workspace at Canalot Studios, Grand Union Studios and Westbourne Studios

- Canalside House – charity organisations
 - Abundance Arts
 - African Women's Care
 - Agape Church
 - Baraka Community Association
 - Colville and Clydesdale Cooperative
 - Hodan Somali Community Group
 - Hope Care Agency
 - K&C Mental Health Carers Association
 - Munro Health
 - Our Power Hub
 - Rain Trust
 - Sudanese Community and Information Centre
 - Sudanese Nubian Association UK
 - Talk Together London C.I.C

- BAME Groups
 - Al-Manaar - The Muslim Cultural Heritage Centre
 - Al-Hasaniya Moroccan Women's Centre
 - French African Welfare Association
 - Organisation for the Advancement of African Women
 - Sudanese Nubian Association
 - West Indian Senior Citizen Organisation (WISCO)

6. Consultation Format

Public and stakeholder consultation for Project Flourish began in February 2021. The consultation was split into four stages and the Applicants were keen to gain as much community feedback as possible and as such used a variety of methods to collect feedback and responses.

6.1 Stage 1 (February to end of May 2021)

Stage 1 was primarily used to introduce the project and Applicants to stakeholders and communities and to promote ways in which feedback could be provided. A Virtual Q&A session was hosted, a Community Viewpoint Group was established with key stakeholders and regular meetings were set up. A community survey was developed.

6.1.1 Virtual Q&A

An online Q&A session was held by the Applicants' representatives, FaulknerBrowns Architects (the site masterplanners), Rolfe Judd Planning (who advise on planning applications) and Comm Comm UK (the community liaison agency). A flyer advertising the online session was distributed to 16,311 addresses in the below area.

The flyer can be seen in **Appendix D**.

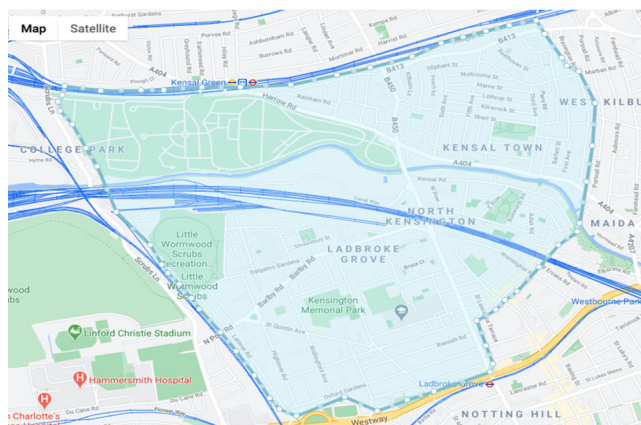


Figure 8: Flyer distribution area



Figure 9: Screen shot of the online Q&A session

A total of **40** attendees joined the virtual Q&A session.

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6.1.2 Community Survey

A survey was conducted to ascertain high level local community aspirations and sought to give the Applicants a greater insight into the make up of the Ladbroke Grove community in and around the Kensal Canalside Opportunity Area.

The survey was hosted online at <https://fmvn7t69q61.typeform.com/to/ViS1TkgB> and consisted of 10 multiple choice questions. A total of **8** surveys were completed.

The survey can be seen in **Appendix E**.

6.1.3 Community Viewpoint Group meetings

A Community Viewpoint Group (CVG) was established in Stage 1 to act as a centralised forum for sharing project updates and co-ordinating community feedback. The Applicants identified local stakeholders based on their deep understanding of Kensal and the local community. These stakeholders were sent letters inviting them to become members of the CVG. A representative from St William – part of the Berkeley Group was also a member of the CVG. CVG meetings continued to be arranged in Stages 2 and 3 of the consultation process.

The CVG provided valuable insight into the local neighbourhood from a community point of view, what it means to be part of the Ladbroke Grove community and what that community wants and needs from a future development to help its residents flourish.

Three meetings of the CVG were held on Thursday 29 April 2021, Thursday 27 May 2021 and Thursday 24 June 2021.

Notes from all three meetings can be found in **Appendixes F, G and H**, respectively.

The CVG:

- Attended monthly meetings and design workshops.
- Represented the interests of residents/ their community in their consideration of the redevelopment proposals.
- Represented the diversity of the residents.
- Promoted equality in the work of the team and in the redevelopment proposals.
- Worked with Ballymore, Sainsbury's, and other stakeholders to shape the redevelopment proposals.
- Provided information and signposting assistance to residents.
- Made representations to Project Flourish on issues associated with the redevelopment proposal and implementation of the regeneration programme.

6.2 Stage 2 (June to end of August 2021)

Stage 2 was used to present and publicise the initial project masterplan and continued with a mix of face-to-face public events, in the form of exhibitions in the Sainsbury's car park and online engagement via a two page 'Give My View' survey. The Applicants hosted a community open day with London Sports Trust to get to know the local community and create connections by meeting families.

6.2.1 Give My View survey (by Built I.D.)

A multi question survey was launched to seek the views of local residents and communities about the proposed development. This was available both in hard copy form at the public exhibitions and via the website <https://www.givemyview.com/projectflourish>

The survey was live between **Friday 9 July 2021** and **Monday 9 August 2021**. During this period there were **12,285** visits and **3,238** votes, which can be considered a high response rate for such a public survey. This survey was used as a key method of developing a large community database to enable further direct email communications.

A copy of the printed survey is available in **Appendix I** and screenshots from the website are below.

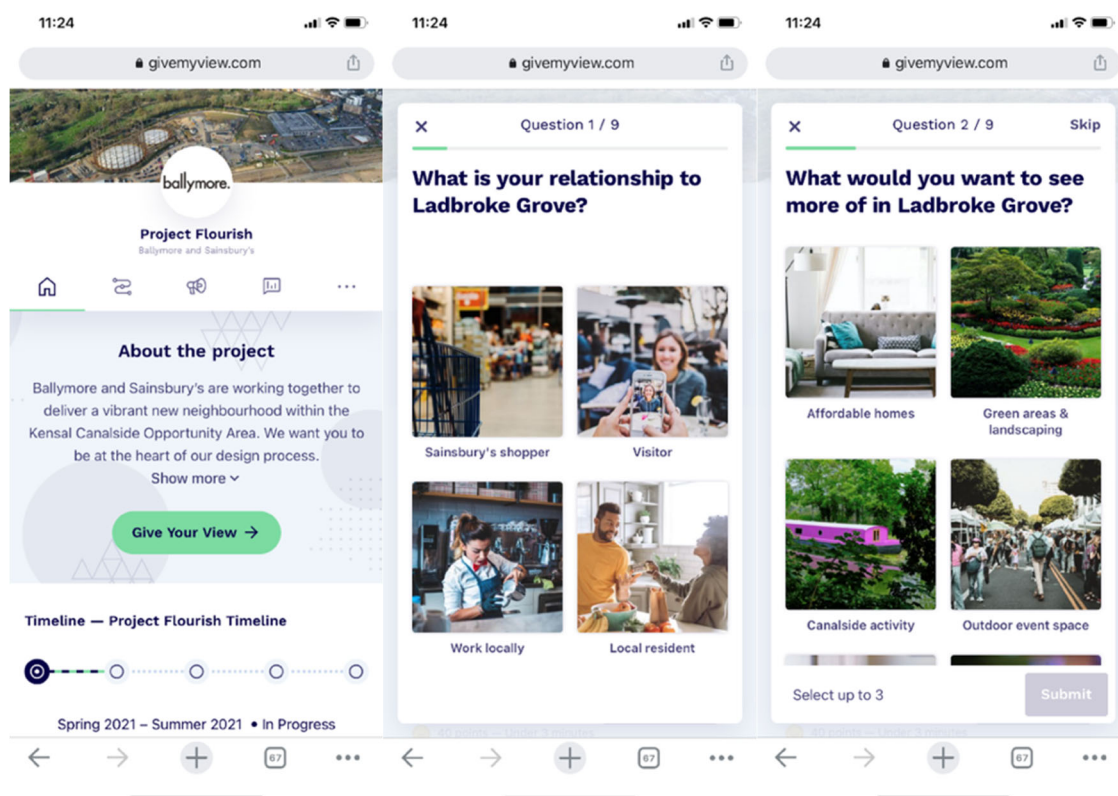


Figure 10: Screenshots from Give My View website

Project Flourish Statement of Community Involvement

6.2.2 Canalside Community Fun Day

The Applicants and members of the project team attended the Canalside Community Fun Day on **Thursday 8 July 2021** to further engage and get to know the immediate community better. The team brought information about the emerging masterplan as well as colouring in equipment for families to help engage the attendees in conversations about the masterplan.

Over **100** attendees including families with children attended the event.



Figure 11: Photos from Canalside Community Fun Day

6.2.3 Presentation Booklet and Exhibition Boards

Following feedback received from Stage 1, a presentation booklet and exhibition boards were developed which provided an initial presentation of the initial masterplan. The booklet and exhibition boards were displayed at the public exhibition which took place over two days in July 2021. The presentation booklet and exhibition boards were converted to pdf and hosted on the website.

The presentation booklet is available in **Appendix J**.

The exhibition boards are available in **Appendix K**.

6.2.4 Information flyer

Flyers were issued to nearly **17,000** local addresses, comprising both residential and business, to notify the local community of the project, its progress, and next steps in communication such as public exhibitions. Flyers also contained links to digital surveys seeking feedback on the project.

Each flyer had contact methods including the website, email, Twitter and a freephone telephone number. Flyers also contained a tear off freepost return slip allowing recipients to register feedback and ask questions.

The flyer can be viewed in **Appendix L**.

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6.2.5 Public Exhibition

A public exhibition took place over two days on **Wednesday 15 July 2021** and **Saturday 17 July 2021** at the current Sainsbury's car park and were hosted by representatives of the project team. As well as receiving more information through discussions with the project team and the information presented at the exhibition, attendees were able to complete paper surveys to provide their views and sign up to the email database to receive further information.

Representatives from St William – part of the Berkeley Group, were in attendance to provide information on their section of the site.

The July exhibition attracted **80** attendees.



Figure 12: Photos from July 2021 public exhibition held over two days in Sainsbury's car park

6.3 Stage 3 (September to end of December 2021)

Stage 3 was used to present more detailed drawings based on feedback received in Stage 2. Digital, in person and printed engagement continued to be used. Three community workshops were introduced to allow for more detailed and in-depth conversations. A further public exhibition took place over two days on Wednesday 22 September and Saturday 25 September 2021 in the car park of the current Sainsbury's store providing more information about the overall masterplan via a presentation booklet and exhibition boards.

6.3.1 Workshops

Three workshops were held and open to the community to engage and seek their input into specific areas of design development. The workshops took place at the Project Flourish vision suite at Grand Union Studios, 332 Ladbroke Grove, W10 and were hosted by the Applicants and members of the project team. Refreshments were provided. The suite benefits from a terrace that allowed attendees views over the redevelopment site.

The first workshop took place on **Tuesday 13 September 2021** on the Overall Masterplan with **8** attendees.

The second workshop took place on **Wednesday 14 September 2021** on Landscaping and Green and Play Spaces with **5** attendees.

The third workshop took place on **Thursday 15 September 2021** on Transport with **8** attendees.



Figure 13: Photos from community workshops

6.3.2 Presentation Booklet and Exhibition Boards

Following feedback in Stage 2, a second presentation booklet and new exhibition boards were developed with more detailed drawings and feedback from the previous stage was incorporated. The booklet and exhibition boards were displayed at the public exhibition which took place over two days on Wednesday 22 September 2021 and Saturday 25 September 2021. The presentation booklet and exhibition boards were converted to pdf and hosted on the website.

The updated booklet with detailed drawings and proposals is available in **Appendix M**.

The exhibition boards are available in **Appendix N**.

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6.3.4 Information flyer

Flyers were issued to the same **17,000** local addresses (residential and business) as Stage 2 advertising the two days of public exhibition in Sainsbury's car park to present the more detailed drawings based on feedback received in Stage 2. Flyers also contained links to the digital survey seeking feedback.

Each flyer had contact methods such as website, email, Twitter and Youtube channels and a freephone telephone number.

The flyer can be viewed in **Appendix O**.

6.3.5 Public Exhibitions

A public exhibition took place over two days on **Wednesday 22 September 2021** and **Saturday 25 September 2021** in the Sainsbury's car park and were hosted by representatives of the project team. As well as receiving more information through discussions with the project team and the information presented at the exhibition, attendees were able to complete paper surveys to provide their views and sign up to the email database to receive further information.

Representatives from St William – part of the Berkeley Group, were in attendance to provide information on their section of the site.

The September exhibition attracted **204** attendees.



Figure 14: Photos from September 2021 public exhibition held over two days in Sainsbury's car park

6.3.6 Proposals Survey

Once the detailed design had been released, a third community survey was conducted to gather detailed feedback on the masterplan, architecture, open spaces, and transport proposals.

This survey was in the form of free text boxes, was published online and available at public exhibitions. It can be seen in **Appendix P** of this document.

6.3.7 Development Forum

RBKC's planning team recommends that developers hold a Development Forum which RBKC Chairs and the Applicants present their proposals. The purpose of the Development Forum is to increase the transparency of the planning application process to secure maximum community benefit.

Developers benefit from the opportunity to present their plans and obtain feedback before a planning application is submitted to increase its likelihood of success.

For residents and other local stakeholders, it is an opportunity to comment on and discuss proposals at a time when developers are able to respond to feedback and make any necessary changes.

The first Development Forum was held on **Wednesday 24 November 2021** at Barlby Primary School. The Development Forum was organised by RBKC's planning team including promoting the event on the Council's website and sending flyers to the same distribution area as the flyer for the September 2021 public exhibition, excluding business addresses. Representatives from St William – part of the Berkeley Group, also presented details about their section of the site.

The Development Forum attracted **52** members of the local community.

6.4 Stage 4 (January 2022 to end of July 2023)

At the start of 2022, the decision was made to pause Project Flourish to allow the team to spend the year fully reviewing all feedback received in 2021. The team made changes to the scheme to reflect this feedback and the land at the front of the site on Ladbroke Grove (Plot 6) was also brought into the site boundary.

Towards the end of 2022, the Applicants met with a small number of political and community stakeholders to discuss the revised plans and the inclusion of the land on Ladbroke Grove (Plot 6).

Following positive feedback from these stakeholders, the Applicants decided to re-engage the wider project team in early January 2023 and start meeting with both political and community stakeholder groups to present the revised Masterplan and the inclusion of Plot 6. The meetings took place online and in-person.

The project website was relaunched, and several events were held including tours of other sites developed by the Applicants, a community day with London Sports Trust, workshops with local charities and a public exhibition Drop-in hub which was held for four weeks from Friday 12 May 2023 to Saturday 3 June 2023. The Drop-in hub was open three days a week and members of the project team were available to provide information about the project and answer questions. Twitter was used to promote public events and provide information about the project.

Formal invitations were sent via letter, electronically to political stakeholders including GLA members and MPs inviting them to attend one-to-one sessions at the Drop-in Hub.

One-to-one sessions were held with community stakeholders to provide more structured presentations that allowed the Applicants to address specific requests and concerns and queries raised by the groups.

6.4.1 London City Island tours

Following conversations with political and community group stakeholders during Stage 4, the Applicants decided it would be helpful to invite them to visit one of their completed development sites.

Two tours were arranged of the Applicant's London City Island site in Canning Town, E14 OSY on **Friday 30 March 2023** and **Friday 14 July 2023**.

Political and community stakeholders, as well as the wider public, could sign up to the tours via the website. Details about the tours and how to sign up were published on the website and Twitter, at community engagement meetings and they were also circulated by email to the website subscriber mailing list and attendees at the hub. Details about the July tour were shared at the Development Forum.

1 person attended on Friday 30 March 2023 and **5** people attended on Friday 14 July 2023.



Figure 15: London City Island Tour held in March 2023

6.4.2 Community Day

The Applicants sponsored a community day event with London Sports Trust at the Canalside Activity Centre on **Thursday 4 May 2023**. The team got to engage with the local community, many of which were families with young children and speak to them about the project on a more personal level. Free food, games and water sports activities were organised. The Applicants are planning to sponsor another community event for September/October 2023.



Figure 16: Photos from Community Day held in May 2023

6.4.3 Workshops

In Stage 4 the Applicants made the decision to work in partnership with two local charities, London Sports Trust (LST) and Full of Life Charity.

The Applicants based their decision on their previous experience engaging with residents, community groups and charities in which they wanted to understand what fundamental elements could be included in the scheme that would mutually benefit the newly created neighbourhood and the existing community in the area.

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The Applicants concluded that helping to support the younger generation was essential in ensuring a positive future for them, which would then have a ripple effect on the local community in the long-term.

London Sports Trust

The Applicants are committed to providing annual funding, new boathouse and a new activity centre for LST. The Applicants have carried out multiple visits to discuss updates and proposals with LST, as well as a workshop held at the current Activity Centre with Faulkner Browns, masterplan architects on **Thursday 26 May 2023**. The workshop enabled the Applicants to thoroughly understand the requirements and preferences of LST, and how they can best integrate them into the scheme and ensure their needs are met through the new boathouse and activity centre.

The key takeaway points were that outdoor space is critical for LST for basketball, football, and garden beds, which are strongly linked to their kitchen and catering classes; as well as the kayak and water sports facilities; space for their bike workshops; office space for their staff and for more official training; as well as an indoor climbing wall. The Applicants' current proposals involve two new activity areas, one facility being a new sports centre within the south-west corner of Plot 2, and the second facility being a boat / kayak house next to the existing canal basin towards the front of the site – with the two facilities being a 5-minute walk from each other within the development.

Full of Life Charity

The Applicants hosted a design consultation workshop on **Wednesday 12 July 2023** for parents at Full of Life, a charity which provides information and support to families with additional needs living within RBKC. The workshop focussed on a fully accessible design proposal for the public realm of the proposed masterplan. The main areas of discussion included formal and informal play, planting and dedicated facilities and amenities. A follow up session with Full of Life was held at the drop-in hub on **Wednesday 2 August 2023** to talk through the project in more detail around the architectural model.



Figure 17: Workshop with Full of Life Charity

6.4.4 Exhibition Boards and You spoke & we listened handouts

33 exhibition boards were developed providing background about the site, detailed information on the revised Masterplan and proposals, listed the changes which had been made since 2021 via a 'You spoke & we listened' table which illustrated how the Applicants addressed feedback from

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previous consultation stages and a timeline for the delivery of the project. Details regarding the Land on Ladbroke Grove (Plot 6) were provided for the first time and marked 'Under Consultation.'

Printed handouts of the 'You spoke & we listened' board were provided for visitors to take away and read so they could appreciate how the Applicants had responded to feedback from previous consultation.

The exhibition boards can be viewed in **Appendix Q** and the You spoke & we listened handout can be viewed in **Appendix R**.

6.4.5 Information Flyer

Following feedback from consultation in Stages 1, 2 & 3, the Applicants decided to expand the distribution area for Stage 4 to increase engagement in the local community. The distribution area was extended North of the site boundary to include more addresses from Kensal Rise and Queens Park. The flyer was sent to a total of **21,928** addresses, residential and businesses. Additional flyers were made available at the Drop-in hub for attendees to take away and distribute amongst friends and neighbours. The amended distribution area can be seen in the figure below.

The flyer can be viewed in **Appendix S**.

The confirmation report for the delivery of the flyers can be viewed in **Appendix T**.

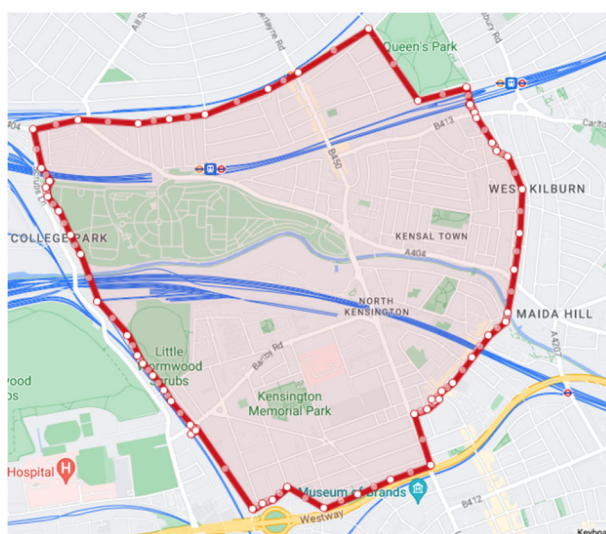


Figure 18: Amended distribution area for flyer

6.4.6 Press Release

A press release was sent to local newspapers and media outlets advertising the public exhibition including:

- Kensington & Chelsea Times
- KCW Today
- Kensington and Chelsea Today
- North Kensington News
- South London Press
- Times Series

6.4.7 Poster

Posters were put up in the following public spaces to advertise the public exhibition Drop-in hub:

- Sainsbury's Ladbroke Grove store.
- The Moberly Sports Centre.
- Canalside Activity Centre via London Sports Trust's two notice boards, one outside the activity centre and one at the main bus stop junction on Ladbroke Grove.
- Queens Park Library.

The poster can be viewed in **Appendix U**.

6.4.8 Public Exhibition Drop-in hub

The format for the public exhibition for Stage 4 was changed from the previous stages. Rather than having two days of public exhibitions in Sainsbury's Ladbroke Grove car park, a Drop-in hub was set up at Canalot Studios, 222 Kensal Road, W10 5BN for a total period of 4 weeks.

The Applicants changed the format of the public exhibition to provide more opportunities for residents, political and community stakeholders, and the wider public, to visit the hub to view the Revised Masterplan and how changes were made to reflect feedback received in 2021. It also allowed everyone to visit the hub on more than one occasion and meet the different members of the project team.

The hub ran for four weeks from **Friday 12 May 2023** to **Saturday 3 June 2023** and was open on Thursdays and Fridays from 12pm – 6pm, and Saturdays from 10am – 1pm.

Visitors were invited to walk round the exhibition independently to read and digest the information from the exhibition boards then could ask the project team questions at the end. Visitors were also offered the opportunity to be walked around by a member of the project team and ask questions simultaneously.

Different members of the project team were available on different dates across the four week period to ensure that anyone who visited the hub could ask topic specific questions, for example on landscape or transport. The availability of specific project team members was published on the relaunched website and Twitter.

The model of the proposed development was made available for visitors to view during the four-week period at the Drop-in hub. The model provided a visual aid to help visitors better understand the scheme and its relationship to the surrounding area.

A total of **204** attendees visited the Drop-in hub over the four-week period.



Figure 19: Photos from the Public Exhibition Drop-in hub held in May – June 2023

6.4.9 Have your say – Feedback form

The feedback form consisted of two sections, one on the revised Masterplan and one on the Land on Ladbroke Grove (Plot 6).

The section on the revised Masterplan comprised of a yes/no question and a free text box. The Applicants intention was to understand whether the community felt that they had responded to previous feedback and whether they had any additional comments about the revised Masterplan.

The section on the Land on Ladbroke Grove (Plot 6) comprised of one free text box so the Applicants could understand the community's initial response to these additional proposals which were not presented through the previous stages of public consultation.

The form was added to the website for completing online as well as being downloadable. It was also made available at public exhibitions, the Development Forum and one-to-one group sessions with community stakeholder groups along with free post envelopes so attendees could take a copy of the form home and respond in their own time.

The feedback form can be viewed in **Appendix V**.

6.4.10 Development Forum

A second Development Forum was held on **Monday 10 July 2023** in the hall at Barlby Primary School. The Development Forum was organised by RBKC including promoting the event on the Council's website and distributing flyers to the same distribution as the public exhibition Drop-in hub but residential addresses only. Members of RBKC's planning team Chaired the Development Forum and the Applicants presented the Revised Masterplan and proposals.

The Development Forum attracted **85** attendees.

7. Feedback loops

7.1 Feedback loops – Stages 1, 2 & 3 (February 2021 to end of December 2021)

Feedback summary booklets were produced following Stages 1 & 2 and distributed electronically and by hard copy to all stakeholders.

The feedback summary booklets created following Stages 1 & 2 is available to view in **Appendix W** and **X**, respectively.

Following feedback from all stakeholders in Stage 3, the Applicants decided to pause the project to reflect on the feedback received to date. After spending time reviewing all feedback and making changes to the proposed scheme, the revised proposals were presented in Stage 4.

7.2 Feedback loop – Stage 4 (January 2022 to end of July 2023)

The cut-off period for feedback during Stage 4 was Monday 31 July 2023 which would allow the data to be incorporated into the SCI prior to the Applicants submitting their planning application.

It was relayed to the local community that Stage 4 was the final round of engagement on the revised Masterplan, but that feedback for the land on Ladbroke Grove (Plot 6) was still under consultation. All feedback received for Stage 4 will be summarised in a booklet to be sent to all stakeholders electronically and by hard copy on request.

8. Consultation Timeline

Date	Activity
Stage 1 – Initial Conversations	
Tuesday 9 February 2021	Consultation meeting with RBKC – Cllr Johnny Thalassites and Planning officers
Friday 12 February 2021	Introduction meeting with Dalgarno Ward Councillors
Friday 12 February 2021	Land meeting with RBKC
Tuesday 16 February 2021	Meeting with RBKC – Cllr James Husband and planning officers
Tuesday 23 February 2021	Meeting about the cemetery with RBKC, Historic England and the General Cemetery Company
Wednesday 3 March 2021	Invitations sent to stakeholders inviting them to meet with the Applicants to discuss the initial plans
Monday 12 April 2021	Initial community survey launched
Thursday 29 April 2021	Flyers sent out to approximately 16,300 addresses, inviting them to view the website and join the upcoming Q&A session
Thursday 29 April 2021	First CVG meeting took place
Wednesday 5 May 2021	Virtual Q&A session took place – 40 attendees
Thursday 27 May 2021	Second CVG meeting took place
Stage 2 – Presentation of the Masterplan	
Wednesday 2 June 2021	Initial community and stakeholder feedback published to website
Thursday 24 June 2021	Third CVG meeting took place
Thursday 8 July 2021	Canalside Community Fun Day
Friday 9 July 2021	Information flyer sent to distribution area and via email database
Friday 9 July 2021	Give My View survey launched
Friday 9 July 2021	Social Media advertising starts to promote Give My View survey
Thursday 15 July 2021	Masterplan presentation book printed for exhibitions and published on website
Thursday 15 July 2021	Public Exhibition – Day One
Saturday 17 July 2021	Public Exhibition – Day Two
Friday 27 August 2021	Stage 2 community and stakeholder feedback booklet published on website and sent to email database
Stage 3 – Detailed Plans Presented	
Tuesday 14 September 2021	Workshop on Plot Design: 8 attendees
Wednesday 15 September 2021	Workshop on Landscape: 5 attendees
Wednesday 15 September 2021	Information flyer for upcoming public exhibition sent to distribution area and published on website
Wednesday 22 September 2021	Detailed drawings and proposal information booklet printed and published on website
Wednesday 22 September 2021	Proposal's survey available
Thursday 16 September 2021	Workshop on Transport and Overall Masterplan: 8 attendees
Friday 17 September 2021	Meeting with x5 liveaboard canal boat users including Chair, The Inland Waterways Association
Wednesday 22 September 2021	Public Exhibition: 98 sign-in slips
Saturday 25 September 2021	Public Exhibition: 106 sign-in slips

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Tuesday 28 September 2021	Youth Action Alliance – CEO
Tuesday 28 September 2021	Kensington and Chelsea Mind – Development Manager
Tuesday 28 September 2021	Kensal House Residents – former Chair and x1 lifelong resident
Tuesday 28 September 2021	PricedOut Charity – 1 Representative
Tuesday 5 October 2021	Kensal Triangle Residents’ Association – 9 committee members including the Chair
Monday 11 October 2021	Venture Community Association – Director and Head of Operations
Tuesday 26 October 2021	The Kensington Society – Chair, Chair of Planning Committee and Chair, St Quintin and Woodlands Neighbourhood Forum
Tuesday 2 November 2021	London Sports Trust – Founder & CEO
Tuesday 9 November 2021	Kensal House Residents – 25 attendees
Thursday 11 November 2021	Community Viewpoint Group meeting <ul style="list-style-type: none"> ○ Trustee, The Friends of Kensal Green Cemetery ○ Chairman, GCC ○ Head of Planning and Projects, GCC ○ Wood Hall & Heward Ltd
Monday 15 November 2021	Westway Trust – CEO, Board/Property Committee, Members and Tenants
Tuesday 23 November 2021	Kensal Triangle Residents’ Association – 34 members including the Chair
Wednesday 24 November 2021	Development Forum No1 with RBKC – the event was organised by RBKC and flyers were sent to the same distribution area of 17,000 addresses, residential only The event attracted 52 attendees

Stage 4 – Presentation of the Revised Masterplan and the inclusion of land on Ladbroke Grove (Plot 6)

Thursday 3 November 2022	Peabody Representatives
Wednesday 16 November 2022	RBKC Development Team
Wednesday 7 December 2022	RBKC Planning officers
Thursday 8 December 2022	Friends of Kensal Green Cemetery <ul style="list-style-type: none"> ○ Trustee ○ Membership Secretary
Thursday 15 December 2022	RBKC Leadership Team <ul style="list-style-type: none"> ○ Cllr James Husband ○ Cllr Cem Kemahli ○ Planning officers
Tuesday 3 January 2023	General Cemetery Company <ul style="list-style-type: none"> ○ Head of Planning and Projects ○ Manager
Thursday 5 January 2023	The Kensington Society <ul style="list-style-type: none"> ○ Chair ○ Chair Planning Committee ○ Planning Committee and Chair, St Quintin and Woodlands Neighbourhood Forum ○ Managing Director, Investre
Wednesday 11 January 2023	London Sports Trust – Founder & CEO
Monday 23 January 2023	London Sports Trust – site visit
Monday 23 January 2023	Pre-App with RBKC No1
Thursday 26 January 2023	Brent – Cllr Steve Crabb, Queens Park Ward, Labour

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	Kensal Triangle Residents' Association <ul style="list-style-type: none"> ○ 10 committee members, including the Chair
Tuesday 14 February 2023	Full of Life Charity – 2 Joint-Chairs
Friday 3 March 2023	Pre-App with GLA
Monday 6 March 2023	Presentation to staff at current Sainsbury's store
Tuesday 7 March 2023	Pre-App with RBKC No2 followed by site visit
Wednesday 8 March 2023	Better Streets 4KC – 2 Representatives
Thursday 9 March 2023	Queens Park Area Residents' Association Committee <ul style="list-style-type: none"> ○ Chair and 3 committee members
Friday 10 March 2023	Dalgarno Trust <ul style="list-style-type: none"> ○ Chief Executive ○ Development Manager
Thursday 16 March 2023	Venture Community Association – Director
Tuesday 21 March 2023	RBKC <ul style="list-style-type: none"> ○ Chief Executive ○ Senior Planning Officer
Wednesday 29 March 2023	Youth Action Alliance – Chief Executive
Thursday 30 March 2023	KTRA members and other residents – 110 Brent <ul style="list-style-type: none"> ○ Cllr Eleanor Southwood, Queens Park Ward, Labour ○ Cllr Neil Nerva, Queens Park Ward, Labour RBKC <ul style="list-style-type: none"> ○ Cllr Emma Dent-Coad, St Helen's Ward, Labour at the time, now Independent ○ Cllr Sina Lari, Golbourne Ward, Labour ○ Cllr Elnaghi, Notting Dale Ward, Labour
Friday 31 March 2023	London City Island Tour No1 – 1 attendee
Wednesday 12 April 2023	General Cemetery Company <ul style="list-style-type: none"> ○ Head of Planning and Projects ○ Manager
Wednesday 12 April 2023	RBKC <ul style="list-style-type: none"> ○ Head of Content, Channels and Digital ○ Head of News
Tuesday 18 April 2023	NHS Northwest London, Estates Projects Consultant RBKC planning officer
Wednesday 19 April 2023	Pre-App with RBKC No3
Monday 24 April 2023	Brent <ul style="list-style-type: none"> ○ Cllr Muhammad Butt, Leader, Labour ○ Cllr Shama Tatler, Cabinet Member for Regeneration, Planning and Growth, Labour ○ Director Regeneration, Growth and Employment, Communities and Regeneration ○ Head of Planning and Development Services
Monday 24 April 2023	Westminster <ul style="list-style-type: none"> ○ Area Team Leader North Team ○ Planning, Urban Design and Conservation Officer
Friday 28 April 2023	Flyer uploaded to LBox Comms for distribution to 21,928 addresses, residents, and businesses for w/c Tuesday 2 May 2023
Wednesday 3 May 2023	Flyer distributed and published on the website
Thursday 4 May 2023	Online Q&A session for project team

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Thursday 4 May 2023	RBKC – Cllr Marwan Elnaghi, Notting Dale Ward, Labour
Thursday 4 May 2023	Free Community Day with London Sports Trust
Friday 5 May 2023	Peabody – 2 Representatives
Friday 5 May 2023	Exhibition Boards printed
Tuesday 9 May 2023	CCUK setting up the Drop-in Hub at Canalot Studios Model delivered
Tuesday 9 May 2023	Pre-App with RBKC No4
Wednesday 10 May 2023	RBKC <ul style="list-style-type: none"> ○ Cllr James Husband ○ Cllr Cem Kemahli ○ Planning officers
Thursday 11 May 2023	Labour candidate running for MP for Kensington StQW Neighbourhood Forum/St Helens Residents' Association/The Kensington Society – 3 Representatives GCC – Head of Planning and Projects Peabody – 2 Representatives The Rhythm Studio – 1 Representative
Friday 12 May – Saturday 3 June 2023	Drop-in Hub opens to the public and runs for four weeks at Canalot Studios, Unit CN.001, 222 Kensal Road, W10 5BN <ul style="list-style-type: none"> ● Week One <ul style="list-style-type: none"> ○ Friday 12 May x18 ○ Saturday 13 May x17 ● Week Two <ul style="list-style-type: none"> ○ Thursday 18 May x28 ○ Friday 19 May x20 ○ Saturday 20 May x12 ● Week Three <ul style="list-style-type: none"> ○ Thursday 25 May x11 ○ Friday 26 May x20 ○ Saturday 27 May x8 ● Week Four (half term) <ul style="list-style-type: none"> ○ Thursday 1 June x29 ○ Friday 2 June x27 ○ Saturday 3 June x14 ● Total visitors: x204
Friday 12 May 2023	QPARA – Chair and 1 committee member
Wednesday 17 May 2023	Brent – Cllr Steve Crabb, Queen's Park Ward, Labour
Thursday 18 May 2023	RBKC Cllr Emma Dent-Coad, St Helen's Ward, Independent Kensal House residents – Deputy Co-Chair
Friday 19 May 2023	Felicity Buchan, MP for Kensington, Conservative
Saturday 20 May 2023	RBKC – Cllr Roberto Weeden-Sanz, Queen's Gate Ward, Conservative
Friday 26 May 2023	Brent – Cllr Neil Nerva, Queen's Park Ward, Labour
Friday 26 May 2023	London Sports Trust – workshop
Saturday 27 May 2023	KTRA – Chair
Thursday 1 June 2023	KTRA – 10 members QPARA – 1 Committee Member RBKC <ul style="list-style-type: none"> ○ Cllr Johnny Thalassites, Holland Ward, Conservative ○ Cllr Catherine Faulks, Campden Ward, Conservative ○ Cllr Emma Will, Royal Hospital Ward, Conservative

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Friday 2 June 2023	PIP (Pursuing Independent Paths) – 1 Representative Friends of Kensal Green Cemetery – Membership Secretary The Kensington Society – Chair and 1 Representative KTRA – 1 Committee member
Saturday 3 June 2023	RBKC – Cllr Abdullahi Nur, Golborne Ward, Labour and Director for Baraka Community Association Urban Dandy London KTRA – 1 Committee member
Monday 5 June 2023	Brent <ul style="list-style-type: none"> ○ Operational Director for Regeneration, Growth and Employment ○ Head of Planning and Development Services ○ Spatial Planning Manager ○ Team Leader – Plan Making ○ Transportation Planning Manager
Wednesday 7 June 2023	Pre-App with RBKC No5
Wednesday 14 June 2023	Hammersmith and Fulham Planning officers
Thursday 15 June 2023	RBKC – Cllr Marwan Elnaghi, Notting Dale Ward, Labour
Monday 20 June 2023	Canalside House tenants – 10 attendees
Wednesday 21 June 2023	Peabody Representatives & Social Housing tenants 8 attendees
Thursday 29 June 2023	Quality Review Panel (QRP)
Monday 10 July 2023	Development Forum 2 with RBKC – the event was organised by RBKC and flyers were sent to the same distribution area of 21,928 addresses, residential only The event attracted 85 attendees
Wednesday 12 July 2023	Full of Life charity – workshop
Wednesday 12 July 2023	Kensal House residents – 14 attendees
Friday 14 July 2023	London City Island tour No2 – 5 attendees
Tuesday 18 July 2023	Portobello Business Centre – 2 Representatives
Wednesday 2 August 2023	Full of Life charity – follow up session at the Drop-in hub

9. Feedback Received

9.1 Stage 1 – Initial Conversations

The first stage of consultation ran from February 2021 to end of May 2021 and comprised:

- **5** stakeholder meetings.
- **40** attendees to the public virtual Q&A, where **35** questions were asked.
- **25** postcards returned.
- **26** emails received.
- **707** website visits including **1,400**-page views.
- **8** surveys completed.
- **3** phone calls from neighbours.
- **65%** positive feedback.

9.1.1 Consultation feedback

The public expressed their initial views on what should be the aspirations of any future development. The following section contains a breakdown of all feedback the project team received through Stage 1, through the Community Viewpoint Group, Q&A session, surveys, emails, and flyer returns.

The feedback has been separated into key topics and issues raised by the community which have been categorised below:

- The need for more 'green' spaces.
- Canal-based activities, such as sports and art spaces.
- Affordable housing.
- Greater connectivity to the area, including extra bus routes.
- A good provision of car parking.
- Activities for children and young people.
- Playgrounds.
- Sustainable and low carbon development.
- Increased biodiversity and wildlife consideration

Project Flourish Statement of Community Involvement

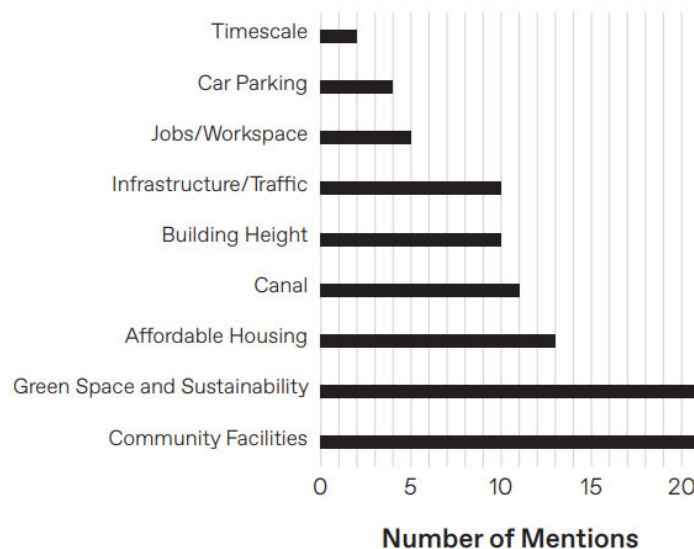


Figure 20: Topics mentioned across all feedback

Green spaces

'The environment' and 'green spaces' were mentioned 21 times (within the Q&A session and feedback forms) and it was clear that the community wanted to see a lot of green space included in the design.

Several ideas were suggested, including allotments, parks, tree planting, outdoor activity space and public art.

The community suggested a preference for creating wildlife corridors.

"I do not think the development should be focusing on housing total targets but more the aesthetic and ecological additions to the community."

"Any new developments should have a large number of trees to offset the new emissions and burden on the local community."

"There isn't enough open space planned within the site, relying on other open spaces, such as Kensal Green Cemetery (totally unsuited to the purpose) and Little Scrubs, already quite busy, and Wormwood Scrubs, not close enough to be very useful to residents of the new homes."

"Outdoor cinema or theatre space (like Kings Cross or Holland Park), picnic space in parks, mini zoo in a park (like Battersea or Golders Hill Park), street art/installations would be nice"

"Ideas: Allotment (we want one!), Green area (footpath/ walk), Playground, Forest School, No smoking zone, outdoor gym."

"It would be great to have a place to swim outdoors. Like the ponds in Hampstead and the new development at Kings Cross."

Project Flourish Statement of Community Involvement

✓ 14 Section 3: What can we do? What is important to you in a neighbourhood?

7 out of 7 people answered this question (with multiple choice)

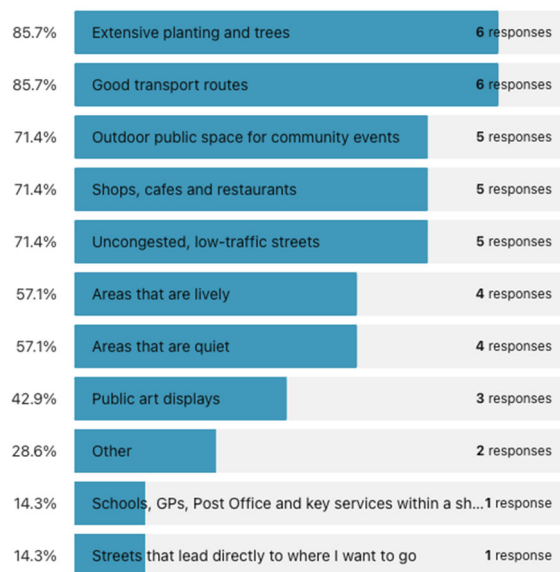


Figure 21: Community survey results - what is important in a neighbourhood

Canal Towpath

'The canal towpath' was mentioned 11 times and is seen as a key topic with several responses wanting the canal to be developed into more of a community feature. It was noted that the canal is a popular walking path for locals and canal-based activities were suggested, including sports and arts spaces.

The canal was mentioned as the best thing about the area as it attracts wildlife, plants, and boats.

Questions were asked about whether boat mooring would be protected.

"It is a very popular walking path and is a country and wildlife corridor in the heart of London."

"I think this could be a great initiative! The canal is a beautiful aspect of our community and having apartments and shops next to it would be great."

"The best thing about the area is the canal – the water, the plants, the birds, and the boats. Anything that improves and enhances their features is all right by me."

"I am a local artist, I particularly love the canal area where I go often to paint, sketch, and get inspired. I wish to see a space for local artist[s] to create, meet and share their skills and visions, a "serenity hub" a place with natural light with the view on the canal a place for art and craft and leisure..."i>

Project Flourish Statement of Community Involvement

Jobs

'The provision of jobs' was mentioned several times and it was noted that the community want to see spaces for small businesses, young entrepreneurs to operate with a preference for tech and creative industries being expressed as well as providing opportunities to upskill younger generations.

The community asked how employment might be prioritised for the local community and whether more office space was needed in London.



Figure 22: Community survey results - where do local residents currently work

Affordable housing

'Affordable housing' (and the need for) was mentioned 13 times and it was suggested that socially divisive housing should be avoided. The Victorian homes were listed as good examples of socially integrated housing.

"The most important things for me are affordable housing – both social and part share..."

"I like the area for being wide open and would like to see affordable and social modern housing built in this area."

"Worried that they will mirror the super ugly style of those in Acton or some of the high developments underway around Wormwood Scrubs."

Traffic and Infrastructure

'Traffic, congestion, and infrastructure' were mentioned 10 times and there were concerns raised about the increase in the number of residents in the area and the strain it could place on local facilities.

It was asked whether there would be enough public transport and how residents might be encouraged to use it more (over private car usage), and whether the development was dependent on Crossrail plans being brought forward.

Project Flourish Statement of Community Involvement

Height

There was limited written feedback on 'building and site height' although it was raised several times verbally through meeting discussions.

Local facilities

'Local facilities' and 'amenity space' were mentioned 21 times with the community offering a variety of suggestions including art rooms, performance areas, food and hospitality venues and cultural spaces.

"It is [an] amazing idea to make the area [with] coffeeshops, restaurants, gyms or activity centre[s] for children."

"Outdoor venues like PopBrixton - a space to meet friends and family - it's a vibrant atmosphere and different options for food/drink at different times of the day"

"I feel the site could be used to build a venue which could be for arts and culture events, small showcases, exhibitions, space hire, youth events and carnival showcases."

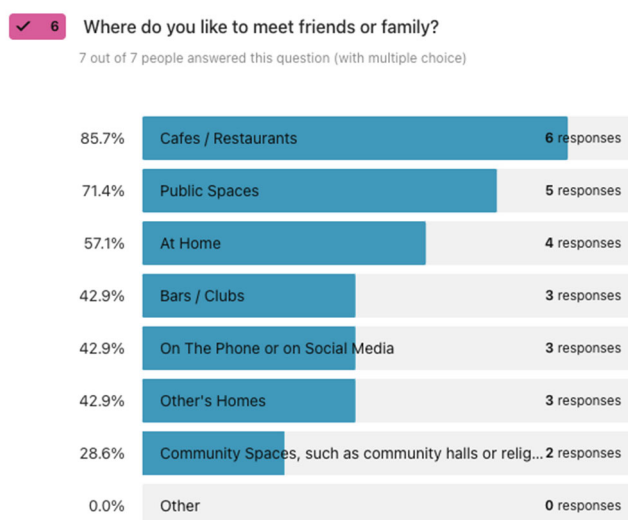


Figure 23: Community Survey results - where do you like to socialise?

Car Parking

'Car parking' was mentioned four times with some Sainsbury's customers asking whether they would still be able to access the store by car. Individuals wanted to know if there would be sufficient car parking in the area and it was noted that free parking is needed in the area.

Delivery Programme

'Timescales' were mentioned twice with questions around the forthcoming planning application and anticipated start of works on site.

Sustainability

The community was interested to know how the project plans to consider sustainability and manage plastic waste for the future.

9.1.2 Key development learnings from Stage 1

When engaging with stakeholders and community representatives the Applicants understood the importance of protecting the tranquillity (and conservation status) of the local cemetery and listened to concerns around vehicle access to the current Sainsbury's store.

The canal, towpath and basin were seen as valuable community assets that needed to be protected and enhanced.

Councillors were pleased to hear of proposals around pedestrian and cycle routes and encouraged a diversity in architectural design.

There were some concerns around building heights and representatives were keen for designs to be put forward that protected access to light and that provided a visually attractive skyline at all levels of onsite buildings.

It was seen as important to improve connectivity to the whole site and that engagement with other landowners such as Network Rail would be needed.

Representatives were keen that the design and development of the overall Kensal Canalside Opportunity Area should be consistent and that close working with other developers on different areas of the site would be needed.

There were discussions around the future use of the canal basin, residential mooring and whether the rail crash memorial would be maintained.

Sainsbury's were keen to address employment concerns and confirmed that the current store would continue trading as normal throughout the construction period and there would be a focus on creating and protecting local employment opportunities.

The site's commercial use was discussed, and all parties recognised the need for adaptable and flexible workspaces.

Due to the proximity of Grenfell Tower, questions were raised by representatives about how all lessons from the disaster would be incorporated into design and construction, to not only allay public safety fears but also to remember the tragic event.

The Community Viewpoint Group was formed and met for the first time in Stage 1 of the consultation. Their aspirations and vision for the future included:

- Reducing the area's carbon footprint

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- Providing homes for students and young people
- An enhanced local job market
- Improved transport connectivity
- Greater community spirit and opportunity
- Increased leisure spaces such as cafes and quiet spaces
- Better use of the natural environment including the canal
- Integration between the community and business organisations
- Opportunities for young entrepreneurs and local independent businesses
- A safe place and environment for all

The importance of delivering high quality new homes that use carefully selected materials and contribute to Ladbroke Grove is recognised as critical.

After Stages 1 & 2 the CVG lost momentum and attendance reduced significantly. Therefore, the Applicants reluctantly decided to bring the CVG to a close.

9.2 Stage 2 – Presentation of the Masterplan

The second stage of consultation ran from June 2021 to end of August 2021 and comprised:

- 2 public exhibitions with a total of **80** attendees.
- **12,285** Give My View visitors and **3,238** voters.
- **88%** support the design approach.
- **505** website visitors (between July and August).
- **715** Email update/workshop sign-ups.
- **227** pieces of written feedback.

9.2.1 Give My View survey and exhibition results and feedback

The Give My View survey had **12,285** visitors and **3,238** voters (which can be considered a high response). The survey asked the community what they would like to see delivered in the scheme, especially in relation to green and commercial spaces. It also asked for views on the different architectural styles proposed and if locals would be keen to see additional bridges over the canal and railway. The average time to complete the survey was 1.53 minutes.

Survey respondents were heavily concentrated around North Kensington, but responses were also received from Willesden, Park Royal and Shepherd’s Bush. 77% of voters identified as local residents, 11% identified as Sainsbury’s shoppers, 5% identified as working locally and 7% identified as visitors.

Social media targeting was used to promote the survey to increase participation.

The following section contains a breakdown of the feedback the project team received through the Give My View survey as well as anecdotal feedback from the **80** attendees to the public exhibitions.

The feedback has been separated into key topics.

Principle of the development



Figure 24: Question about design approach from Give My View survey

Redevelopment of the site to deliver new homes, shops and a Sainsbury’s were widely welcomed by survey respondents and those who attended the exhibitions.

“I hope it creates a safe, environmental, cultural space to bring community together.”

Respondents, who were mostly local residents, were asked what they wanted from the future development with enthusiasm expressed for green spaces, affordable homes, more shops and restaurants, and the reinstatement of The Wharf to create activity around the canal.

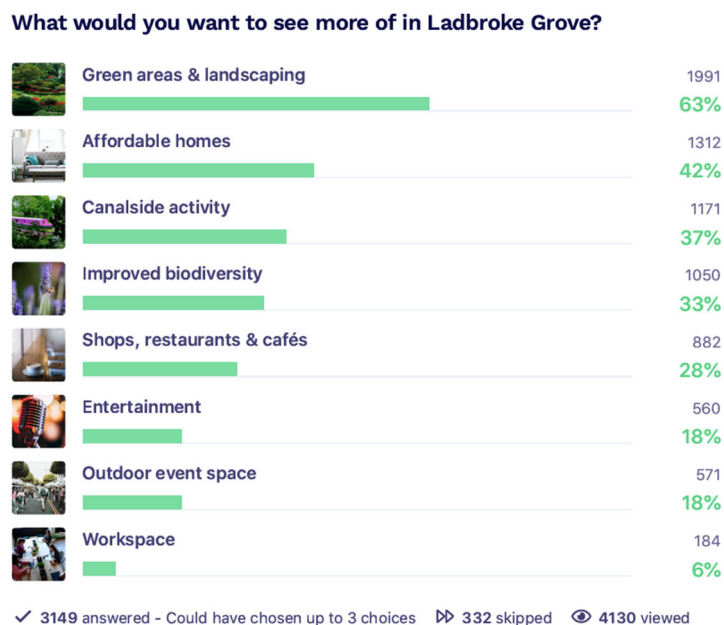


Figure 25: Survey results from Give My View

Green areas and landscaping have been consistent community aspirations and respondents were asked for their ideas and suggestions which included:

- Squash and basketball courts
- Swimming pool
- Outdoor gym
- Games arcade for wet weather
- Farmers markets
- Skating and cycle paths
- Outdoor cinema
- Dog friendly park

The above suggestions were made as they are seen as lacking in the area and would be welcomed by locals and/or being a space to bring communities together. The most preferred option from the list was outdoor gym.

Affordability

19% of written comments mentioned affordability of new homes and retail units, making it the most commented topic.

There was feedback that diversity and inclusivity are important, and the area shouldn't be 'whitewashed'. Some people also suggested that there should be spaces that are free to use, ensuring the area is welcoming to those on the lowest incomes. Several people were worried that existing residents and businesses will be priced out of the area.

Although affordability was the most mentioned topic in the written feedback, the quality of the new homes was also raised by the local community. There is a local concern, following the Grenfell tragedy, that new social homes could be quality and safety compromised.

Homes

Several people noted that the development needed homes that were truly affordable and accessible for key workers and local average salaries.

“If the affordable homes could please help maintain the diverse neighbourhood.”

“Would be great to mix various price points of housing for various income levels amongst the neighbours.”

Commercial

It was noted that commercial opportunities on the site should be affordable and accessible to local and independent traders.

4 people also commented that affordable workspace was very important, especially for the creative/start-up sector whereas a minority of respondents suggested that due to COVID, having dedicated workspaces is no longer needed.

“I think mid-range restaurants would be a great asset as around the area there are currently high end and then at the other spectrum takeaways.”

“I would love to see a place where local people and businesses will be able to live work and create.”

What new types of commercial spaces would you like?



✓ 2654 answered - Could have chosen up to 3 choices ▶ 297 skipped 👁 3024 viewed

Figure 26: Commercial space question from Give My View survey

The community was split on types of operators to attract. Some wanted known operators and big named brands while several noted that the new neighbourhood should cater for independents. A

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handful of respondents noted Sainsbury's as a mid-high range supermarket and requested a lower-budget option.

Open and green space

Open and green space was raised as the most important issue by the local community throughout the consultation.

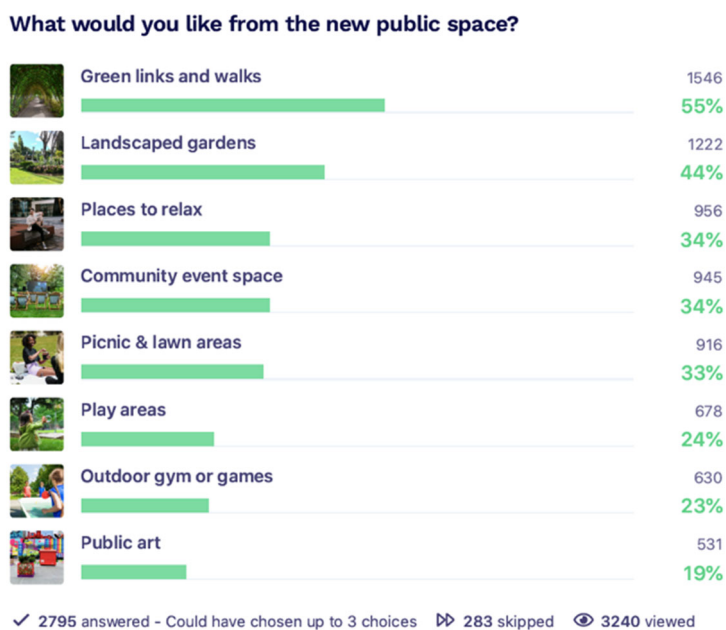


Figure 27: Public space question from Give My View survey

Consultation participants requested pedestrianised areas, children's play areas and alfresco dining, which are seen as being good for wellbeing and would add character to the area.

"It's really important to make sure it's a functional community space, not just for cyclists and cars, but for families to get to and people who walk. It needs to be somewhere you would go for a weekend stroll."

Pedestrianisation

Pedestrianisation of streets was seen positively due to improving air pollution, making the pedestrian and cyclists' experience safe and often being good for DDA accessibility.

"Pedestrianise as much of the development as possible to improve atmosphere and air quality."

Several members of the public also commented that not all can walk and cycle and that access by car needs to be protected, especially for the elderly and blue-badge holders. Some exhibition attendees noted concerns of a longer walk to the new Sainsbury's.

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Children's play areas

Children's play areas were raised as being needed locally. Two design considerations were raised, being not located too close to waterways, and providing adjacent outside dining space.

Look and feel

Residents fed back that it was critical that the new development felt welcoming, relaxed and somewhere for people to explore.

The 1999 Ladbroke Grove train crash memorial was also mentioned as a space that needed to be kept safe and accessible.

Canal

Most people were keen to see activity brought to the canal and highlighted it as a local feature to make the most of.

5 people remarked that cyclists were sometimes detrimental to the enjoyment of the canal and that there should be methods to slow/re-route them. Quiet areas to dwell along the canal was also mentioned during the first stage of consultation.

7 people asked for cycle parking and paths to promote cycling through the site.

"Please make sure you don't put shops and cafes on the towpath and block the tow path for cyclists... please make cyclists a top priority as they are the only completely green form of transport."

The canal community was mentioned as bringing vibrancy to the canal area. It was noted that they should be protected, and moorings should be kept affordable and where possible enhanced. Construction nuisance was noted as being problematic for the canal boats.

Bridges

Bridges were mentioned by several people as being a real benefit in connecting the site to the surrounding area and creating more leisure routes. Some respondents were worried about the impact the scheme would have on the cemetery and potential anti-social behaviour.

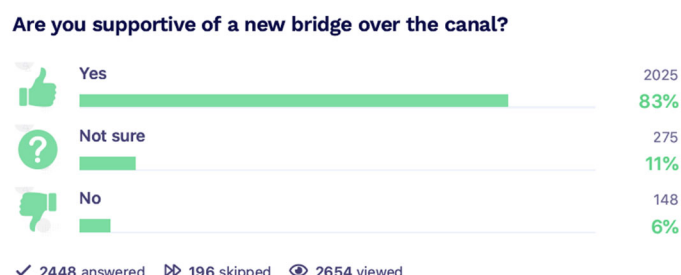


Figure 28: Bridges question from Give My View survey

Height and density

9 written comments were received noting that tall buildings would be undesirable due to their visual impact (particularly from the cemetery), a sense of a loss of community at ground level, the traumatic after effect of the Grenfell disaster on the local community and the reduction of sun and daylight on nearby homes.

Reassurance was sought about responsible construction methods and the use of cladding.

Local services

7% of local residents highlighted that this quantum of new homes and families would put pressure on local services such as GP surgeries, schools, and the local transport network.

11 people asked or suggested that a Crossrail station should come forward alongside the plans whilst others suggested more bus services or public transport infrastructure will be needed to support the increased population.

Potential new pedestrian bridge connections were welcomed in maximising access to local transport hubs and the new Sainsbury's.

Junction and construction

The existing junction onto Ladbroke Grove was noted by several people as often being congested. 13 residents noted concerns about anticipated impacts on traffic during the construction phase. Some exhibition attendees did comment positively about the impact construction has on investment and local jobs.

Biodiversity and trees

Delivering planting that would maximise biodiversity was noted as desirable to the local community and some suggested that street planters can have a positive effect on a community's mental health.

Some attendees at the exhibition were concerned about any impact on canal ecology.

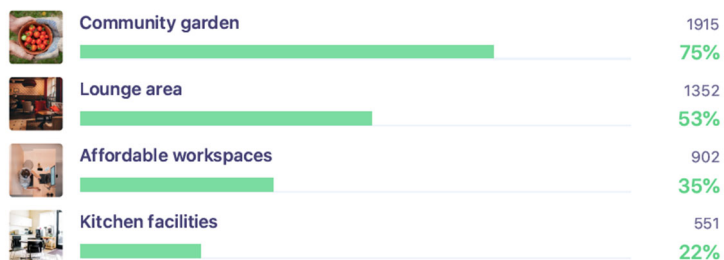
Youth investment

Several respondents, both at the exhibition and via written feedback mentioned the importance of spaces for young people.

"Places for the youth are rare to find... resulting [in kids] taking part in crime or being around the wrong people due to the fact they can't do anything else."

Others noted broader needs for the local community. When asked "Tell us which community spaces most appeal to you," 'Community garden' was selected as the most popular option. However, in written feedback, rather than the specific type of community space, the ethos and inclusivity of the space was raised as important. It was requested that the development should include areas that appeal to different generations and communities, old and new, and have areas that people can make their own.

Tell us which community spaces most appeal to you.



✓ 2543 answered - Could have chosen up to 4 choices ⏪ 334 skipped 👁 2922 viewed

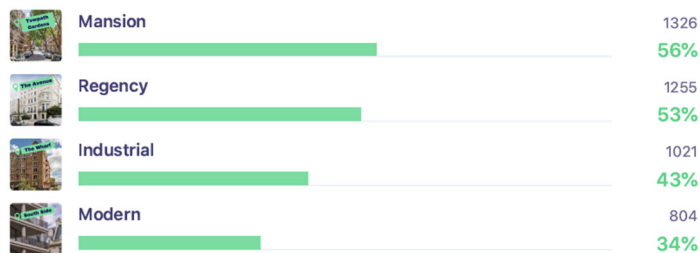
Figure 29: Community space question from Give My View survey

Design

Respondents were very complimentary of the architectural styles with the majority pleased to see how these would be interpreted in a modern way.

There was a stigma against modern styles being “bland” and “cheap”. Regency and mansion styles came up as the most popular styles in the survey.

Let us know which of these buildings styles you like.



✓ 2387 answered - Could have chosen up to 4 choices ⏪ 292 skipped 👁 2718 viewed

Figure 30: Design question from Give My View survey

Sustainability

Several participants of the consultation referenced air pollution, car-ownership and sustainable design.

“Rapid electric car chargers installed please!”

“Would be great to have houses built in accordance with PASSIVHAUS standards, or at least properly energy efficient, with roof gardens to cool the building and retain rainwater.”

“Development needs to be car free with sustainability built in e.g. cargo bikes, last mile delivery, consolidated deliveries, blue badge only.”

Consultation

669 respondents expressed an interest in joining a consultation workshop and several made comments praising the team for ‘opening up’ the conversation with the local community. Respondents found the ‘Give My View’ survey easy to complete and informative. Several members of the community identified feeling a sense of responsibility to assist their local area and were willing to play an active role in the design development.

“Really like this process of feeling like we have a voice in shaping the future of our area—it was easy to choose and interesting to see other respondent’s opinions.”

“Now I’d like to see how you use this data, and others I presume, to inform the blueprints for design. I’d like to see this level of transparency continued until build.”

9.2.1 Community Viewpoint Group (CVG) feedback

The CVG met twice in Stage 2 and covered topics including commercial space for smaller businesses, youth and employment opportunities and how the local community could make a meaningful impact to the development plans.

There was a particular focus on how the new Sainsbury’s could be used to draw in (and back) independent businesses and traditional traders from Portobello Market, which could add a unique character to the area. The group wanted the development to strike the right balance between high street and independent retail.

Potential plans for a pop-up cinema were popular with the group, who suggested a link-up with the Lexi Cinema. The group responded positively to the overall commercial approach and provided suggestions regarding other stakeholders to approach for feedback and ideas.

The group discussed and prioritised potential development elements regarding what they believed would add value to the local community. This is summarised below with items to the right of the arrow deemed to be the most valuable.



Figure 31: CVG value rating of development aspirations

9.3 Stage 3 – Detailed Plans Presented

The third stage of consultation ran from September 2021 to end of December 2021 and comprised:

- **3** workshops with a total of **21** attendees
- **2** days of public exhibition attracting **204** attendees
- **1** Development Forum with a total of **52** attendees
- **15** stakeholder meetings
- **31** completed surveys

9.3.1 Feedback from community workshops, public exhibition and Proposals Survey

Feedback on the masterplan and the detailed design of the scheme was gained via three community workshops (focused on design, landscape and transport and overall masterplan), discussions at the two public exhibitions and completed survey forms.

The following topics of concern raised by residents and attendees at the workshops and public exhibitions have been ordered from highest to lowest:

Affordability

The provision of social housing was the most frequently raised area of concern with residents and attendees asking/commenting on future residential costs, affordability and the number of families that would be supported via social housing. There was some concern raised about future properties laying vacant and being acquired by investors.

“Social housing should be mixed not a separate building.”

“I think mixing social housing in with private is healthier.”

“I am very glad to see that you have included a large number of affordable homes and that they are tenured blind (I really hate it when there is segregation).”

“Main concern is to provide a maximum number of social rents, affordable rent and shared ownership.”

“The housing needs to be affordable to the average person at 3-4 times their wage! It must help to fix the local housing issues and contribute to monitoring a diverse community!”

“I remain to be convinced that this development will do anything to help those who are in serious housing need, many of whom will struggle to afford the technically 'affordable' housing. Also, the proportion of affordable housing appears to be merely an aspiration that is not promising.”

Transport

Transport was the second most raised area of concern with individuals asking/commenting on parking facilities (including on-road), road congestion, the provision of EV charging, the need for an

uplift / review of bus services and routes and how pedestrianisation and cycling might be accommodated.

Other concerns voiced were about the lack of provision of a Crossrail station, the potential deterioration of roads from increased use and the distance to bus stops increasing for current residents.

“We will require a larger bus terminal to accommodate the 5,000+ new people in this area.”

“The junction is currently a nightmare and may be way worse as the catalyst develops.”

“Ladbroke Grove is already congested.”

“Transport seems to be at the CENTRE of this design, when it should be minimised.”

“Concerned over traffic problems generated by excessive development at Harrow Road and Wood Lane Junctions.”

“The local air is already illegally polluted. We don’t need any more congestion.”

“There are already too many cyclists who speed along the Towpath so I think there will need to be some speed calming measures put in place.”

“3500 new homes won’t work with no new transport links.”

Landscape/Accessibility

Residents were concerned about the amount of hard landscaping and concrete surfaces proposed, the retention of current treelines and wanted the site to better fit in with the rest of Ladbroke Grove, whilst also being considerate of the impact the development would have on current wildlife.

Spaces to sit and enjoy (current and new) green spaces was noted as was whether such spaces are of an appropriate size and would be for public or residential use only.

Residents were keen that landscaping should be designed in such a way to slow electric cycles and wanted to know whether there would be on-site security to help provide a safe environment for all.

“I like the roof garden above Sainsbury's.”

“I like the idea of a route through the cemetery to Kensal Green station.”

“The more open spaces the better.”

Height and Massing/Density

The height and massing of new buildings is often contentious, and residents did express some concern over two proposed 36 storey buildings and the impact they would have on views and visibility across the site.

Residents said there should be more density against the railway to relieve some pressure across the rest of the site and create more public space against the canal edge and asked whether 14 storey options had been considered across the whole development.

“We will be surrounded by high rise buildings. We won't get much natural light into the office. Will be very dull and dark.”

“I am concerned about the close proximity of a 15-20 storey sky rise blocks very close to our office at the Canalside.”

“The tower blocks are way too high for the surrounding area.”

“My one big concern is the 35-floor tall building on the west of the site next to where the Kensal gasworks site is. This building is far too high for the location.”

Design

As expected, architectural design was subject to mixed views from respondents. Some residents disliked the proposed mansion and tower block designs as they suggested they weren't in keeping with the area and others were concerned about homes being too close to the railway as they might suffer from noise and pollution.

Residents were keen to know that plans are being consolidated with the St William development to ensure there is a consistent approach for the area.

Residents said the designs should prioritise walking and cycling.

“Worried it will look too much like Canary Warf/Liverpool Street (no character).”

“The buildings have no curves and are quite brutal in their straight lines and height.”

“Architecture could be more interesting. Why does it need to copy local architecture?”

“So far, what we've seen of the design is anodyne and uninspiring - not enough colour or distinguishing features.”

“I personally do not like the mansion style buildings.”

“The mansion-style buildings are attractive and seem fair in their size.”

“I like the diversity of architectural styles.”

“I really love it and I'm surprised this kind of architecture hasn't been used MORE in London, the 'mansion block' design is beautiful and celebrates London's heritage and old architecture, yet in a new modern form.”

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Canal boat users

Queries were raised about the future provision of fixed moorings and the potential displacement of permanent 'liveaboard' boaters whilst some residents were also concerned about the impact of construction and whether the future development would deprive canal boat users of sufficient sunlight.

Amenities

Residents were keen to understand the plan for the provision of local services such as GP surgeries, schools, and nurseries in light of an increased neighbourhood population. Residents also asked about community and cultural facilities, and the potential for public art. Questions were also raised about the provision of children's play space and facilities.

There was some criticism about the size of the new Sainsbury's store being too large.

Residents asked about how affordable new commercial space might be.

Bridges

Mixed views were received from residents about the provision of new bridges. For some residents the bridges were deemed essential to providing an accessible site, whilst other residents said they did not like the idea of a new bridge into the cemetery. Residents said the bridges should be wide enough to accommodate different uses and users including pedestrians and cyclists.

Canal Towpath

Feedback on the canal towpath was limited to whether it would remain open during construction and what safety measures would be introduced in the future.

Fire Safety/Cladding/Grenfell related concerns

Understandably, there were questions about the use of building cladding, composition and construction materials, with residents asking whether any of the Grenfell survivors would be allocated new homes on the site.

Sustainability

One resident asked whether Thames Water had been consulted on urban drainage and capacity, and whether the Applicant will attempt to capture rainwater in the area.

Positive responses to the masterplan and detailed design

The following overall positive feedback from residents and attendees was received at the workshops and public exhibitions:

- Respondents weren't fully aware of the size of the site but were pleased that redevelopment was being proposed.

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- The community was overall pleased about the use of sustainable materials and were pleased with the architectural design, in particular the mansion and wharf buildings.
- Residents commented positively about the landscaping plans and different areas of green space provision and were generally pleased with the accessibility of the site, including the provision of bridges and footpaths and a new bus stop closer to Sainsbury's. It was welcomed that Sainsbury's would remain open during construction.
- Residents commented that they were pleased the petrol station would be removed as it creates a lot of the traffic in the area.
- Although there were a few questions about fire safety, residents were reassured that Applicants were aware of the local sensitivity and are developing a robust fire strategy which includes no cladding and appropriate fire lifts etc.
- Many residents said the plans sound exciting, and that they hope the scheme comes to pass as they are looking forward to seeing the completed development.

Workshop feedback

A total of **21** attendees joined the Applicants and members of the project team for three workshops on the Overall Masterplan, Landscaping and Green and Play Spaces, and Transport.

The attendees in all three workshops started the sessions by expressing their concerns about the project. During the workshops attendees asked questions, contributed ideas and provided feedback. By the end of the three workshops attendees commented that they felt much more informed about the project and were grateful to the Applicants for including them in their planning process.

All attendees agreed that the workshop format helped them to better understand the scheme and most of the attendees said they felt more positive about the proposals. Some of the attendees said they still disliked certain elements including the architectural styles and heights of the buildings.

9.3.2 Stage 3 Feedback from stakeholder meetings

There was a significant number of meetings with local businesses, groups and community leaders during Stage 3 and these are summarised below.

Canal Boat users

The project team met with representatives of the Canal Boat user group and discussed issues around the scale of the development, how many dwellings were planned, provision of car parking and the provision of services such as GP surgeries and schools. There was also discussion around the future use of the basin and the Applicant's intention for this to be a commercial space.

The boaters were concerned about the shoulder buildings along the canal and how this might impact their right to light and/or ability to get solar power.

The group made suggestions around the retention of and improvement to the existing towpath wall, installation of electrical charging points, sanitation and rubbish disposal facilities and the removal of the power cooling unit on the current Sainsbury's site.

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A cycle highway was suggested to ease traffic on the towpath, and it was felt that the introduction of CCTV would make the canal area feel safer.

It was clarified that no works will be carried out immediately adjacent to the permanent moorings and the builders' compound would be located on the other side of the site.

Youth Action Alliance

The Applicants met with the CEO of Youth Action Alliance who expressed support for the development but said the plans to include two 36-storey buildings might not be welcomed by the wider community, due to associations with Grenfell.

Suggestions were made about other stakeholders to engage with and community programmes / workshops to support future apprenticeships and job opportunities.

Representatives said they were pleased to see the provision of a Multi-Use Games Area (MUGA) as it is a very important community asset.

Kensal House Residents

Kensal House residents are the closest neighbours to the site. The Applicants met with residents from Kensal House and offered them additional meetings so that further discussions could continue.

A major topic of discussion was the height of buildings and where they should be placed in the site with a preference made for them to be further from Kensal House due to visual disruption.

Representatives also expressed concern about noise and dust pollution during any future construction and were asked that traffic congestion and the provision of bus services was critically considered.

Representatives felt positively about the new bridge across the railway that will provide better access to Barlby Road and were supportive about future apprenticeships and these being available as soon as possible.

They commented that they do not wish to see the flats being sold to investors and remaining empty and said they would like RBKC to do a better job of improving the living conditions and homes for residents currently living in the area.

Traffic was a main topic of discussion with some residents noting concerns due to only one road into the site and how congestion might get worse during construction.

Residents were pleased to hear new cars would not be eligible for RBKC permits but one resident noted disappointment that the petrol station would be removed as they felt it was limiting people's options from driving petrol to electric.

Several comments were also made regarding health during the construction due to dust, noise and digging up contaminated land. The residents suggested that free double-glazing to Kensal House would be appreciated as it would cut out noise and the effects of pollution.

Residents noted disappointment that the activities at the Ladbroke Grove end of the site would be disruptive.

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The positioning of taller buildings, close to the railway line and Kensal House was also discussed as was a concern about overlooking a nearby school.

Residents were keen to know where the affordable homes would be on the site.

A resident commented on the colour of the bricks and suggested that the red brick would create darkness and that lighter bricks are preferred. The residents suggested more art deco influences in the architecture.

Residents were pleased the bus stands on Ladbroke Grove would stay in place.

Kensington and Chelsea Mind

The Applicants met with the representative from the charity on several occasions including meetings and at the community workshop. The representative commented that gardening and outdoor activity is proven to help with mental wellbeing and that community garden projects help to deter anti-social behaviour.

The representative expressed an interest in being involved in the future maintenance of public green spaces and would like to provide Wellbeing/Mental Health First Aid for construction workers as well as offering to help with apprenticeships, training, and job opportunities for the local people via the charity.

PricedOut

The representative from PricedOut said the organisation had identified Project Flourish as a scheme to advocate because of the amount of housing, both private and affordable, being provided. However, when the representative passed on the details to the Directors of the charity, they said they could not advocate the scheme due to the heights of the taller buildings.

Kensal Triangle Residents' Association (KTRA)

The Applicants met with members of KTRA on several occasions at meetings and public events.

Below is a summary of feedback from a meeting held with 8 members from KTRA. Feedback from a meeting with 34 members of KTRA is also included.

Representatives from KTRA said they had attended the public exhibitions and were keen to find out more from RBKC about the overall SPD.

Representatives wanted to know more details on the scale of the development, future bus provision, the areas for social and private housing, building materials and the reinstated canal basin.

They were also keen to understand construction details and the installation of two new bridges. There was some concern about building heights and the appropriate safety measures being in place.

Many residents expressed their concern about the bridge into the cemetery and the delivery of a new footpath creating a 'thoroughfare' through the cemetery and changing the area's character.

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Residents suggested a free shuttle bus service be included for access throughout the site and queried whether any GP surgeries or schools will be provided.

All residents noted that their main concern was increased traffic and roadworks in the area.

Many residents were concerned about whether the new flats would be bought by investors and remain empty like other nearby developments.

Representatives concluded the meeting stating they liked the concept of the scheme, the architectural style of some of the buildings and that they would be happy to support the scheme as long as concerns were addressed as much as possible.

The Applicants met with 33 members of the KTRA at an additional meeting. Below is a summary of queries and feedback.

Many of the members expressed that they felt concerned about the management of construction traffic and commented that the surrounding roads were already gridlocked.

Some of the members commented on how dangerous the roads in the local area are for cyclists and queried whether it would be possible to improve cycle lanes during construction, particularly along Harrow Road.

Some members queried whether shading to the surrounding buildings would be increased during winter months.

Some members said they felt there were too many tall buildings being provided within a small area and asked whether there was any capacity to reduce the height of the buildings while still maintaining viability.

Many of the members queried whether provision would be made for additional infrastructure including school places, doctors' surgeries, and improvements to other local services.

Members asked what the Applicants were doing in terms of fire safety procedures/protocols following the Grenfell tragedy.

Some of the members asked about the number of affordable homes being provided and whether the Applicants had a strategy to manage ownership of the private homes to ensure they wouldn't be sold to investors and landlords?

One member asked whether sustainable measures were being put in place such as EV charging points, new cycle lanes and the use of renewable construction material.

One member wanted to know how much bigger the new Sainsbury's store would be.

Some of the members said they were concerned about the impact to views on the cemetery and asked if they could have a view of the development from Harrow Road?

The group requested a meeting/explanation post-submission of the Construction Management Plan.

The group requested that the report on daylight/sunlight be shared prior to the Applicants submitting the planning application.

Venture Community Association

The Applicants met with two representatives from the charity. The representatives said they were aware of the proposals but had not fully engaged in the details. They expressed that the design for the new site needs to be inclusive to the current community, so they feel welcome and comfortable to use the facilities.

It was suggested that separating social and private housing has negative effects and creates a disjointed community, putting some residents at a disadvantage. Similarly, it was requested any community buildings are fully inclusive and accessible and must feel welcoming and available for multi-use for everyone.

It was also suggested that the Applicants need to have a 'presence' in the community and demonstrate that they are genuinely and proactively involved with people in the area. This alongside an engagement team, which the group offered to support, would gain greater community buy in and feedback for the scheme.

The representatives were keen that all developers on the site were seen to be and were working together to develop a more consistent approach.

Encouragement was given to the Applicants to have more conversations with the community to change their perception that this new space is also being created for them, not just for new residents, as they will see it as "this used to be for us but not anymore, it has been taken away from us."

There were comments made about narrow access to the current site and how this needs to be improved to make residents feels safer.

Representatives commented that the MUGA should not be at the edge of the site, and that it should be placed more centrally.

Representatives also recommended further community stakeholders that should be engaged.

The Kensington Society (TKS)

The Applicants have discussed the proposals with TKS on several occasions via virtual meetings. Representatives from TKS were keen to understand the finer details of the scheme and questioned the accuracy of some of the visuals that had been used to detail the emerging plan and sought confirmation of the proposed size of the new Sainsbury's store.

There was a discussion about how many HGVs currently serve the store and how deliveries would increase with a bigger store planned and the suitability of the planned new car park. Attendees were also keen to ensure that the Applicants were working closely with other landowners and site developers and asked the Applicants to ensure the balance was correct between residential and commercial space and that enough green space was provided.

Representatives wanted more information on the number of affordable homes being provided, the anticipated growth in population as well as more insight into the Council's SPD and the London Plan.

There was a discussion about the importance of maintaining the quiet and peaceful nature of the cemetery and not to allow cycling thoroughfares.

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Local amenities were discussed, and representatives suggested that more play areas, community spaces and health facilities would be needed to support the increased population.

The group were keen to understand why the Applicants had decided that the buildings should be 36 storeys.

Site connectivity and traffic congestion were other key issues that were discussed and representatives were unconvinced that the improved public transport provision for the site would be realised and that traffic would likely increase.

There was some concern about the timing of the proposal and the suitability of RBKC's wider SPD.

When discussing site accessibility, TKS said they were against the provision of a new bridge and footpath into the cemetery due to safety, biodiversity, and ecological concerns.

The provision of bus services, electric charging points and resident's car parking was also discussed, as was the removal of the current petrol station.

London Sports Trust (LST)

The Applicants have held meetings on numerous occasions with LST to discuss the proposals. It was noted by LST that there is currently a lack of indoor sports facilities locally and the new development provides an opportunity to increase the number of community sports facilities.

Representatives were not concerned about the location of the MUGA in the south-western corner of the site and thought it and the new water basin might present good opportunities in the future.

In terms of redeveloping the land currently operated by the LST, they were keen to inform Applicants that they also provide support for life skills, DIY and helping disadvantaged community members into rewarding careers.

They were therefore supportive of opening up the Canalside Activity Centre as it would be more prominent and potentially encourage more people to access their range of services. It was raised that the building does currently have car parking and future development should consider replicating this.

It was asked about construction or apprenticeship careers and LST were pleased to hear about future opportunities.

Members asked if there would be potential for charitable contributions through the Section 106 agreement. It was confirmed that Ballymore did have a charter it was hoping to launch soon, giving funding to local organisations.

LST also recommended other local stakeholders who should be briefed on the development.

Westway Trust

The Applicants met with members of Westway Trust and offered them additional meetings so that further discussions could continue. Members noted concerns of air pollution during a decade-long build and were keen to know whether a potential plan to use the canal as an alternative to road

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access to the site would have an ecological impact. They also noted that the canal appeared in the CGI presentation as wider than in reality.

A member also asked if the canal would be used for cooling.

Members asked if the scheme would be sustainable and suggested using sustainable and recycled materials throughout the build. It was suggested that bamboo and hemp materials could be used in the interior spaces.

The group also noted that the scheme's imagery looked like a lot of building and less greenery, and they were keen to know whether this would be a very green-centric scheme.

When they saw the plans showing the areas of planting, they asked how big the new trees would be as they were keen to see mature trees. They understood that smaller species would have better growth success in the long term.

It was asked how many school places were identified as being available in the area.

Routes for buses being important for reaching Sainsbury's and access for emergency service vehicles were discussed.

The group were keen to know if and how their feedback would be taken on board.

The group queried how the Notting Hill Carnival would be accommodated within the scheme. Members highlighted that several people were involved in the organisation of the Carnival, and the existing sound space should be re-provided within the scheme.

The group asked about the affordable housing provision, and whether it would be genuinely affordable, given that the area has been heavily gentrified in recent years and disparities now exist between residents who have been living there a long time. They knew of several families that had been separated over the years as there aren't enough affordable family homes.

The group asked whether the new homes would be tenure-blind, and how the apartments would be marketed by Ballymore.

It was queried what would happen to the tenants of Canalside House. The WWT suggested that much of the money that had been put into the building for improvements had come from charitable donations, and they would like that money returned to the charities. The WWT also reminded the team that the area is famous for its bohemian culture, and this should be promoted in the project.

The group discussed the number of parking spaces.

Some members of the group suggested a lower-cost operator such as 'Better' would be more appropriate than a David Lloyd type of operator in the new community amenity space.

Community Viewpoint Group meeting

The guests were pleased to hear productive conversations had occurred with Kensal House and the Boat Club users. Questions were asked about if there would be homes for key workers. Cllr Healy noted the need to re-provide Canalside House with more affordable office provision if Ballymore was to develop this land.

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Guests asked if the Kensal Rise Community for Boaters had been consulted and if duckweed would be tackled. Construction traffic and wind tunnelling was also discussed.

Cllr Healy noted concern of the tall elements along the canal and that there would be just one point of access for vehicles. The group talked about water taxis and that this would be a positive addition to the area. The group were pleased to hear there would be electric charging points and sluicing out.

Development Forum

The first Development Forum was organised by RBKC's planning team including promoting the event on the Council's website and sending flyers to the same distribution area as the flyer for the public exhibition held in September 2021 but excluded business addresses.

RBKC's planning team Chaired the meeting and the Applicants presented their Masterplan and proposals. Representatives from St William – part of the Berkeley Group, gave a presentation on their section of the site.

The forum was held on **Wednesday 24 November 2021** at the hall in Barlby Primary School and attracted a total of **52** attendees.

It was asked what proportion of the development would be for affordable homes and what the definition of affordable is. It was noted that the target of 35% would be aimed for by the neighbouring St William Development, but that the Ballymore and Sainsbury's site could accommodate a lower proportion due to exceptional infrastructure and remediation costs.

Residents were keen to know the exact timescales for delivery of each of the plots, and one resident asked if there was an alternative design for the site as they weren't keen on the proposals.

It was noted by residents that the team were keen to provide lots of outdoor space and amenities for those who live locally, and residents said their preference was for green spaces to be by the canal. They also asked about the number of green spaces at ground level, and suggested the podium garden space should not count.

Residents asked when the bridges would be built and were eager to see those delivered at the beginning of the scheme. They were not, however, keen on the new bridge to the cemetery. It was noted that the Cemetery Trustees and Canal and River Trust were supportive of the new bridge.

It was asked how tall the new buildings would be in metres and it was commented that these would be taller than Trellick Tower. Some residents asked if the teams could commit to not using any materials/goods/services from companies linked to the Grenfell tragedy.

It was asked how much car parking would be provided. One member of the community warned against electric cars in the basement, suggesting they were a fire risk.

Some members of the community said the petrol station was still needed.

It was noted that the access to the site was likely not adequate.

It was asked if there was a connection between this site and the OPDC.

Members of the community asked if they could object.

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The community asked if the cost of construction was to increase, would it impact the tenure mix or lead to more tall buildings in the future.

A resident noted that tall buildings could cause light pollution and suggested mitigation to be in place, to not impact the affordable tenures. Residents also noted concerns over wind tunnelling.

Residents asked if there would be additional journey time from buses looping around the new scheme.

9.4 Stage 4 – Presentation of the Revised Masterplan and the inclusion of land on Ladbroke Grove (Plot 6)

The project was paused in January 2022 and no public consultation was carried out while the Applicants and design team reviewed the feedback received so far and made amendments to the scheme.

Towards the end of 2022, the Applicants met with a small number of key stakeholders to present the revised masterplan, including changes reflecting feedback from consultation held in the previous three stages. Following positive responses from these stakeholders, the Applicants re-engaged the entire project team and started engagement in January 2023.

The fourth stage of consultation ran from January 2022 to end of July 2023 and comprised:

- **11** days of public exhibition over a period of four weeks attracting **204** visitors.
- **27** community stakeholder meetings.
- **71** emails received.
- **13** phone calls received.
- **1** Development Forum attracting a total of **85** attendees.
- **21** hard copy feedback forms completed.
- **8** online feedback forms completed.
- **6.7k** website visits including **11k** page views.

Stage 4 of the consultation focused on presenting the final Revised Masterplan with changes reflecting community feedback from all previous stages and the inclusion of Plot 6. Key changes made to the scheme:

- Reduced heights
- Reduced massing
- Ensuring there are two core stair cases in each residential building
- Increased number of green spaces and play areas
- A charity strategy including two local organisations London Sports Trust and Full of Life Charity
- A new community hub that will be accessible to all residents and the wider community.

9.4.1 Feedback from stakeholder meetings, public exhibition, Development Forum and Feedback Forms

A significant number of meetings were held with local businesses, groups and community leaders during Stage 4 and these are summarised below.

Friends of Kensal Green Cemetery (FOKGC)

One of the very early key stakeholder meetings was held with representatives of FOKGC to ascertain their initial comments on the Revised Masterplan. Following positive feedback further discussions were held later in Stage 4. The representatives had no criticism towards the changes that had been made. The main concerns were relating to heritage impacts and whether any financial contributions could be awarded towards restoration works for the cemetery. The representative wanted the Applicants to note that their interests were separate to the GCC's interests as they are a charity organisation whereas GCC is a business operation.

General Cemetery Company

The representatives were pleased to see the reduction in heights for the building as it would mean there is less impact on views for the cemetery. They were impressed at how the Applicants had achieved density having reduced the heights of the buildings. The Representatives queried the provision of affordable housing and wanted more information about the proposed bridge to the cemetery (to be delivered by St William) and associated access through the cemetery. Overall, they welcomed the progress made by the Applicants and found the changes to the plans encouraging.

The Kensington Society (TKS)

Representatives were grateful to receive an update on the plans. The representatives acknowledged the Applicants' efforts to make changes to the proposals to reflect previous feedback. However, there were still some matters they were not happy about, specifically the impact that the construction would have on infrastructure and transport in the surrounding area of the site. The representatives said they wanted to see full assessment reports for the scheme, particularly on transport.

Peabody

The Applicants met with representatives from Peabody several times to discuss plans for the land at the front of the site. Peabody have a long leasehold for the 16 affordable homes at the front of the site, therefore the Applicants wanted to ensure that Peabody and their residents are fully informed about the proposals.

The representatives agreed to co-host a session for their residents with the Applicants at the Drop-in hub. 8 residents attended the session. The Applicants walked the residents around the hub and talked through all the exhibition boards. The Applicants and residents looked at the model while discussing the scheme. The representatives from Peabody then took over and answered questions raised by the residents. Some of the residents said they wanted to be relocated elsewhere and not live near a construction site for 10 years. The representatives and the Applicants agreed to continue discussions in further meetings, which would be arranged via Peabody.

Dalgarno Trust

The representatives were positive about the changes the Applicants had made and only expressed concern about neighbouring landowner St William as their site is much closer. The representatives said they hadn't received any new information regarding St William's plans including the type of units and split of housing stock being delivered.

The representatives enquired whether any free parking would be provided nearby for future residents to utilise and whether the Applicants had notified any of the currently registered carnival groups about their plans in case any of the groups contact their organisation with queries.

Venture Community Association

The representative was happy with the entire scheme and benefits that would be provided. The representative offered advice on communicating to the local community about development matters following their own experiences. The representative suggested the Applicants have a tour of

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their operation to see how they work and expressed that they wished to continue discussions throughout the course of the development process.

Youth Action Alliance

The representative was positive about the changes the Applicants had made but said they were disappointed they had not received follow up information regarding the charity strategy which had been discussed with the Applicants in 2021. However, the representative agreed that the Applicants' new approach of funding one or two organisations and working in close partnership with them was much better than trying to spread funds amongst lots of organisations as the new approach would be far more effective in supporting charities' long-term plans.

Kensal Triangle Residents Association

The Applicants met with the chair, committee members and residents on several occasions to discuss the changes that had been made to the masterplan. The members acknowledged that changes had been made to reflect feedback from previous consultation stages, however, they were still dissatisfied with the revised Masterplan. The residents raised concerns which included the impact on transport, local infrastructure and services, and views from their homes. Some of the residents expressed concern over the population increase. One of the committee members said they did not want the petrol filling station to be removed as they use their car for work purposes.

KTRA committee members set up a website and online petition and created a campaign video called 'Keep Kensal Green' to oppose the scheme. These were launched before the public exhibition Drop-in hub was opened and some information and visuals used were incorrect and out of date.

Two in-person meetings were arranged with members of KTRA's committee to discuss the inaccuracies in the 'Keep Kensal Green' campaign video which included:

- The Sainsbury's store being closed and not replaced.
- 3,000 new residents parking on the surrounding local streets
- Increased crime and unsafe streets
- Environmental impact of population growth in an area with overstretched resources and high-density housing

Other errors included the incorrect number being stated for the number of homes being delivered, parking spaces being provided, and height and density of buildings in the scheme. The video did not accurately reflect the development being brought forward by the Applicants.

However, both meetings were cancelled at the last minute by KTRA and they declined to rearrange.

The Applicants and project team sought to address these inaccuracies by putting correct information on the Project Flourish website and Twitter account. Project team members also discussed content with visitors to the consultation hub, many of whom were reassured.

On 29 July 2023, the KTRA committee uploaded a second online petition video specifically on contamination issues. Again, the second video like the first, contains errors about decontamination and remediation works and makes comparisons to a site owned by a different Developer. The issue of decontamination and remedial works has been addressed in the Q&As on the project website.

The Q&As can be viewed in **Appendix Y**.

Better Streets 4K

The representatives were positive about the scheme. They were interested in hearing about initiatives to promote cycling and asked what bike schemes would be used for the site and whether any bike storage would be provided.

Queens Park Residents Association (QPARA)

Representatives from the Committee were grateful to receive a comprehensive overview of the proposals and asked if the Applicants would present in-person to their members at one of their monthly meetings. One representative commented that the Applicants should note that this meeting did not form part of the formal consultation process as formal consultation could only occur once all their members had seen the proposals.

Canalside House

At the initial meeting the Applicants listened to concerns raised by the charity organisations which were mainly to do with a lack of communication from RBKC (the current owner of Canalside House).

The tenants said they wanted the Applicants to understand the importance of the work being done by each of the organisations that occupy the building. The Applicants said they would contact RBKC's Development Team and try to gain any information which they could pass on. The Applicants agreed to set up monthly catchups with the tenants to discuss any updates/developments about Canalside House.

Kensal House Residents

Residents were pleased to see that one of the main changes the Applicants had made was the reduction of building heights but said they had hoped the reduction would be much lower, particularly for buildings closest to them. The residents' main concerns were overshadowing and distance/proximity to their homes. Residents also expressed concern about noise and dust pollution during construction works. Some of the residents said they felt the applicants hadn't taken on board enough of their previous feedback.

The Applicants acknowledged the residents' passion for living in Kensal House and appreciated that they were a small but very close community. The Applicants explained that they want to maintain good relations with the residents as they are the closest neighbours to the site and suggested they continue discussions and on-going liaison throughout the course of the project. The Applicants also offered their expertise to assist with the residents' building issues.

Pursuing Independent Paths (PiP)

The Applicants initiated a discussion with a group from PiP, a charity organisation that works to empower adults with learning difficulties, whilst they were visiting the café at Canalot Studios. A representative from the charity returned to Canalot Studios to attend the Drop-in hub and speak to the Applicants about the plans.

The representative explained to the Applicants that the charity has formally adopted the stretch of canal towpath running from the Sainsbury's store to the bridge by Westbourne Park tube station from the Canal & Rivers Trust. The charity plans to launch a new social enterprise focused on gardening for their students and want to use the canal as their base/training ground.

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The Applicants have arranged to participate in volunteering with staff members and students from PiP to do weeding, planting, painting over graffiti, and general maintenance along the canal. The Applicants will also help by providing financial contribution towards the cost of plants, equipment, and materials such as paint.

Portobello Business Centre

The Applicants met with two representatives from the Portobello Business Centre at their offices on Wornington Road, within the Morley College complex. The representatives explained that the Portobello Business Centre keenly supports of business growth in the borough and in particular, the proposed commercial developments within the Applicants' development. Portobello Business Centre used to occupy Canalside House and the representatives said they whole heartedly agree that the building is both unsuitable for modern business occupiers and should be demolished to allow office reprovision.

The representatives said the Portobello Business Centre is also keen to discuss further involvement with managing the incubator business proposed for the scheme which would involve the organisation moving back onto the site in the future.

Development Forum

The Development Forum was organised by RBKC's planning team including promoting the event on the Council's website and sending flyers to the same distribution area as the flyer for the public exhibition Drop-in hub held in May – June 2023 but excluded business addresses. RBKC's planning team Chaired the meeting and the Applicants presented the Revised Masterplan and proposals.

The forum was held on **Monday 10 July 2023** at the hall in Barlby Primary School and attracted a total of **85** attendees.

Many questions raised by attendees were about the impact on traffic and the surrounding infrastructure.

One attendee asked about the decontamination of the former gas works site.

Some attendees said they were concerned about the number of affordable housing units and queried whether residential units would remain empty as they are not actually affordable/only affordable to foreign investors.

Some attendees said they were not aware of the plans and that more information should have been available to view at the hall. The Applicants offered these attendees sessions at the Drop-in hub and explained that all materials from the public exhibition were available to view on the project website.

Public Exhibition Drop-in hub

During the four-week period, the public exhibition attracted a total of **204** visitors including political and community stakeholders, residents and members of the public.

Visitors gave positive feedback on the format of the exhibition including the sense of ease of information. Almost all visitors expressed they found the model of the site particularly helpful as a visual aid in understanding the plans. Visitors appreciated having members of the team available to

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answer specific queries and left the exhibition feeling more positive about the project than when they arrived.

The hub was made available after the 4 week consultation period to hold follow up meetings with individuals and groups.

Feedback Forms

A total of **21** 'Have your say' feedback forms were completed by hard copy and **8** were completed online.

8 of the completed feedback forms were very positive about the proposed plans, 15 were negative and 6 were neutral.

12 respondents answered 'yes' on the question as to whether the Applicants had listened to their previous feedback, 10 answered no and 7 did not answer.

The main area of concern was that the height and density of the buildings were still too large with 9 respondents mentioning this in their feedback forms.

The next main areas of concern were traffic and congestion with 5 respondents, followed by affordable housing and the need for a train station with 3 respondents each.

Much of the respondents' feedback was suggestions that were neither positive or negative.

Overall, respondents were positive about the Land on Ladbroke Grove (Plot 6) which was under consultation for the first time. Respondents said they liked the Applicants' proposals for a big, open green space being created at the front of the site and welcomed this new addition to the plans.

10. Changes Made as a Result of Consultation

The feedback received throughout the consultation and engagement period highlighted a number of key considerations for the proposals and has helped to inform the design of Project Flourish at Ladbroke Grove.

“I’d love to see a place where local people and businesses will be able to live, work and create.”

The Applicants are proposing to provide:

- Up to 2,519 new homes, including much needed affordable housing (**which was a key finding from the consultation**). New homes will:
 - Be a mix of public and private units that are tenure blind, ensuring all facilities are available to everyone.
 - Be suitable for families with three- and four-bedroom apartments available.
 - Include private balconies or terraces and have access to shared gardens.
 - Be priced at a variety of levels to ensure they are accessible to all communities and income levels.
- New flexible retail and commercial spaces, including a new Sainsbury’s store **plus opportunities to meet resident’s aspirations for a variety of independent retailers and uses for public and commercial spaces**. The masterplan includes a range of commercial unit sizes to attract an array of retailers and thought has been given to the types of operators that could be attracted to the site. An element of affordable workspace will also be provided.
- An improved sense of security enabled through security cameras, on-site security personnel and better lighting, but also via natural surveillance **in line with feedback supporting an active ground floor, windows and balconies overlooking streets and residential entrances on streets**. These design improvements will increase the visibility of people moving through the site during the day, improve neighbourliness and decrease crime.
- High quality green spaces and attractive public realm areas with soft and hard landscaped areas incorporated. 56% of respondents said they wanted green links and walks and 45% of respondents said they wanted landscaped gardens. **Public green spaces have been maximised and will be designed to meet different needs such as social, quiet and play. Additional shrub and tree planting is being introduced along all walking routes.**
- Biodiversity was highlighted as an issue by respondents. Therefore, **various ecosystems will be introduced throughout across the site to accommodate, and encourage the presence of insects, birdlife and small mammals, delivering a biodiversity net gain to the site.**

Wild areas are included in the designs enabling nature to take control of the space. Wildlife corridors will ensure the success of biodiversity across the site.
- Imaginative play spaces for children and garden paths for exploring will be incorporated into the design, **as feedback suggested these would be beneficial for the existing community and new residents.**

- **Sports and activity areas have been included in the masterplan**, as consultation participants suggested these would be good for wellbeing and would add character to the area.
- **Respondents were asked for their thoughts on architectural design.** The Applicants will bring forward a variety of building design that reflects the current RBKC environment and provides a consistent, but re-interpreted modern environment. 88% of respondents said they liked the proposed design approach.
- **Connectivity was identified as a key issue and members of the community said they wanted new pedestrian and bus routes and reduction in traffic congestion.** New connections will therefore be provided throughout the site, including generous foot and cycle paths. The Applicant is also committed to assisting the Council and neighbouring landowners with the delivery of the canal and rail bridge.

Bus services will be enhanced through the delivery of new stops within the site. The existing petrol station will be removed and there will be low levels of residential parking as well as the introduction of one-way systems introduced to ease road congestion.

Level access and a high number of crossing points will help to create an environment that prioritises pedestrians across the site.

- **The community told the Applicants that the canal is important to them and is a valuable amenity for relaxing and enjoying nature.** As such green spaces will be created and the historic wharf will be reinstated to provide focal points for people to gather.
- Building height was a concern for some members of the local community and stakeholders. **The Applicants have therefore adapted their proposals to ensure designs maximise sunlight at ground level and the open spaces. The taller elements of the proposed site will be located towards the railway line, minimising any potential impact on the cemetery, and creating important focal points within the scheme.**
- Strong feedback was received about building and material sustainability. **The masterplan seeks to maximise the use of green energy and technology to create low-carbon, environmentally friendly buildings.**
- Residents noted concerns about impacts on the canal community, traffic, and local streets as result of the scheme during construction. **The Applicants are committed to using Considerate Construction Contractors throughout the building works and there will be careful consideration of how construction materials reach the site to help minimise local disruption.**
- The current Sainsbury's will continue to trade during the construction period and there will be a seamless transition to the new store once it's complete. **Ensuring the store remains open during construction was a key community requirement expressed during the consultation process.**

Members of the local community were keen the development provides a safe space full of character and interest and were supportive of the design principle of different character areas.

The Avenue – the main high street will be designed to feel like a familiar London Street, with useful shops and services that open out onto a wide pavement and the new Sainsbury's store at its heart.

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The Wharf – space by the canal for meeting and socialising with independent shops, cafes, and alfresco dining.

Towpath Gardens – a quieter, residential area to enjoy the canal and peaceful green parkland.

South Drive – an area that will successfully mix residential and commercial buildings with outdoor spaces for residents and workers to relax and unwind.

11. Conclusion

The Applicants have undertaken a thorough, robust and local programme of consultation with the local community and key stakeholders. The feedback received has guided and informed the design of the Kensal Canalside Opportunity Area site.

Considering COVID-19 and following the Government's advice and guidance, the method of consultation was adapted to ensure the proposals could be shared with the local community and stakeholders as it developed.

Since the start of the consultation in February 2021 to date, the Applicants have carried out initial discussions, presented the emerging masterplan, detailed drawings, and proposals, paused the project for a year to thoroughly review all feedback received to, where possible and appropriate, make changes to the designs to reflect the feedback and then presented the final revised Masterplan.

The Applicants and project team have committed to and delivered regular and open communication with the local community and key stakeholders throughout. Across all four stages a mixture of digital, print and in-person engagement has taken place and respondents have been given the opportunity to respond through various engagement methods including surveys, public exhibitions, two Development Forums and via stakeholder meetings.

Stage 1 of the consultation was successful in reaching out to the local community and informing them of Project Flourish. The community provided valuable insight into what they currently like about the area contributed ideas on what they would like to see included in the Kensal Canalside Opportunity Area plans.

88% of respondents said they were in favour of the development, with positive feedback focusing on the masterplan generally and the design of the project. Negative feedback centred around potential congestion and transport, some of the design elements including the architectural style, and the height of some of the buildings.

Stage 2 of consultation presented an emerging masterplan that included further levels of detail and design. The local community was able to respond to this detail via a heavily subscribed survey, printed materials, and a public exhibition.

The local community highlighted primary aspirations around affordability, green space, canalside activity, improved biodiversity, public amenities and facilities and residential and commercial space provision and usage.

Stage 3 of the consultation gave local residents and businesses the opportunity to comment further on the detailed designs which had been informed by feedback received in Stages 1 & 2. This was again enabled via surveys, a public exhibition and stakeholder meetings.

Key themes identified in Stage 3 included the affordability and configuration of both private and social housing, transport and connectivity, the importance of the canal to the local community, height and density of buildings and material use and sustainability.

Stage 4 of the consultation has overall been very successful with significant levels of feedback received and a high volume of stakeholders, both statutory and other, engaged.

Project Flourish Statement of Community Involvement

The project team has reviewed, listened, and responded to feedback received and has updated the local community on findings and next steps throughout the consultation.

The Applicants have used the feedback gathered to adapt and shape the proposals and are now presenting a site design that has been community led and meets and addresses many of the aspirations and concerns highlighted across all stages of the consultation process.

There has been positive support for the proposals for Project Flourish by both the local community and stakeholders and the development will help RKBC meet its housing needs. The new neighbourhood will provide several significant benefits for the local area including the delivery of new homes, open green spaces, commercial and business space and the creation of new employment opportunities including 2,000 during construction. All of which will deliver a sizeable boost to the local economy in Kensal.

The Applicant and project team will continue to engage and update the local community and stakeholders throughout the planning process and beyond.

Appendixes

Appendix A: Consultation Strategy

PROJECT FLOURISH KENSAL CANALSIDE CONSULTATION STRATEGY

Prepared for Ballymore and Sainsbury's
March 2023



ballymore.
Sainsbury's
ROLFE JUDD
/ PLANNING
Comm Comm UK
Community Communications


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EXECUTIVE SUMMARY

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- This document outlines our strategic approach to community engagement and consultation. We have taken into account innovative tactics and meaningful methods of engagement using traditional, digital and other platforms and channels.
- The programme will deliver an exemplar consultation through this phased communications strategy to support the community's and project's planning aspirations, while reflecting the core values of Ballymore and Sainsbury's. We will engage closely with Royal Borough of Kensington and Chelsea (RBKC) throughout the programme, including agreeing the consultation strategy.
- Our approach will be community-led, building trusted relationships with the community at an early stage. At the outset, we will focus on the most local stakeholders then move out into the wider community ensuring Ballymore and Sainsbury's lead the conversation on the future of the site. The programme will actively engage key political stakeholders, community groups as well as both existing and future residential and commercial communities.
- We will deliver a multi-phased campaign, while ensuring the programme remains flexible. Throughout the programme, we will review the strategy and activities regularly to maximise engagement.
- An Equalities Impact Assessment and extensive research will be conducted at the outset to ensure the consultation is accessible to all and every stakeholder has equal opportunity to engage. Innovative engagement techniques will be used to reach as many people, groups and hard-to-reach groups as possible.
- A local needs assessment and socio-economic study will be undertaken to inform the consultation and design of the scheme.
- Throughout the consultation programme, we would be the first point of contact for the local community, liaising and agreeing responses with the team. We will keep logs of all conversations and queries had, enabling us to take temperature checks and build a database of interested neighbours. All data will be dealt with in compliance with GDPR legislation.
- We have outlined a stage-by-stage approach to undertaking a robust engagement and consultation process with the local community, which crosses political and social boundaries. The high-level timeline can be found on the following page, which takes the project from pre-engagement research through design development with the local community and submission of the masterplan up to and including postsubmission communications regarding construction, meanwhile uses and community initiatives.





KENSAL CANALSIDE CONSULTATION STAGES

In this document we have outlined a stage-by-stage approach to undertaking a robust engagement and consultation process with the local community. This approach will maximise the chances of achieving a planning permission and minimise the risk posed by local and well-organised opposition campaigns. This will also result in other knock-on benefits for future planning ambitions.

SUMMARY

The prominence of this opportunity area, both within RBKC and London, means that a thorough and meaningful consultation process, using a mix of traditional, digital and creative engagement tools, will be expected and is vital to the success of this project.

Working alongside the community from the outset will be critical to a successful outcome and future planning ambitions in the area.

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Stage 00 April 2020 - October 2020
Pre-Engagement Research
Core background research, strategy development, political and community audit, strategy agreement with RBKC, meeting with RBKC councillors, creation of consultation vehicle

Stage 01 November 2020 - March 2021
Starting a Conversation
Develop key messaging, media and social media strategy implementation, initial engagement with key stakeholders, form working relationship with neighbouring landowner and RBKC

Stage 02 April 2021 - May 2021
Placemaking Principles – Initial Scheme Aspirations and Community Engagement
Meetings with stakeholders continue, establish Community Viewpoint Group and share initial aspirations for the site. Launch consultation website to start getting to know the community

Stage 03 June 2021 - September 2021
Developing Proposals
Launch of consultation vehicle including Built ID platform, wider public engagement through exhibitions, roadshows, further meetings with key stakeholders, drafting Statement of Community Involvement

Stage 04 2022 - May 2023
Engagement and Final Proposals
The project team spent 2022 reviewing all feedback and working on design changes. Re-launch of consultation process for the revised proposals begins from December. Re-launch includes website and social media updates, meetings with key stakeholders, tours of other project sites, wider engagement through exhibitions and a Developer Forum

Stage 05 Summer 2023 - 2024
Submission and Consideration of Planning Application
Ensure key messaging is promoted locally, tackle misinformation, demonstrate community support, briefing to councillors and Committee support. Ongoing communications up to signing of Section 106

Stage 06 Late 2024 - 2034 (Ongoing)
Construction and Post-permission Communications
Construction Management Plan consultation, establish Community Liaison Group and assist with Community Liaison Officer appointment. Assisting with any detailed design consultation/engagement

Each stage listed contains the core objectives and deliverables in order to achieve a robust consultation process. We intend these stages to run in order but some aspects may overlap to deliver the programme.



STAGE 00 - PRE-ENGAGEMENT RESEARCH		5
April 2020 - October 2020		
STRATEGIC APPROACH AND ADVANTAGES This stage will lay the groundwork for the consultation by undertaking an holistic and in-depth review of the local community, issues and aspirations. We have agreed our strategic approach with RBKC officers and members to gain buy-in for the process.		SUMMARY At the end of this stage, we will have established the core principles for our future engagement, including a strong engagement brand. We will also have agreed our approach with RBKC and identified the political support driving the SPD process.
OBJECTIVE To undertake all necessary pre-public engagement works (listed below) and set the framework for initial stages of consultation with the local community. Importantly this involves some key initial works, including: <ul style="list-style-type: none"> • Background research into the local community, area development and media to be undertaken and databases updated, including a full demographic audit • Stakeholder mapping and analysis exercise, including a tiered risk matrix identifying individual relationship owners from the project team. This would also include a political and community audit • Undertake an Equalities Impact Assessment to help inform the consultation strategy to maximise community engagement • Identify local issues and risks, feeding into communications strategy and a key messages workshop • Feedback from RBKC used to refine and finalise strategy • Establish a separate consultation brand and identity, including freephone and freepost communications methods • Finalise communications programme alongside planning programme • Team agree sign-off protocols and media strategy • Team agree strategy, programme, key messages, Q&A and stakeholder matrix • RBKC agree approach, strategy and messaging. 	KEY OUTPUTS REQUIRED AT THIS STAGE Consultation and engagement strategy, supported by: <ul style="list-style-type: none"> • Stakeholder audit and risk analysis <ul style="list-style-type: none"> • Political and community audit, including initiating committee and political • monitoring • RACI matrix (a register ranking who should be engaged and how) • Media and social media strategy, including initiating media monitoring • Risk register • Overall communications strategy and timeline of activity • Agreed core consultation area and rationale – agreed with RBKC • Initial drafts of project documents - key message library, tone of voice document, Q&A (to be expanded during life of the project). • Establish a consultation vehicle, including: <ul style="list-style-type: none"> • Branding and identity, including URLs and tone of voice and key spokesperson • Website/phone/email/social media channels. • In-depth understanding of the local community and research of upcoming local <ul style="list-style-type: none"> • events or neighbouring consultations to be monitored • Equalities Impact Assessment • Engage RBKC officers • Media protocol and sign-off protocol. 	OUTCOMES <ul style="list-style-type: none"> • Background documents prepared and presentation documents, branding and Q&As developed • Social media strategy, sign-off protocols and charitable initiatives planned • Strategy shared with RBKC • Monthly meetings with St William set-up to coordinate communications and share progress • Bi-monthly meetings with RBKC and St William held to update on progress and share information about the upcoming consultations.



STAGE 01 - STARTING A CONVERSATION		6
November 2020 - March 2021		
STRATEGIC APPROACH AND ADVANTAGES Once the strategic programme has been presented to RBKC and all background work is undertaken, we will progress to the start of key stakeholder engagement. Throughout this stage we will continue to develop and hone key messages and other communications. We will begin engaging pre-identified key community stakeholders. We will be clear about who we approach, in what order and why.		SUMMARY At the end of this stage we will have developed the consultation process and met key local stakeholders. We will have launched a 'Charter' for discussion with the community to establish trust and we will have begun gathering granular online data from the local community as well as colloquial feedback, which will be fed into the design development process.
OBJECTIVE While RBKC continues to undertake its SPD process for the site, the project team will undertake high-level, site-specific engagement. This will focus on understanding from local people what does and does not work in the local community and identify key concerns and pressure points. We would meet key representatives and introduce the consultation vehicle along with Ballymore and Sainsbury's. <p>It will be important to establish two-way trust with the local community, we will achieve this through the presentation, debate and agreement of a Community Consultation Charter. The 'Charter' will set out the way in which we will engage and expectations from all sides.</p> <p>This stage is a listening exercise and allows us to gather information from the local community on critical 'red lines'. At the end of this stage, we will produce a report summarising engagement undertaken and what that means for the next stage. This report would be shared with the project team, RBKC and the community to demonstrate the process being undertaken.</p>	PROJECT TEAM/RBKC OUTPUTS <ul style="list-style-type: none"> • Finalise initial key messages and other messaging documents - Q&A, website, meeting presentations (these would be evolving documents throughout the scheme) • Ongoing engagement with RBKC officers • Meeting with key RBKC members – Leader (Elizabeth Campbell), Deputy Leader (Kim Taylor-Smith) and Cabinet member for planning/transport (Johnny Thalassites) – to gain buy-in for next steps • Expand existing press strategy with Ballymore and Sainsbury's, which would include further reactive statements and proactive releases for key milestones • Handshake letters to top tier key stakeholders as identified in the RACI matrix. Stakeholder engagement would be defined by the tiering exercise conducted and approaches would vary. 	OUTCOMES <ul style="list-style-type: none"> • Initial engagement with stakeholders and relationships established with: <ul style="list-style-type: none"> • - Cllr Pat Healy (Ward Councillor) • - Cllr James Husband (Chair of Planning Committee) • - Cllr Jonny Thalassites (Cabinet Member for Planning) • - Friends of Kensal Green Cemetery and the Cemetery Operations Team • - RBKC's Fire Safety Team • - Chief Exec Mr Quirk CBE and Directors Sue Harris and Dan Hawthorn, RBKC • - Deidra Armsby and Ezra Wallace, WCC • Translation needs identified and established visual consultation methods to maximise engagement • Identify community groups, charities and local needs to inform a charitable giving strategy to support the development at planning and into the future (Bribery Act 2010 to be taken into consideration) • A flyer and postcard, titled under the consultation vehicle, is distributed in the local area • Review the media and social media strategy. GATEWAY STAGES <ul style="list-style-type: none"> • Meetings undertaken with all identified top tier stakeholders • Consultation branding complete and engagement platforms launched • Consultation vehicle to agree with the community ongoing working group for engagement • Commonplace/Built ID needs assessed.



STAGE 02 - PLACEMAKING PRINCIPLES – INITIAL SCHEME ASPIRATIONS AND COMMUNITY ENGAGEMENT


April 2021 - May 2021 7

STRATEGIC APPROACH AND ADVANTAGES		SUMMARY
<p>We would use stage 02 to introduce the concept of placemaking to our stakeholders through a series of Community Viewpoint Group meetings, engagement and a webinar. We will work with the community to build on the feedback gathered in the previous stage. It will be important to familiarise the community with development constraints and create a shared understanding of what can be delivered, i.e. setting expectations. An open conversation at this stage will set the tone and remove many concerns and obstacles that could appear at the submission of an application.</p>		<p>At the end of this stage, we will have started meaningful engagement with the local community. Significant feedback will have been collected, analysed and used to inform the design development. We will produce reports for RBKC officers and members as well as community feedback loops to demonstrate transparency and progress.</p>
OBJECTIVE	KEY OUTPUTS REQUIRED AT THIS STAGE	OPTIONAL ACTIVITY
<p>This phase of engagement will focus on the development of shape and place, bringing the community along in a placemaking exercise. It would make use of workshops with the local community to foster a sense of ownership by our stakeholders. Our aim would be to achieve a shared vision for the future of the site with the community and introduce the community to placemaking.</p> <p>We would employ a range of methods to engage with the community, led primarily by creative engagement methods. This would include online engagement techniques, preprinted postcards and social media posts. All of this would need to be undertaken with reference to the development of the draft SPD.</p> <p>Using information gained and identifying interested stakeholders during the previous phase, we will establish a Community Viewpoint Group (CVG). The CVG will have clear terms of reference, agreed by its members.</p>	<ul style="list-style-type: none"> • Workshop meetings • Online workshops to supplement on the ground events, producing granular data and maximising engagement • Establish CVG to promote consultation and input into emerging proposals • Relationship building, further one-to-one meetings with key stakeholders and groups • Creative events programme prepared; we will organise events that will reach groups typically more difficult to engage with. We will also establish local partnerships to ensure our message spreads widely • Establish planning parameters with the community • A further community newsletter promoting the Built ID platform and advertising the next stage of consultation and feedback loop • Additional stakeholders to be contacted and brought into the process • Produce a 'Stage Report' on engagement undertaken and recommendations for next steps. 	<p>We would propose creating a regular on-site presence, perhaps a desk in Sainsbury's or a small events space/trailer, where the public know they can meet members of the project team at set times to discuss the emerging proposals. This would be a 'one stop shop' for the community and greatly expand the reach of the consultation. Should this option be considered we would prepare a separate plan and cost for this.</p>
		OUTCOMES
		<ul style="list-style-type: none"> • Community Consultation Group (CVG) meetings focusing on various themes - membership expanding 1 • 6,300 postcard flyers sent to the community (20 postcards returned) • Online Q&A session held on 5 May, which had 40 attendees and 35 questions asked • Website launched with survey (7 responses to date and 639 website visits)




STAGE 03 - DEVELOPING PROPOSALS

June 2021 - September 2021 8

STRATEGIC APPROACH AND ADVANTAGES		SUMMARY
<p>Having established the constraints in which the development will come forwards and the principles of placemaking, this stage will add 'flesh to the bones' of the emerging proposal. We will work with our engaged stakeholders through workshops and the CVG. We will also work to push our key messages to the wider public through public exhibitions and a roadshow of events in the local area. We will ensure key messages are communicated to the public and use our engaged/key stakeholders to promote the development.</p>		<p>At the end of this stage, we will have undertaken a wide round of public consultation. Again, we will produce reports for RBKC officers and members to demonstrate the process being undertaken.</p>
OBJECTIVE	KEY OUTPUTS REQUIRED AT THIS STAGE	
<p>Having spent the past months engaging with local stakeholders, politicians and RBKC officers, this is the JV's opportunity to put forward emerging designs to the public. Specifically, having undertaken the placemaking work in the previous stage, the emerging designs can be introduced.</p> <p>These designs would be introduced to the CVG and politicians in the first instance. During this stage we would also begin wider engagement with the community at formal set-piece events such as public exhibitions. There is also a significant opportunity to 'ramp up' creative engagement events to engage with the wider community, this may include a children's fun days, farmers markets and other activities that would attract members of the public to participate.</p> <p>This stage would mark the JV's opportunity to expand proposals to a wide audience.</p>	<ul style="list-style-type: none"> • Launch online engagement platform – Built ID • Ongoing CVG meetings • Advertising campaign launched – printed and online press • Press campaign launched – targeting traditional and online press and outlets, working with Ballymore and Sainsbury's media teams • Public exhibitions/roadshow/workshops – programme to be established • Website updates • A community newsletter detailing the consultation undertaken to date and include key findings, creating feedback loops demonstrating to the community that we have listened • Ongoing local community building creative campaign and identify community champions • Update meeting programme with key stakeholders and statutory consultees • Statement of Community Involvement (SCI). 	
		GATEWAY STAGES
		<ul style="list-style-type: none"> • Public exhibitions to be held in various locations • Creative engagement events to be undertaken with the wider community • Summary report of CVG activities and outputs • Built ID platform report • Full Statement of Community Involvement.



<h2>STAGE 04 – ENGAGEMENT AND FINAL PROPOSALS</h2> <p>2022 - May 2023</p>		9
<p>STRATEGIC APPROACH AND ADVANTAGES</p> <p>We will re-engage with key stakeholders through meetings to present the final proposals. We will communicate our final key messages to the wider public through public exhibitions and a Developer Forum. We will ensure key messages are widely available to the public using online and traditional methods and we will use our key stakeholders to promote the development.</p>		<p>SUMMARY</p> <p>At the end of this stage, we will have undertaken a wide round of public consultation and fully explained the changes in the scheme. Again, we will produce reports for RBKC officers and members to demonstrate the process being undertaken.</p>
<p>OBJECTIVE</p> <p>Having spent the past months engaging with local stakeholders, politicians and RBKC officers, this is the JV's opportunity to put forward its revised designs to the public.</p> <p>During this stage we would also begin wider engagement with the community at formal set-piece events including public exhibitions, a Developer Forum and tours of other site projects.</p>	<p>KEY OUTPUTS REQUIRED AT THIS STAGE</p> <ul style="list-style-type: none"> • Re-engagement with key stakeholder groups • Regular quarterly briefing updates with politicians • Re-launch website with updates and explanation of changes since 2021 • Public exhibitions/Developer Forum/Tours of other project sites • Ongoing local community building creative campaign and identify community champions • A community newsletter detailing the consultation undertaken to date and include key findings, creating feedback loops demonstrating to the community that we have listened • Update meeting programme with key stakeholders and statutory consultees • Update Statement of Community Involvement (SCI). <p>GATEWAY STAGES</p> <ul style="list-style-type: none"> • Public exhibitions to be held in Sainsbury's Ladbroke Grove car park • Developer Forum • Creative engagement events to be undertaken with the wider community • Full Statement of Community Involvement 	



<h2>STAGE 05 – SUBMISSION AND CONSIDERATION OF PLANNING APPLICATION</h2> <p>Summer 2023 - 2024</p>		10
<p>STRATEGIC APPROACH AND ADVANTAGES</p> <p>This stage will focus on presenting and submitting the planning application. The application is expected to be submitted in outline and detailed design for each building will come forward separately. We will ensure that we have demonstrated to the Council the depth of the consultation process, highlighting community support and benefits. We will also work with the community to stop the spread of misinformation and work to allay any fears or concerns that may arise.</p>		<p>SUMMARY</p> <p>We will have undertaken a lengthy and robust consultation process that we can demonstrate has influenced the final designs. We will ensure that this message has been transmitted to decision makers. We will provide the application with the very best background for success. Through this work we will also ensure that future planning ambitions by Ballymore and Sainsbury's in RBKC are welcomed.</p>
<p>OBJECTIVE</p> <p>During this phase, our goal is to ensure that voices are captured within the local community. We will use our engagement tools (website, Commonplace/ Built ID platform, community newsletters, social media) to feed back to the community on what engagement has been undertaken and show clearly how that has influenced the final proposals. We will also ensure that the spread of misinformation is challenged and stopped and promote the scheme.</p> <p>Importantly this stage will also ensure that the reputation of the JV is protected to ensure that future applications and reserved matters are well received.</p> <p>Throughout the community consultation and determination periods, we would recommend keeping local politicians and key community stakeholders updated on progress and feedback. This will help to develop relations with key influencers and ensure they have a good understanding of our engagement programme and how we have taken local comments on board or why we have been unable to.</p>	<p>KEY OUTPUTS REQUIRED AT THIS STAGE</p> <ul style="list-style-type: none"> • Review all representations • A community newsletter detailing all consultation undertaken, key findings and promoting the application submitted • Prepare press statements for determination • Ongoing local community building creative campaign • Campaign for positive representations and press • Prepare a FAQ/myth buster document to counteract misinformation • Establish a Community Liaison Group early before determination • Draft a Construction Management Plan for early consultation • Inform the S106 through community engagement already undertaken • Prepare Summary of Proposals for committee. 	



<h2 style="margin: 0;">STAGE 06 - CONSTRUCTION AND POST-PERMISSION COMMUNICATIONS</h2> <p style="margin: 0; font-weight: normal;">Late 2024 - 2034 [Ongoing]</p>		<div style="background-color: white; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">11</div>
<p>STRATEGIC APPROACH AND ADVANTAGES</p> <p>The planning communications strategy will ensure that a positive legacy is left so that communication strategies during postpermission can build on the foundations. While the application for the masterplan and some detailed elements will have been submitted, there will be further engagement work required to support the submission of future applications and the Construction Management Plan. This will need to include construction/implementation engagement and further consultation of other detailed elements of the scheme.</p> <p>As well as this, we will ensure that there is excitement and positivity amongst new and existing communities about the final scheme. We will work to discuss meanwhile uses, community initiatives and launch creative and engaging campaigns and competitions.</p>	<p>SUMMARY</p> <p>Through this stage we will ensure that communications channels remain open up to occupation, developing a long-lasting legacy and meaningful relationships with the local community.</p>	
<p>OBJECTIVE</p> <p>The aim during this stage is to ensure there is no vacuum of information and the project moves seamlessly from planning into construction. It will be key to ensure that all channels of communication remain open to the local community, including newsletters, website and social media. Working closely with Ballymore and Sainsbury's communications teams, we will create excitement and positivity about the development. This will be achieved by:</p> <ul style="list-style-type: none"> • Delivering ongoing communications about construction and programme of works • Managing a complaints log and procedure for enquiries alongside the contractor • Appointing a Community Liaison Officer and establishing a Community Liaison Group as well as ongoing stakeholder meetings programme • Managing any additional planning or licensing issues during the construction phase • Managing a coordinated local community and charities outreach programme. 	<p>KEY OUTPUTS REQUIRED AT THIS STAGE</p> <ul style="list-style-type: none"> • Community Liaison Group established • Human stories and case studies of local people who have engaged and new community members • Community newsletters, FAQs and infographics • Community initiatives, including hoarding design competitions • Creative and business-based partnerships to drive engagement and possible employment opportunities • Cultural and social events, including sponsorship, tapping-into existing events and producing branded give-aways • Digital content, including short films, photo exhibitions, media campaign, local discounts competitions and incentives • Local and community partnerships, working with local groups, schools, sports clubs and charities • Built ID and social media campaigns, competitions and possibly local discounts and incentives • Media partnerships and PR. 	



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ballymore. Sainsbury's

[Name]
[Ad 1]
[Ad 2]
[Ad 3]
[Ad 4]

Dear [Insert Name] [Insert] February 2020

Introduction to our team for the development within the Kensal Canalside Opportunity Area

We write to you about Ballymore and Sainsbury's plans for a vibrant new neighbourhood within the Kensal Canalside Opportunity Area. Please find enclosed our Project Flourish flyer, which provides you with the details of our first question and answer session and a brief introduction to our exciting plans for the Kensal Canalside Opportunity Area.

Ahead of submitting plans to the Council, we will soon be launching our pre-planning application consultation. As someone who knows the DNA of Ladbroke Grove, what makes it a diverse community and culturally vibrant, we are extending our invitation to you to be at the heart of the consultation process.

As landowners within the northern element of the Kensal Canalside Opportunity Area, Ballymore and Sainsbury's are working closely with St William, who own the gasworks site.

We want to deliver a development the community will benefit from for years to come and we recognise that consultation is vital in delivering plans shaped around local need, unlocking new opportunities through the redevelopment.

Our flyer has a tear off slip with our Freepost address on the back. We want you to write down your thoughts and ideas on what makes a good community, what is important to you and how we can make Project Flourish a success for you. Feel free to be as creative as you want, Project Flourish is your blank canvass.

If you would like to find out more about the plans for the Kensal Canalside Opportunity Area please contact Vivien Moseley, from our community liaison team by emailing info@projectflourish.co.uk or calling 0800 772 0475 (no charge).

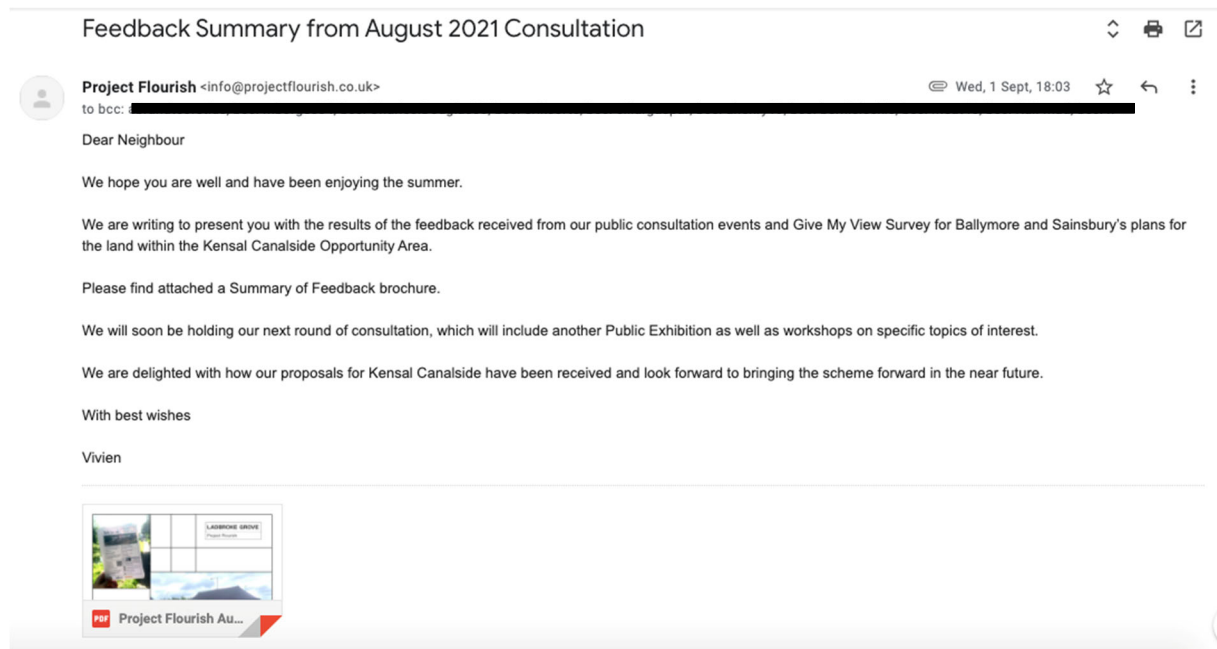
In the meantime, we will keep you updated with any news regarding the sites or upcoming consultation.

Yours faithfully

	
Michael Hughes Project Director Ballymore	Michael Adenmosun Team Lead, Mixed Use Development Sainsbury's

Project Flourish Statement of Community Involvement

Appendix C: Example of an email update from the project team



Project Flourish Statement of Community Involvement

Appendix E: Community Survey for Stage 1



Welcome to our Community Survey.

This is our opportunity to tap into your creativity, ideas, knowledge and insight as representatives of a rich and diverse community.

We want to find out about you and the local community. Please answer our questions below to help us shape our vision for Ballymore and Sainsbury's site within the Kensal Canalside Opportunity Area.

We want our proposals to be a reflection of you and your aspirations.

SECTION 1: ABOUT YOU

1. PERSONAL DATA

Name Email

Address/Organisation

Phone number

2. YOUR DAY TO DAY

What does a typical week look like for you? E.g. How much time do you spend at work, visiting family, commuting or in the area?

3. WHERE DO YOU LIKE TO MEET FRIENDS OR FAMILY? (SELECT ONES THAT APPLY)

- | | |
|---|--|
| <input type="checkbox"/> Public spaces | <input type="checkbox"/> At home |
| <input type="checkbox"/> Cafes/restaurants | <input type="checkbox"/> Other's homes |
| <input type="checkbox"/> Bars/clubs | <input type="checkbox"/> On the phone/social media |
| <input type="checkbox"/> Community spaces
i.e. churches, community halls | <input type="checkbox"/> Other: <input type="text"/> |

4. WHERE DO YOU WORK? (SELECT THE ONE THAT APPLIES)

- | | |
|---|--|
| <input type="checkbox"/> Central London | <input type="checkbox"/> Ladbroke Grove area |
| <input type="checkbox"/> At home | <input type="checkbox"/> Other: <input type="text"/> |

SECTION 2: ABOUT LADBROKE GROVE

5. GIVE US 3 THINGS YOU LIKE ABOUT THE AREA:

6. GIVE US 3 THINGS YOU DISLIKE ABOUT THE AREA:

7. WHERE ARE YOUR FAVOURITE LOCAL SPACES AND WHY?

8. WHAT DO YOU FEEL THE AREA IS MISSING AND WHAT COULD BE ENHANCED?

SECTION 3: WHAT CAN WE DO?

9. WHAT IS IMPORTANT TO YOU IN A NEIGHBOURHOOD? (SELECT ONES THAT APPLY)

- | | |
|---|---|
| <input type="checkbox"/> Outdoor public space for community events | <input type="checkbox"/> Good transport routes |
| <input type="checkbox"/> Areas that are lively | <input type="checkbox"/> Uncongested, low-traffic streets |
| <input type="checkbox"/> Areas that are quiet | <input type="checkbox"/> Streets that lead directly to where I want to go |
| <input type="checkbox"/> Shops, cafes and restaurants | <input type="checkbox"/> Extensive planting and trees |
| <input type="checkbox"/> Schools, GPs, Post Office and key services within a short walk | <input type="checkbox"/> Public art displays |
| | <input type="checkbox"/> Other: <input type="text"/> |

10. IF YOU COULD ASK FOR ONE THING IN OUR FUTURE DEVELOPMENT, WHAT WOULD IT BE? BE CREATIVE - WE CAN'T PROMISE ANYTHING BUT WELCOME OUT OF THE BOX THINKING!

Project Flourish Statement of Community Involvement

Appendix F: CVG notes from meeting held on Thursday 29 April 2021



LADBROKE GROVE
Project Flourish

Community Viewpoint Group

MEETING NOTES

Meeting (1) April 2021

Key topics we discussed:

- How to engage with the community
- What makes the current community so successful
- What is needed in the Opportunity Area
- Key groups to invite to the Viewpoint meetings.

The current view:

- There's a strong sense of community and inclusivity
- Historical and generational attachment through shared experiences
- This is a lively and diverse area
- Publicly accessible amenities are important
- High levels of social housing
- Ladbroke Grove is in close proximity to neighbouring boroughs.

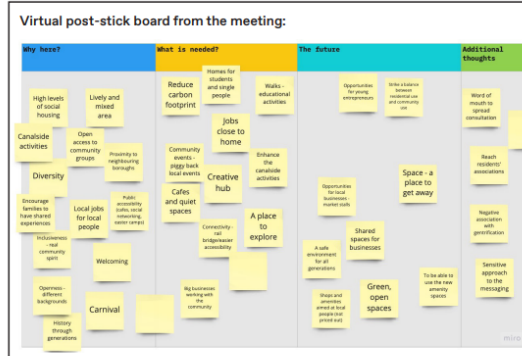
Looking towards the future of the site – this is your wish list:

- Green, open spaces
- Opportunities for local businesses
- Shops and amenities that local people can afford
- Increased connectivity
- Educational activity space
- A safe environment for all generations
- Reduced carbon footprint
- A balance between liveliness and tranquillity
- A space for neighbours and not just new residents.

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Virtual post-stick board from the meeting:



Actions moving forward:

- We will attend local events once COVID-19 restrictions ease, we'll then become a regular presence within the community
- We'll think about creative space for entrepreneurs
- We'll create a consultation platform to spread via word of mouth
- We'll encourage more representative groups to join the Viewpoint Group.
- Terms of Reference will be agreed.

Our next meeting:

The next CVG meeting will take place on **Thursday 27 May 6-7pm.**

We hope to increase the group's membership over time to reflect the community – we welcome any recommendations or introductions.

The purpose of the group:

- Meaningful resident consultation and effective participation in proposals for Project Flourish
- Engagement with the local community on:
 - Aspiration to create a new Sainsbury's and mixed-use scheme including homes, offices and new commercial space
 - The masterplan for Ballymore and Sainsbury's land
 - Develop Cultural and Leisure Strategies to bring benefits to the area, creating a space for people to Flourish
 - Promotion and delivery of social value and charitable opportunities.

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Appendix G: CVG notes from meeting held on Thursday 27 May 2021



LADBROKE GROVE
Project Flourish

Community Viewpoint Group

MEETING (2) MAY 2021

Key topics we discussed:

- Feedback from the first round of consultation
- The importance of job creation in the community
- Programme of events for the coming weeks and months
- Initial thoughts on the masterplan for the site
- The order of value of ideas that had been mentioned throughout the first phase of the consultation.

Jobs and creative spaces:

The group discussed the opportunities that this scheme will create. There is an excellent opportunity for Ballymore and Sainsbury's to not only include spaces for small businesses in their plans, but to also begin early conversations with youth groups on the job opportunities that will present themselves from the outset of this project.

We want to continue discussions with you about how we can begin working with the community to make a meaningful impact with this site.


The group discussed ways to incentivise younger people to be engaged.



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Our Masterplan:



Actions moving forward:

- Canalside W10 Community Day, Thursday 1 July, 3-8pm
- Continue growing membership of the group
- Begin sharing masterplan images with the wider community
- Begin discussions with Maxilia City. Maxilia City is a brand-new constituted community interest company (CIC), based in Kensington and Chelsea, led by local residents with deep rooted relationships and ties within the borough.

Our next meeting:

The next CVG meeting is **Thursday 24 June**

We hope to increase the group's membership over time to reflect the community – we welcome any recommendations or introductions.

The purpose of the group:

- Initial discussions show a clear interest in job creation and big picture thinking when it comes to the site.
- For upcoming meetings, we propose an agenda that focuses on youth engagement, training, employment and cultural strategies.
- We want this group to be helpful to you too - so please do suggest any topics of interest to you.

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Appendix I: Give My View survey



Name Email
 Address/Organisation
 Postcode Contact number

1. WHAT IS YOUR RELATIONSHIP TO LADBROKE GROVE? (SELECT 1)
 Local resident Work locally Sainsbury's shopper Visitor

2. WHAT WOULD YOU WANT TO SEE MORE OF IN LADBROKE GROVE? (SELECT UP TO 3)

<input type="checkbox"/> Affordable homes	<input type="checkbox"/> Shops, restaurants and cafés
<input type="checkbox"/> Workspace	<input type="checkbox"/> Entertainment
<input type="checkbox"/> Green areas and landscaping	<input type="checkbox"/> Improved biodiversity
<input type="checkbox"/> Canalside activity	<input type="checkbox"/> Outdoor event space

QUICK FACT: Ballymore and Sainsbury's are delivering a new neighbourhood in Ladbroke Grove, including new homes, a new Sainsbury's, commercial and public space.



3. WHAT WOULD YOU LIKE FROM THE NEW PUBLIC SPACE? (SELECT UP TO 3)

<input type="checkbox"/> Places to relax	<input type="checkbox"/> Landscaped gardens
<input type="checkbox"/> Community event space	<input type="checkbox"/> Picnic and lawn areas
<input type="checkbox"/> Play areas	<input type="checkbox"/> Outdoor gym or games
<input type="checkbox"/> Public art	<input type="checkbox"/> Green links and walks

4. WHAT NEW TYPES OF COMMERCIAL SPACES WOULD YOU LIKE? (SELECT UP TO 3)

<input type="checkbox"/> Food and beverage	<input type="checkbox"/> Offices and workspaces
<input type="checkbox"/> Independent shops	<input type="checkbox"/> Known retailers
<input type="checkbox"/> Local services	<input type="checkbox"/> Entertainment
<input type="checkbox"/> Gym	<input type="checkbox"/> Other leisure facilities



QUICK FACT: A principle of the design is to create different character areas. These will suit different uses and deliver new spaces to explore.

The Avenue The main high street	South Side Quiet residential area
The Wharf A place for meeting, socialising and shopping by the canal	Towpath Gardens A quieter and peaceful public green area

6. DO YOU SUPPORT THIS DESIGN APPROACH?
 😡 😞 😐 😊 😄 🙌

QUICK FACT: To bring the character of Ladbroke Grove and RBKC to the site, Ballymore and Sainsbury's are considering different building styles to create a variety of different areas to explore. These building styles will be interpreted by the architects in a contemporary way, merging old and new.

7. LET US KNOW WHICH OF THESE BUILDINGS STYLES YOU LIKE. (SELECT UP TO 4)



QUICK FACT: Ballymore and Sainsbury's are considering a bridge over the canal from their land.

This is to increase pedestrian and cycle leisure routes in the area, connecting the new green spaces with the cemetery.

It would also provide quicker links to Kensal Green Station and more crossing points for pedestrians and cyclists enjoying the canal and new neighbourhood.

8. ARE YOU SUPPORTIVE OF A NEW BRIDGE OVER THE CANAL?
 Yes No Not sure

Please tick here if you would like to be kept updated on Project Flourish proposals.

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Emerging Masterplan

Land within the Kensal Canalside Opportunity Area

LADBROKE GROVE
Project Flourish



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Our Journey So Far

We launched Project Flourish in April 2021. Project Flourish is the consultation platform for land owned by Ballymore and Sainsbury's within the Kensal Canalside Opportunity Area.

Thank you everyone who took the time to write to us and for sharing your feedback and enthusiasm for the future of the site.

We are now able to share our emerging masterplan. This booklet has more details about our emerging plans.

What we are doing
Ballymore and Sainsbury's, as major landowners within the Kensal Canalside Opportunity Area, are developing a masterplan for the site to deliver new homes, commercial space and a flagship new Sainsbury's store.

- We propose to provide:
- Approximately 2,800 new homes, including much-needed affordable housing
 - New retail and commercial spaces, including a new Sainsbury's store
 - Green spaces and attractive public realm with soft and hard landscaped areas
 - Low levels of residential parking
 - New connections throughout the site, including pedestrian bridges, which could lead to the proposed new Canal station and access to Kensal Green Cemetery
 - Reinstating wharfs to create a focal point for people to gather.



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Emerging Masterplan

LADBROKE GROVE
Project Flourish



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What you will find in this booklet

Character Areas
Our scheme features four distinct character areas. This reflects the nature of the surrounding area and creates different neighbourhoods to explore.

Architectural Styles
We will introduce different architectural styles, which are inspired by the different designs seen in the local area. These styles will be interpreted in a modern way.

Green Spaces and Biodiversity
It is a crucial development to incorporate nature on-site, on top and around new buildings - we will outline our proposed green spaces.

Connectivity
Connectivity is key to making the site well integrated with the surrounding area. This will:

- Encourage people to explore or travel through our site
- Encourage our new residents to explore the surrounding area
- Improve access to public transport.

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Character Areas

LADBROKE GROVE
Project Flourish

<p>The Avenue Main high street, a bustling shopping and commercial area, with the new Sainsbury's at its heart.</p>	<p>The Wharf Blue space by the canal for meeting and socialising with independent shops, cafes, and alfresco dining.</p>	<p>Towpath Gardens A quieter area with a large public park, great for enjoying the canal in a peaceful green setting.</p>	<p>South Side A residential area and a quieter spot for local residents and workers to seek outdoor relaxation.</p>
<p>We aim to reflect the best aspects of the surrounding area's architecture and history.</p> <p>Our architects are working hard on developing a masterplan with different character areas.</p>		<p>Our character areas would link to the area's past in both the industrial and regency context, while amplifying Kensington's acclaimed garden heritage.</p> <p>Jargon buster "Blue space" This refers to the new water features we are proposing. We hope to reclaim a lost wharf, creating a new blue space as part of the redevelopment.</p> <p>Masterplan concept sketch</p>	

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Project Flourish Statement of Community Involvement

LADBROKE GROVE
Project Flourish

The Avenue

The Avenue

This is the main route into the site. The Avenue will be lined with shops, local services and entrance to commercial buildings. It will also be the main transport hub for bus services.

The Gateway

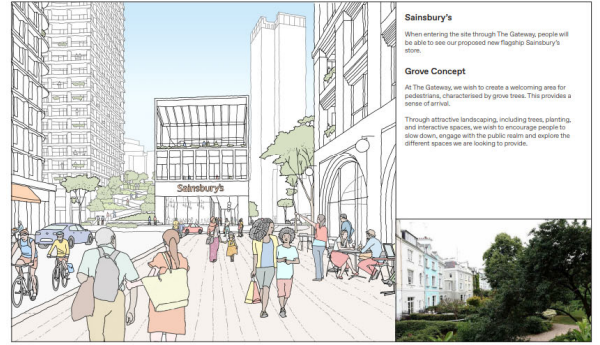
A new commercial gateway to the site, embracing nearby Grand Union Station, Trocadero Drive and the studio culture of Kensal Road.

Connectivity

Our focus on the new gateway is:

- Pedestrian and cycle safety
- A clearly marked junction
- A junction that supports traffic from building up on Sainsbury's Drive.

Existing bus routes would take various diversions through the site and stop at different bus stops, avoiding the existing space of a build-up of buses and traffic on the junction.



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South Side

"You said: "I like the area for being wide open and would like to see affordable and social modern housing built in this area."

Provision for affordable homes is a key priority for local people.

This area will be a quieter, more residential and commercial neighbourhood.

Our emerging scheme would:

- Provide a range of new homes, including three and four-bedroom apartments suitable for families.
- Provide a mixture of tenancies to meet demand for affordable and private homes
- Be tenure blind - ensuring the same amenities and quality is available to everyone.
- Include private balconies or terraces and have access to shared gardens.

Connectivity and Landscape

Leading from the new Sainsbury's store would be a new vehicle route, named South Drive - located on the southern boundary overlooking the railway. This would provide a main route to the new homes.

With wide pavements brimming with greenery, this route would be safe for cyclists, buses pedestrians and traffic.

South Side will also be a space for commercial use. Modern offices, workshops and incubator spaces will be delivered. This will encourage new businesses to set up in the area, creating jobs and opportunities for the local community. We hope to create spaces that appeal to local entrepreneurs and welcome any feedback on the spaces we should create.



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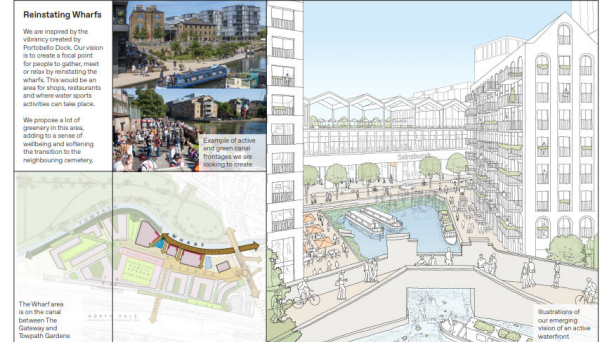
bollmore. Sainsbury's

The Wharf

A walkable, human-scale place that meets the canal and towpath.

Small businesses, independent cafes and restaurants would deliver this key space for meeting friends and family, stroll along the canal and using local leisure and recreational services. It also offers a more pedestrian-friendly commuter route through the site.

We want to pay homage to the industrial history of our site and replicate something akin to the historic wharfs found in Wapping.



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Towpath Gardens

The towpath would be the quieter, residential part of the site. Residents would use the path to access their homes, as a recreational route or to head over to the park.

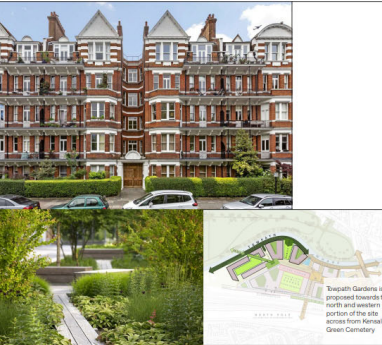
We want this space to be a family-friendly, safe environment for new residents and part of a quieter walking route along the canal.

Although the area would have less activity, there would be balconies, windows and building entrances looking into walking routes. There would be plenty of natural surveillance, which minimises security concerns.

Jargon buster

- "Natural Surveillance" There are various ways to create natural surveillance. These include:
- Active ground floor uses, such as shops
 - Windows and balconies overlooking streets
 - Residential entrances on streets
 - Mixture of home sizes

These measures mean more people are around at different times of day. This decreases the level of crime and increases neighbourhoods.




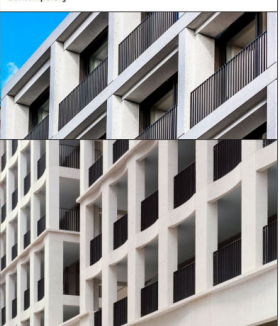
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Architectural Styles

<p>To bring the character of Royal Borough of Kensington and Chelsea to our site, we are considering different building styles. By introducing a variety of designs, you create different areas to explore. These building styles would be interpreted by our architects in a contemporary way, merging old and new.</p>	<p>Regency</p> 	<p>Industrial</p> 
	<p>Regency</p> <p>We've been inspired by the local Regency era architecture in Ladbroke Grove. We would welcome people when they enter our site with modern Regency design, creating a seamless transition.</p> <p>Industrial</p> <p>We want to pay homage to the industrial history of our site and reclaim the remaining land in the historic wharfs found in Whapping.</p>	

July 2021 Public Consultation

<p>Mansion</p> <p>Adding to our rich character some buildings inspired by the intricacy and beauty of the area's Victorian era mansion blocks.</p> <p>Contemporary</p> <p>We've also been looking at some of the modern buildings in Kensington and Chelsea, which create a historic area.</p> <p>Such buildings are well-positioned for residential and commercial spaces. Large square footprints maximise the use of space, delivering well-sized homes and commercial spaces. The contemporary style also brings the site into the modern era.</p>	<p>Mansion</p> 	<p>Contemporary</p> 
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Green Spaces and Biodiversity

Green spaces form a key pillar to our emerging proposals.

You Said: "There isn't enough open space planned within the site, relying on other open spaces, such as Royal Green Cemetery"

We would:

- Create imaginative play spaces for children and garden paths to explore
- Create new gardens and parks that can be used all year round
- Grow a rich variety of plant species to enhance biodiversity, including evergreen and perennial plants.

We would be providing a mixture of public and private gardens to ensure our new residents and the wider community all have access to green spaces.

Climate Resilience

Our green spaces would be designed to have climate resilience and a variety of planting to reintroduce ecology and biodiversity to the site. In addition to green spaces at ground level, we would have green roofs on buildings, contributing to sustainable urban drainage and supporting wildlife through new, quiet habitats.

A playful landscape


We want people of all ages to explore and enjoy interacting with the beautiful new landscaped areas. From a bench where you can enjoy a scenic garden to fun play areas, there would be something for everyone.

You Said: "At our previous consultation round, people identified playgrounds as important, which could be beneficial for the existing community and new residents."

Our plans would include:

- Imaginative play spaces for children
- Play spaces for young people
- Garden paths to explore.

Such spaces would include a mixture of formal and informal play spaces, such as stepping stones and paths through rain gardens.



July 2021 Public Consultation


In addition to green and hard landscaping flowing through the site, the two main green spaces are Canalside Park and South Side Gardens.

South Side Gardens

Gardens are for recreation. South Side Gardens would be located towards the south of our site, by the railway. In this area, we would provide:

- Various species of plants and trees framed by creative landscaped elements
- Integrated rain gardens to help with sustainable urban drainage
- Immersive seating to maximise interaction.

South Side Gardens would be located next to the residential and commercial portions of our site and is designed around residents and local workers' needs.




Canalside Park

You Said: "The best thing about the area is the canal - the water, the plants, the birds and the boats. Anything that improves and enhances their features is all right by me."

You told us that the canal is important for you and is a valuable amenity for relax and enjoy nature.

The canal is a key asset to the community and we want to maximise its use, so everyone can enjoy it throughout the year. We want to create a peaceful and safe canal path bounded by an abundance of new green spaces. Whether you're taking a jog, enjoying a leisurely stroll or taking the kids to play, there would always be plenty to enjoy here.



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Connectivity

You Said: "Connectivity is a key issue. You want to see new pedestrian and bus routes. People also noted that better connections were needed from both the north and south, due to the barriers formed by the canal and railway."

We would improve the area's connectivity by introducing:

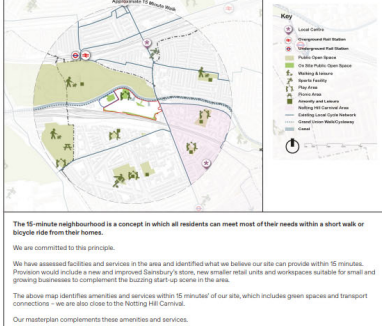
- New bus routes that would loop around the neighbourhood and maximise accessibility
- One-way traffic signs to keep traffic flowing
- New pedestrian and cycle bridges, increasing leisure routes and accessibility
- Low levels of residential parking
- Improved canalside for pedestrians and cyclists.

These measures support sustainable and active travel and reduce air pollution.

These measures support sustainable and active travel and reduce air pollution. We are also considering an additional pedestrian bridge across the canal. Traffic on local streets and air pollution is something we want to avoid. For this reason, we are looking to create low levels of car parking and electric car charging to promote the use of electric vehicles.

Jargon buster

"Active travel" This means walking, cycling, scootering or getting public transport. It's environmentally sustainable and good for our health.



The 15-minute neighbourhood is a concept in which all residents can meet most of their needs within a short walk or bicycle ride from their homes.

We have assessed facilities and services in the area and identified what we believe our site can provide within 15 minutes. Provision would include a new and improved Sainsbury's store, new smaller retail units and workspaces suitable for small and growing businesses to complement the existing start-up scene in the area.

The above map identifies amenities and services within 15 minutes' of our site, which include green spaces and transport connections - we are also close to the Notting Hill Carnival.

Our masterplan complements these amenities and services.


July 2021 Public Consultation

Let us know your feedback

We will continue to develop our plans and share these with you as we move through the design process. We will be submitting a planning application to the Royal Borough of Kensington and Chelsea later this year.

Tell us your thoughts

Complete our short survey to share your feedback. Visit www.givemyview.com/projectflourish or scan the QR code below.



Contact us

Should you have any comments, questions or ideas, please get in touch.


Email: info@projectflourish.co.uk
 Call: 0800 772 0475 (no charge phone line)
 Visit: www.projectflourish.co.uk

Translation

If you require a translation of any information in a different language, please email or call us stating:

- Your name
- Preferred language
- Contact number
- Best time to contact you.

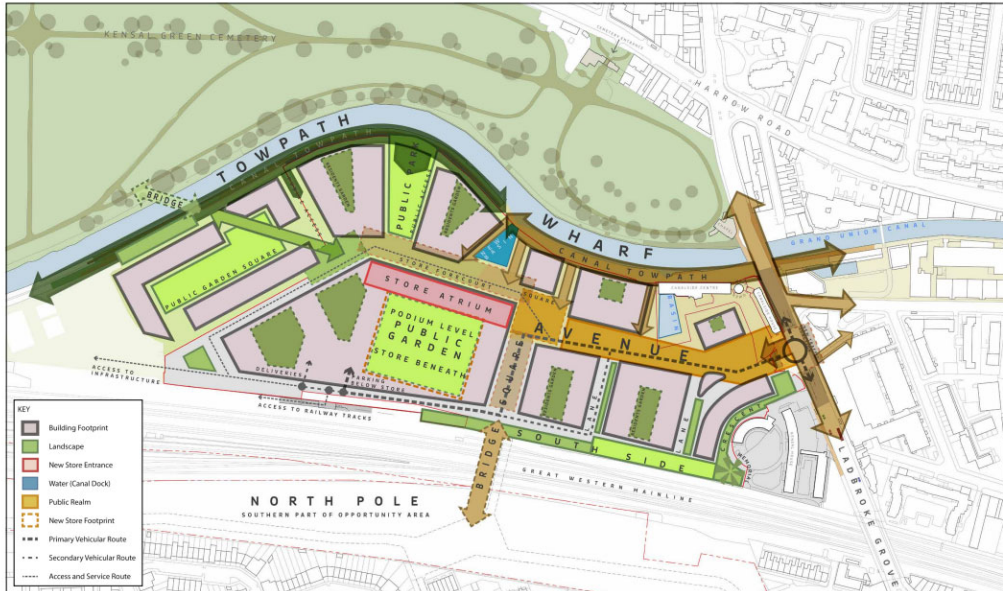
You also complete our short survey on Give My View - visit www.givemyview.com/projectflourish



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Our Emerging Masterplan

LADBROKE GROVE
Project Flourish



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Proposals

LADBROKE GROVE
Project Flourish

Ballymore and Sainsbury's, as major landowners of land within the Kensal Canalside Opportunity Area, are developing a masterplan for the site to deliver new homes, commercial space and a flagship new Sainsbury's store.

We propose to provide:

- Approximately 2,800 new homes, including much-needed affordable housing
- New retail and commercial spaces, including a new Sainsbury's store
- Green spaces and an attractive public realm with soft and hard landscaped areas
- New public connections throughout the site, including bridges over the railway and canal
- Reinstating wharfs to create a focal point for people to gather

St William, part of the Berkeley Group, are bringing forward the adjacent former Gasworks site for redevelopment. All developers are working closely together to deliver a cohesive masterplan vision.

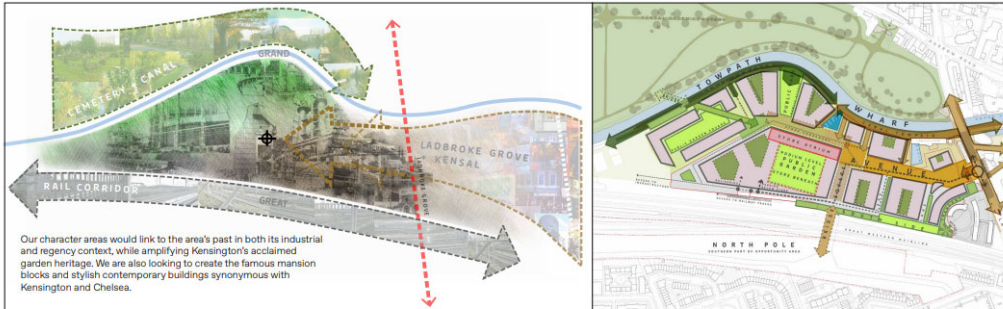
Q: What type of commercial spaces would you like to see?



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Character Areas

LADBROKE GROVE
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Our character areas would link to the area's past in both its industrial and regency context, while amplifying Kensington's acclaimed garden heritage. We are also looking to create the famous mansion blocks and stylish contemporary buildings synonymous with Kensington and Chelsea.

The Avenue

Main high street, a bustling shopping and commercial area, with the new Sainsbury's at its heart. We've been inspired by the local Regency-era architecture in Ladbroke Grove. When entering the site people will be welcomed by modern Regency architecture, creating a seamless transition.

The Wharf

A walkable, human-scale place that meets the canal and towpath. Small businesses, independent cafes and restaurants would enliven this key space for meeting friends and family, strolls along the canal and using local leisure and recreational services. It also offers a more pedestrian-friendly commuter route through the site. We want to pay homage to the industrial history of our site and replicate something akin to the historic wharfs found in Wapping.

Q: Do you support this design approach?

Towpath Gardens

The towpath would be the quieter, residential part of the site. Residents would use the path to access their homes, as a recreational route or to head over to the park. We want this space to be a family-friendly, safe environment for new residents and part of a quieter walking route along the canal. Although the area would have less activity, there would be balconies, windows and building entrances looking onto the walking routes. Adding to our rich character areas are buildings inspired by the intricacy and beauty of Victorian-era mansion blocks.

South Side

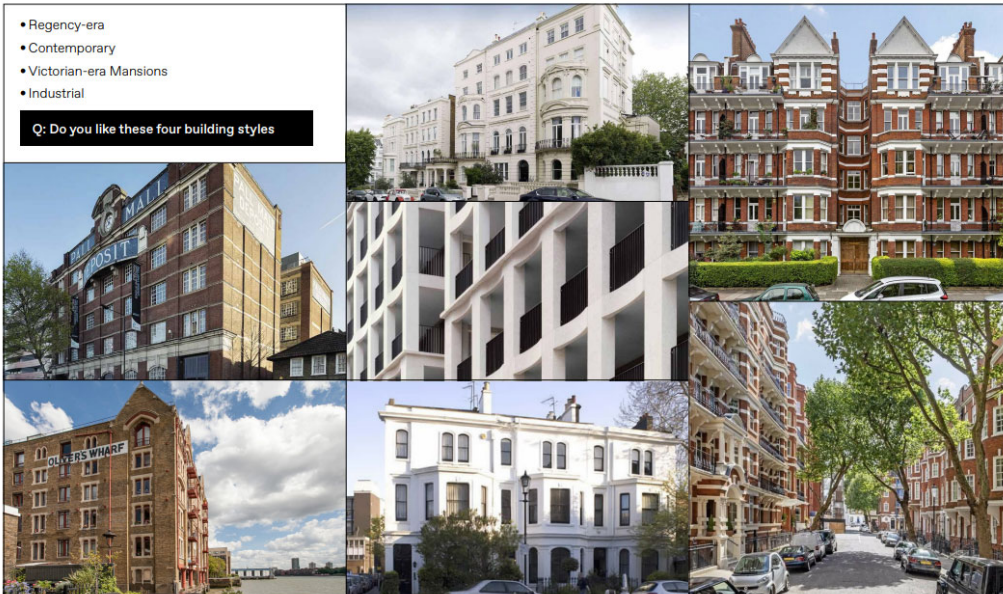
A residential area and a quieter space for local residents and workers to seek outdoor relaxation. We've been looking at some of the modern buildings in Kensington and Chelsea, within existing historic areas. Such buildings are well-positioned for residential and commercial spaces. Large square floorplates maximise the use of space, delivering well-sized homes and commercial spaces.

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Architecture

LADBROKE GROVE
Project Flourish

- Regency-era
 - Contemporary
 - Victorian-era Mansions
 - Industrial
- Q: Do you like these four building styles



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15-Minute Neighbourhood

LADBROKE GROVE
Project Flourish

The 15-minute neighbourhood is a concept in which all residents can meet most of their needs within a short walk or bicycle ride from their homes. We are committed to this principle.

We have assessed facilities and services in the area and identified what we believe our site can provide within 15 minutes. Provision would include a new and improved Sainsbury's store, new smaller retail units and workspaces suitable for small and growing businesses to complement the buzzing start-up scene in the area.

Our map identifies amenities and services within 15 minutes of our site, which includes green spaces and transport connections – we are also close to the Notting Hill Carnival. Our masterplan complements these amenities and services.

Ballymore and Sainsbury's are considering a bridge over the canal from the site. This is to increase pedestrian and cycle routes, connecting new spaces and to provide quicker links to Kensal Green Station.

Q: Are you supportive of a new bridge over the canal from our land?

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Green Spaces and Biodiversity

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Green spaces form a key pillar to our emerging proposals. We propose:

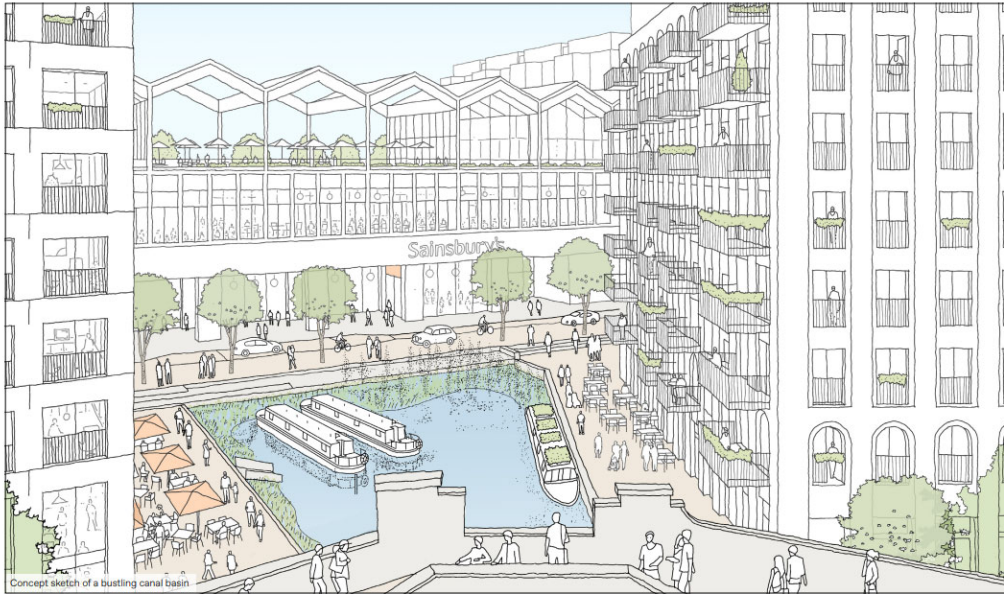
- Provision of new connections to Kensal Green Cemetery and Wormwood Scrubs
- Creation of new gardens and parks that can be used all year round
- Growing a rich variety of plant species to enhance biodiversity, including evergreen and perennial plants.

Q: What would you like from new public spaces?

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Views

LADBROKE GROVE
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Concept sketch of a bustling canal basin

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Views

LADBROKE GROVE
Project Flourish

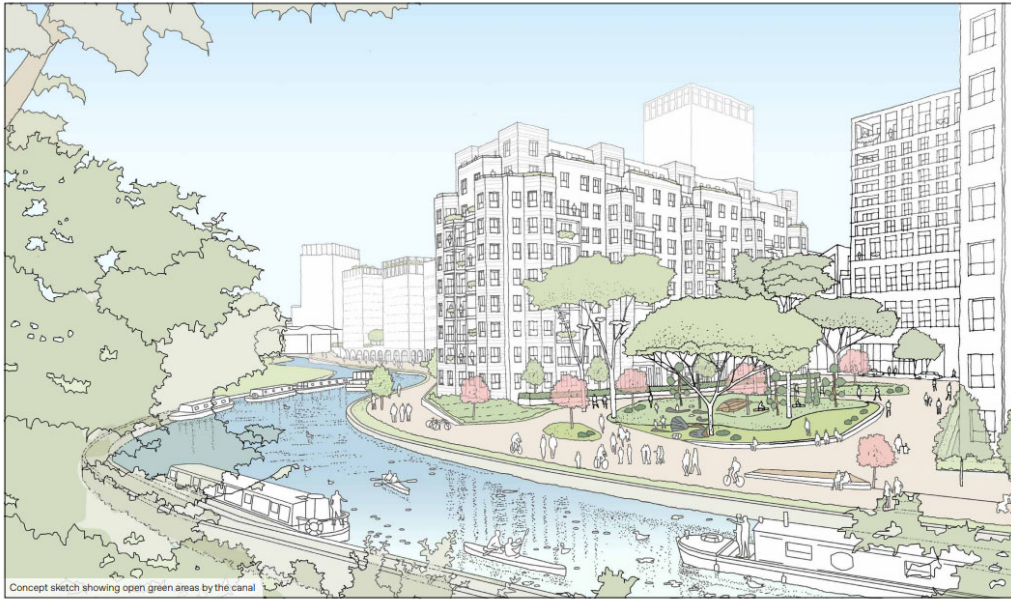


A view of the canalside area

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Views

LADBROKE GROVE
Project Flourish

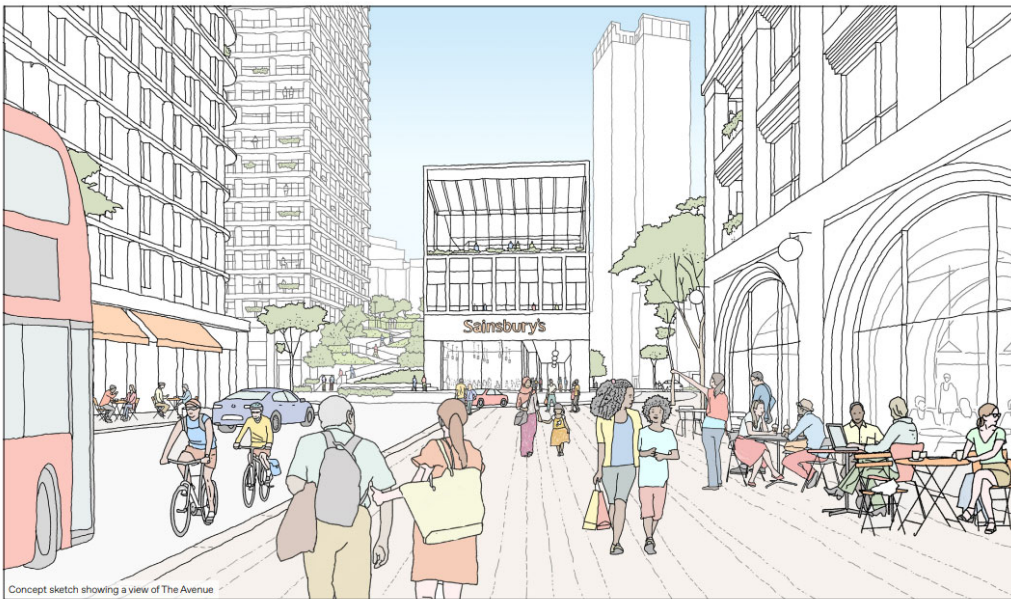


Concept sketch showing open green areas by the canal

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Views

LADBROKE GROVE
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Concept sketch showing a view of The Avenue

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Project Flourish Statement of Community Involvement

Appendix L: Invitational flyer for July 2021 public exhibition

Talk to us

LADBROKE GROVE
Project Flourish



We propose approximately 2,800 new homes, commercial space and a new flagship Sainsbury's.

What do you think about our plans?

Do you like the types of public space and buildings we are considering?

Visit our exhibition

Thursday 15 July 2021
3pm - 7pm

Saturday 17 July 2021
9am - 12pm

Sainsbury's Car Park
2 Canal Way
London W10 5AA



Tell us your thoughts on our emerging masterplan by completing our Give My View survey.



We will be donating to charity for each survey completed.


www.givemyview.com/projectflourish

Keep in touch

- www.projectflourish.co.uk
- info@projectflourish.co.uk
- 0800 772 0475 (no charge phone line)
- projflourish



Appendix M: Free text form survey on masterplan



LADBROKE GROVE
Project Flourish

Have Your Say

1. WHAT IS YOUR RELATIONSHIP TO LADBROKE GROVE? (SELECT 1)

Local resident
 Work locally
 Sainsbury's shopper
 Visitor

2. PLEASE SHARE YOUR FEEDBACK ON THE MASTERPLAN.

3. PLEASE SHARE YOUR FEEDBACK ON THE ARCHITECTURE AND CHARACTER AREAS.

4. PLEASE SHARE YOUR FEEDBACK ON THE OPEN SPACES.


5. PLEASE SHARE YOUR FEEDBACK ON TRANSPORT PROPOSALS.

6. ADDITIONAL COMMENTS.

Please tick here if you would like to be kept updated on Project Flourish proposals.

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Canalside Masterplan

Land within Kensal Canalside Opportunity Area

LADBROKE GROVE
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September 2021 Public Consultation

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Introduction

Ballymore and Sainsbury's are preparing a Hybrid Planning application for land within the Kensal Canalside Opportunity Area. The application will be for:

- The delivery of new homes, commercial space and a new flagship Sainsbury's
- Detailed plans for two plots within the site.

Consultation timeline

- April 2021 - Initial introduction
- July 2021 - Sharing of masterplan ideas
- September 2021 - Detailed masterplan presented

We will soon be submitting a plan to the Royal Borough of Kensington and Chelsea and welcome your thoughts and feedback on the plans.

JARGON BUSTER: HYBRID PLANNING APPLICATION

A planning application, which gives an outline of what will be built, access to a large area but also includes detailed plans for a part of the same area. This enables the site to be built in stages over time. The architects will need to prepare detailed plans for all areas over time.

Site map showing land ownership

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Proposed masterplan

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The Proposal: Overview

A hybrid planning application is being submitted by Ballymore and Sainsbury's for Plots 1, 2, 4, 5 and 6. Plot 3 is being delivered by St William. You can find out more about their plans by visiting www.kensalworks.com

You said: "I hope it creates a safe, environmental, optimal place to bring community together"

Detailed plans are being submitted for Plots 2 and 4. The plans include the specification of the new Sainsbury's and new homes. The plans also include designs for a new public park.

Detailed plans are being submitted for Plots 1, 5 and 6. The plans include an outline of where new roads will be, the layout of new and existing roads and the number of homes.

- Store Entrance
- Deliveries
- Customer Cars
- Future Bridge to North Pole
- Future Bridge to Cemetery
- Land Owned by St William
- Land Owned by RBKC

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Meet our Architects

To create interest in the architecture across the site, we have appointed three architectural practices to design the scheme.

FAULKNERBROWNS ARCHITECTS

FaulknerBrowns Architects is preparing the outline plans for the masterplan, which include all the Ballymore and Sainsbury's land (Plots 1, 2, 4, 5 and 6).

HUTCHINSON & PARTNERS

Hutchinson and Partners is preparing the detailed plans for Plot 2, which includes the new Sainsbury's store, community space and new homes.

ML

Maccreanor Lavington is preparing the detailed plans for Plot 4, which includes new homes, commercial space and Toppath Park.

Plot 1: South Side

- Up to 620 homes, including affordable

Plot 2: Sainsbury's

- Up to 576 homes, including affordable
- c. 1500m² community space
- 12,000m² Sainsbury's store, 300m² cafe and amenity space

Plot 3: Kensal Gardens

- Please visit www.kensalworks.com to find out more about these plans

Plot 4: Toppath Gardens

- Up to 576 homes
- Up to 1500m² commercial space

Plot 5: Wharf

- Up to 250 homes
- Approximately 2,750m² commercial space

Plot 6: The Gateway

- Up to 120 homes

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Project Flourish Statement of Community Involvement

The Proposal: Masterplan

Faulstich-Bovens Architects has designed a masterplan for land within the Special Consultation Opportunity Area to deliver approximately 2,800 new homes across the site with much needed affordable housing, commercial and retail space, including a new Sainsbury's store.

Our architects have introduced different architectural styles to create different character areas across the site. This includes a new Sainsbury's store, industrial and modern styles.

JARGON BUSTER: MASTERPLAN
A masterplan is the overall vision for a large, multi-phase scheme. It includes details of building locations, road layouts and connections to neighbouring areas.

88% of respondents said they liked the design approach

CGI showing new buildings along the canal

Continued living in their local area

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The Proposal: South Side (Plot 1 and 2)

We see South Side as a quiet residential area with commercial streets for creative workspaces and small local businesses.

The emerging architectural design is influenced by modern style buildings as shown in the images below.

You said "I would love to see a place where local people and businesses will be able to live, work and create"
We have created a masterplan, which includes flexible creative and commercial space and affordable housing.

Local creative workspace

CGI view of the Avenue from South Side

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The Proposal: South Side (Plot 2)

Hutchinson and Partners are preparing detailed plans for Plot 2, which include:

- A new Sainsbury's store with cafe and amenity building
- New commercial and retail space
- New houses for all tenures
- New community green spaces including gardens and a roof garden.

You said Sainsbury's needs to keep trading throughout the development.
We have placed the store and what new space is opened prior to the existing store closing.

You said New developments tend to "whitenash" areas and affordability is important for diversity and inclusivity.
We have placed the store and what new space is opened prior to the existing store closing.

"Would be great to mix various price points of housing for various income levels amongst the neighbour"
We have created open green spaces for the community to use, included a mix of homes for different income levels and will be delivering affordable workspace.

CGI view of new community garden

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The Proposal: Towpath Gardens (Plot 4)

We see Towpath Gardens as a quarter part of the residential site with green spaces and a public park open to the community to use. This would be a family-friendly, safe environment for new residents including studios and two, three and four bedroom homes.

Masterplan highlighting Towpath Gardens site area

CGI of Towpath Gardens

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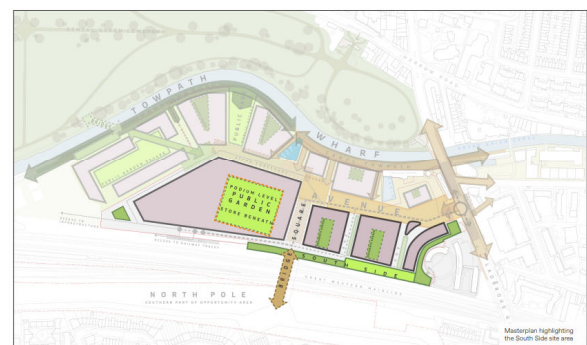
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You said We are worried about a further distance from the bus stops to the store.
We have included a bus stop near the store entrance.

CGI view showing the entrance to Sainsbury's store, cafe and club

The design for the Sainsbury's built inspiration from industrial style buildings.

Site plan showing location of the existing and new Sainsbury's stores

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Project Flourish Statement of Community Involvement

56% of respondents said they liked Mansion building style

McAlister Lavington plans for Beapth Gardens include:

- A family friendly, safe environment for new residents including studios, two, three and four bedroom homes
- A quieter part of the residential site that takes maximum advantage of its proximity to the canal
- Architectural design influenced by mansion style buildings shown in the image below



Sketches of mansion style residential buildings

Mansion buildings in Chelsea - Gaiety Court

You said: Design is important. There is a stigma against modern styles being "bland" and "cheap". Regency and mansion styles came up as the most popular styles in the survey.

You said: "The huge site has potential for positive development, but also potential to become a bland and uninspiring missed opportunity". We have taken architectural leads from the local area and reinterpreted them in a modern, high-quality design as shown in the images.

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The Proposal: The Wharf (Plot 5)

43% of respondents said they liked the industrial style

We see The Wharf as a walkable, human-scale place that creates canal and transport.

Filled with small businesses, independent shops, cafes and restaurants.

This would be a place for families, friends and the community to socialise and stroll.

Architecture for The Wharf has been inspired by industrial style buildings seen to those found in Wapping.

The Wharf will reflect the vibrant and busy nature of Ladbroke Grove as well as becoming an extension of it.

You said: The majority of people are keen to see activity brought to the canal and highlighted it as a local feature to make the most of.

You said: "It's really important to make sure it's a functional community space, not just for cocktails and cafe, but for families to get to people who work. It needs to be somewhere you would want to go for a weekend stroll."

We have created spaces such as the wharf area and Beapth Gardens where families can stroll and enjoy the new public spaces. Features of vehicle routes and prioritisation creates a masterpiece that meets different needs.



Sketch of wharf building



Community enjoying their local area



Industrial style wharf buildings

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The Proposal: The Avenue (Plot 1, 5 and 6)

We see the main High Street as a bustling shopping and commercial area with the new Sainsbury's store, cafe and amenity building at its heart.

New retail spaces will be available for a variety of businesses including independent owners.

Architectural design for The Avenue has been inspired by the Regency style of Ladbroke Grove and West London Avenues to keep in line with the character of the area.



Typical West London Avenue



Masterplan highlighting The Avenue site area

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Affordable Homes

In new build homes in the Royal Borough of Kensington and Chelsea this level of rent is often not affordable to many Londoners. Therefore, the Royal Borough of Kensington and Chelsea requires that affordable rent comparable with the Mayor of London's "London Affordable Rent" which is capped by commitments set by the Greater London Authority to ensure that affordable rent is truly affordable to Londoners.

This will address a range of housing needs and a range of affordable housing typologies will be provided which should include social rent, London Affordable Rent, shared ownership/intermediate housing.

You said: Affordability was the most mentioned theme and mentioned in 19% of respondents written comments.

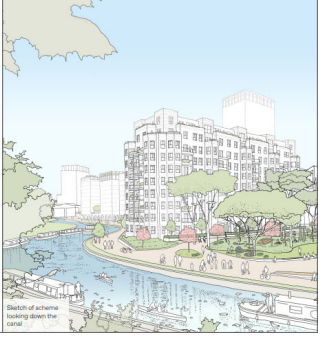
You said: "Would be great to mix various price points in housing to address various income levels amongst the neighbours."

We have included a high proportion of affordable homes in the scheme, which will be designed to be tenure blind.

JARGON BUSTER- TENURE BLIND SCHEME

This means creating homes of different tenures that work similar. It's not easy to tell if the various homes are for private sale, affordable or for social rent.

A greater proportion of the larger family homes will be for social rent. We understand family homes are important to those and their young people in the borough who to stay and create families here.



Sketch of scheme looking down the canal

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Building Heights

The Kennal Canalside Opportunity Area is allocated by PLAC to deliver between 3,000 and 6,000 new homes, new commercial space and a new Sainsbury's. Delivering this on the site is a key challenge for our architects and taller buildings can deliver a number of benefits.

At present, we have two buildings at 36 storeys.

The massing would step up towards the railway line, mitigating the impact on views from the canalside.


Lower storey buildings line the interface with the canal. However, some taller elements towards the canal will act as new finding points.

By incorporating fewer taller buildings, the level of sunlight to the new open spaces will be maximised.

High-quality architecture will make these an asset to the area. We welcome your feedback on the design.

You said: 4% of written comments noted that tall buildings would be undesirable due to possible overshadowing and impact on views.

We have focused our design to maximise sunlight at ground level and the open spaces. We have also masterplanned the taller elements to be towards the railway line, mitigating views from the canalside.



Sketch of the canalside area from Ladbroke Grove

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Landscaping and Green Spaces



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We would create a number of new gardens and parks that will be spread across the site allowing both the residential community and the public to enjoy the green space in a variety of ways and for relaxation.

Much of this space will be soft landscaping, which is the planted areas that would include trees, rain gardens, lawns and hedges.

Part of the landscaped areas will be hard landscaping, which is pavements, benches, decked areas.

The landscaping includes a range of habitats at ground level and wildlife green roofs on the taller buildings. We expect to attract different bird and animal species.

You said:
When asked "What would you like to see more of in Ladbroke Grove?" most people selected "Green area and landscaping". 50% respondents said they wanted green links and walks, 49% respondents said they wanted landscaped gardens.

We have: Maximised public green spaces and design them to meet different needs, social, quiet and play. Planting and trees are introduced along walking routes.

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Biodiversity



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To enhance the biodiversity of the area we would:

- Plant different varieties of trees, shrubs and flowers which will be a mix of deciduous and evergreen species to provide interest throughout the year.
- Introduce different habitats across the site, encouraging a rich and diverse wildlife.
- Create wildlife corridors, which will encourage insect and animal species to move through the site generating a robust ecological environment that is integrated with surrounding green spaces.

You said:
Biodiversity is important to the area and should be introduced across the site and link to neighbouring green spaces.
"Truly biodiverse green spaces (e.g. including meadows to attract bees and other insects)"
We have Designed various ecosystems throughout the site to accommodate bugs, birds and small mammals. Wild areas are included in the design enabling nature to take control of the space. Wildlife corridors will ensure the success of biodiversity across the site.

Illustration of wildlife corridors across the site.

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Play Space



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You said: Consultation participants requested pedestrianised areas, children's play areas and diverse seating, which are seen as being good for wellbeing and would add character to the area. 75% respondents would like community gardens for all ages and groups. Several survey participants suggested facilities to cater for events such as basketball and tennis.

"Provide outdoor play space and ensure a play area may mean an area where parents can socialise while children are entertained playing."

It would be good to incorporate a children's play space somewhere on the site but obviously not too near to the water."

"Places for the youth are rare to find now ending up in kids reacting to taking part in crime or being around the wrong people due to the fact they can't do anything else."


We have: Created the spaces requested and have planting strategies to create different character areas.

CGI showing proposed multi-use games area.

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Commercial Plan



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You said: Affordable commercial operators and a mix of independent and known brands would be welcomed. 70% respondents wanted more independent shops.

"It takes time for restaurants to be a great asset as around the area there are currently high end and then at the other spectrum takeaways."

"Places for people to enjoy without having to spend a lot of money and spaces for events or entertainment."

We have: Included a range of commercial unit sizes to attract a variety of retailers. We have given thought to the types of operators we would like to attract so that we can design space that suits their needs.

We would deliver shops, office and cafe units of different sizes to meet different business needs and price points.

Provide local green roofs to allow affordable spaces to trade from and start their businesses.

Small units will create space for new businesses to expand to and grow.

Notting Hill Carnival is a major cultural festival. We would be keen for the new development to be the starting point for the parade.

Map showing where the new commercial spaces will be.

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Landscape masterplan showing the different green spaces, including public park spaces.

Play Space



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A Multi Use Games Area for older ages and cross-generational mixing will be built on the west side of the site which can be used for a wide range of sports including basketball, football and tennis.

Play areas for children of all different ages will be designed throughout the site.

We have designed all of the play spaces to be set back from the water's edge and to be secure.

Incidental play space is integrated across the landscaping design, meaning that whenever parents are shopping or eating, there are opportunities for children's play.

JARGON BUSTER: INCIDENTAL PLAY

The means creating informal opportunities for play. Examples include shopping trolleys in a park area, a trolley path through a garden or a trolley on the main pavement or a tree trunk by the canal path, which kids can climb on.

Illustration showing the provision of new green spaces including parks and play areas.

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Canal Towpath



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You said: Residents care about the use of the towpath. The majority of people are keen to see activity brought to the canal and highlighted it as a local feature that links the canal to the wider community. However, it was also noted that as one of the new sustainable means of transport, cyclists should be encouraged.

"Please make sure you don't put shops and cafes on the towpath and block the way path for people. Please make cyclists the priority as they are the only completely green form of transport."

We have: Balanced the different needs for the canal path. Pavements will be generous and cycle lanes will be provided both on and off street. We will provide details of pedestrian contact levels within the application.


Recreational use on the towpath.

Artistic impression of the Canal Towpath.

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Junction and Travel



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We aim to provide better pedestrian and cycle routes to increase accessibility for both users creating a more inclusive as well as a safe environment. This will also result in greater security.

New bus routes will come up the avenue, into the heart of the site. This enables access to public transport for new residents.

Through creating pedestrianised areas, which are green and have active frontages at ground level, we will create a pleasant and safe environment for pedestrians moving through the site.

You said: Accessibility across the site needs to be considered.

"It's really important to make sure it's a functional community space, not just for cyclists and cars, but for families to get to people who work. It needs to be somewhere you would want to go for a weekend stroll."

"Development needs to be a mix of development with sustainability built in, e.g. cargo bikes, last mile delivery, micro-mobility, etc."

JARGON BUSTER: ACTIVE FRONTAGES

An active frontage could be a shop or restaurant front or big entrance details.

The lighting and activity inside these spaces make the street outside seem less dark and quiet. That creates a good sense of safety.

Sketch of approach to new Sainsbury's.

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Junction and Travel

Plans for the new junction include removing the busstop and moving to a signalised junction with clear cycle and pedestrian paths that will improve the safety of vulnerable road users.

The giant filling station will be removed so there will be less congestion from cars and traffic, reducing the amount of pollution from vehicles.

The junction was noted by several people that it was often congested.

To minimise delivery traffic for new residents, a dock and collect will be located in the Sainsbury's urban.

This enables vehicles to consolidate deliveries and residents to collect from a central hub.



KEY - Road Access

- Primary Road
- Secondary Road
- Access Road
- Bus Stop
- Cycle Route
- Cycle and Pedestrian Route

A high number of crossing points will create an environment that prioritises pedestrians in the centre of the site.

JARGON BUSTER: ACTIVE TRAVEL


The use of walking, cycling or public transport rather than private vehicles.

Masterplan showing movement and connectivity throughout the site.

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Construction Plan



Ballymore's Bespoke Project

The impacts of scheme during construction will be managed through various construction management plans, considerate construction methods and vehicle and routing restrictions.

Fleet Operator Recognition Scheme and Construction Logistics Community Safety will be used to ensure safe operations and driver behaviour.

To keep traffic and deliveries off Ladbroke Grove, the existing petrol station will be removed and form the new site compound. Deliveries for the site will be early in the morning before peak traffic times.

Considerate Constructors

Should the application be granted by the Royal Borough of Kensington and Chelsea, the construction programme is expected to be approximately 10 years.

A Construction Management Plan will be consulted on with the local community to ensure the construction programme is fully mitigated with limited disruption for neighbours.

Ballymore will require all sub-contractors to be part of the Considerate Constructors Scheme, which ensures the impact of building works on local communities is minimised. The Considerate Constructors Scheme is the national initiative set up by the construction industry to improve its image. Construction sites and companies registered with the Scheme are monitored against a Code of Considerate Practice, designed to encourage best practice beyond statutory requirements.

You said: We're worried about impacts on the local community, traffic and noise during construction.

We have: Committed to using considerate constructors throughout the works.

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Sustainability

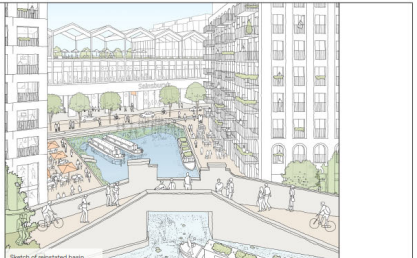
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You said:

- "Would be great to have houses built to standards with PAS 203/206 energy standards, or at least properly energy efficient, with solar panels to heat the building and retain heatwater"
- "Build in modern (ie contemporary) style and be innovative and green"
- "Rapid electric car chargers installed please"

We have: Designed a scheme that maximises the use of green energy and technology to create low-carbon, environmental friendly buildings. By delivering the scheme in plots, the most modern and recent technology can be designed into future plots.

We are targeting BREEAM Excellent for the Sainsbury's. Green car-charging points are included too.



Being by the canal, Sustainable Urban Drainage is especially important for the site. Rain gardens, green roofs and water butts will capture runoff and retain water. Climate resilient plants will ensure longevity of the green spaces.

Sketch of repurposed beam

JARGON BUSTER: WHAT IS BREEAM?


Building Research Establishment Environmental Assessment Method is a sustainability assessment method that is used to measure the environmental efficiency of commercial buildings and gives a rating between Pass and Outstanding.

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Next Steps

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The team is planning to submit a Hybrid Planning application to the Royal Borough of Kensington and Chelsea later this year. Subject to being approved, site enabling works could commence as early as next year.



2021: Hybrid Planning Application Submitted

2022: Works start on-site

2022: Hybrid Planning Application Decision

2024: Marketing commences for new houses

2025: Detailed Plans developed for Plots 15 and 6

2026: New Sainsbury's Opens


2027 - 2032: Plots 15 and 6 Delivered

We welcome your thoughts and feedback on the plans.

How you can be involved:

- Complete the short survey on our website www.projectflourish.co.uk or request a copy in the post.
- Give us a call or send an email via 0203 722 0485 (or message phone line) or info@projectflourish.co.uk

Come speak to us at our Public Exhibition on 22 September (9pm - 6pm) and 28 September (10am - 6pm)



To receive updates from us, please do follow us on twitter @ProjectFlourish Or join our email updates list.

Translation?

If you require a translation of any information in a different language, please email or call us using:

- Your name
- Preferred language
- Contact number
- Best time to contact you.

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Our Current Masterplan

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Proposals

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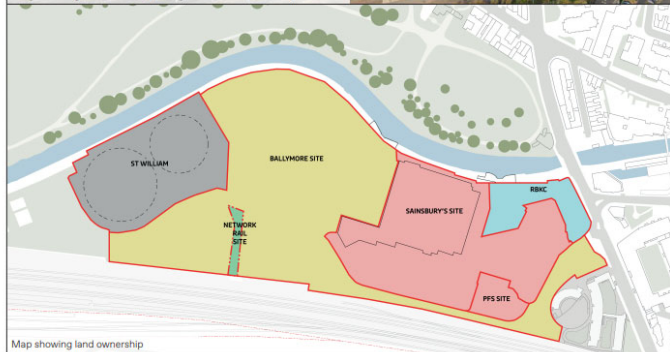
Ballymore and Sainsbury's, as major landowners of land within the Kensal Canal-side Opportunity Area, are developing a masterplan for the site to deliver new homes, commercial space and a flagship new Sainsbury's store.

We propose to provide:

- Approximately 2,800 new homes, including much-needed affordable housing
- New retail and commercial spaces, including a new Sainsbury's store
- Green spaces and attractive public realm with soft and hard landscaped areas
- New proposed connections through the site
- Low car-parking scheme to maximise active travel and minimise air pollution
- Reinstating a lost basin to create a focal point for people to gather.



Image showing the site and adjacent gasholders site, owned by St William



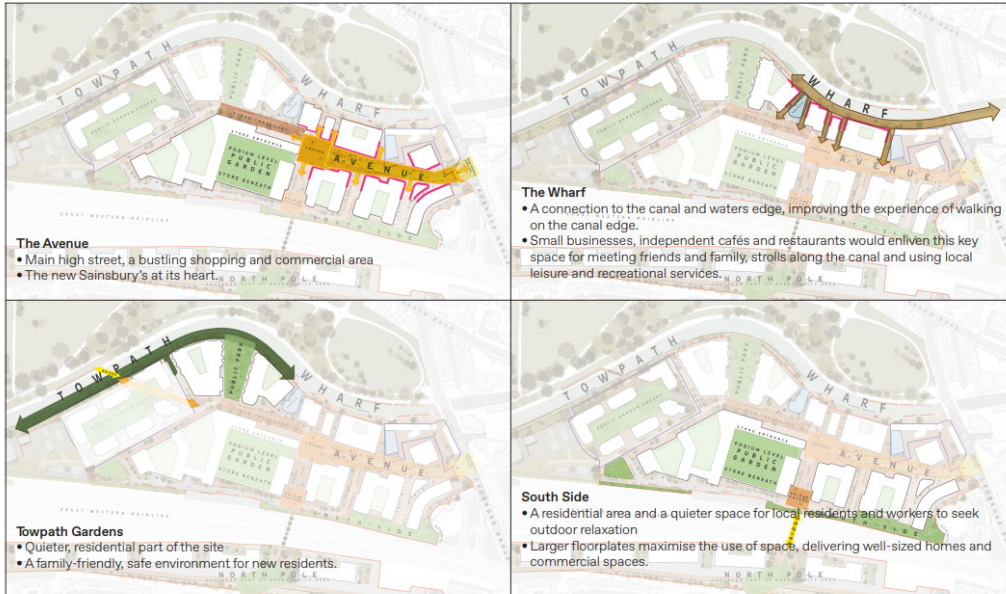
Map showing land ownership

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Character Areas

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Architecture

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The Landscape Approach

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The New Store

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Masterplan Structure

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The Avenue

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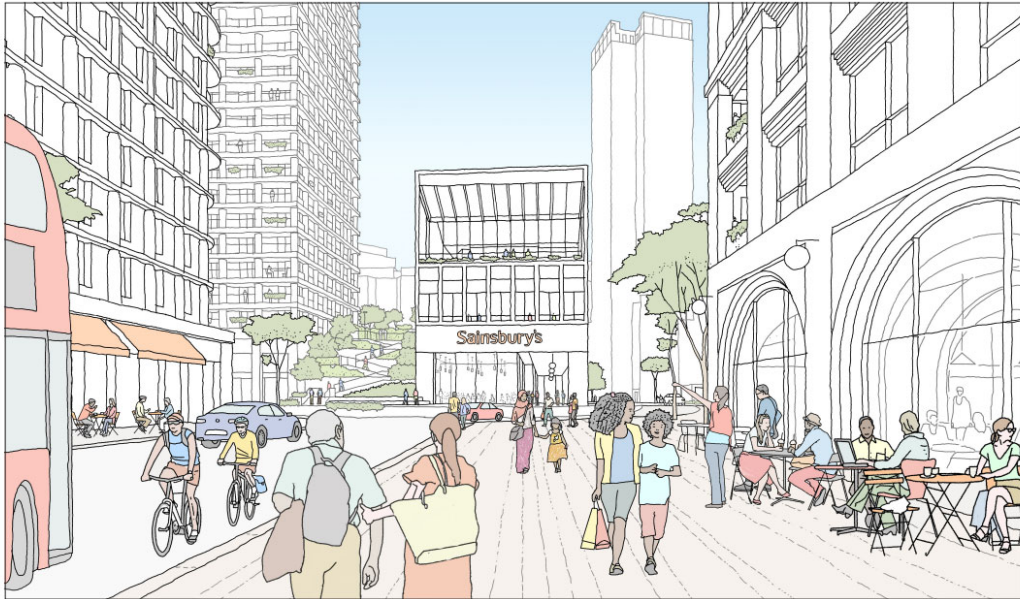


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The Avenue

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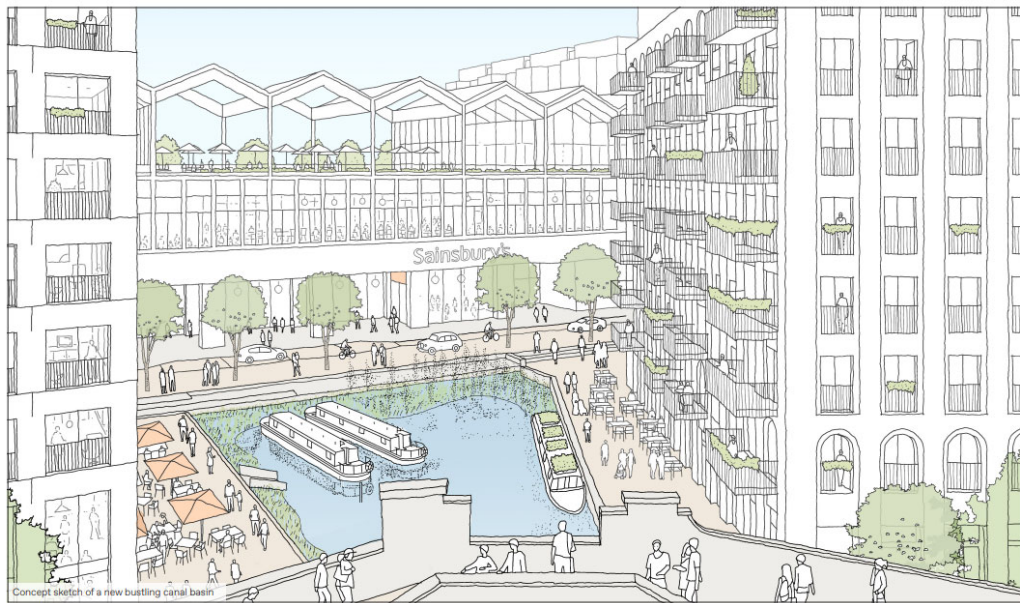


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The Wharf

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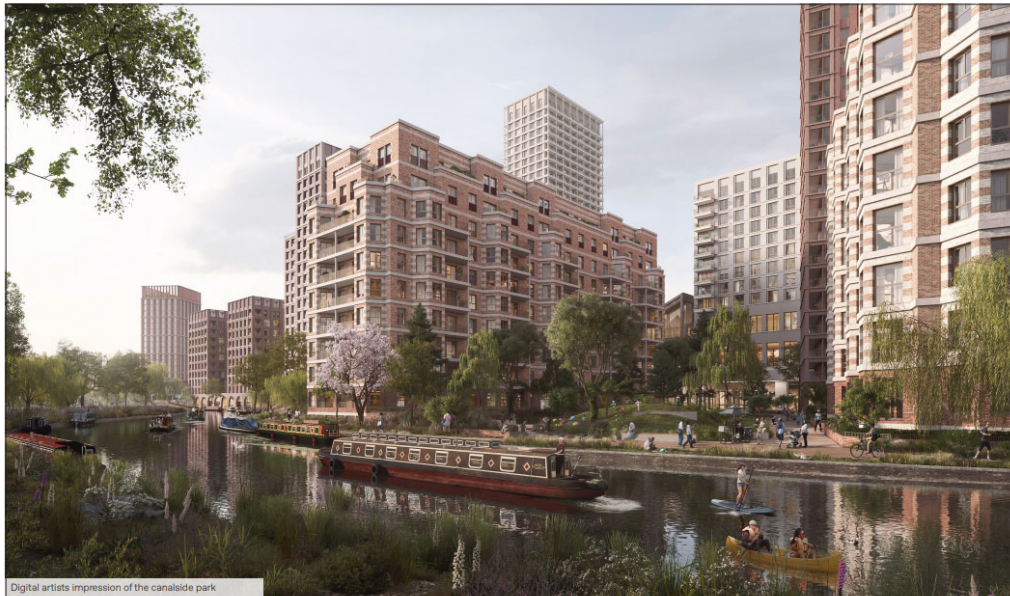


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Towpath Gardens

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Digital artists impression of the canalside park

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Towpath Gardens

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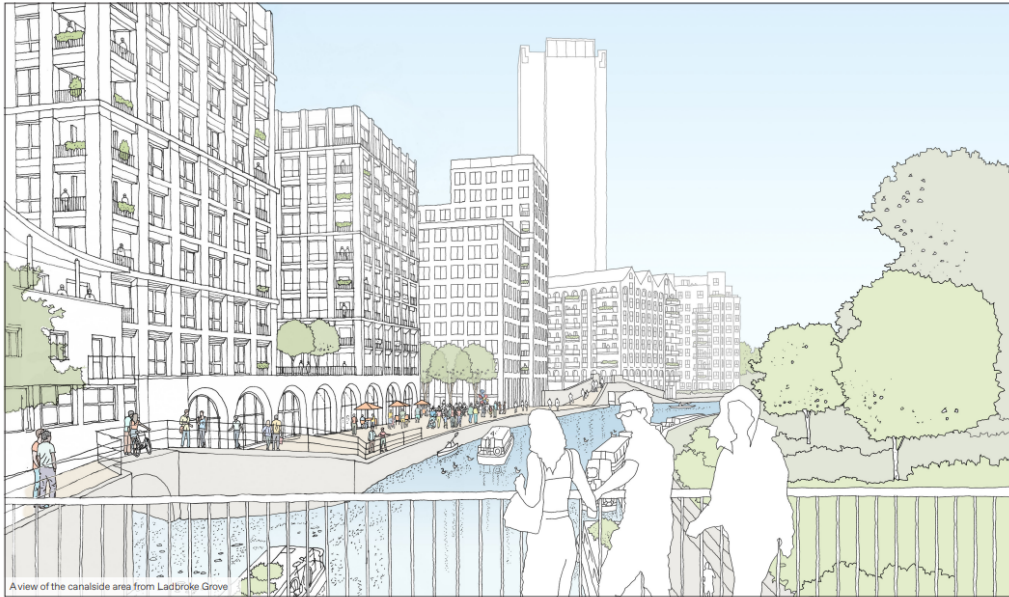


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View from Ladbroke Grove

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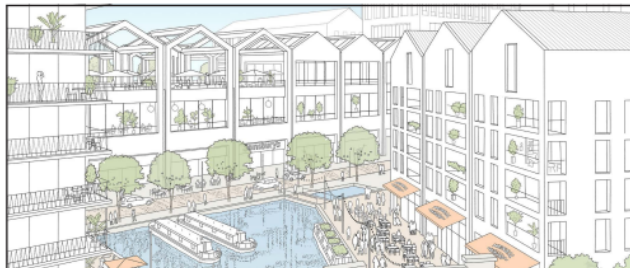
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Appendix P: Invitational flyer for September 2021 public exhibition

Talk to us

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Ballymore and Sainsbury's are proposing approximately 2,800 new homes, a flag-ship Sainsbury's and new commercial space.

We are presenting our updated plans and would love to hear your thoughts ahead of submitting a planning application to the Royal Borough of Kensington and Chelsea.





Visit our exhibition

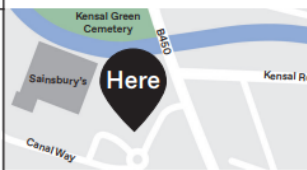
Wednesday 22 September 2021
3pm – 6pm

Saturday 25 September 2021
10am – 1pm

Sainsbury's Car Park
2 Canal Way
London W10 5AA

Keep in touch

-  www.projectflourish.co.uk
-  info@projectflourish.co.uk
-  0800 772 0475
(no charge phone line)
-  [projflourish](https://twitter.com/projflourish)



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Welcome to our exhibition

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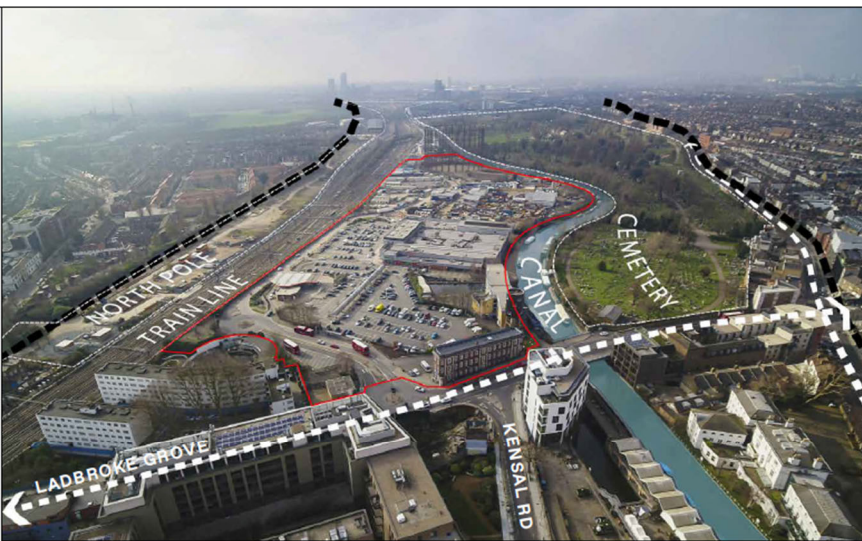
<p>Ballymore and Sainsbury's are working together to create a new neighbourhood within the Kensal Canalside Opportunity Area, delivering much-needed new homes for the local community on what is previously industrial land.</p> <p>In the coming months, a planning application for the development will be submitted to the Royal Borough of Kensington and Chelsea (RBKC), whose Planning Committee will decide whether the plans go ahead.</p> <p>Before that happens, we want to share our revised plans for the site with you. These revisions reflect comments and feedback we received during our first two rounds of consultation on the plans in 2021.</p> <p>If you have any questions, please feel free to ask a member of the project team.</p> <p>Alternatively, please call our community relations team on 0800 772 0475 or email info@projectflourish.co.uk.</p>						

May 2023: Public Consultation

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Background

LADBROKE GROVE
Project Flourish

<p>Project Flourish was launched in 2021. Our team of architects and town planners are designing a masterplan for the opportunity area. We are also working with neighbouring landowners.</p> <p>We held our first two rounds of public consultation on the masterplan in 2021. Both rounds of engagement gave local people the chance to comment on the plans at meetings, workshops, public exhibitions and online. We spent 2022 thoroughly reviewing all feedback.</p> <p>We would like to thank the local community for their interest in our plans so far.</p> <p>Your feedback has helped us to continue developing the masterplan for the site that will deliver the homes, buildings and infrastructure needed while also ensuring the plans reflect the views of local residents.</p>	

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Ownership of the Kensal Canalside Opportunity Area

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The Kensal Canalside Opportunity Area is owned by a number of companies and organisations, as shown on this map.

- Ballymore and Sainsbury's are working together on the sections of land they own.
- RBKC owns the land at the front of the site, on Ladbroke Grove including, Canalside House, Canalside Activity Centre, and homes in The Boathouse that are owned by Peabody.
- All of the landowners believe in achieving the same result, to deliver a neighbourhood that benefits both the new and local community.

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Why Kensal Canalside

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Kensal Canalside is the largest brownfield site in the RBKC and was selected by the Mayor of London as one of 48 Opportunity Areas.

An Opportunity Area is land that has been identified as an area for growth, including the construction of new homes, shops and workplaces, as well as roads and infrastructure to support London's good growth.

Across the whole Kensal Canalside Opportunity Area there is the potential to deliver approximately 3,500 much-needed new homes, as well as create around 2,000 new permanent jobs. Construction would also create many jobs and apprenticeship opportunities for the local community.

In summary, the proposals will:

- Deliver an attractive and welcoming new neighbourhood on a brownfield site already allocated for development by RBKC and the Mayor of London
- Create thousands of much-needed homes for the community, including genuinely affordable homes
- Provide new shops, leisure, entertainment, and workplaces, creating thousands of new jobs in the process
- Create new public landscaped green areas and better links to the canalside
- Improve safety and the environment for pedestrians and cyclists with a new junction and traffic lights.

There are over 3,000 households on RBKC's housing waiting list. Our proposals will make a positive contribution towards reducing that figure.

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Our plan for a new neighbourhood

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Our plans for the new neighbourhood will deliver a new Sainsbury's store together with thousands of much-needed new homes, attractive public areas and landscaped green spaces, new shops, workplaces and community spaces.

Our plans include:

- Around 2,600 new homes, with a mix of sizes and types for everyone including genuinely affordable homes
- A new high street with local shops and places to work, including a new Sainsbury's store and café
- Attractive public areas and landscaped green spaces, including new parks, play areas and a restored canal basin
- Improved transport on Ladbroke Grove with an improved junction and bus stops, as well as better links to the canal side path
- A new community hub for everyone to enjoy, with spaces for new businesses, charities and community groups to flourish.



The neighbourhood will transform an old industrial site into a mix of welcoming places and spaces

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Creating a new neighbourhood

LADBROKE GROVE
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Creating areas with different characters

LADBROKE GROVE
Project Flourish

The Avenue

The high street will be designed to feel like a familiar London street, with useful shops and services that open out onto a wide pavement.



The Wharf

The new water body has been inspired by the wharf that once served the gas works on site as well as the nearby Portobello Dock. The design references the sites industrial heritage and compliments similar much loved working wharves in London.

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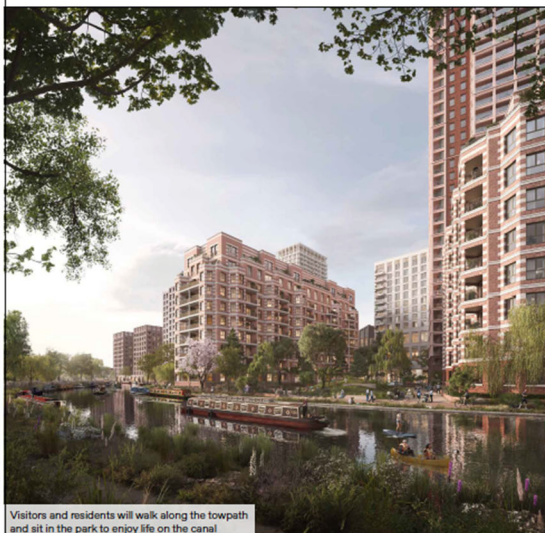
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Creating areas with different characters

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Project Flourish

Towpath Gardens

A quieter, residential part of the site sitting alongside the canal and green parkland. The buildings here are inspired by the beauty of Victorian-era mansion blocks.



South Drive

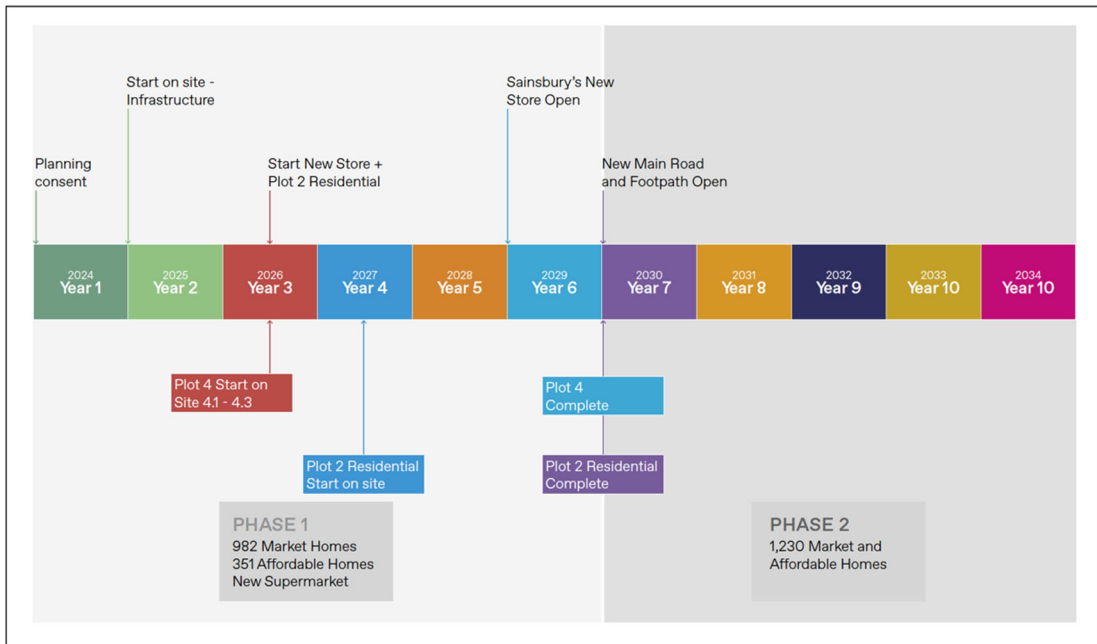
An area that will successfully mix residential and commercial buildings. South Drive's outdoor spaces will provide residents and workers with a place where they can relax and unwind.

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Timeline

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New homes

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The Ballymore and Sainsbury's neighbourhood will deliver around 2,600 much-needed new homes designed to a high standard:

- 400 three and four-bedroom apartments for families
- A mixture of tenancies to meet demand for affordable and private homes
- The same architecture standards for everyone
- Private balconies, terraces and shared gardens for all new homes.

Residential Parking

- One parking space for every five homes
- 10% accessible parking spaces
- Electric Vehicle charging throughout

We are creating a mix of homes for the local community in different styles of buildings and across all sizes and tenancies

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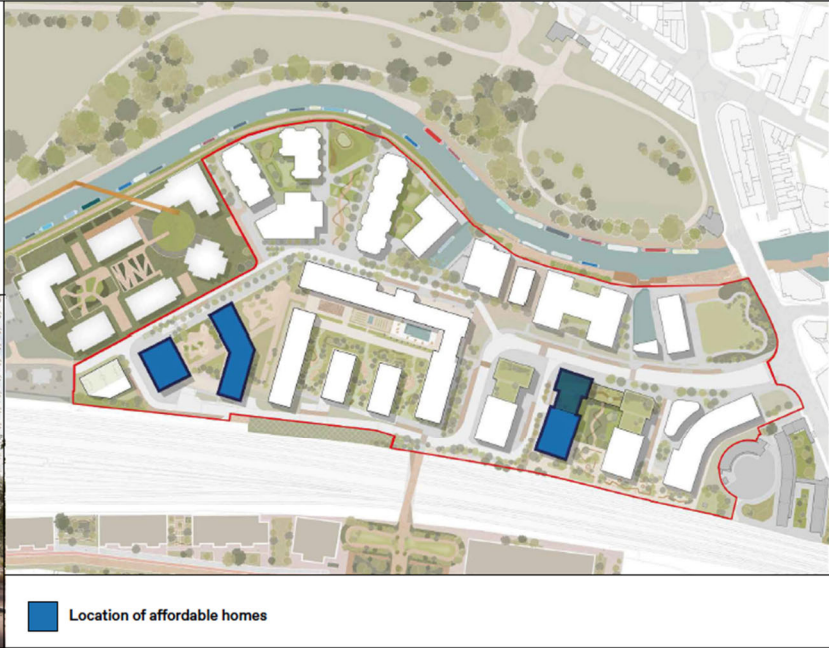
Affordable homes

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Project Flourish

This will provide a minimum of 510 affordable homes with 70% provided as social/affordable rent and 30% provided as intermediate affordable housing. The homes are split over the two primary phases of the scheme.

Our neighbourhood proposes a minimum of 20% of all new homes as affordable (measured by habitable room).

Additional affordable homes are proposed subject to grant funding.



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Shops, workplaces and leisure

LADBROKE GROVE
Project Flourish

The neighbourhood will also provide high-quality commercial space and a new Sainsbury's store.

Sainsbury's

- A new, modern 22,914 sqm Sainsbury's store, with a 236-space car park
- The store will be well-lit, have wider, more spacious aisles and include a café with plenty of space to sit and take time out from shopping to enjoy a coffee and a bite to eat
- A more extensive range of food and non-food products, including clothes and homeware, stocked in store that will complement the current range
- The store will include a number of green, sustainable features, including photovoltaic panels on green roofs
- Sainsbury's will not stop trading while switching from the old store to the new, with all staff from the existing store relocated to the new store

Shops, workplaces and leisure

- The scheme will deliver an additional 80,000 sqft of mixed use commercial space across the site for retail, hospitality, office, cultural and community occupiers
- The visual on the right shows how the ground floor space can be used.



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Safety and well-being

LADBROKE GROVE
Project Flourish

In line with new and emerging building safety legislation, as a consequence of the Grenfell tragedy, we are proposing a number of safety measures across the site, including:

- All buildings will have two stair cases, fire lifts and sprinklers fully complying with emerging building safety and fire regulations
- The use of high-quality materials (bricks, mortar, glass and steel) that will exceed modern building safety and fire regulations
- The development will be 'Secured by Design', which is the official police security initiative to provide the security of buildings and their immediate surroundings to provide safe places to live, work, shop and visit.
- The site will be well-lit, and on site security will also be provided and managed by Ballymore.

Two stair cases in each residential building

44 stair cores
60 lifts

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Green areas and play spaces

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The neighbourhood will have a number of beautiful, landscaped green areas and play spaces for all residents and visitors to enjoy with friends and family. These include:

- Three public play areas, including accessible and inclusive play equipment
- A network of sports facilities for activities such as football, basketball, climbing, kayaking
- A high street and market courtyards
- A canal walk and new canal landscape
- A park adjacent to Ladbroke Grove to create a welcoming new public green space.

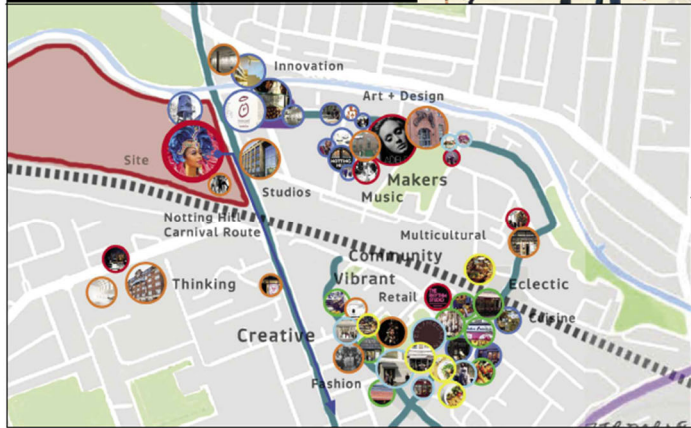
1 Ladbroke Green (Under consultation)	7 West Basin with spill-out areas	13 Improved road layout	19 New play space (Under consultation)
2 East Basin with Dishhouse + activities	8 Canal-side Park	14 Existing canal	20 Sports Centre
3 Ringersden + incidental play trail	9 South Terrace play and amenity spaces	15 Adjacent St Williams development	
4 Pavilion Square	10 Memorial Gardens	16 New Podium Gardens	

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Culture and Leisure Strategy

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<p><i>Designing, Making, Thinking, Creating, Selling, Living</i></p>		<p>The neighbourhood will reinforce the rich local mix of designer maker studios and creative agencies. The opportunity to live, work, display and trade will be the key to both an active ground plane and the soul of the place.</p>
	<p>We will create a culture and leisure strategy with local people to help nurture the community within our new neighbourhood and create links with the surrounding community.</p> <p>We will work with local groups, from small charities to iconic events. We want to include everyone in our new neighbourhood.</p>	<p>Please get in touch if you have an idea we should hear about!</p>

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Movement and connectivity

LADBROKE GROVE
Project Flourish

<p>We want to make sure that everyone is able to easily move in and around the site. With this in mind, our priorities for movement and connectivity are:</p> <ul style="list-style-type: none"> • Encouraging walking, cycling and the use of public transport • Ensuring safety for all road-users, including pedestrians, cyclists, and drivers • Creating a more sustainable neighbourhood. <p>We have been engaging with RBKC and Transport for London on the Movement Strategy to identify where improvements can be made to the local highway network to improve safety and enhance the use of sustainable modes of travel, including walking, cycling and public transport.</p>	 <p>There is an opportunity to include land on Ladbroke Grove owned by RBKC. We want to hear your views</p>
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New junction at Ladbroke Grove

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Project Flourish

Our plans include new traffic lights at the junction on Ladbroke Grove. Transport for London is replacing roundabouts across the capital. It will improve safety and the environment for pedestrians and cyclists.

The traffic lights will be synced with the Harrow Road junction, ensuring traffic along the main road is regulated. There will also be a feeder lane, which will take traffic off Ladbroke Grove and into the new neighbourhood.



A new junction and traffic lights will help regulate traffic

More bus routes

We are also working with Transport for London to ensure more bus routes come into the site, giving people more public transport options. The bus stops and waiting areas will also be improved and enhanced.

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Ecology and sustainability

LADBROKE GROVE
Project Flourish

We want to deliver a development that is as green and sustainable as possible.

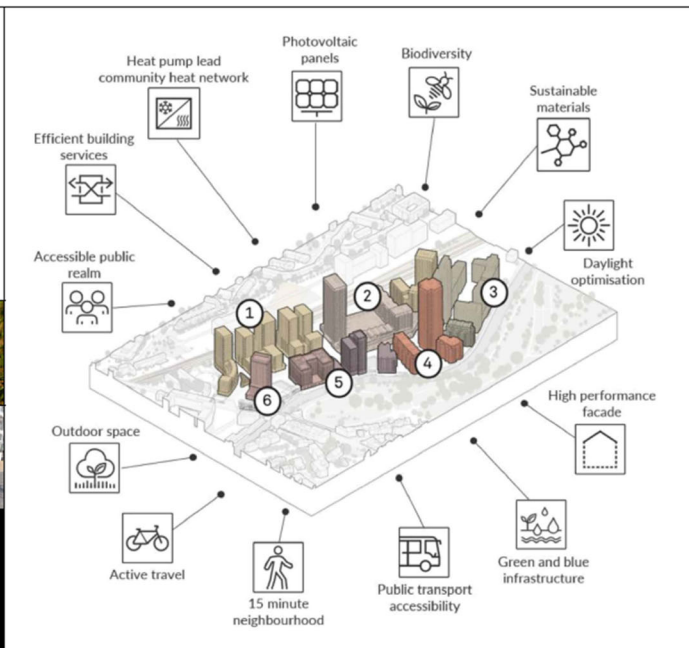
We are looking at options including energy efficient designs, fully electric energy, photovoltaic panels on roofs, rainwater harvesting, ground and air source heat pumps, and green roofs on some of the buildings.

The new Sainsbury's store will also add to the site's green credentials with the inclusion of photovoltaic panels on a green roof.

Our aim to achieve a BREEAM (Building Research Establishment Environmental Assessment Method) rating of Excellent across the entire development. BREEAM is the world's leading authority on sustainability in the built environment.



Kensal Canalside will build on the growing demand for ecologically sound and sustainable places to live. The canal, railway and cemetery provide breathing space and ecological corridors that should penetrate the site. These same corridors provide sustainable and enjoyable travel and transport connectivity for pedestrians and cyclists.



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Community works

LADBROKE GROVE
Project Flourish

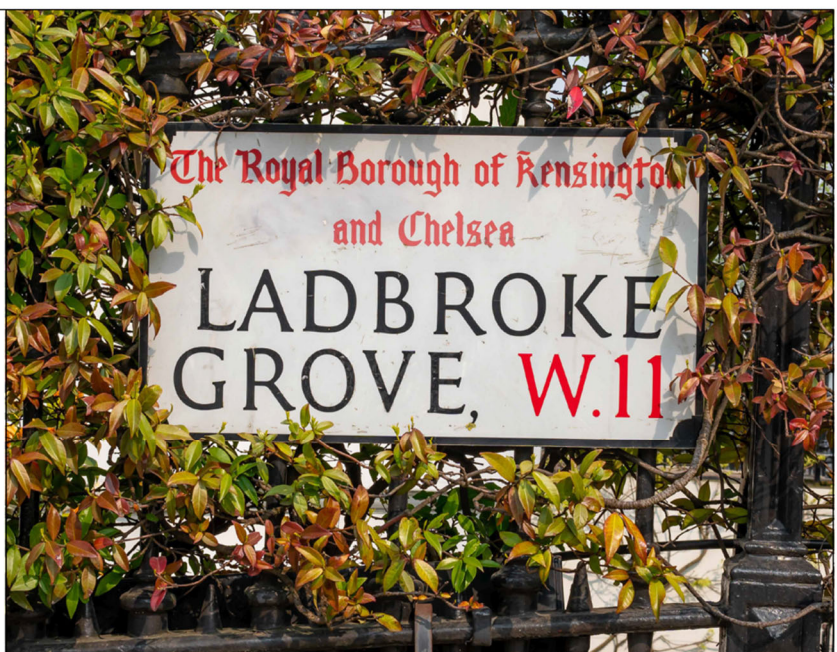
 <p>We established a relationship with London Sports Trust in 2021 when Project Flourish was launched. We provided sponsorship for Canalside Fun Day. The event was attended by over 100 families living in the local area and provided our team with the opportunity to get to know the community and understand your needs.</p> <p>We believe supporting younger generations is essential for ensuring a positive future for them, and for the rest of the community which is why we are proud to be partnering with the charity to provide funding and company support. We will also be re-providing the Activity Centre as a multi-sport facility and maintaining the relationship through the design, planning and construction phases.</p> <hr/> <p>Ballymore has a Local Labour and Employment Programme, which will serve the surrounding four boroughs, by providing apprenticeships and employment opportunities.</p> <p>We are providing a community hub in the centre of the neighbourhood which will be accessible to all residents and the wider community. We want to invite community groups, charities and local business owners to get in touch with us so we can explore how we can create exciting new partnerships and support good growth on your doorstep.</p>	
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Development Infrastructure Funding Strategy

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<p>What will we provide?</p> <p>In line with planning policy we will be making Section 106 financial contributions to the council. RBKC will decide how this is spent but it could be used to improve existing local infrastructure and amenities, including:</p> <ul style="list-style-type: none"> • Extension and expansion to local primary and secondary schools • Fire station enhancement to existing facilities • Ambulance station enhancement to existing service provision • On going assessment and support on primary healthcare • Enhancements to Kensal library • Extensions to existing bus routes • New cycle hire docking stations within Kensal Canalside • Funding contributions towards new cycle Quietway route linking north west London with central London via Ladbroke Grove • Funding contributions towards enhancements to Ladbroke Grove underground station • Mayoral Community Infrastructure Levy 	
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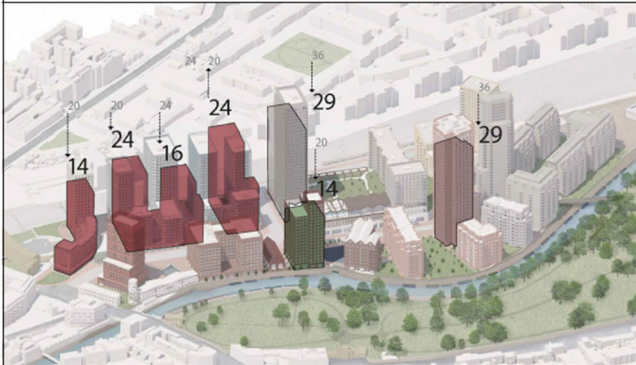
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Changes since 2021

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Project Flourish

We spent 2022 thoroughly reviewing all feedback from our previous rounds of consultation. We worked hard to ensure we made changes to our plans to incorporate your views and comments. We have made the following changes:

- Reduced heights
- Reduced massing
- Ensured there are two core stair cases in each residential building
- Increased the number of green spaces and play areas
- A charity strategy including two local organisations London Sports Trust and Full of Life Charity
- A new community hub that will be accessible to all residents and the wider community.



Tall buildings have been reduced in height across the new neighbourhood.

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Over 18,000 people have taken part in our consultation so far.

You spoke & we listened

LADBROKE GROVE
Project Flourish

You spoke...	We listened...
You thought the buildings were too tall	By reducing the height of buildings across the site. All buildings are now below 30 storeys.
You thought the views were broken up by the buildings	By relocating buildings to maximise blue sky views
You were concerned about fire safety	By putting two stair cases, fire lifts and sprinklers in all residential buildings
You were concerned there would be more traffic and congestion	By creating a new junction with signals to regulate traffic flow. We are also maximising green travel and cycle and pedestrian routes and aiming to not generate any additional traffic in comparison to the existing situation
You wanted a sustainable neighbourhood	By using green energies and sustainable materials. We aim to achieve BREEAM Excellent – BREEAM is the leading recognition for sustainability. The neighbourhood will be low-car with fewer parking spaces for Sainsbury's based on demand and low parking for residents
You wanted to see more greenery and open space	By increasing the planting and including the land on Ladbroke Grove for a new garden area. We are also opening up new routes through the site and to the canalside walk
You wanted to see more play and sports areas	By increasing the number of play areas and providing a multi-sport facility for activities such as football, basketball, climbing, kayaking
You wanted to see community space and affordable workspace	By creating a Community Hub with community space and affordable workspace
You wanted to know what we are doing for the local community	By establishing partnerships with two local charities, the London Sports Trust and Full of Life Charity. We will also develop a community strategy with local people
You wanted to know how we will look after the current people living and working on the site	By working with RBKC and Peabody, we will make sure that all residents and business tenants are found new homes during construction and then offered the chance to move back
You wanted Sainsbury's to keep trading throughout	By agreeing and making sure we build the new store first before we close the old one
You wanted to know about GP places	By providing financial contributions towards all GPs in the area via RBKC, we will ensure funding is in place for our residents' healthcare
You wanted to know about school places	By providing financial contributions towards education in primary and secondary schools to RBKC, we will ensure funding is in place for our residents' education
You wanted a rich mix of shops, restaurants and leisure	By introducing a new, modern Sainsbury's and creating 30 other shops, restaurants and leisure destinations across the neighbourhood. We also have a cultural strategy that will help to guide the look and feel of the neighbourhood

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Under Consultation Land on Ladbroke Grove

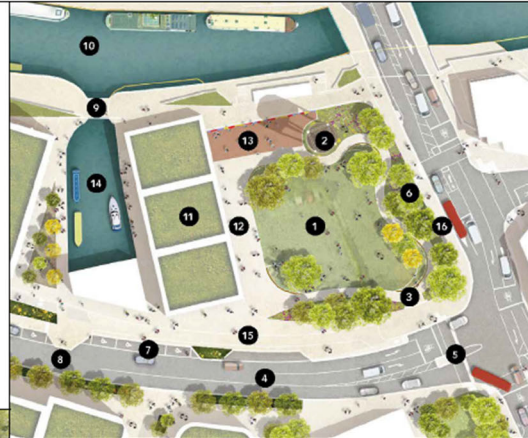
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We are also starting to consult you on a neighbouring piece of land owned by RBKC. This piece of land fronts onto Ladbroke Grove and has two main buildings, Canalside House and Canalside Activity Centre, and homes in The Boathouse that are owned by Peabody.

We have been asked by RBKC how our designs for the masterplan would change if these buildings were included inside the development parameters. We want to hear your views on our early thoughts. To have your say, please complete one of the feedback forms available today and return it via the ballot box provided. Alternatively, you can visit our project website, www.projectflourish.co.uk.

Our initial thoughts include the provision of a new park at the gateway of the development, with the activity centre, affordable housing and the social commercial space re-provided within the scheme. A new, mixed-use building could be provided to the west of that open space, providing new homes and a cultural and community space.

Our plans for this area include the redevelopment of Canalside House. Should our proposals go ahead, RBKC will work with the charities currently based at Canalside House to relocate them to better, more modern accommodation. We would replace the activity centre, affordable homes and social commercial space here.



- Feature elements**
- 1 Lawn
 - 2 Existing water tower feature
 - 3 Ladbroke Green entrance
 - 4 High street
 - 5 Primary site entrance
 - 6 Proposed planting
 - 7 Accessible parking
 - 8 Designated crossing
 - 9 Towpath bridge
 - 10 Grand Union Canal
 - 11 Biodiverse roof
 - 12 Spill out zone
 - 13 Play area
 - 14 East Basin
 - 15 Cycle lane
 - 16 Widened footway



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ballymore.

LADBROKE GROVE
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Ballymore is a developer with vast and varied experience, acknowledged as pioneers of some of Europe's largest regeneration projects.

Ballymore takes its responsibility as a place maker very seriously, putting quality of life and a connection to arts and culture at the core of its work.






Ballymore approaches each development with a desire to create a distinctive place that is locally relevant. The Ballymore team has carefully considered activity, culture and community when looking at the design principles for Kensal Canalside.

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LADBROKE GROVE
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<p>Driven by our passion for food, together we serve and help every customer.</p> <p>Offering delicious, great quality food at competitive prices has been at the heart of what we do since our first store opened in 1869. Today, inspiring and delighting our customers with tasty food remains our priority. Our focus on great value food and convenient shopping, whether in-store or online is supported by our brands – Argos, Habitat, Tu, Nectar and Sainsbury's Bank.</p>	
	<p>Sainsbury's has a proven track record of successfully creating supermarkets within mixed-use developments.</p> <p>Sainsbury's is committed to reducing the environmental impact of its business and to helping customers live more sustainably. The business is cutting carbon in its operations and using new technologies to maximise energy efficiency.</p>
	

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What happens next

LADBROKE GROVE
Project Flourish

<p>In the coming months, a planning application for the development will be submitted to RBKC, whose Planning Committee will decide whether the plans go ahead.</p> <p>We will continue to update the local community as and when we have more information to share.</p> <p>Please fill in a form to tell us your views. You can also register for updates by scanning the QR code below.</p> 	 <p><small>A view of people enjoying the new Wharf</small></p>
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View towards the site

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The junction of Pember Road and Berens Road



Harrow Road - cemetery entrance

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View towards the site

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Chamberlayne Road / Kilburn Lane



Fifth Avenue

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THE BENEFITS of PROJECT FLOURISH

NEW HOMES
INCLUDING 3+4
BEDROOM HOMES
FOR FAMILIES +
AFFORDABLE HOMES

**ECONOMIC
GROWTH**
of the AREA +
COMMUNITY

**NEW SAINSBURY'S
STORE**

COMMUNITY HUB
FOR NEW + EXISTING
COMMUNITY MEMBERS
TO COME TOGETHER

**COMMERCIAL
BENEFITS**
INDEPENDENT
BUSINESSES, CAFÉS,
SHOPS, RESTAURANTS

**CHARITY
SUPPORT**
LONDON SPORTS TRUST
(NEW/IMPROVED ACTIVITIES)
FULL OF LIFE
(INCLUSIVE + ACCESSIBLE
PLAY + SUPPORT SPACES)

**NEW GREEN
SPACES**
FOR EVERYONE
TO ENJOY

**IMPROVEMENTS TO
CANAL TOWPATH**
WILL ENCOURAGE
WALKING/CYCLING

**COLLABORATIVE
INCLUSIVENESS**

**INFRASTRUCTURE
IMPROVEMENTS**
NEW JUNCTION - SAFER
FOR PEDESTRIANS/
CYCLISTS/MOTORISTS

**RE-INSTATED
CANAL BASIN**
NEW WHARF AREA
TO RELAX + SOCIALISE

**CULTURAL
INFLUENCES**
SPACES FOR
CULTURAL
COMMUNITY EVENTS

YOU SPOKE, WE LISTENED...

**REDUCTION of
HEIGHTS + MASSING**

GREEN + PLAY SPACE
INCLUDING a MUGA

**ENSURING SAINSBURY'S
IS OPEN THROUGHOUT
CONSTRUCTION**

BETTER BUS STOPS
FOR PASSENGERS + DRIVERS

**PROVIDING COMMUNITY
SPACES FOR THE LOCAL
COMMUNITY**
POSSIBLY INCLUDING THE LAND
ON LADBROKE GROVE

YOUR FEEDBACK BEING PUT INTO ACTION...

**IMPROVING SAFETY at
the JUNCTION**
+ REGULATING the TRAFFIC
FLOW

**CREATING a HEALTHY
NEIGHBOURHOOD**
GREEN ENERGY, SUSTAINABLE
MATERIALS + LOW CAR LIVING
FOR LOWER EMISSIONS

FOCUS on SAFETY
INCLUDING TWO STAIRS,
FIRE LIFTS + SPRINKLERS
FOR SAFETY



Appendix R: You spoke & we listened handout

LADBROKE GROVE
Project Flourish

Over 18,000 people have taken part in our consultation so far.

You spoke & we listened

You spoke...	We listened...
You thought the buildings were too tall	By reducing the height of buildings across the site. All buildings are now below 30 storeys.
You thought the views were broken up by the buildings	By relocating buildings to maximise blue sky views
You were concerned about fire safety	By putting two stair cases, fire lifts and sprinklers in all residential buildings
You were concerned there would be more traffic and congestion	By creating a new junction with signals to regulate traffic flow. We are also maximising green travel and cycle and pedestrian routes and aiming to not generate any additional traffic in comparison to the existing situation
You wanted a sustainable neighbourhood	By using green energies and sustainable materials. We aim to achieve BREEAM Excellent – BREEAM is the leading recognition for sustainability. The neighbourhood will be low-car with fewer parking spaces for Sainsbury's based on demand and low parking for residents
You wanted to see more greenery and open space	By increasing the planting and including the land on Ladbroke Grove for a new garden area. We are also opening up new routes through the site and to the canalside walk
You wanted to see more play and sports areas	By increasing the number of play areas and providing a multi-sport facility for activities such as football, basketball, climbing, kayaking
You wanted to see community space and affordable workspace	By creating a Community Hub with community space and affordable workspace

P.T.O.

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Project Flourish

You spoke...	We listened...
You wanted to know what we are doing for the local community	By establishing partnerships with two local charities, the London Sports Trust and Full of Life Charity. We will also develop a community strategy with local people
You wanted to know how we will look after the current people living and working on the site	By working with RBKC and Peabody, we will make sure that all residents and business tenants are found new homes during construction and then offered the chance to move back
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You wanted a rich mix of shops, restaurants and leisure	By introducing a new, modern Sainsbury's and creating 30 other shops, restaurants and leisure destinations across the neighbourhood. We also have a cultural strategy that will help to guide the look and feel of the neighbourhood
<p>Keep in touch</p> <p> www.projectflourish.co.uk 0800 772 0475 (no charge)</p> <p> info@projectflourish.co.uk projflourish</p>	

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Appendix S: Invitational flyer advertising the public exhibition Drop-in hub from 12 May to 3 June 2023

<h1>Visit us!</h1>	<p>LADBROKE GROVE Project Flourish</p>
	
<p>We are delighted to invite you to meet our project team at our public exhibition Drop-in Hub at Canalot Studios, Unit CN.001, 222 Kensal Road, W10 5BN*.</p>	<p>Our Drop-in Hub will run from Friday 12 May – Saturday 3 June 2023 and be open:</p> <ul style="list-style-type: none">• Thursdays and Fridays 12pm – 6pm• Saturdays 10am – 1pm
<p>Ballymore and Sainsbury's are working together to create a new neighbourhood within the Kensal Canalside Opportunity Area. Our plans include the delivery of:</p> <ul style="list-style-type: none">• Around 2,600 much-needed new homes, including affordable housing• New shops and work places, including a new Sainsbury's store and café• Attractive public areas and landscaped green spaces• New neighbourhood for everyone to enjoy including a new community hub.	

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Appendix T: Confirmation Report for the delivery of the flyer



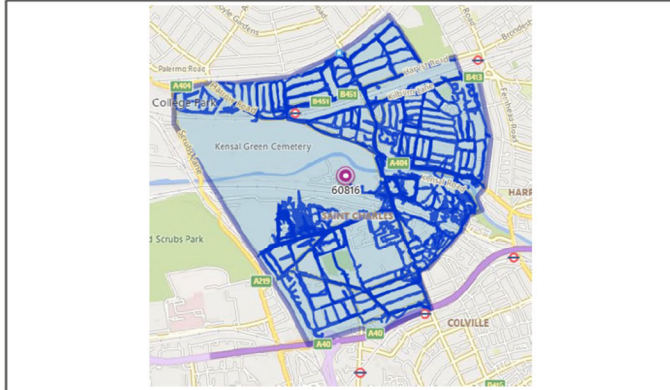
Confirmation Report

Contact: **Camilla Brown**
 Client: **Comm Comm UK**
 Summary: **Print A5 Flyer on 130 gsm silk including distribution**

Completed: **03/05/2023**
 Quantity: **21,928**

Job Number: **60816**

Map or GPS Report (if applicable)



Missed Properties List

Road/ Street/ Building	No Entry	Refusal	Left in Reception	Other
1-29 Faraday Road	✓			
Pepler House	✓			
29-35 Russell's Wharf Flats	✓			
51-59 Russell's Wharf Flats	✓			
60-68 Russell's Wharf Flats	✓			
Scampston Mews	✓			
Girton Villas 115a	✓			

Note: No Entry, Refusal and Other will be posted via Royal Mail 1st Class

www.lboxcomms.com



Visit us!

LADBROKE GROVE

Project Flourish



We are delighted to invite you to meet our project team at our public exhibition Drop-in Hub at Canalot Studios, Unit CN.001, 222 Kensal Road, W10 5BN*.

<p>Our Drop-in Hub will run from Friday 12 May – Saturday 3 June 2023 and be open:</p> <ul style="list-style-type: none"> • Thursdays and Fridays 12pm – 6pm • Saturdays 10am – 1pm 	<p>Ballymore and Sainsbury's are working together to create a new neighbourhood within the Kensal Canalside Opportunity Area. Our plans include the delivery of:</p> <ul style="list-style-type: none"> • Around 2,600 much-needed new homes, including affordable housing • New shops and work places, including a new Sainsbury's store and cafe • Attractive public areas and landscaped green spaces • New neighbourhood for everyone to enjoy including a new community hub.
	<p>Our project team is looking forward to meeting you and answering any questions you might have.</p> <p>We would love to hear your thoughts before we submit our planning application to the Royal Borough of Kensington and Chelsea.</p> 


*Our Drop-in Hub also has an entrance from the Grand Union Canal, which is wheel-chair accessible.

Keep in touch

www.projectflourish.co.uk
info@projectflourish.co.uk
[0800 772 0476 \(no charge\)](tel:08007720476)
[projectflourish](https://www.instagram.com/projectflourish)

ballymore.
Sainsbury's

<h1>Have your say</h1>		LADBROKE GROVE Project Flourish	
Name	[REDACTED]	Email	[REDACTED]
Address/Organisation	[REDACTED]		
Postcode	[REDACTED]	Contact number	[REDACTED]
REVISED MASTERPLAN			
1. Do you feel that we have listened to your previous feedback on the revised Masterplan? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
2. Do you have any additional comments on the revised Masterplan? Very keen for Sainsburys to stay open!			
UNDER CONSULTATION FOR THE FIRST TIME - LAND ON LADBROKE GROVE			
3. What are your comments about these new proposals? Really excited about the open spaces Have no issues or concerns - really very supportive of this development and hope it goes ahead!			
<input type="checkbox"/> Please tick here if you would like to be kept updated on Project Flourish proposals.			
www.projectflourish.co.uk info@projectflourish.co.uk 0800 772 0475 (no charge phone line) projectflourish		By filling-in this form you are agreeing that Comm Comm UK can hold and process your personal data in relation to Project Flourish. The information you supply will be used within the terms of GDPR Regulation.	
May 2023: Public Consultation		ballymore. Sainsbury's	



Project Flourish – Phase 1 Consultation Feedback


<p>Key Figures so far...</p> <ul style="list-style-type: none"> 40 Q&A attendees 35 questions asked during the session 25 postcards returned 26 emails received 707 website visits 1,400 page views 8 surveys completed 3 phone calls from neighbours 65% positive feedback 	<p>Thank you to all of those who have taken part in our consultation for Project Flourish so far.</p> <p>We would like to take this opportunity to share our feedback with you and explore some of the opportunities we have moving forward.</p> <p>You can get in touch with the project team at any point to share your views and ask any questions relating to Project Flourish – we want you to be at the heart of our design process.</p>
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ballymore. Sainsbury's

You want the canal to be a central feature of the new community_

"I think this could be a great initiative! The canal is a beautiful aspect of our community and having apartments and shops next to it would be great."

"The best thing about the area is the canal – the water, the plants, the birds and the boats. Anything that improves and enhances their features is all right by me."



"I like the area for being wide open and would like to see affordable and social modern housing built in this area"










"It is amazing idea to make the area, coffeeshops, restaurants, or gyms or activity centre for children."

"The most important things for me are affordable housing – both social and part share, and green spaces – lots of green spaces."

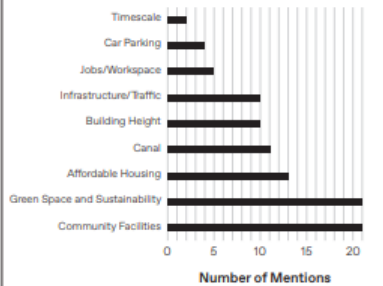
"It would be great to have a place to swim outdoors. Like the ponds in Hampstead and the new development at Kings Cross."

"I think some squash courts built there would be a great leisure activity"

Here is your wishlist of what you would like to see delivered on-site_

- More green spaces 
- Canal based activities, such as sports and art spaces 
- Affordable housing 
- Greater connectivity to the area, including extra bus routes 
- A good provision of car parking 
- Activities for children and young people 
- Playgrounds 
- Sustainable and low carbon development 
- Wildlife corridor. 

What topics were mentioned the most across all feedback?



Topic	Number of Mentions
Timescale	2
Car Parking	4
Jobs/Workspace	5
Infrastructure/Traffic	10
Building Height	11
Canal	12
Affordable Housing	14
Green Space and Sustainability	18
Community Facilities	20

LADBROKE GROVE
Project Flourish

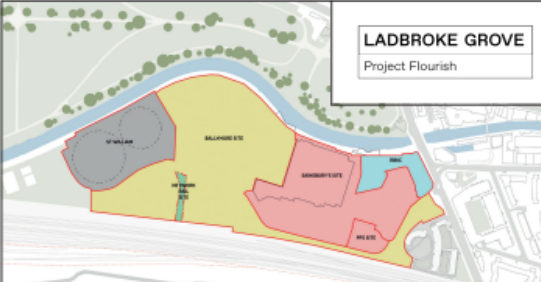
A space for people to flourish_

Here are some Ideas that you suggested would create a community on the site.

- Tech hub_
- Art and exhibition space _
- Outdoor gym_
- Allotments_
- Flexible work space_
- Creative spaces for local businesses_
- Local amenity spaces, such as gyms, restaurants, and cafes.

Project Flourish Statement of Community Involvement

LADBROKE GROVE
 Project Flourish



Design is Key_

We have learned from your feedback that the design of the new neighbourhood is key. We understand the importance of delivering high quality new homes that use carefully selected materials and contribute to Ladbroke Grove.

The scheme will deliver tall buildings, which will form a new backdrop to the Kensal Green cemetery and be visible from further afield. For this reason they should be aesthetically pleasing and our architects are working hard on developing a character for the site. Safety of our residents is paramount and all homes on-site will meet the highest standard of building safety regulations. Ballymore is both a developer and housing provider. The new homes will be managed and maintained by Ballymore in the long-term.

There is a desperate need for housing in the Royal Borough and our site is an excellent opportunity to deliver a significant number of much-needed new homes.


As well as new homes, this site offers a great opportunity for the local community. We want to deliver a wealth of green spaces and amenities for the local community to use.

Planning a series of events_

We are planning a whole host of events for the future to share our emerging plans for Project Flourish.


To keep updated with any news or events please sign up for updates on our website or follow us on social media.


- www.projectflourish.co.uk
- info@projectflourish.co.uk
- 0800 772 0475** (no charge phone line)
- [ProjectFlourish_](#)
- [projflourish](#)



Appendix X: Summary of Feedback Booklet for Stage 2


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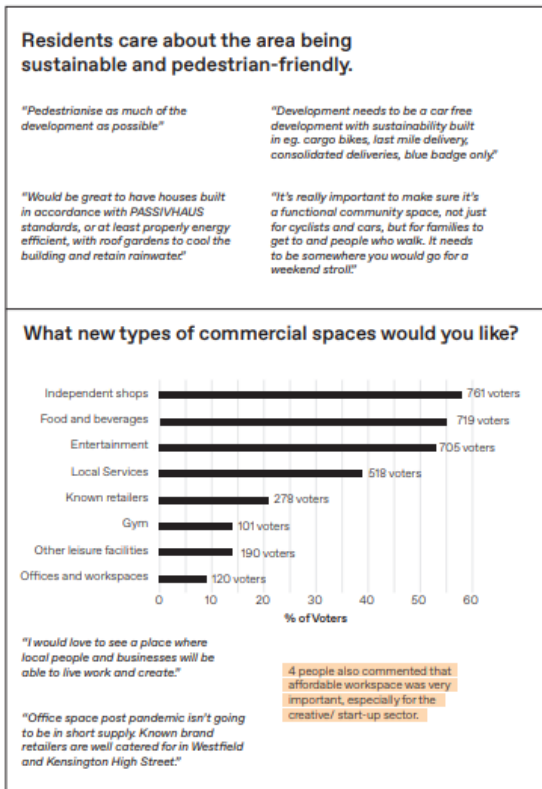
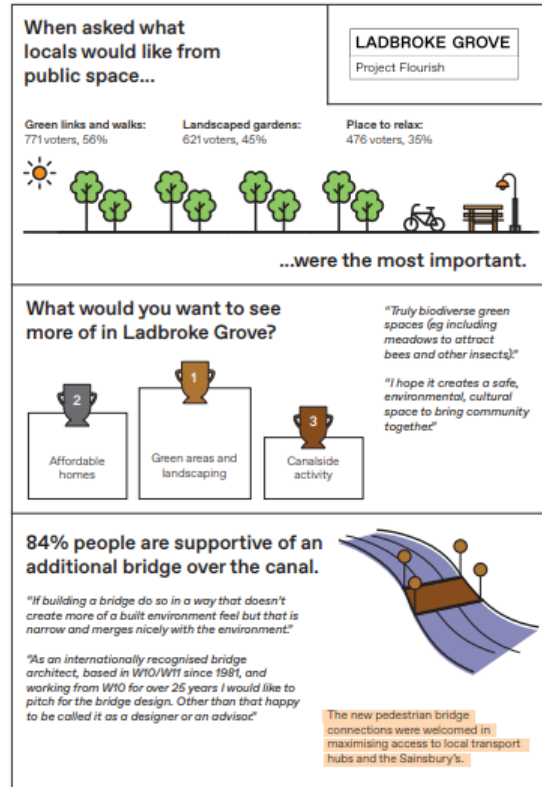
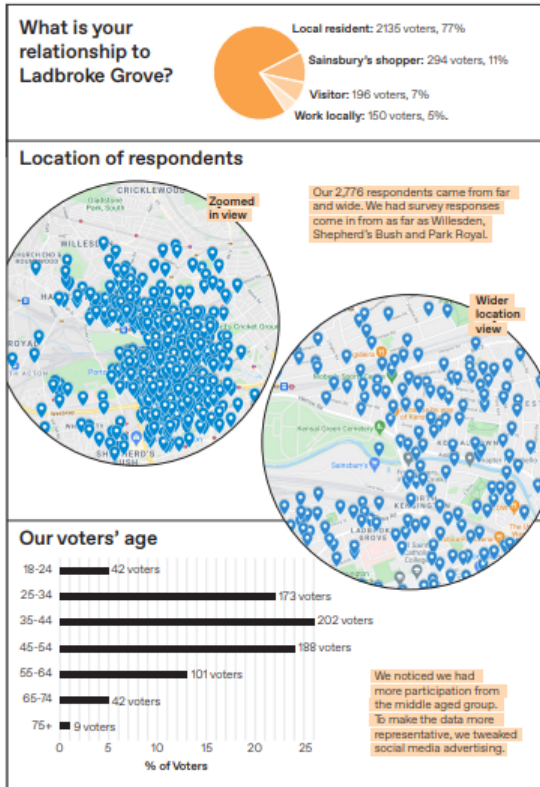


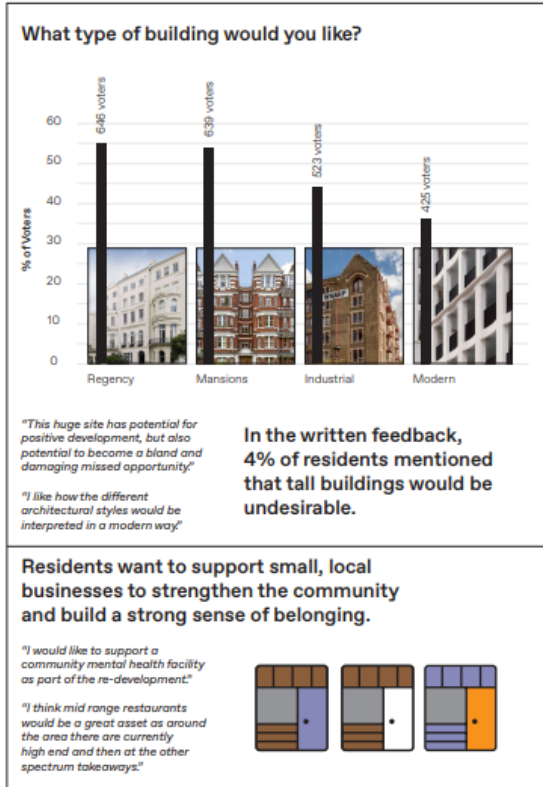


Project Flourish – Phase 2 Consultation Summary

Key Figures 3,238 Give My View Voters 88% support the design approach 80 public exhibition attendees 505 website visitors 227 written feedback	We would like to take this opportunity to share our feedback with you. We prepared a short presentation of the consultation events' data. On Friday 9 July, we launched the Give My View survey. On Thursday 15 and Saturday 17 July we held two public consultation events. This document includes the highlights we received during the Phase 2 consultation. We thank everyone who took part.
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LADBROKE GROVE
Project Flourish

Residents also mentioned a need for children's play areas and made helpful design suggestions

"It would be good to incorporate a children's play space somewhere on the site but obviously not too near to the water area."

"Prioritise outdoor dining space and ensure a play area very close by, even adjoining so parents can socialise while children are entertained playing."

Residents loved to be part of the new, emerging masterplan for Project Flourish.

"Really like this process of feeling like we have a voice in shaping the future of our area—it was easy to choose and interesting to see other respondent's opinions."

"Now I'd like to see how you use this data, and others I presume, to inform the blueprints for design. I'd like to see this level of transparency continued until build"

Canalside Activity Centre Fun Day

As well as our consultation events, we also attended the Canalside's Activity Centre Fun Day. We loved talking to the younger generation about the plans and hearing what is important to them. If you would like to be involved in our consultation, please do get in touch.

LADBROKE GROVE
Project Flourish

Summary

The new wharf area with shops and restaurants was what most residents were excited by	Residents would like a mix of known brands and independent operators in the new commercial space	Although the construction would cause a nuisance, people did comment on the new jobs possibilities
Everyone was excited for a new Sainsbury's but some locals are worried about a longer walk to the store	Making a feature of the canal is a priority for locals. Improving and protecting the canal's ecology is also important	Residents would like to know more about: the new junction to Ladbroke Grove, impact of tall buildings on views, proportion of affordable homes and where these would be.

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📍 projflourish

Project Flourish Q&A

Why is the height of tall buildings set at 98m/31 storeys?

This is the tallest buildings can be according to RBKC's planning policy. Project Flourish has two tall buildings at 29 storeys in height, which have both been reduced from 36 storeys.

What makes this environmentally sustainable?

The site was a former gas works and there is almost no biodiversity on the site. Project Flourish is delivering 8.9 acres of open public space, equivalent to 138 tennis courts. The proposals will also increase biodiversity by at least 10%, if not more, which is well above policy requirements. The new buildings will be all-electric, with solar panels and green roofs, in order to hit the Mayor of London's environmental policy targets.

Individual key spaces as follows:

- Canalside Park = 2,900m²
- Ladbroke Gardens = 2,600m²
- South Terrace = 2,800m².

Why isn't the affordable housing at 35% as per policy?

The cost of the site decontamination, the reduction in heights and density, as well as the increased cost of building and inflation rises means that 20% affordable housing is the minimum that can currently be delivered at the moment.

Why aren't there more social rent homes? Can you review your viability to see if more social rent homes can be delivered?

We are delivering a minimum 68% social rent homes, just below RBKC's policy target of 70%. If Project Flourish can deliver any more affordable and social rent homes, it will. This will all depend on the economy.

How do your homes help create a community, i.e., families that stay for the long-term?

25% of homes will be family homes of 3 and 4 bedrooms. A further 38% are 2-bedroom homes.

Will you be able to decontaminate this former industrial site safely, especially for neighbouring residents and businesses?

Ballymore has a lot of experience safely decontaminating sites. RBKC will be overseeing the methodology. We will liaise with neighbours during the remediation process. It is important that former industrial sites are decontaminated and re-used as these should not be left redundant in the long-term.

How is it possible to not add traffic to the current levels of congestion?

Traffic models are created to test a number of scenarios. As we are removing the petrol filling station, reducing the Sainsbury's car park by nearly half and creating a very low-car neighbourhood, our traffic models show that we will not create any additional traffic on Ladbroke Grove at peak times.

Why was the land on Ladbroke Grove with Canalside House and the Boat House included only recently?

Ballymore and Sainsbury's do not own the land on Ladbroke Grove. RBKC owns the land and recently asked for it to be included in the masterplan to create a comprehensive redevelopment scheme.

How have tenants in Canalside House and the Boat House been consulted?

RBKC has contacted tenants in Canalside House. Peabody, who is the leaseholder of the Boat House, has contacted residents. Project Flourish has since held consultation meetings with the residents and tenants and will continue to liaise with them. There is a commitment to re-house all residents and tenants in the short-term and back on site in the long-term.

How are you considering Kensal House?

The architects have designed the buildings nearest Kensal House to reflect its own architecture. They are also lower level and 26.5m away from Kensal House. We are speaking to residents and will set up a liaison group with them to ensure any construction impacts are mitigated as far as possible.

Is Kensal House a listed building?

No and it is not within a Conservation Area or have any heritage designation. It's Grade 2* listed. 68 flats in total. It may be a small community of residents, but they love living there so we should try not to downplay the history.

How are the boat owners going to be affected?

They will be close to the construction and we may be using the canal instead of roads for some construction materials. They will also be overshadowed by buildings, there will be balconies for residents over the canal and the canal walk is expected to be busier than at present as it will be wider and have a number of places to sit and relax along it.

Will local people be compensated for the loss of homes or business space?

There is no provision for financial compensation. However, any residents or businesses that are relocated because of the development will be rehoused and helped to move.

How much green space will be created within 7.5 hectares?

The site will include two public green spaces, Canalside Park and Ladbroke Gardens, totalling 5500m² of green space. Each residential plot will include green space as a shared amenity. The total area of the shared green space across the site will equal 11700m². The total green space for the site will therefore equal 17200m² (1.72 hectares).

How will construction impact been minimised?

A Construction Management Plan will be developed in conjunction with RBKC and local people. This will include mitigation to minimise the impact of construction. A community liaison group will also be set up to allow local people to advise of any problems and for these to be resolved.

Are all the landowners in Kensal Canalside still working together for a comprehensive new neighbourhood?

Ballymore and Sainsbury's continues to meet and work with all other landowners in Kensal Canalside.

Will there be any disruption to gas or electricity supplies as a result of construction or the new homes?

Project Flourish will have its own, new sub-station to provide all its energy needs. There will be no gas within its buildings. There is a need to move a gas main that runs east to west before building works begin. The gas pipe and gas governor will be relocated in a manner that ensures uninterrupted gas supplies to the local community.

How are you investing in the local community?

Our Development Infrastructure Funding Strategy includes:

- Extension and expansion to local primary and secondary schools
- Fire station enhancement to existing facilities
- Ambulance station enhancement to existing service provision
- On-going assessment and support on primary healthcare
- Extensions to existing bus routes
- New cycle hire docking stations within Kensal Canalside.
- Funding contributions towards new cycle Quietway route linking north west London with central London via Ladbroke Grove
- Enhancements to Ladbroke Grove underground station including disabled access to platforms
- Mayoral Community Infrastructure Levy.

We will also enter into a Section 106 agreement with RBKC, which will include a financial contribution to the Council. RBKC will decide how this is spent but it could be used to improve existing local infrastructure, like schools and GP surgeries.

Are there enough school spaces in local schools?

Yes, there are more than enough spaces in both primary and secondary schools in RBKC:

- Primary – there are 1,000 spaces and 300 will be needed.
- Secondary – there are 300 spaces and 140 will be needed.

How are you benefiting local health services?

We will provide primary healthcare to all of our new residents by committing funding to the existing primary healthcare infrastructure. The NHS has agreed to an additional 3 full time GPs, with associated infrastructure to be introduced into the existing local surgeries.

How did Ballymore get the land?

Ballymore bought the land 12 years ago from Peabody.

Will all five bridges in the SPD be delivered by Ballymore?

No, Ballymore is supporting the bridge to the cemetery and leaving space for the bridge to be built over the railway in the future.

How would access to the cemetery be managed across that footbridge?

Discussions are still underway with the [cemetery](#) and it is likely that the footbridge would only be open during daylight hours, which is the same as the opening hours for the cemetery.

How will emergency services safely access the new neighbourhood? What provisions are in place in tall buildings for residents' safety?

Fire tender vehicles have been tracked around the site illustrating how they will reach each of the residential buildings on site. Emergency vehicles will use the road network as designed within the site. A fire strategy has also been prepared showing how [this accords](#) with relevant fire safety guidance.

Is there enough public transport, i.e., buses and trains as well as safe cycle routes, for the new residents without a new Elizabeth Line station?

The Elizabeth Line Station does not form part of the proposals and is not funded or supported by government [at this point in time](#), and unlikely to be in the future due to operational requirements and financial constraints. Therefore, the current masterplan has been developed around promotion of active travel and non-car modes of transport.

A bus strategy has been developed with [TfL](#) and RBKC officers which includes extensions to the bus network together with bus stops within an enhanced passenger environment. There are 7 bus routes serving the site which cover a wide network of London. A number of these will be extended into the site and continue to be available on Ladbrooke Grove. This will ensure that there is sufficient capacity for new bus passengers within the development. The buses also connect the site to an even wider London network of Underground and Overground stations, which can also be reached by foot within a 20-minute walk of the site. The variety of stations and alternative route options means that new residents can travel almost anywhere in London within a 45-minute journey. |

The masterplan will also provide over 4,000 cycle parking spaces for new residents and visitors to the site enabling around 40% of total residents the opportunity to own or use a bicycle. The masterplan provides access for these cyclists through a variety of new cycle links within the site, together with a [signalised junction](#) with dedicated cycle facilities at the entrance, meaning cyclists can reach central London activities and key London attractions by bike within 20 minutes.

In addition, the relocated Sainsburys store will provide new residents with access to their daily shopping needs without the need to travel further than their front door, [minimising](#) the need for residents to travel further afield by car.

Collectively, these measures make the site an attractive location for those who do not wish to own or drive a car, meaning that the number of vehicles entering and leaving the site remains broadly consistent with current levels.

Will the tall buildings overshadow the local area?

We are aware of some of our proposed buildings overshadowing existing buildings to the east of our site at certain times of the day. A full and detailed overshadowing report will be submitted as part of the planning application.

How many single and dual aspect homes are you creating and what is the policy?

There are 60% dual aspect and 40% single aspect, with no north facing single aspect homes. This is in-line with the Mayor of London's policy.

What environmental benefits are you creating?

Our objective is to achieve best in class in terms of sustainability, [biodiversity](#) and carbon footprint. Heating, hot water and cooling will be provided by air source heat pump district networks with energy supplemented by solar panels. The entire site will be powered by electricity with no gas provided. Energy saving strategies will be implemented using efficient building services, high performance facades and sustainable materials.