



PADDINGTON GREEN

POLICE STATION

NOVEMBER 2022

Statement of Community Involvement (Part 6)

Statement of Community Involvement (Part 6) –
November 2022 - GLA0711

VIEWS

Our proposals take a holistic approach to redeveloping the site, completing the West End Gate Masterplan sitting comfortably within the wider context area.



EDGWARE ROAD/ CHAPEL STREET



WESTBOURNE TERRACE ROAD BRIDGE, LITTLE VENICE



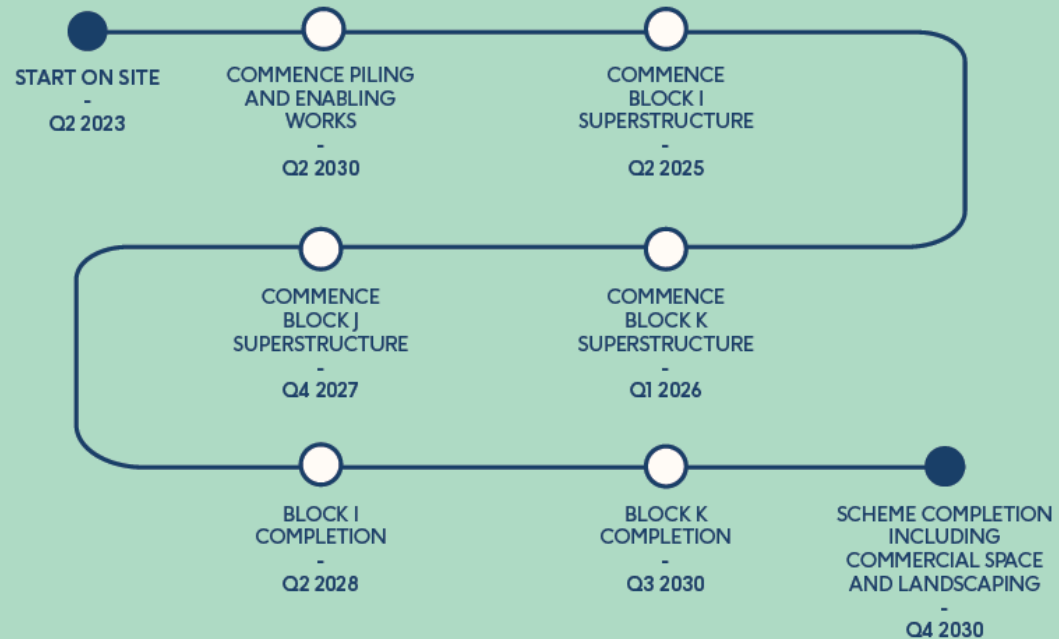
EDGWARE ROAD, NEAR JUNCTION WITH FRAMPTON STREET

NEXT STEPS

Thank you for taking the time to come to our exhibition and view our proposals. Members of the project team are available should you have any questions. Please do take a survey and give us your feedback, which you can also complete online by visiting pgpsconsultation.com/get-involved

If you would like to get in touch with the project team, please do so using the details below.

E. pgps@conciliocomms.com
T. 0800 994 9322



MEET THE TEAM



DUNCAN MATTHEWS
Land & Development Director



ERIN BRYANT
Development Director



CLARA-ROSE WRIGHT
Senior Development Manager



CONSIDERATE CONSTRUCTORS
Over 70% of our sites have awards under the Considerate Constructors scheme. This compares to an industry average of 11%.



SUSTAINABLE HOUSEBUILDER OF THE YEAR
The Berkeley Group was crowned Sustainable Housebuilder of the year at the Housebuilder Awards 2019.





UK GREEN BUILDING COUNCIL
We are a UK Green Building Council (UKGBC) Gold Lear Member. We partner with them on their Advancing Net Zero programme for carbon in the built environment.



BETTER SOCIETY AWARDS
Berkeley Group was awarded the 'Carbon Reduction or Offset Programme of the Year' in 2019.

Appendix F: Phase 3 Consultation survey

**PADDINGTON GREEN**
POLICE STATION

**Berkeley**
Designed for life

PLEASE TELL US YOUR VIEWS

Thank you for reviewing our updated proposals for Paddington Green Police Station.
We would like to receive your comments about our proposals.

1 Firstly, what is your postcode?
This is so we know who is taking part in our survey

2 Which of the following best describes your relationship to this location?

☐ Local resident ☐ Local councillor ☐ Visitor
☐ Community representative ☐ Local businessperson/employee ☐ Other:


3 Which benefits offered by our proposals are most important to you?
Choose as many as you like


☐ 556 new homes ☐ Car-free development ☐ New green link through from Edgware Road to Paddington Green
☐ 219 affordable homes ☐ Extensive new public realm
☐ A lively new neighbourhood ☐ Significant biodiversity uplift ☐ Pedestrianised Newcastle Place with playspace

4 We have made a series of changes to provide an improved application.
Which of our improvements to the proposals are most important to you?
Please rank the options below

☐ Improved residential quality with 10% more dual aspect and the removal of all north aspect homes
☐ Improved affordable offering with more social rented homes, including an increase of 9% family sized homes
☐ Improved public realm offering for residents and the local community with 53% more public realm than the previous scheme
☐ Improved impacts to neighbouring schemes with taller, slimmer blocks with increased distances between them, providing better daylight/sunlight results
☐ Improved energy strategy targeting 60% reduction in carbon emissions (previous scheme targeted 35%)
☐ Improved design with dual stair cores within each block to align with emerging building regulations

5 We would love to hear your thoughts on what you would like to see in our more extensive public spaces.

**PADDINGTON GREEN**
POLICE STATION

**Berkeley**
Designed for life

6 With 69% of the proposed site now being new open space, we would like to look at including public art within these new areas. We would love to hear your suggestions of what designs you would like to see.

7 Overall, how would you rate our proposals?

8 Are there any aspects of the proposals that you particularly like?

9 What aspects, if any, give you cause for concern?

10 Do you have any questions for the project team?

11 Do you have any further comments for us?

12 What is your email address?
This is so we can keep you updated on the scheme

Thank you for sharing your feedback with us. If you require any further information please contact bdonald@conciliocomms.com. By providing your contact information you are consenting to being contacted. Your information will be stored by Concilio Communications Ltd, very securely, on UK servers only. If you do not wish to hear from us further, or change your mind after submitting your information, please email xsefkou@conciliocomms.com and let us know. Further details can be found at conciliocomms.com/privacy-policy



Geoff Barraclough

@w9maidavale



Berkeley is back with revised (even taller) proposals for Paddington Green Police Station which now reaches 39 storeys. pgpsconsultation.com/the-site Click through to feedback to the developers.

9:19 AM · Oct 31, 2022 · TweetDeck

New plans for Paddington Green Police Station

Berkeley Homes has launched their consultation on revised plans for Paddington Green Police Station site. The details are on their website at: www.pgpsconsultation.com.

The redevelopment of Paddington Green Police Station was originally submitted to Westminster City Council in March 2021 and was refused by the planning committee. The application was then called in by the Mayor for him to make the decision on this application. It is expected that this will happen in the early part of 2023.

Unfortunately, even though the original application was rejected, Berkeley Homes is trying to get the Mayor to approve an even larger scheme than that which was originally rejected. The original scheme was for three blocks of 15, 18 and 32 storeys. The revised scheme is for towers of 17, 24 and 39 storeys. We strongly believe that this is totally inappropriate for the area and will be pushing for this to be rejected. We will advise when the council will be seeking views and how you can respond on the revised scheme and will address the council's planning committee at that time.

Appendix J: Initial Statement of Community Involvement

Paddington Green Police Station
2 – 4 Harrow Road, London, W2 1XJ

Statement of Community Involvement

Concilio
March 2021

Berkeley
Designed for life

Paddington Green Police Station
2 – 4 Harrow Road, London, W2 1XJ

Statement of Community Involvement

Concilio

March 2021



Paddington Green Police Station
Statement of Community Involvement
March 2021



Berkeley
Designed for life

Paddington Green Police Station Statement of Community Involvement

1.0	Executive Summary
2.0	Background & Approach
3.0	The Consultation Process
4.0	Phase 1 – Feedback
5.0	Phase 2 – Feedback
6.0	Conclusion
7.0	Appendices



1.0 Executive Summary

1.0 Executive Summary

1.1 Introduction

This document provides a detailed record of the pre-application public and stakeholder engagement carried out in relation to the proposed redevelopment of Paddington Green Police Station, W2 1XJ on behalf of Berkeley Homes (Central London) Ltd (The Applicant). The pre-application engagement has been undertaken by Concilio on behalf of The Applicant.

The Proposed Development

The proposed development comprises the demolition and redevelopment of the former Paddington Green Police Station site to provide three buildings of 32 (Block K), 15 (Block J) and 18 storeys (Block I) in height. The new development would provide:

- 556 Private and affordable residential units (Class C3) including 38% on-site affordable
- New Commercial uses (Class E)
- 3000 sqft of flexible community/affordable workspace (Class E/F.1)
- Provision of private and public amenity space
- Landscaping improvements
- Tree and other planting
- Significant public realm improvements including new pedestrian and cycle links
- Provision of public art and play space
- Basement level excavation to provide associated plant, servicing and disabled car and cycle parking

The Applicant has a vision to create a high quality and accessible neighbourhood that connects to and with the existing vibrant community of West End Gate, creating a welcoming urban and green space in the heart of the city.

A comprehensive description of the proposals can be found in the Design and Access Statement accompanying this submission.

1.2 The Consultation Process & Objectives

Concilio were appointed in July 2020 to perform a comprehensive community consultation and

public affairs role to manage pre-application consultation with neighbouring residents and interested stakeholders concerning proposals for the redevelopment of Paddington Green Police Station.

The Applicant felt that the local community and other key stakeholders should be engaged in order to gain valuable feedback regarding the site and their view on emerging proposals, these could then be considered when developing the final proposals.

The intention had been to conduct a number of face-to-face engagement events as part of this community consultation, however due to the impact of the Covid-19 pandemic and subsequent public health restrictions we adapted our approach to be 'remote first'.

Consultation took place in two phases over an eight-month period between August 2020 to March 2021 and was designed to be as accessible as possible. To facilitate this, a range of consultation activities were undertaken including:

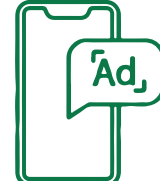
- Meetings with Little Venice ward councillors (where the site is located) and invitations and meetings with adjacent ward councillors;
- Meetings with local business and community groups;
- The creation of a consultation website with a virtual exhibition, containing information and updates on the progress of the scheme;
- A series of interactive surveys on the consultation website to gather feedback on the scheme;
- A series of webinar events in place of public exhibitions, featuring a presentation from the project team and moderated Q&A sessions.

The Applicant has sought to involve the local community and stakeholders extensively to help shape the final proposals. Over 60 people attended webinar events and recordings have been watched 280 times. More than 100 surveys have been completed providing valuable feedback. In addition to social media advertising, 12,000 invitations were sent to the local community to take part in the two phases of consultation.

100+
SURVEYS
COMPLETED



60,000+
SOCIAL MEDIA
IMPRESSIONS



4 LIVE WEBINAR
EVENTS



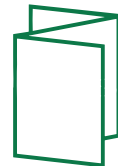
15+ STAKEHOLDER
MEETINGS



1,000+
WEBSITE
VISITORS



12,000+
FLYERS
DISTRIBUTED



280 WEBINAR
VIEWS



60+ ATTENDEES



1.3 Summary of Key Themes

A number of key themes have emerged from the consultation process. The feedback set out below comes from more than 100 surveys received during both consultation phases. A significant proportion of the feedback received was from the first phase of public engagement, there were a smaller number of respondents to the second consultation phase.

Overall, more than 50% of respondents in both the first and second phases of consultation felt the proposals would improve the local area. There were a number of key themes to emerge from the consultation process:

Height & Design

The consultation concluded that a number of people were concerned with the height of the blocks and how this would impact views from the local area. Given the amendments made between the two consultation phases to reduce the height and further refine the design the level of concern decreased between the two phases.

Traffic, Parking & Increased Population

With further residents moving to the area, respondents questioned how the increase in pedestrian traffic and parking would be managed.

Crime

Concerns were raised by residents that as a result of the closure of the police station there would be an increased level of crime in the area. Questions were asked about how this might be managed as part of the development.

Affordable Homes

Respondents were positive about the significant provision of affordable housing at this location. Questions were asked about the percentage of affordable housing that would be included on the site and the tenure split.

Connectivity for Cyclists & Pedestrians

Questions were asked about the increase of pedestrians and cyclists on the site and how we could ensure that the area is safe and usable.

Green Spaces & Public Realm

Respondents were keen to ensure that there were usable green spaces for all those living in the area. There was a positive response to the public realm improvements proposed as part of the development and how this would improve the wider area.

Environmental Concerns

Concern was raised for residents living next to the Westway and how pollution would be managed.



HEIGHT
& DESIGN



TRAFFIC, PARKING
& CONGESTION



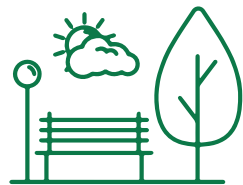
CRIME



AFFORDABLE
HOMES



CONNECTIVITY
FOR CYCLISTS
& PEDESTRIANS



GREEN SPACES
& PUBLIC REALM



ENVIRONMENTAL CONCERNS

1.4 Response to Feedback

Following consideration of all feedback received throughout both phases of consultation the table below outlines how The Applicant has sought to address concerns and resolve issues.

Concern	Response
A number of respondents were concerned about the height of the proposed blocks and how varied height of the blocks will sit within the surrounding context.	<p>From the first consultation there has been a 7-storey reduction in height on the tallest block and a reduction in height across scheme.</p> <p>The tallest block remains on the Edgware Road corner to mark the prominent junction into the West End. There has been a reduction in the height of the block fronting Paddington Green and the conservation area.</p>
Concerns were raised that as a result of the increased number of residents living on the site and moving to the area that increased traffic and parking would be challenging to manage.	<p>The scheme is car free therefore emphasis on sustainable movements</p> <p>The proposals are for a car-free scheme and so the emphasis has been on promoting sustainable modes of transport.</p> <p>This includes encouraging people to use the area’s excellent public transport links including Edgware Road tube station opposite, bus routes and nearby Paddington Station. A significant number of cycle spaces will also be provided as part of the development and a key focus has been to create a more permeable and pleasant public realm to encourage walking.</p> <p>The proposals include 18 accessible parking spaces with West End Gate providing further spaces if needed.</p>

With the police station no longer being in use, questions were raised about how the development may assist in reducing crime.	There will be significant improvements to the connectivity throughout and around the location and the creation of new ground floor activity through new flexible commercial units resulting in vastly improved passive surveillance. Newcastle Place would be redesigned with increased lighting and investment in public realm around the area.
There were concerns about whether the homes provided would be affordable and if so how many and what type of affordable homes they would be.	The application would provide 38% affordable housing provision (by number) on-site equating to 210 new affordable homes. In line with Westminster City Council policy this would be a mix of 60% intermediate and 40% social rent.
A number of concerns were raised about the importance of ensuring the area is safe and usable for both pedestrians and cyclists.	The proposals will fully open Newcastle Place with area for the public and pedestrians to use throughout. A safe environment for cyclists would be created from Edgware Road to Paddington Green and commercial servicing would take place within the basement, encouraging reduced vehicle movement through Newcastle Place.
Residents were keen to ensure that usable green spaces remained and were accessible to all.	Landscaping would encourage public use along with a newly publicly accessible Newcastle Place. There would be a biodiversity net gain.
Concerns were raised for residents living next to the Westway and how the pollution levels would be managed.	The new homes would have triple glazing and roof gardens at levels where air/noise allows, along with inset balconies to ensure the experience was comfortable for all residents living there.

1.5 Summary of Changes

The significant feedback received from local stakeholders and the wider community has directly shaped the proposals submitted. The proposals have evolved in the following ways:

- Reduction of building heights to a maximum of 32 storeys, reducing homes to 556 in total
- Increased number of larger family sized homes for socially rented families
- Improved pedestrian and cycle connectivity and entrances
- An enlarged community space which is to be provided as an affordable workspace
- Coalescence to West End Gate through facades and architecture
- Focus on sustainable development
- Inclusion of landscape beyond legal boundary

2.0 Background & Approach

2.1 Responding to Covid-19

The impact of Covid-19 meant the planned engagement strategy had to be adapted. The initial aspiration was to hold a range of face-to-face consultation events in addition to having a strong digital presence.

Given the public health restrictions in place and to minimise any impact on the development programme, a 'remote-first' approach to consultation was undertaken.

At the heart of this is a consultation website which contains information about the proposals, invitations to virtual events and interactive surveys for residents to provide feedback.

Alongside the consultation website and in place of face-to-face events a number of virtual webinar exhibitions were held which featured a presentation from the project team followed by a live Q&A.

We were also keen to ensure that the consultation was as accessible as possible and those who were unable to access the internet were still able to access the consultation materials and have their say. A freephone number was set up for residents to request hard copies of any materials.

Every effort has been made to ensure that the consultation was as accessible and inclusive as possible regardless of the public restrictions in place.

2.2 Policy Framework

Westminster City Council's Statement of Community Involvement in Planning (adopted in June 2014), makes clear that community involvement should ideally be sought in two stages:

Firstly, views should be sought from interested groups on what may be appropriate for a site so that these comments can, wherever possible, be taken on board before the proposals are drawn up.

Secondly, further views should be sought on the evolving proposals before a planning application is

submitted, so that changes can be made in response before submission, and also so that people are already aware of the background and the proposals when Westminster City Council carries out its own consultations on the application.

The two stages have been addressed through the consultation programme undertaken.

For large scale proposals where there is no legal requirement to consult, Westminster City Council agrees with the suggestion in the National Planning Policy Framework (NPPF) that it should strongly encourage developers to involve the local community from an early stage. They suggest that this should take a variety of forms such as local exhibitions, public meetings, circulation of leaflets or the creation of a well-publicised dedicated website, including a facility to make comments.

The consultation strategy devised and implemented by Concilio has been designed to meet the requirements for consultation as laid out in the NPPF and in Westminster City Council's Statement of Community Involvement.

This Statement is submitted to set out the type of community involvement undertaken, the views expressed and the changes made, in accordance with Westminster City's Council's expectation.

2.3 Planning Description of Development

The Applicant, Berkeley Homes (Central London) is seeking the:

Demolition and redevelopment of the site to provide three buildings, providing private and affordable residential units (Class C3), commercial uses (Class E), flexible community/affordable workspace (Class E/F.1), provision of private and public amenity space, landscaping, tree and other planting, public realm improvements throughout the site including new pedestrian and cycle links, provision of public art and play space, basement level excavation to provide associated plant, servicing and disabled car and cycle parking, connecting through to the basement of the neighbouring West End Gate development.

2.0 Background & Approach



3.0 The Consultation Process

3.0 The Consultation Process

3.1 Aims of Consultation

The Applicant was keen to ensure the consultation strategy put in place delivered a series of key aims to assist with the evolution and development of the proposals:

- To raise awareness of the emerging proposals for the redevelopment of the Paddington Green Police Station and discuss the public benefits
- To undertake consultation in phases to ensure feedback could be incorporated into the final proposals
- To build on the relationships formed through the West End Gate development and situate the proposals within the wider West End Gate masterplan
- To enable constructive dialogue between local stakeholders, the community, the project team and The Applicant
- To ensure everyone who wanted to take part in the consultation was able to by being as accessible and inclusive as possible.

3.2 Consultation Process

The consultation strategy and process that Concilio has undertaken in relation to the proposed redevelopment of the Paddington Green Police Station has been developed with both local policy and the above aims in mind. Specifically, the consultation process has:

- Conducted an engagement programme that is appropriate for the local community and key stakeholders
- Conducted two phases of consultation each consisting of individual meetings with key community stakeholders, a consultation website, interactive feedback surveys, live webinar events, freephone contact details and posted materials
- Ensured both phases of consultation were well

publicised taking advantage of both social media adverts and posted leaflets

- Explained clearly what the scope of the consultation is and where is most scope for flexibility
- Analysed the results from the consultation objectively
- Publicised collective responses with due regard to the Data Protection Act and GDPR requirements
- Summaries how these responses have informed the proposals.

Each phase of consultation is described in more detail in Section 4.0 – 5.0 of this report along with the feedback received.

3.3 Consultation Area

A consultation area was identified to reflect the scale of the proposed redevelopment proposals. The consultation area consisted of approximately 6,500 addresses consisting of local residents and businesses around the site. Invitations to join webinars and take part in the digital consultation were advertised to this area. A copy of the map can be seen on page 50.

3.4 Project Contact and Communications Channels

A freephone telephone number and dedicated project e-mail address were setup to ensure that information and questions could be managed from one place and there was a single point of contact for residents. As mentioned previously in this document, a consultation website formed the ‘consultation hub’ containing information about the redevelopment proposals: www.yoursay.online/paddington-green-police-station. The consultation website sought the views of local residents on a range of subjects via interactive surveys to gather meaningful feedback from the local community.

To raise awareness of the consultation social media adverts (Facebook and Instagram) targeted to the local area were used throughout both phases of consultation. Further details of these adverts can be found below.

The objective was to promote the consultation to people who may not take notice of a traditional flyer and encourage harder to reach groups to engage in the proposals.

3.5 Phase 1 Consultation – Levels of Engagement – (August 2020 – December 2020)

More information about the feedback received during the Phase 1 engagement is included in Section 4.0 of this document. However a summary of the activities undertaken as part of this phase are included on the following page, along with key metrics and methods to raise awareness of the Phase 1 consultation.

Stakeholder Meetings

As part of the first phase of consultation a number of meetings were arranged with key stakeholders. These have been detailed on the following page.

Date	Stakeholder	Location
25th August 2020	Little Venice Ward Councillors (Cllr Melvyn Caplan, Cllr Lorraine Dean & Cllr Matthew Green)	West End Gate Marketing Suite/Virtually
8th October 2020	Marble Arch BID / Paddington PID (Kay Buxton & Mark Fairmaner)	Virtual
20th October 2020	Church Street Ward Councillor / Shadow Cabinet Member for Business & Planning (Cllr Matt Noble, Cllr Geoff Barraclough)	Virtual
21st October 2020	Hyde Park Ward Councillors (Cllr Ian Adams, Cllr Heather Acton, Cllr Antonia Cox)	Virtual
21st October 2020	Marylebone Association (Neil Wilson & Stephen Quinn)	Virtual
27th October 2020	South East Bayswater Residents Association / Paddington Residents' Active Concern on Transport (John Zamit & John Walton)	West End Gate Marketing Suite
12th November 2020	Westminster North Member of Parliament (Karen Buck MP)	Virtual
25th November 2020	Cities of London and Westminster Member of Parliament (Nickie Aiken Chief of Staff)	Virtual
30th November 2020	St John's Wood Society (Christine Cowdray & Committee)	Virtual
8th December 2020	Regents Park Ward Councillors (Cllr Robert Rigby, Cllr Gotz Mohindra, Nathan Barratt)	Virtual
8th December 2020	West End Gate Community Liaison Group	Virtual

Additional Stakeholder Invitations

Meeting requests were issued to a number of additional stakeholders as part of the first consultation phase.

Date	Notes
21st September 2020	Invitation to meet sent to Paddington Waterways & Maida Vale Society (W9W2)
21st September 2020	Invitation to meet sent to Hyde Park Estate Association (HPEA)
21st September 2020	Invitation to meet sent to St Marylebone Association
21st September 2020	Invitation to meet sent to Bryanston & Dorset Square Councillors (Cllr Arzymanow, Cllr Richard Beddoe, Cllr Eoghain Murphy)

Webinar Attendance

Two live webinars were held as part of the first phase of consultation featuring a presentation from the project team and a live Q&A. These webinars were

Date & Time	Attendance	Subsequent Views (March 21)
Webinar 1 3rd December 2020 – 6pm	23 Registrations	144 Views
Webinar 2 19th December 2020 – 6pm	14 Registrations	56 Views

Raising Awareness

For the first consultation phase, the consultation website accepted feedback for three weeks. This was the ‘formal’ consultation phase where visitors were invited to comment on the proposals, submit feedback and register for online events. In order to raise awareness of this first consultation phase the following was undertaken:

Method	Date	Additional Information
The Paddington Partnership	25th November 2020	Consultation advertised on the Twitter account and website of the Paddington Partnership. Included in Appendix 7.7
Flyer	26th November 2020	6,643 Flyers Distributed Flyer & Distribution Area in Appendix 7.1 and 7.2.
Two Social Media Adverts (Facebook & Instagram)	26th November 2020 – 17th December 2020	32,935 Impressions (number of times it appeared in timelines) with 1,174 clicks. Social Media Adverts included in Appendix 7.5.
Little Venice Matters Facebook Page	27th November 2020	Consultation Promoted by Little Venice Ward Councillors Facebook Page – Little Venice Matters Included in Appendix 7.6
St John’s Wood Society Magazine	December 2020	Consultation advertised in the St John’s Wood Society Magazine sent to approximately 1000 members and local stakeholders Included in Appendix 7.8

Consultation Website

The consultation website was live and accepted comments for the first phase of consultation for a three week period between 26th November 2020 and 17th December 2020. The website also included virtual exhibition boards outlining the scheme. During this time the website received 600 views and 85 survey responses.

A detailed breakdown of the feedback received is included in Section 4.0 of this report.

The website, surveys and virtual exhibition boards are included in Appendix 7.3 and 7.4.

3.6 Phase 2 Consultation – Levels of Engagement – (February 2021 – March 2021)

As above, more information about the feedback received during the Phase 2 consultation is included in Section 5.0 of this document. The purpose of the second phase was to show the local community how the proposals have evolved since the first phase of consultation and to understand any final thoughts on the proposals ahead of submission.

A summary of the activities undertaken as part of this phase are included below, along with key metrics and methods to raise awareness of the Phase 2 consultation.

Stakeholder Meetings

As part of the consultation a number of meetings were arranged with key stakeholders. These are detailed below.

Date	Stakeholder	Location
15th February 2021	Little Venice Ward Councillors (Cllr Melvyn Caplan, Cllr Lorraine Dean & Cllr Matthew Green)	Virtual
17th February 2021	Marble Arch BID / Paddington PID (Kay Buxton & Mark Fairmaner)	Virtual
17th February 2021	Marylebone Association (Neil Wilson & Stephen Quinn)	Virtual
19th February 2021	Paddington Waterways and Maida Vale Society (W9W2) (Andrew Garwood-Watkins, John Zeally)	Virtual
22nd February 2021	Planning Chair & Deputy Cabinet Member for Business, Planning and Licensing (Cllr Robert Rigby, Cllr Elizabeth Hitchcock, Nathan Barratt)	Virtual
26th February 2021	Hyde Park Ward Councillors (Cllr Ian Adams, Cllr Heather Acton, Cllr Antonia Cox)	Virtual
2nd March 2021	West End Gate Community Liaison Group	Virtual
25th March 2021	Church Street Ward Councillor (Cllr Matt Noble)	Virtual

Additional Stakeholder Invitations

Meeting requests were issued to a number of additional stakeholders as part of the second consultation phase.

Date	Notes
23rd February 2021	Update & Invitation to meet sent to South East Bayswater Residents Association (SEBRA) and Paddington Residents' Active Concern on Transport (PRACT)
23rd February 2021	Update & Invitation to meet sent to Karen Buck, Member of Parliament for Westminster North
23rd February 2021	Update sent to St Marylebone Association
23rd February 2021	Update & Invitation to meet sent to the St John's Wood Society
23rd February 2021	Update & Invitation to meet sent to Church Street Neighbourhood Forum
23rd February 2021	Update & Invitation to meet sent to Hyde Park Estate Association
23rd February 2021	Update & Invitation to meet sent to Church Street Ward Councillors and Shadow Cabinet Member for Business, Planning and Licensing Cllr Geoff Barraclough

Webinar Attendance

As with the first phase, two live webinars were held as part of the second phase of consultation featuring a presentation from the project team and a live Q&A. These webinars were recorded and put on the consultation website to be viewed at a later date.

Date & Time	Attendance	Subsequent Views (March 21)
Webinar 1 25th February 2021 – 6pm	9 Registrations	75 Views
Webinar 2 3rd March 2021 – 6pm	31 Registrations	6 Views

Raising Awareness

For the second consultation phase, the consultation website accepted feedback for three weeks. This was the 'formal' consultation phase where visitors were invited to comment on the proposals, submit feedback and register for online events. In order to raise awareness of this first consultation phase the following was undertaken

Method	Date	Additional Information
Flyer	22nd February 2021	6,643 Flyers Distributed Flyer & Distribution Area in Appendix 7.9 and 7.10.
Princess Louise Close Flyer	23rd February	42 Flyers distributed to residents of Princess Louise Close.

Two Social Media Adverts (Facebook & Instagram)	23rd February 2021 – 5th March 2021	29,211 Impressions (number of times it appeared in timelines) with 916 clicks. Social Media Adverts included in Appendix 7.13
Little Venice Matters Facebook Page	23rd February 2021 25th February 2021	Consultation and Webinar Promoted by Little Venice Ward Councillors Facebook Page – Little Venice Matters Included in Appendix 7.14
The Paddington Partnership	23rd February 2021	Consultation advertised on the Twitter account and website of the Paddington Partnership. Included in Appendix 7.15
Marble Arch London	24th February 2021	Consultation advertised on the Twitter account and website of Marble Arch London. Included in Appendix 7.16

Consultation Website

The consultation website was live and accepted comments for the second phase of consultation for a three week period between 23rd February 2021 and 5th March 2021. During this time the website received 424 views and 33 survey responses.

A detailed breakdown of the feedback received is included in Section 5.0 of this report.

The website, surveys and virtual exhibition boards are included in Appendix 7.11 and 7.12.

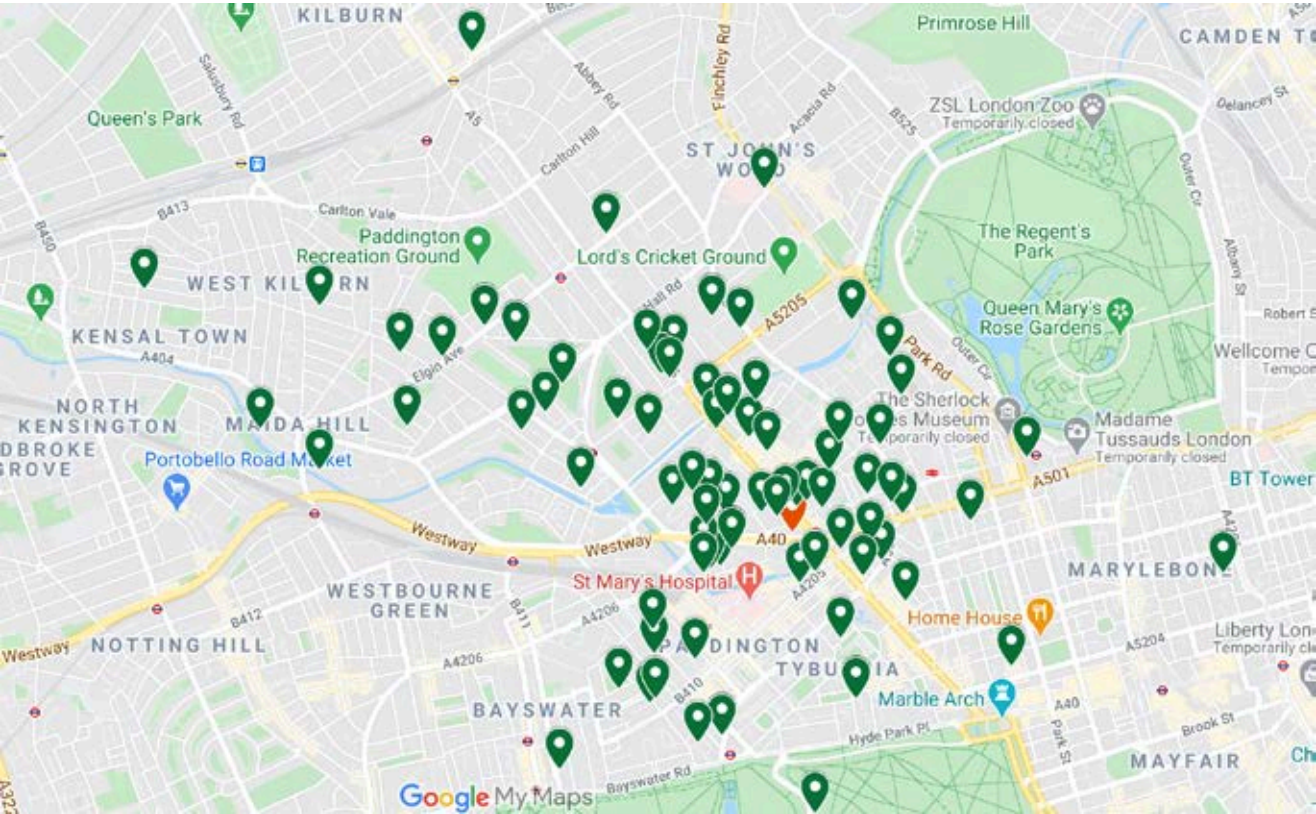
3.7 Online Statistics

The project website has remained live since the first phase of consultation and remains live today, while surveys are no longer accepted visitors are able to contact the project team and keep up to date with the progress of the proposals.

Overall the website has received 1,582 unique page views from its launch to date (16th March 2021).

3.8 Overall Map of Feedback

The map below shows the location of the feedback received from surveys from both the first and second phases of consultation.



Map of feedback identified in green



4.0 Phase 1 Feedback

4.0 Phase 1 Feedback

4.1 Introduction

The first phase of consultation on the initial proposals for the redevelopment of Paddington Green Police Station took place between August 2020 and December 2020. As outlined above, this involved a range of meetings with key community stakeholders, two live webinar events and the consultation website open for feedback via surveys between 26th November 2020 – 17th December 2020.

The surveys canvassed opinion in relation to the initial proposals overall and specific public realm improvements. The sections below outline the feedback received throughout the first phase of consultation.

4.2 Stakeholder Meetings & Feedback

In total 10 meetings were held with political and community stakeholders identified in the previous section. The format of these meetings involved a presentation from the project team and an open Q&A session to understand initial views and opinions. The following points summarise the questions and topics that were discussed during meetings with stakeholders:

- All stakeholders supported the principle of redeveloping the site following the closure of the police station
- There was interest in how the construction timeline may sit within the wider West End Gate Masterplan
- The significant public realm and street level improvements were welcomed by all and there was an emphasis on the need to provide the level of greening shown in the indicative images.
- The high level of affordable housing provision on-site is supported, but some stakeholders raised concerns about the agreement to place the off-site allocation in Barnet.
- Community space was welcomed but it was suggested by multiple stakeholders that this

should be affordable workspace to ensure optimal use.

- There was a desire to ensure that the construction and development were as sustainable as possible.
- Concerns were raised about the height of tallest block and its impact on views from the surrounding area.
- The mix of uses was welcomed, though some questioned the ongoing market for commercial and retail uses following the impact of Covid-19.
- The extensive consultation process was supported.
- There was particular interest in the future of Newcastle Place and how the site would be serviced within the wider context of West End Gate.

4.3 Survey Responses

On the consultation website visitors were able to view virtual exhibition boards explaining the proposals. Following this, two surveys were available for completion.

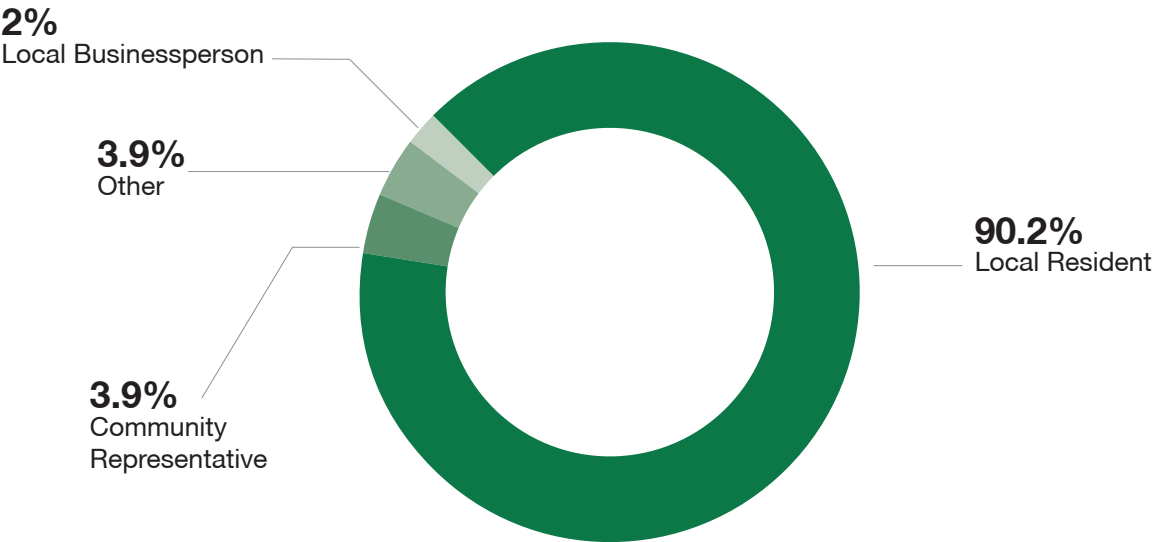
The first survey asked a range of questions related to the overall scheme and the second survey asked respondents about a specific range of public realm improvements.

Survey	Responses
Main Survey	51 Responses
Public Realm Survey	34 Responses

A total of 85 surveys were completed as part of the first consultation phase. The responses can be seen below.

Main Survey Responses

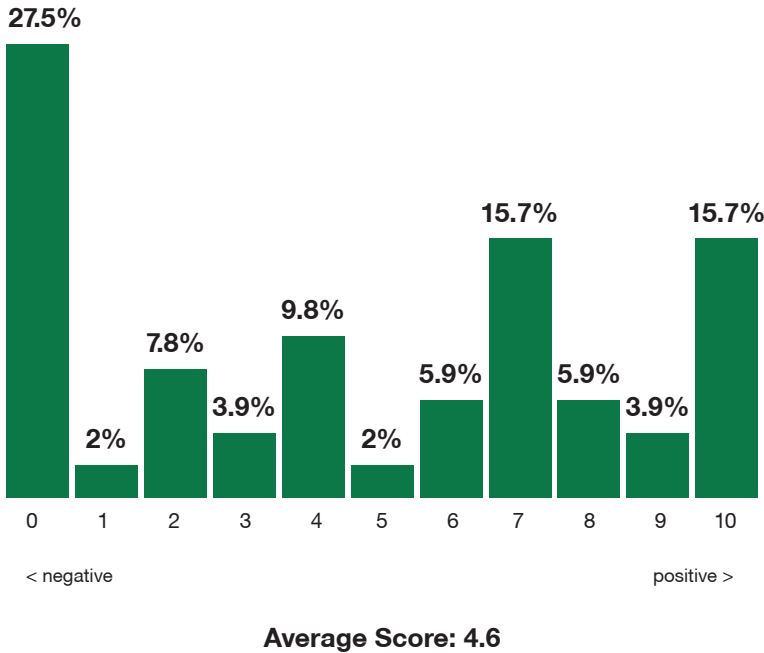
Q1: What is your relationship to the local area?



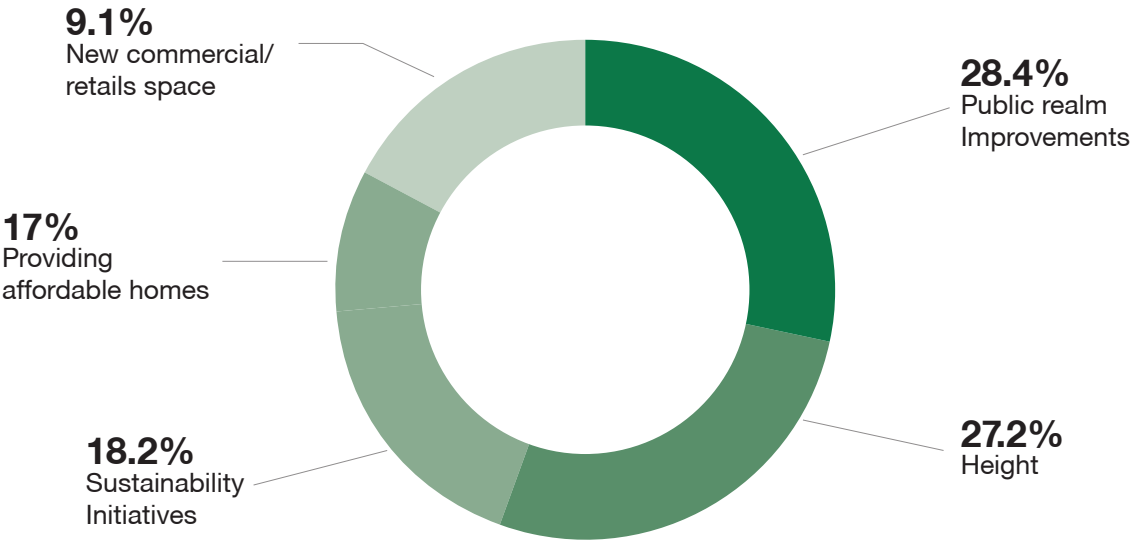
Q2: Do you agree that providing affordable and private housing is welcome at this location?



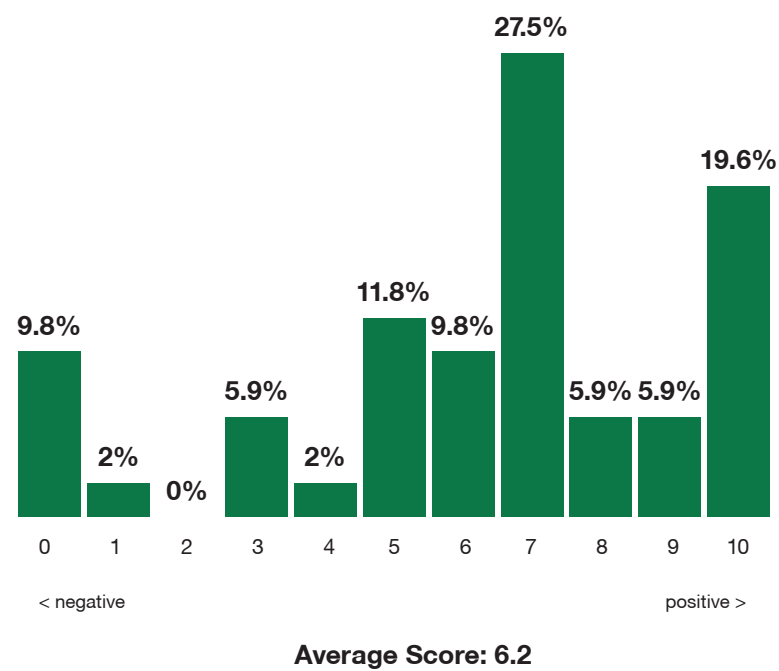
Q3: How do you feel about the design of the proposals?



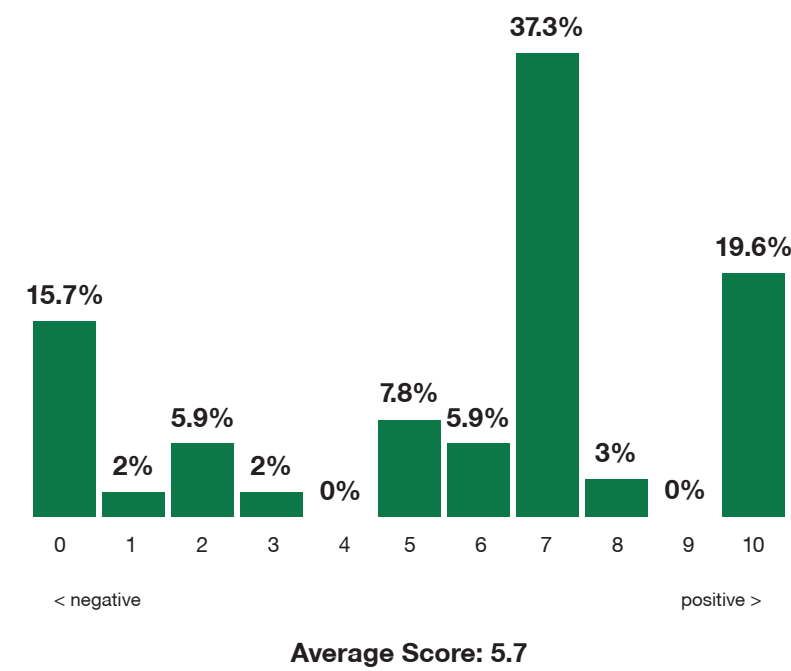
Q4: Of the following options, what do you consider to be the most important when considering the proposals?



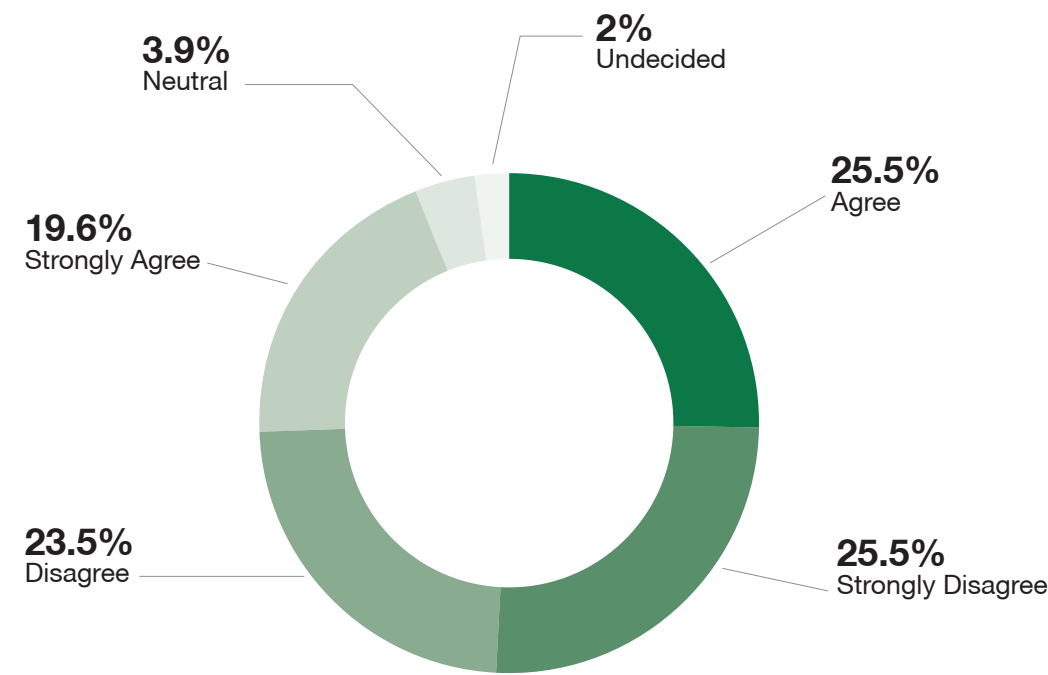
Q5: How do you feel about the creation of new community space as part of the development?



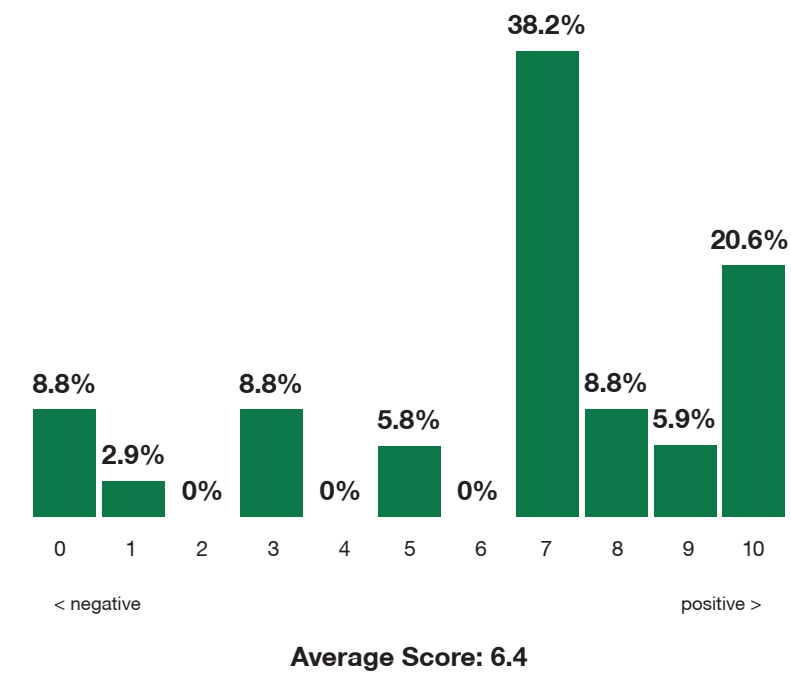
Q7: Do you like the proposed ground floor mix of uses?

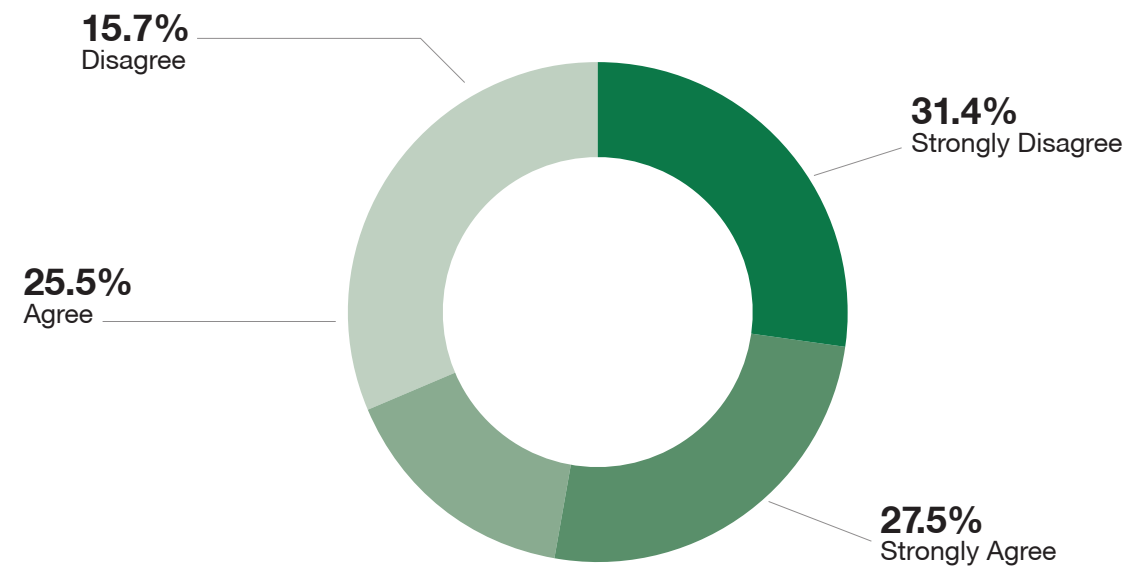


Q6: Do you agree with the principle of providing high quality office space at this location?



Q8: How do you feel about startups and local markets using the open space on Newcastle Place?



Q9: Overall the proposals will help improve the local area?**Q10: Do you have any further comments?**

As part of the main survey an open ended question allowed residents to raise any additional issues. 41 comments were raised from the 51 completed surveys. The comments can be summarised as follows:

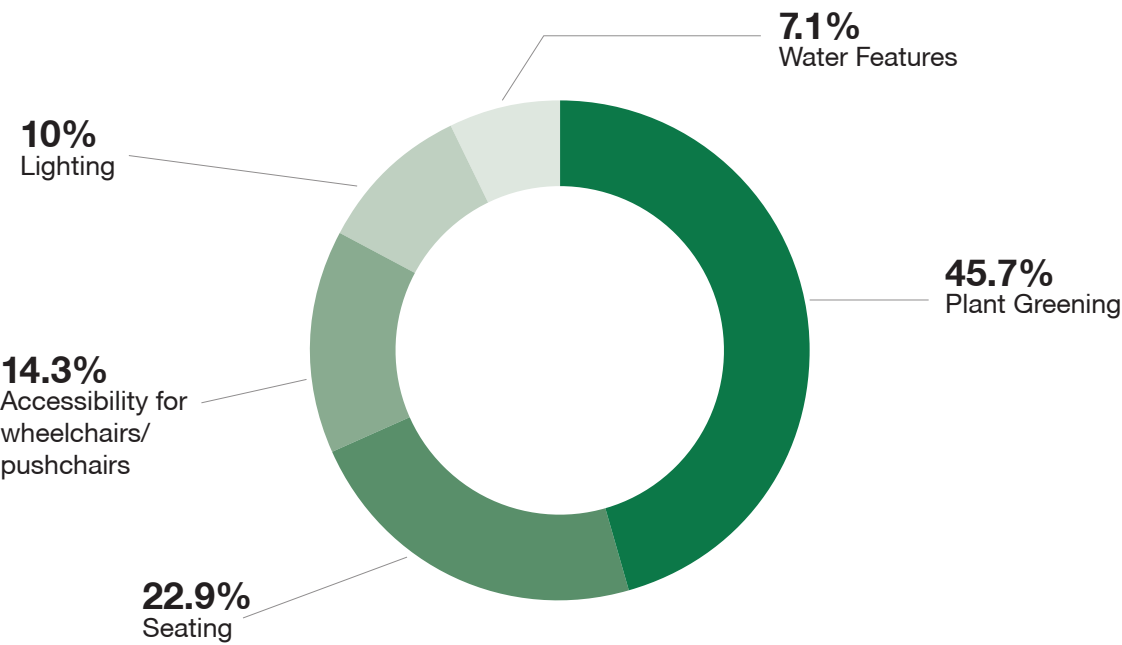
- Concern about noise from vehicles from the Westway and Edgware Road for those residents living in the new accommodation.
- Several comments were raised encouraging more green space to improve biodiversity. There was a request for the number of trees planted to be increased, and for the new public space to be open to the whole community
- Comments stating that balconies and leafy spaces would be welcome
- A request was made that the potential community space be affordable workspace for creatives
- A supportive comment on the mix of uses to ensure the area maintains its buzz, though there was a concern that the market may have changed post Covid-19 and demand may not be there
- There was a desire for the design to match the existing West End Gate development rather than it be an opposing design
- Eight comments raised concerns about the height of the tallest block of the proposals, requesting that it be reduced
- Concerns about the increased number of people and density of the proposals putting pressure on local roads and infrastructure
- The affordable housing was supported but some comments were seeking a higher number of units
- There was concern about the closure of the police station and the impact this may have on

crime in the local area

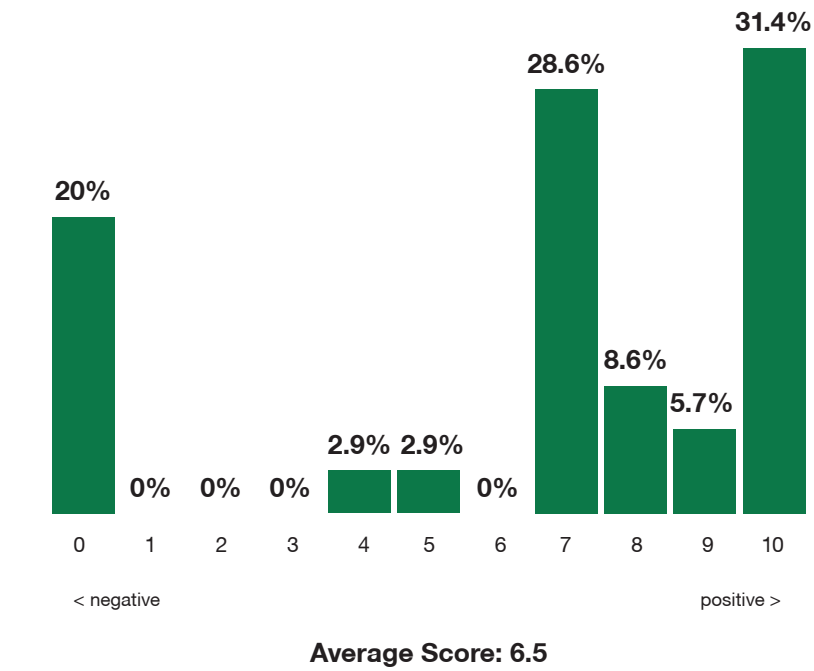
- Several supportive comments suggesting that the development was much needed in the local area and that it would improve Edgware Road
- Request for more provision for children's play spaces in the area
- Suggestion that there should be an increase in car park and cycle parking provision as part of the development
- One resident suggested that construction be sped up to minimise disruption to the local area.

Public Realm Survey Responses**Q1: What is your relationship to the local area?**

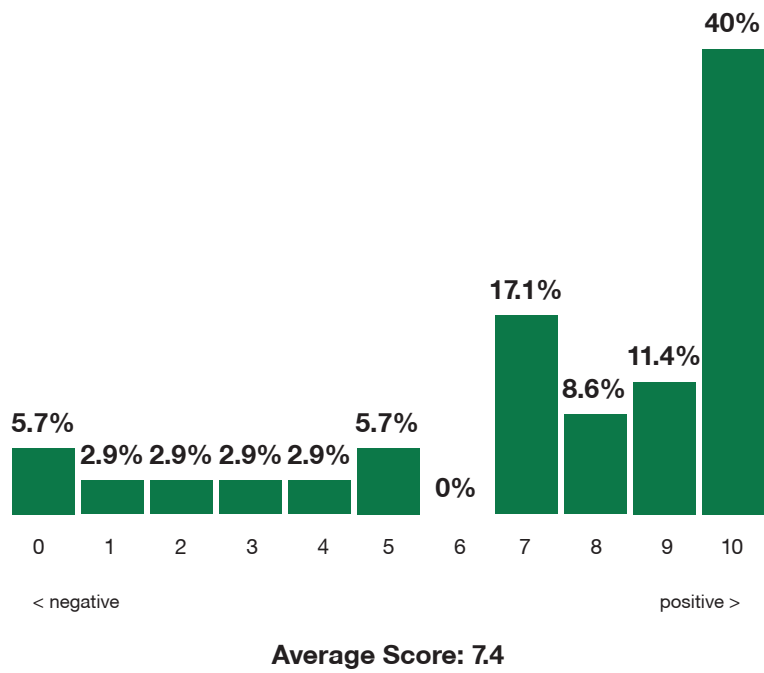
Q2: When considering improvements to the public realm and wider landscaping which of the following is most important to you?



Q4: Overall how do you feel about the proposed improvements to the public realm, creation of new spaces and new routes at this location?



Q3: How do you feel about the creation of new links and walkways through the site?



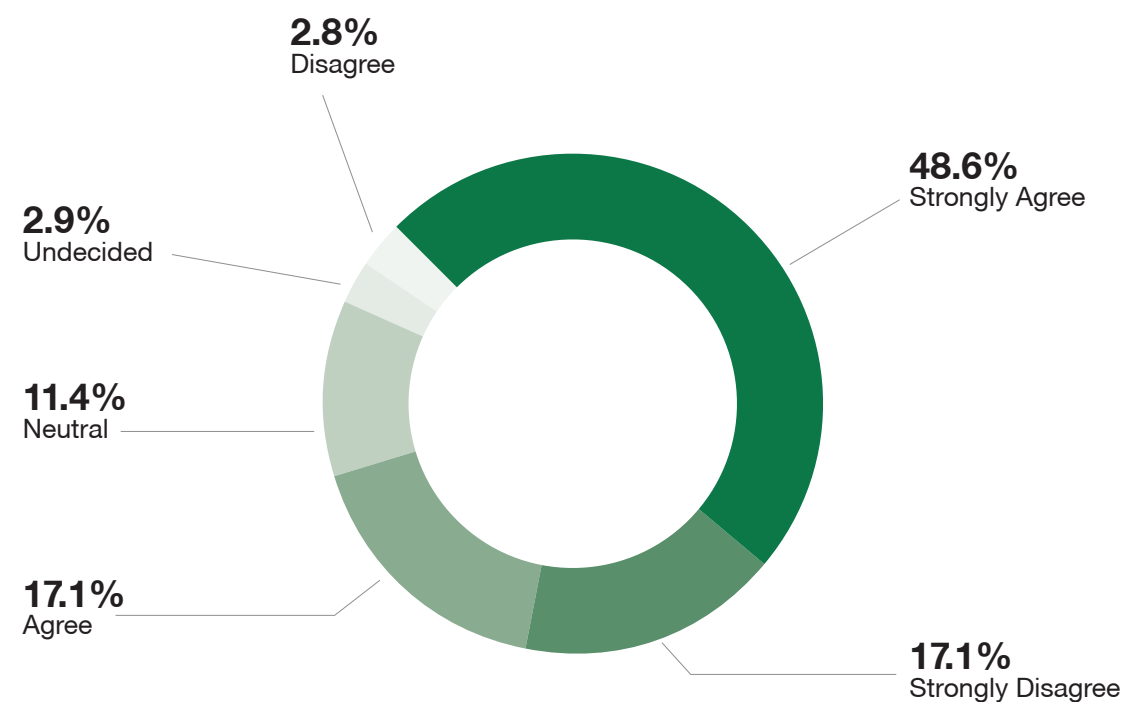
Q5: Do you agree that our vision for Paddington Green Police Station is a good one?



Q6: Do you have any further thoughts relating to public realm of connectivity?

As part of the public realm and connectivity survey an open ended question allowed resident to raise any additional thoughts they had in this regard. 17 comments were raised from the 34 completed surveys. The comments can summarised as follows:

- A number of comments requesting more shrubbery and trees in the area
- A number of comments requesting improvements to the underpass and subways nearby to be considered as part of the proposals
- A request that the road be widened that improved traffic flow as well as space for electric vehicles
- There should be a focus on making sure it is easy and attractive for walkers and cyclists to use the site with better connectivity and routes

Q7: Do you agree with our proposals to create a car free development?**4.4 E-Mail Responses**

As mentioned previously a dedicated project e-mail address was setup to manage enquiries pgps@conciliocomms.com. A total of 13 e-mails were received during the first stage of consultation.

4.5 Summary of Responses

Overall, the feedback gathered from the first consultation phase was useful for the project team in thinking about the evolution of the proposals. Feedback indicated that there was strong support for the principle of redeveloping the Paddington Green Police Station to complete the West End Gate Masterplan and provide affordable and private housing on the site.

Respondents considered the public realm improvements, provision of new walkways and greening of the site to be positive and liked the overall 'vision' for the site that was being put forward. On a scale of 0 - 10 (with 10 being the most positive) 77.1% selected 7 or above when asked about the creation of new links and walkways through the site and 74.3% selected 7 or above when asked about the proposed improvements to the public realm. The support and views expressed in regards to public realm has helped guide the project to ensure it sits at the heart of the proposals.

The areas of most concern were the building heights and the impact on surrounding views, the increase in traffic to the area and local services alongside the overall closure of the police station. On a question about the buildings design, 27.5% selected 0 when considering the proposals (on a scale of 0 - 10 with 0 being the most negative). To address this the project team further refined the design of the proposals including the materiality, height and detailing to ease concerns.

The closure of the police station was a comment that was raised repeatedly. Even though the decision to close the station had been taken in 2018, independent of these proposals, residents expressed concerns that the demolition of the building would negatively impact the safety of the area. These were valid concerns and was something the project team looked to address during the next round of consultation.



5.0 Phase 2 Feedback

5.1 Introduction

Following consideration of the feedback received during the first consultation phase, a second phase of consultation was undertaken. This took place between February and March 2021. Similar to Phase 1 and as outlined above, this involved a range of meetings with key community stakeholders, a further two live webinar events and an updated consultation website featuring information about the revised proposals. A new survey was opened on the website requesting views and opinions on the final proposals ahead of submission. This was accepting comments between the 22nd February and 5th March 2021.

The sections below outline the feedback received throughout the second phase of consultation.

5.2 Stakeholder Meetings & Feedback

In total, 6 meetings have been held with political and community stakeholders identified above with to date. The format of these meetings involved a presentation from the project team and an open question and answer session to understand initial views and opinions. The following points summarise the questions and topics that were discussed during meetings with stakeholders:

- The reduction in height of the building was welcomed by all stakeholders. Though some concerns remained about the impact of the development from key views and Paddington Green.
- A number of stakeholders welcomed the provision of 38% affordable housing on-site but continued to express concerns about allocation off-site being provided in Barnet.
- The public realm improvements were welcomed, but there was a feeling there could be better connectivity between Harrow Road and other side of the road
- The type of affordable housing being provided was questioned, including the unit sizes and mix

- Stakeholders requested The Applicant connect with Westminster to ensure there is provision for young people to be involved in any jobs and opportunities created as part of the development

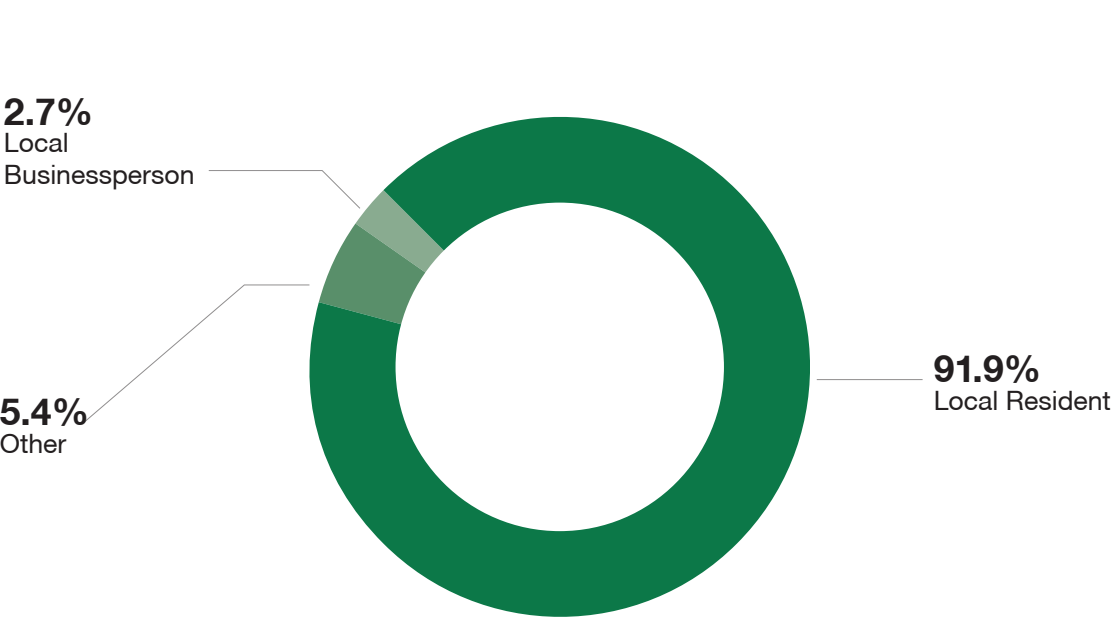
5.3 Survey Responses

The consultation website was updated with revised exhibition boards presenting the revised proposals. A new survey was available on the website for the local community feedback their views on the latest proposals. A total of 33 surveys were completed. The responses can be seen on the next page.

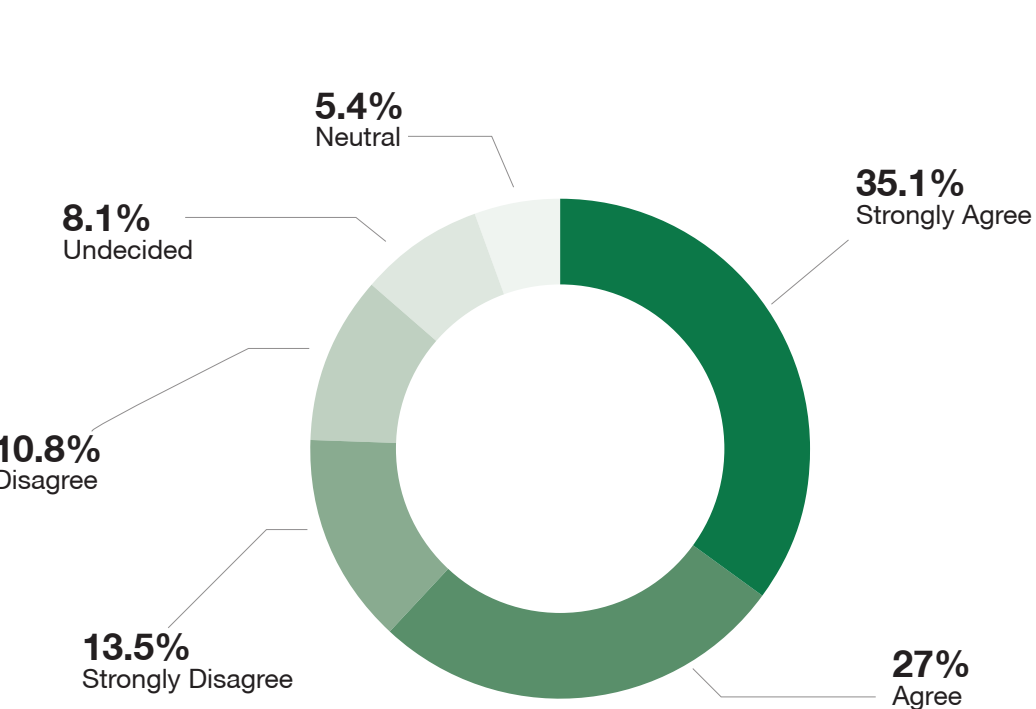
5.0 Phase 2 Feedback

Survey Responses

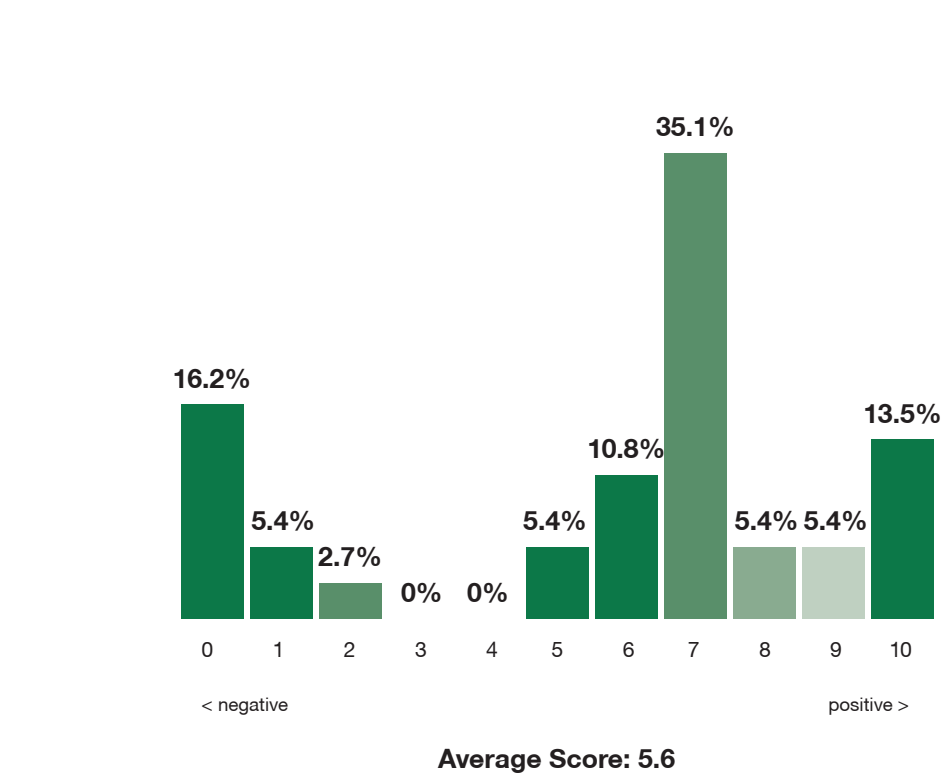
Q1: What is your relationship to the local area?



Q2: Do you agree that a reduction in the height of the tallest building to a maximum of 32 Storeys is welcome?



Q3: How do you feel about the public realm improvements at this location?



Q4: Of the following options, what do you consider to be the most important when considering the proposals?

