



**PADDINGTON GREEN**  
POLICE STATION

# **Statement of Community Involvement (Part 1)**

Statement of Community Involvement (Part 1) –  
November 2022 - GLA0711

NOVEMBER 2022



# **PADDINGTON GREEN POLICE STATION**

**Statement of Community Involvement**

November 2022

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# 1.0

# EXECUTIVE SUMMARY

## 1.1 Introduction

This replacement Statement of Community Involvement has been prepared in support of an amended application for planning permission (the ‘Application’) for revised proposals for the former Paddington Green Police Station (the ‘Site’). This document supersedes the earlier Statement of Community Involvement submitted in April 2021. The scheme is being brought forward by Berkeley Homes (Central London) Ltd and the planning description of the development is:

*Demolition of the existing building and redevelopment of the site to provide three buildings of 39, 24 and 17 storeys in height, providing residential units (including affordable units)(Class C3), commercial uses (Class E), a community use (Class F.2), 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, disabled car parking and cycle parking and connection through to the basement of the neighbouring West End Gate development.*

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

Berkeley is committed to being an active participant in the neighbourhoods in which they operate. As part of the development at West End Gate, Berkeley has interacted and worked with vital community groups to bring support to important local projects.

In 2022 alone, they have worked with Westminster Wheels, a community bike shop, Marble Arch, nearby primary schools, Church Street residents and the Westminster City Council Regeneration Team. Engaging with these groups, we have been able to assist in exciting local projects and events, such as an Eid celebration in the Church Street market, an action fundraiser, repainting the railings of Church Street, a volunteer action day and a ‘Fighting Food Poverty’ workshop.

In addition, throughout the West End Gate construction period Berkeley have held a regular Community Liaison Group, strengthening links with the local community.

This report details the public consultation carried out to date in order to inform the community of the revised Paddington Green Police Station application. There has been an ongoing dialogue with key stakeholders since August 2020 and three phases of wider public consultation have now been undertaken – the first two phases taking place ahead of the original application submission to Westminster City Council between August 2020 and March 2021 and Phase 3 ahead of submission of the revised application to the Greater London Authority between July and November 2022.

Detailed quantitative and qualitative feedback for Phases 1 and 2 are available in the original Statement of Community Involvement submitted to Westminster City Council in April 2021, available in [Appendix J](#).

Feedback has been gathered through one-to-one meetings, an online consultation website, webinars, public exhibitions, online feedback forms and social media adverts and has helped shape the proposals.

Throughout, consultation has utilised a range of platforms and engagement techniques to ensure public participation, with the initial two rounds taking place

during the Covid-19 pandemic.

All consultation has been carried out in accordance with national and local policies, as is laid out in Section 2.0 of this report

Concilio is a communications agency that specialises in political and stakeholder engagement in support of the built environment. Concilio has managed the communications programme, ensuring robust and in-depth engagement can take place.

In summary, the proposals will provide:

- 556 new homes, 219 (39% by habitable room) of which will be affordable;
- A lively new neighbourhood with 1,079sqm of new café and retail space;
- Over 4,700sqm of new public realm with significant biodiversity net gain;
- Car-free development;
- Over £20m in Community Infrastructure Levy and S106 contributions
- New green link through from Edgware Road to Paddington Green significant new tree planting;
- Pedestrianised Newcastle Place with new play provision

## 1.2 Context & History

Extensive consultation was undertaken ahead of the original application being submitted to Westminster City Council. As mentioned above, this took place over two phases, during the Covid-19 pandemic and consisted of:

- 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.

Berkeley sought to involve the local community and stakeholders extensively to help shape the final proposals. During this time over 60 people attended webinar events and recordings were watched more than 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. The original Statement of Community Involvement is included in [Appendix J](#).

As a result of the feedback the scheme evolved, and changes were made ahead of submission. This planning application submitted in April 2021 was considered at Westminster City Council's Major Planning Committee on 7th September 2021. The Committee resolved to refuse planning permission, against the officer recommendation to grant planning permission.

Following this refusal, in November 2021 Jules Pipe (Deputy Mayor for Planning, Regeneration and Skills) directed that the Mayor will act as the local planning authority for the purposes of determining the above planning application.

Following significant engagement with GLA officers, the London Review Panel and other stakeholders, amendments have been made to the proposed development to deliver enhanced public benefits through the proposed development, with a focus

on a number of strategic London Plan policy requirements, which can be summarised as follows:

- Increased Affordable Housing to 38% by habitable room (+1%) and improved provision with increased Social Rent tenure, from 49% by habitable room to 60% (exceeding WCC's current policy requiring 40%).
- Increased family sized homes within the Social Rented tenure.
- Better residential quality with removal of all north facing single aspect homes and 10% increase in dual aspect.
- Reduced daylight and sunlight impacts to neighbours
- Improved daylight and sunlight results and increased residential quality of proposed homes
- Improved design with fire strategy revised to meet emerging recommendations, with dual stair cores in every building
- Blocks slimmed to create greater distances between blocks and neighbouring blocks
- Heights reviewed and designed to provide better townscape cluster
- Podium removed, increasing north/south permeability through the scheme
- Improved energy strategy providing 66% reduction in carbon emissions, from policy compliant 35% reduction
- Better public realm for both residents and the local community with 53% increase from the previous scheme and significant enhancements
- Architectural and Landscape design revised and improved using GLA and LRP feedback
- Urban Greening Factor increased by 0.06 to 0.37
- Delivery of a new community space fronting onto a publicly accessible garden

It is this revised scheme that formed the basis of the Phase 3 consultation undertaken between June 2022 and November 2022, which this report outlines in detail.

### **1.3 The Consultation Process and Objectives:**

As noted above, Concilio was appointed in July 2020 to perform a comprehensive community consultation and to manage pre-application consultation with neighbouring residents and occupiers as well as interested stakeholders concerning proposals for the Application.

The impact of Covid-19 meant the Phase 1 & 2 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.

However, 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 was a consultation website which contained 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 was made to ensure that the consultation was as accessible and inclusive as possible regardless of the public restrictions in place.

Berkeley 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 proposals.

Ahead of submitting a revised proposal to the Greater London Authority (GLA), Berkeley implemented a third phase of comprehensive community engagement which began in June 2022 and included the following:

#### **Digital Consultation Website**

A digital website was created and has been live since 20<sup>th</sup> October 2022. The website ([www.pgpsconsultation.co.uk](http://www.pgpsconsultation.co.uk)) has remained live so the project team can continue to receive comments and take these into consideration when evolving the proposals.

#### **Engagement with locally elected representatives**

From the outset, Berkeley sought to engage with the site's ward members from Westminster City Council (Little Venice): Cllr Melvyn Caplan, Cllr Lorraine Dean and Cllr Sara Hassan. Berkeley has also reached out to Church Street and Hyde Park ward councillors, Karen Buck MP and Nickie Aiken MP. Following the local elections in May 2022, there were changes to the Councillors representing Hyde Park & Little Venice Wards. Their predecessors were engaged during the first and second consultation phases.

#### **Engagement with interested community stakeholders**

Berkeley also sought to engage with the key local stakeholder groups, including:

- St Marylebone Society
- Marylebone Association
- St John's Wood Society
- Hyde Park Estate Association
- South East Bayswater Residents Association
- Paddington Residents' Active Concern on Transport
- Regents Park CAAC

#### **Direct liaison with residents and businesses**

Berkeley ensured that members of the project team were able to discuss the plans with residents and businesses who wished to be involved in the application process.

This was achieved through the targeted delivery of a flyer to an area of 7,056 addresses in close proximity to the site, which directed people to the online consultation.

A freephone number issued to residents within the consultation letter to ensure those without internet access could still provide comments.

#### **Meetings with interested community stakeholders**

Berkeley sought to widely engage with key stakeholders in the area. Berkeley has conducted briefings that took the form of a presentation from the project team followed by a question-and-answer sessions with the following groups:

- Little Venice Ward Councillors
- Hyde Park Ward Councillors
- Marble Arch BID
- Paddington Waterway & Maida Vale Society (W9W2)

Once again, Berkeley has sought to involve the local community and stakeholders extensively in order to gain valuable feedback regarding the site and their view on proposals.

This process is in addition to ongoing correspondence and communication with the City of Westminster as part of the formal pre-application process.

#### **In-person exhibition and webinar**

The project team also hosted an in-person exhibition and digital webinar to ensure the local community had different options to engage with the project team directly.

### **1.4 Engagement with the Greater London Authority**

Following Westminster's planning committee in September 2021, a 12-month process of engagement and consultation has taken place with the GLA and their officers. This has also involved a two-stage process of engagement with the London Review Panel (LRP - the Mayor's design review panel for London). This process of extensive engagement has resulted in a number of amendments being made to the original proposals submitted in April 2021, which have also been discussed with the City of Westminster.

More information can be found in the Planning Statement submitted as part of this application.

### **1.5 Summary of Key Themes**

Overall, following our engagement with key local groups, elected representatives and members of the public via our surveys over three phases of consultation, we have collected extensive feedback. The feedback during this time falls broadly into five categories.

- Design and Heritage
- Sustainability
- Traffic Congestion & Parking
- Crime
- Public Realm
- Affordable Homes & Tenure
- Height

A summary of feedback from the first two phases of consultation is included in this report, with more detailed feedback contained in the original Statement of Community Involvement submitted to Westminster City Council, included in [Appendix J](#). This report contains detailed feedback of consultation Phase 3, undertaken ahead of submitting a revised application to the Greater London Authority (GLA).

# 2.0 POLICY FRAMEWORK

## 2.1 Approach

Due to the impact of Covid-19, Phase 1 & 2 consultation was undertaken using a 'remote first' approach, and every effort was made to ensure that the consultation was as accessible and inclusive as possible regardless of the public restrictions in place.

Given the removal of these restrictions, Phase 3 was able to be undertaken using a blend of both virtual and in-person events to maximise engagement opportunities, considering national policies, GLA advice and Westminster City Council's policies and guidance.

## 2.2 Policy Framework

There is no statutory requirement to involve the community at the pre-application stage of planning proposals. However, planning policy at every level strongly encourages pre-application engagement with the community on proposals for significant developments. The engagement strategy has therefore been designed to meet the requirements for consultation as laid out in the National Planning Policy Framework (NPPF) (July 2021), Planning Practice Guidance and the Westminster City Council's Statement of Community Involvement (June 2014) and advice from the Greater London Authority (GLA).

The legislative framework for enhanced public engagement is presented through the Planning and Compulsory Purchase Act 2004 and within national planning guidance as set out in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG).

The NPPF (2021) encourages positive community engagement between all parties involved and affected by development proposals. Specifically, the NPPF states (at paragraph 40) that, "Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre application discussion enables better coordination between public and private resources and improved outcomes for the community."

Westminster City Council's Involvement in Planning 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 well-publicised dedicated website, including a facility to make comments.

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 Council's Statement of Community Involvement.

## **2.3 Planning Description**

Berkeley Homes (Central London) is seeking the following amended proposed development:

*Demolition of the existing building and redevelopment of the site to provide three buildings of 39, 24 and 17 storeys in height, providing residential units (including affordable units)(Class C3), commercial uses (Class E), a community use (Class F.2), 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, disabled car parking and cycle parking and connection through to the basement of the neighbouring West End Gate development.*

# 3.0

# THE CONSULTATION PROCESS

## 3.1 Aims of Consultation

Throughout all three phases of consultation, Berkeley 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
- For Phase 3 to explain clearly the process the application has been on and that the Greater London Authority was now the determining authority
- 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 Berkeley
- To ensure everyone who wanted to take part in the consultation was able to by being as accessible and inclusive as possible.

Berkeley 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 ahead of submitting the application to Westminster City Council during Phases 1 & 2, and then latterly, Phase 3, ahead of submitting a revised application to the Greater London Authority.

Berkeley sought to raise awareness of the application and demonstrate how the proposal has evolved through feedback. The methods used to share and advertise the consultation are detailed below.

## 3.2 Phase 1 & 2 Consultation Summary

A summary of the feedback received during Phase 1 & 2 engagement is included in Section 4.0 of this document. A summary of the activities undertaken as part of these Phases are included below, along with the key metrics and methods used to raise awareness of the Phase 1 & 2 Consultation.

**Appendix J** is the Statement of Community Involvement submitted as part of the original application and contains full analysis of all feedback received during Phases 1 & 2.

### Phase 1 & 2 Stakeholder Meetings

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
27 <sup>th</sup> October 2020	South East Bayswater Residents Association / Paddington Residents' Active Concern on Transport (John Zamit & John Walton)	West End Gate Marketing Suite
12 <sup>th</sup> November 2020	Westminster North Member of Parliament (Karen Buck MP)	Virtual
25 <sup>th</sup> November 2020	Cities of London and Westminster Member of Parliament (Nickie Aiken Chief of Staff)	Virtual
30 <sup>th</sup> November 2020	St John's Wood Society (Christine Cowdray & Committee)	Virtual
8 <sup>th</sup> December 2020	Regents Park Ward Councillors (Cllr Robert Rigby, Cllr Gotz Mohindra, Nathan Barratt)	Virtual

8 <sup>th</sup> December 2020	West End Gate Community Liaison Group	Virtual
15 <sup>th</sup> February 2021	Little Venice Ward Councillors (Cllr Melvyn Caplan, Cllr Lorraine Dean & Cllr Matthew Green)	Virtual
17 <sup>th</sup> February 2021	Marble Arch BID / Paddington PID (Kay Buxton & Mark Fairmaner)	Virtual
17 <sup>th</sup> February 2021	Marylebone Association (Neil Wilson & Stephen Quinn)	Virtual
19 <sup>th</sup> February 2021	Paddington Waterways and Maida Vale Society (W9W2) (Andrew Garwood- Watkins, John Zeally)	Virtual
22 <sup>nd</sup> February 2021	Planning Chair & Deputy Cabinet Member for Business, Planning and Licensing (Cllr Robert Rigby, Cllr Elizabeth Hitchcock, Nathan Barratt)	Virtual
26 <sup>th</sup> February 2021	Hyde Park Ward Councillors (Cllr Ian Adams, Cllr Heather Acton, Cllr Antonia Cox)	Virtual
2 <sup>nd</sup> March 2021	West End Gate Community Liaison Group	Virtual
25 <sup>th</sup> March 2021	Church Street Ward Councillor (Cllr Matt Noble)	Virtual

## Stakeholder Invitations

During both Phase 1 & 2 stakeholder Invitations to meet were sent to a number of key stakeholders including:

Date	Stakeholder	Location
21 <sup>st</sup> September 2020	Invitation to meet sent to Paddington Waterways & Maida Vale Society (W9W2)	
21 <sup>st</sup> September 2020	Invitation to meet sent to Hyde Park Estate Association (HPEA)	
21 <sup>st</sup> September 2020	Invitation to meet sent to St Marylebone Society	
21 <sup>st</sup> September 2020	Invitation to meet sent to Bryanston & Dorset Square Councillors (Cllr Arzymanow, Cllr Richard Beddoe, Cllr Eoghain Murphy)	
23 <sup>rd</sup> February 2021	Church Street Ward Councillor (Cllr Matt Noble)	Virtual
23 <sup>rd</sup> February 2021	Update & Invitation to meet sent to South East Bayswater Residents Association (SEBRA) and Paddington Residents' Active Concern on Transport (PRACT)	
23 <sup>rd</sup> February 2021	Update & Invitation to meet sent to Karen Buck, Member of Parliament for Westminster North	
23 <sup>rd</sup> February 2021	Update sent to St Marylebone Association	
23 <sup>rd</sup> February 2021	Update & Invitation to meet sent to the St John's Wood Society	
23 <sup>rd</sup> February 2021	Update & Invitation to meet sent to Church Street Neighbourhood Forum	
23 <sup>rd</sup> February 2021	Update & Invitation to meet sent to Hyde Park Estate Association	
23 <sup>rd</sup> 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

Four live webinars were held as part of the first two phases of consultation, featuring a presentation from the project team and a live Q&A.



**Webinar 1** – 3<sup>rd</sup> December 2020: 23 Registrations & 144 Subsequent Views  
**Webinar 2** – 19<sup>th</sup> December 2020 – 14 Registrations – & 56 Subsequent Views  
**Webinar 3** – 25<sup>th</sup> February 2021 – 8 Registrations – 75 Views  
**Webinar 4** – 3<sup>rd</sup> March 2021 – 31 Registrations – 6 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
Flyer	26th November 2020	6,643 Flyers Distributed
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.
Little Venice Matters Facebook Page	27th November 2020	Consultation Promoted by Little Venice Ward Councillors Facebook Page – Little Venice Matters
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

A similar process of raising awareness was undertaken for the second phase of consultation – again accepting comments for three weeks. In order to raise awareness of the second consultation phase the following was undertaken:

Method	Date	Additional Information
Flyer	22 <sup>nd</sup> February 2021	6,643 Flyers Distributed
Princess Louise Close Flyer	23 <sup>rd</sup> February 2021	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.
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
The Paddington Partnership	23rd February 2021	Consultation advertised on the Twitter account and website of the Paddington Partnership.
Marble Arch London	24th February 2021	Consultation advertised on the Twitter account and website of Marble Arch London.

### Consultation Website

The consultation website was live and accepted comments for the first phase of consultation between 26<sup>th</sup> November and 17<sup>th</sup> December and then again accepted comments during the second phase between 23<sup>rd</sup> February 2021 and 5<sup>th</sup> March 2021.

During Phase 1 the website received 600 views and 85 Survey Responses, and during Phase 2, 424 views and 33 survey responses. The website remained live in between phases and post submission of the application to Westminster City Council to ensure interested parties could view all information and have a point of contact.

**Appendix J** is the Statement of Community Involvement submitted as part of the original application and contains more information on Phases 1 & 2 including the location of respondents and more detailed statistics.

## 3.3 Overall Consultation Activity

Throughout all three phases of consultation, the consultation strategy and process that Concilio has undertaken in relation to the Application 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 consultation consisting of individual meetings with key stakeholders and a consultation website with options to provide feedback;
- Ensured the consultation was well publicised through the delivery of the consultation flyers to the local area;
- Analysed the results from the consultation objectively;
- Publicised collective responses with due regard to the Data Protection Act and General Data Protection Regulation (GDPR) requirements.

### 3.4 Phase 3 Consultation Area

Ahead of submission to the Greater London Authority, revisions have been made to the application. As noted above, ahead of submission a further third Phase of consultation has been undertaken.

A consultation area was identified to reflect the scale of the proposed redevelopment proposals.

The consultation area consisted of 7,056 addresses, comprising local residents and businesses around the site.

A copy of the distribution area is included in [Appendix A](#).

### 3.5 Phase 3 Project Contact and Communications Channels

A link for the consultation website and details of the webinar and in-person exhibition were provided in the consultation flyer, which also included a freephone number and e-mail address. The freephone number was provided so those who did not have access to the internet could still engage with the consultation.

The consultation website and survey were also advertised by social media adverts, distributed on Facebook and Instagram. [Appendices C](#) and [D](#) show copies of the adverts.

In order to ensure robust and inclusive engagement, Berkeley held both an in-person exhibition on 1<sup>st</sup> November 2022 and on online webinar on 25<sup>th</sup> October 2022.

A freephone telephone number and e-mail address were publicised to ensure that information and questions could be managed from one place and there was a single point of contact for residents.

A consultation website formed the 'consultation hub' containing exhibition boards with information about the Application. The consultation website had an open-comments box to allow visitors to the website to ask questions to the project team and give any feedback on the proposals.

The consultation website sought the views of local residents to gather meaningful feedback from the local community. This was complemented by an interactive public webinar and in-person exhibition.

[Appendix B](#) is a copy of the consultation flyer

[Appendix E](#) contains screenshots of the consultation website

### 3.6 Phase 3 Consultation – Levels of Engagement

As part of the Phase 3 consultation several meetings were arranged with key stakeholders, including:

Date	Stakeholder	Location
20 <sup>th</sup> June 2022	Little Venice Ward Councillors (Cllr Melvyn Caplan and Cllr Lorraine Dean)	Virtual

20 <sup>th</sup> June 2022	Hyde Park Ward Councillor (Cllr Paul Dimoldenberg)	Virtual
17 <sup>th</sup> October 2022	Marble Arch BID (Kay Buxton)	Virtual
20 <sup>th</sup> October 2022	Paddington Waterway & Maida Vale Society (W9W2)	West End Gate site office
26 <sup>th</sup> October 2022	Little Venice Ward Councillors (Cllr Melvyn Caplan and Cllr Lorraine Dean)	West End Gate site office

### Webinar & Public Exhibition

An in-person event was held on Tuesday 1<sup>st</sup> November 2022 between 3pm and 7pm at West End Gate. The event was attended by members of the project team and included exhibition boards and a survey for attendees to complete to provide feedback. 18 attendees attended the exhibition.

A webinar was also held on 26<sup>th</sup> October between 6pm and 7pm and 5 people registered to attend.

### Raising Awareness

As part of Phase 3, neighbours were offered the opportunity to leave their feedback via a survey, to help inform the evolution of proposals. This was available from Thursday 20<sup>th</sup> October 2022 to Wednesday 16<sup>th</sup> November 2022.

However, the website remains live with a comments box so the project team can continue to receive feedback. In order to raise awareness of this first consultation phase the following was undertaken:

Method	Date	Additional Information
Flyer	19 <sup>th</sup> October 2022	7,056 flyers distributed Flyer and Distribution Area included in Appendix A and B
Email	20 <sup>th</sup> October 2022	Consultation advertised via an email to all key stakeholders
Geoff Barraclough Tweet	31 <sup>st</sup> October 2022	Consultation advertised by a tweet from the Cabinet Member for Planning & Economic Development. Included in Appendix H
Little Venice Matters Newsletter	4 <sup>th</sup> November 2022	Consultation advertised in the Little Venice Matters Magazine, issued

		to local residents. Included in Appendix I
Two social media adverts (Facebook and Instagram)	2 <sup>nd</sup> November 2022	6,836 impressions (number of times it appeared on timelines) with 87 clicks. Social media adverts included in Appendix C and D

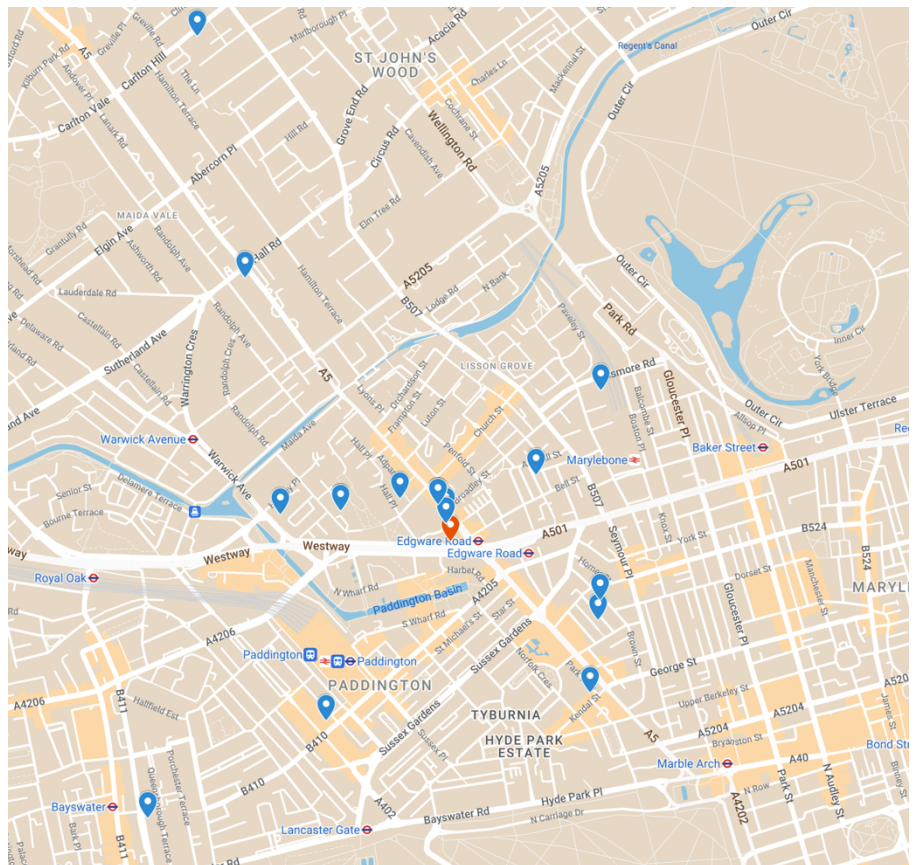
### Consultation website

The consultation website was live and accepted comments a three-week period between 19th October 2022 and 14th November 2022.

The website included extensive details about the proposals and Project team, as well as a recording of the webinar that was uploaded after the event on 25th October.

During this time the website received 240 views and 18 survey responses have been completed.

### Overall Map of Feedback



*Map of feedback received*

# 4.0 FEEDBACK

## 4.1 Introduction

As noted in Section 3.0, three phases of consultation have been undertaken. Phases 1 and 2 took place ahead of submission of an application to Westminster City Council, between September 2020 and March 2021, and Phase 3 has taken place between July and November 2022 ahead of submitting a revised planning application to the Greater London Authority (GLA) in November 2022.

A summary of the feedback received during Phase 1 & 2 engagement is included in below. Appendix J is the Statement of Community Involvement submitted as part of the original application and contains full analysis of all feedback received during Phases 1 & 2.

The third phase of consultation on the proposals for the revised application took place between July and November 2022. As outlined above, this involved a range of meetings with key stakeholders, a consultation website, a webinar, in-person exhibition and an open comments box where people could leave feedback.

The sections below outline the feedback received throughout the consultation.

## 4.2 Phase 1 & 2 Feedback Summary

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 26<sup>th</sup> November 2020 – 17<sup>th</sup> December 2020.

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 regard to public realm 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).

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

The purpose of the second phase of consultation was to discuss the evolution of the scheme following the feedback received from the first phase. There was a lower level of engagement from the community for the second phase of consultation.

A number of comments were received relating to height, design, public realm, crime, and the sustainability credentials of the new development.

Overall, there was support for the updated proposals with 51.3% either strongly agreeing or agreeing that the proposals will help improve the local area.

Despite the challenges posed by Covid-19 and subsequent public health restrictions, the consultation strategy has sought to engage with a wide range of stakeholders, including locally elected politicians, community groups, residents and visitors to the area using a range of communication methods.

The purpose of the first two phases of consultation has been to ensure an iterative approach to engagement, genuinely seeking to understand the views of the local community and where possible incorporating these views into the emerging proposals.

Despite the digital nature of the consultation the virtual events and survey responses have been well viewed and accessed by those living and working close to the site.

The principle of redeveloping the Paddington Green Police Station to complete the West End Gate masterplan has been supported throughout the process, as have the significant public realm improvements and the affordable housing contribution.

There are some concerns that remain over height and density though it was recognised that a response has been provided to these concerns.

The full summary of Phase 1 & 2 Consultation can be found in the initial Statement of Community Involvement submitted to Westminster City Council included in **Appendix J**.

## **4.2 Phase 3 Stakeholder Meetings & Feedback**

As noted in Section 1.0 extensive conversations took place with GLA officers following the decision to call in the application, these conversations have sought to maximise the public benefits of the scheme. Including:

- Increased Affordable Housing to 38% by habitable room (+1%) and improved provision with increased Social Rent tenure, from 49% by habitable room to 60% (exceeding WCC's current policy requiring 40%)
- Increased family sized homes within the Social Rented tenure.
- Better residential quality with removal of all north facing single aspect homes and 10% increase in dual aspect.
- Reduced daylight and sunlight impacts to neighbours
- Improved daylight and sunlight results and increased residential quality of proposed homes



- Improved design with fire strategy revised to meet emerging recommendations, with dual stair cores in every building
- Blocks slimmed to create greater distances between blocks and neighbouring blocks
- Heights reviewed and designed to provide better townscape cluster
- Podium removed, increasing north/south permeability through the scheme
- Improved energy strategy providing 66% reduction in carbon emissions, from policy compliant 35% reduction
- Better public realm for both residents and the local community with 53% increase from the previous scheme and significant enhancements
- Architectural and Landscape design revised and improved using GLA and LRP feedback
- Urban Greening Factor increased by 0.06 to 0.37
- Delivery of a new community space fronting onto a publicly accessible garden

In parallel to these conversations with the GLA Berkeley wanted to continue to engage with local stakeholders to update them and seek further feedback,

Berkeley took the decision to meet Little Venice Ward Councillors Cllr Melvyn Caplan and Cllr Lorraine Dean and offer a meeting with Little Venice Ward Councillor Sara Hassan, a meeting was also held with Hyde Park Ward Cllr Paul Dimoldenberg and an offer to Hyde Park Ward Council colleagues. These meetings took place in June, with further meetings with key stakeholder taking place in October.

Ahead of the wider consultation events, five 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 purpose of these meetings was to demonstrate how the proposals had evolved and seek feedback ahead of submission.

Below are the key points that were raised in discussion with stakeholders:

Stakeholder	Comments
Little Venice Ward Councillors	<ul style="list-style-type: none"> <li>▪ Concerns raised about increase in height</li> <li>▪ Requested further information of the likely businesses that would use the retail units</li> <li>▪ Welcomed the community space; encouraged it to be made available to a wide range of users</li> <li>▪ Suggested introducing the community uses early on during the build programme</li> <li>▪ Asked that the play provision have play equipment with different ability needs</li> </ul>
Marble Arch BID	<ul style="list-style-type: none"> <li>▪ Welcomed investment to the local area</li> <li>▪ Supportive of the provision of significant public realm improvements</li> </ul>
Paddington Waterway & Maida Vale Society (W9W2)	<ul style="list-style-type: none"> <li>▪ Concerns raised about height and massing, particularly as an addition to the Westmark Tower</li> </ul>



	<ul style="list-style-type: none"> <li>▪ Questioned whether the public realm would have high levels of light and would be appropriate in this area</li> <li>▪ Encouraged by the inclusion of office space to create a thriving hub</li> </ul>
Hyde Park Ward Councillor (Cllr Paul Dimoldenberg)	<ul style="list-style-type: none"> <li>▪ Emphasised the importance of public consultation and working with the community</li> <li>▪ Discussed the importance of ensuring there were significant public benefits, emphasising the need for significant affordable housing</li> </ul>

### 4.3 Phase 3 Community Feedback

Overall, 240 people viewed the consultation website throughout the period of 20<sup>th</sup> October to 14<sup>th</sup> November 2022.

When the survey closed on 14<sup>th</sup> November, 18 responses had been received.

The feedback received has been detailed below.

#### Qualitative feedback

Six of the questions on the survey gave visitors the opportunity to share their thoughts in an open-comments box. Questions five and six asked for comments relating to the public realm improvements. Questions eight to eleven invited people to ask any final questions they had or share any additional thoughts.

The full list of comments received can be viewed below, however the qualitative feedback received can be group into the following themes:

- Tenure
- Height
- Design & Heritage
- Sustainability
- Public Realm

#### Quantitative feedback

A full breakdown of the feedback received can be viewed below.

#### Question 1: Which of the following best describes your relationship to this location?

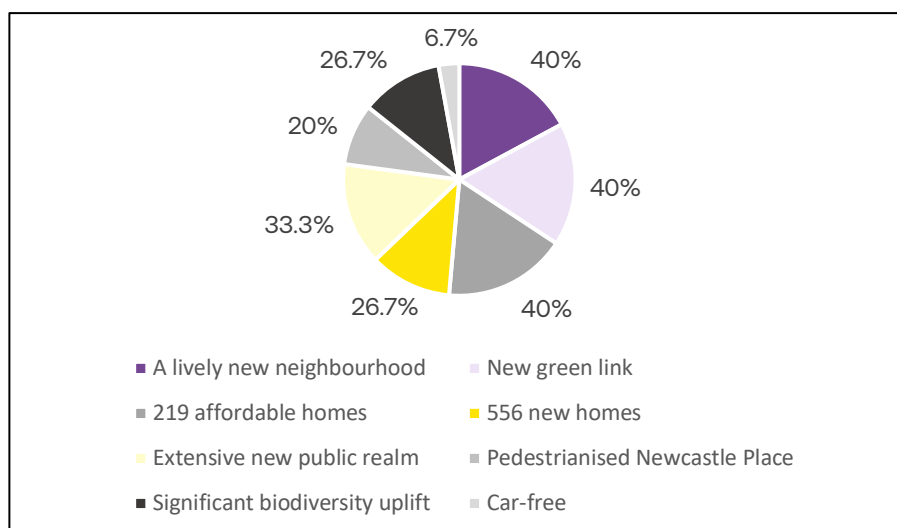
- Local resident
- Community representative
- Local businessperson / employee
- Local councillor
- Visitor
- Other

*100% of those who completed the survey were local residents.*

#### Question 2: Which benefits offered by our proposals are most important to you?

*Those who completed the survey could choose multiple options. The graph below shows the percentage of people who chose each option.*

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



**Question 3: We have made a series of changes to provide an improved application. Which of our improvements to the proposals are most important to you?**

*Users ranked the options in order of preference, with 1 being most important and 6 being least important.*

Feedback responses	Average rank
Improved affordable offering with more social rented homes, including an increase of 9% family sized homes	2.14
Improved public realm offering for resident and the local community with 53% more public realm than the previous scheme	2.43
Improved residential quality with 10% more dual aspect and the removal of all north aspect homes	3.43
Improved impacts to the neighbouring schemes with taller, slimmer blocks with increased distances between them, providing better daylight/sunlight results	3.86
Improved energy strategy targeting 60% reduction in carbon emissions (previous scheme targeted 35%)	4.07
Improved design with dual stair cores within each block to align with emerging building regulations	5.07

**Question 4: We would love to hear your thoughts on what you would like to see in our more extensive public spaces.**

Feedback responses
Play area for kids
Play space for kids. Family hang out area
Better anti social behaviour (ASB) prevention, more community policing, greater integration and spreading of migrants
Outdoor cafes
Green spaces. I'm worried that St Mary's Green might disappear under housing. Since the many new apartments, Paddington Green itself is full of cars parking or looking to park. Twice I've nearly been run over by appalling drivers, who don't know the Highway Code.
Green spaces
That the public spaces are actually public and free for all to roam within.
Play area for kids, flower display, landscape garden
All blocks are still too tall - all should be reduced in height. Not in keeping with area
More green areas only for the residents of the property
Not simply amenities and cafes for the wealthy, but for the local Paddington community as a whole. A flow from Church Street market and local stalls would be nice. What about reopening and incorporating the Joe Strummer Subway?
Spaces to sit and rest
More green, more trees, better long-term maintenance of trees and green spaces

**Question 5: 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.**

Feedback responses
Nothing. Most "public art" is atrocious. But if we have to have it, make it something to play on - for children or adults.
Accessibility and clarity for all
Flower display
Modern. Timeless.
I'd want Sarah Siddons to stay, perhaps given a more central placing. Foxes and other wild animals shouldn't be chased away, let's see our city wildlife being more accepted. I love the foxes.
Urban, graffiti art
Morden art, flower garden
Original frieze from front on old building to be retained
Statues of historical important police officers

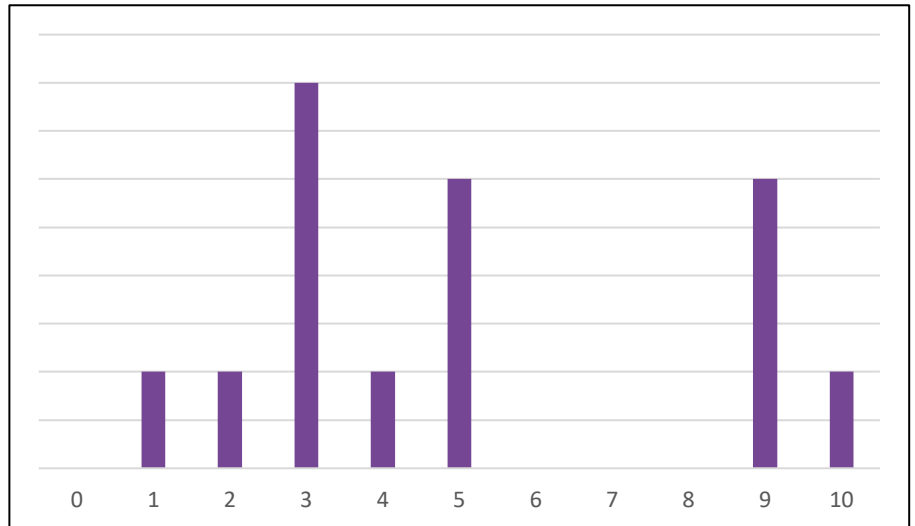
Something meaningful to the ethnic mix of local people and done by someone appropriate.

Plants

None

**Question 6: Overall, how would rate our proposals?**

*Average response: 5.1 / 10*



**Question 7: Are there any aspects of the proposals that you particularly like?**

Feedback responses

No

Open space for local community

Green space. Area for residents to hangout and have a walk.

I haven't seen your proposals!! Should they be attached to the survey?

The more social housing, the better. This isn't Mayfair.

That there are more flats available than the proposal rejected by the Council

I don't want new buildings in the area

More affordable housing

More space between building

**Question 8: What aspects, if any, give you cause for concern?**

Feedback responses

Buildings still too tall for this area. Not an improvement over the original design. Think they should not be higher than the existing building (Paddington Green Police Station)

I was surprised to hear from the architect that he was completely unaware of the now closed pedestrian subway and the street level impact of this!! The entire NW corner of the intersection must be integrated with/into your scheme
Lack of consideration of impact on local services
The underpath
Will the open space attract any anti-social behaviour?
I'm generally worried. More people density will see less green space and threats to our wonderful wild animals.
That the social housing number will drop. If that happens, the same will happen of people's opinions of the development.
Height and density of buildings
The lost of beautiful 1920's art on the facade of the old station
Increased population density
It will form a massive 'edge' with the other side of the Edgware Road and be isolated from the local community. It could become an island which then becomes gated as residents don't want 'other' people wandering through.
too much open space invites groups of youngsters to gather too gather
Too many buildings rising in the same area too soon

**Question 9: Do you have any questions for the project team?**

Feedback responses
Who will manage the affordable housing? Will it be 'socially rented' or 'shared ownership' or just lower cost leaseholder ownership?
No, because I suspect that as usual, no one will listen.
There already is a massive contrast between West End Gate and across the road. What will be done to improve the latter (without displacing people)?
No
Price of units ?

**Question 10: Do you have any further comments for us?**

Feedback responses
Would really like to see a police station placed somewhere on this site. To include this (no matter how small) would benefit the wider community.
The entire scheme from Harrow to Church St makes an urban edge. Showing visually the gap between rich and poor in the area. Also, how can 'your' public space be better integrated with Paddington Green? Or will we get private space used publicly on the other, separated by the existing rat row
You've asked questions, I hope you will take cognizance of the responses
Please plant more flower in open space, just like the Merchant Square Garden area.

Please expedite the process. Would love to see the old police station transformed.
No
I live at West End Gate. It feels like a two-tier community, with council residents not able to share facilities and areas with private residents. I hope that won't continue as development continues.
More studio flats?

#### Further feedback

Two emails were received, sent to the dedicated email address for the project. One requested a copy of the exhibition boards, and the second asked for a link to the survey, so their feedback could be recorded. Both of these were responded to promptly by the project team.

### 4.4 Phase 3 Summary of Responses

Overall, the feedback received has provided useful insights and sentiment for the project team to consider ahead of submitting a revised application to the Greater London Authority (GLA). As long-term partners in the area Berkeley have a strong track record in working in partnership with the local community to manage any concerns.

The consultation made clear that local residents broadly welcomed the addition of a lively new neighbourhood at this location as well as a new green link through Edgware Road and Paddington Green. There was also broad support for the addition of 219 affordable homes to the area.

This feedback was further reinforced when asked to rank the changes that have been made to the scheme since the original application, with respondents ranking the improved affordable housing, more social rented homes and increase in family sized homes and the most important change. This was followed by a welcoming of 53% more public realm than the previous scheme.

When asked about that residents would like to see from the extensive public spaces, a play area for kids, outdoor café, green space, and spaces to sit and rest were mentioned. A range of suggestions for public art were suggested ranging from a flower garden to urban graffiti. Berkeley are also proposing the retention of some of the friezes.

Ensuring the public space does not facilitate anti-social behaviour was mentioned and from a design perspective, the height of the proposals remained a key concern. Concerns were also raised about the increase in density and potential impact on local services.

In response to feedback, community space has been introduced into the development, replacing the affordable workspace initially proposed in the 2021 application.

Berkeley is committed to working in partnership with the local community as they have in relation to West End Gate. Consideration of these comments has been part of the process to finalise the proposals, taking them into account where possible.

As noted earlier in the Statement of Community Involvement, both qualitative and quantitative feedback has been gathered. The qualitative feedback given to the team, both via the survey and verbally at the exhibition, can be grouped into the following themes.