

Consultation Statement

Earl's Court Opportunity Area Placemaking Framework Supplementary Planning Document (SPD)

April 2023

Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012

The Council has prepared the Earl's Court Opportunity Area Placemaking Framework Supplementary Planning Document (SPD). In accordance with Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012, this Consultation Statement sets out:

Regulation 12 (a) (i) the persons the local planning authority consulted when preparing the supplementary planning document

The Council undertook several stages of engagement with the local community before the Draft SPD was published for consultation.

1. Early engagement stage 1 (May 2022)

The purpose of the early engagement phase was to tap into the local knowledge of groups and individuals very familiar with Earl's Court and translate the findings into guidance for future development in the opportunity area.

At the start of the early engagement phase, the project team reached out to key community stakeholders to discuss and agree the engagement strategy, and to refine the initial community stakeholder mapping. Ward councillors, the Earl's Court Society, and the Earl's Court Community Trust were the first to hear from the team.

Once an engagement plan was agreed, the project team reached out to additional community stakeholders.

2. Early engagement stage 2 (June to October 2022)

A key aspect of the early engagement plan was to ensure diversity of views informing the planning process. Therefore, different engagement platforms were set up to match people's different levels of engagement with the planning system.

Groups usually represented in the planning system such as residents' associations were invited to discuss emerging guidance at meetings and to share ideas on an online forum. The key community stakeholders mentioned above were instrumental in this process, helping to disseminate information to organisations under their umbrella and to feedback concerns picked up from their networks.

A different strategy was put in place to engage seldom heard voices. These are people less familiar with planning regulations and with less time to invest in consultations than members of residents' associations. Based on Census data for Earl's Court ward and

literature on seldom heard voices in the planning system, the project team identified a set of target demographics and invited individuals for semi-structured interviews. Vulnerable individuals were offered shopping vouchers as compensation for their time, in line with council policy on incentives in community engagement for one-off or infrequent activities.

Although interviewees' identity is protected, each person represents one or more of the following social characteristics:

- Charity worker
- English as a second language
- Hotel owner/manager
- Local creative/artist
- Older people
- People with special needs
- Retail owner/manager on Earl's Court Rd
- Social housing tenant
- Young people

3. Formal statutory consultation: Draft Earl's Court Opportunity Area Placemaking Framework (27 October to 22 December 2022)

The Local Planning Authority has a Local Plan consultation database which has in excess of 2,300 consultees. A mail out was sent to all consultees on the Local Plan database by email and post (if requested) notifying them of the consultation and inviting comments. This was also sent to all persons who had requested to be notified of updates on this SPD.

The documents were available online under 'current consultations' on the Council's planning pages and the wider consultation hub and were open to anyone for comment. Hard copies of the consultation material were distributed to local community organisations upon request during the consultation period.

The Local Plan database includes 'general', 'specific', 'prescribed' and 'local' consultation bodies as required by legislation. The 'general consultation' bodies include voluntary bodies such as Kensington Society, Chelsea Society and Tenants and Residents Associations, bodies which represent the interests of different racial, ethnic or national groups such as London Gypsy and Traveller Unit, bodies representing religious groups such as Christ Church Kensington, bodies representing the interests of disabled persons such as Action Disability Kensington and Chelsea and bodies which represent the interests of persons carrying out business in the Royal Borough such as KC Chamber of Commerce.

The 'specific' and 'prescribed' consultation bodies consulted included the Environment Agency; Natural England, Sport England, Thames Water and the Mayor of London (GLA).

The 'local' consultation bodies consulted included individual residents and persons carrying on business in the Royal Borough who signed up to the above database or visited the specific pages of the Council's website.

An in-person drop-in exhibition showcasing key aspects of the draft placemaking framework took place in early November 2022 at a local primary school. Those who had engaged during stages 1 and 2 as well as additional local organisations and residents were invited.

In addition to the Council's website, in accordance with Regulation 35 of the Town and Country Planning (Local Planning) (England) Regulations 2012, the documents were also made available for inspection during normal office hours at Kensington Town Hall and at local libraries in the borough.

Regulation 12 (a) (ii) a summary of the main issues raised by those persons

1. Early engagement stage 1

A summary of responses from this stage of engagement can be found in an appendix to the SPD.

2. Early engagement stage 2

A summary of responses from this stage of engagement can be found within the SPD and in an appendix to the SPD.

3. Draft Earl's Court Opportunity Area Placemaking Framework

The Council received 27 written responses to the consultation in addition to responses captured at the November 2022 exhibition. The key themes raised are summarised below:

- Queries regarding the status of the document and the need for it to be an SPD to carry weight in the planning process
- More clarity, detail and emphasis on how the Earl's Court Road as the local district centre and high street will be supported
- The Framework should address the impact of the development on traffic and congestion and how surrounding roads and junctions can be improved to enable active travel
- Strong support for greening and biodiversity alongside concerns about whether this can be successfully delivered on this urban site (e.g. on the concrete deck)
- Objection to tall buildings or buildings of an incongruous height in relation to the local context

Regulation 12 (a) (iii) how these issues have been addressed in the supplementary planning document

1. Early engagement

Through the early engagement stages, the project team analysed the key findings and found four priorities emerging; these were used to structure the first draft of the document.

2. Draft Earl's Court Opportunity Area Placemaking Framework

A detailed consultation schedule explaining how all comments have been addressed accompanies the document. The draft document was refined after digesting the feedback and comments received in response to the consultation to produce the final document.