

Kensal Green Gasworks

3. STATEMENT OF COMMUNITY INVOLVEMENT

JUNE 2025

Prepared by
Iceni
on Behalf of St William

- 1. Planning Statement
- 2. Development Specification
- 3. **Statement of Community Involvement**
- 4. Community Space Audit
- 5. Tree Survey / Arboricultural Impact Assessment
- 6. Biodiversity Net Gain Assessment
- 7. Environmental Statement
- 8. Design Code
- 9. Design & Access Statement
- 10. Kensal Green ES Vol3 Towncape and Visual Impact Assessment
- 11. Heritage Statement
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- 13. Daylight, Sunlight and Overshadowing
- 14. Land Contamination Assessment Preliminary Risk Assessment
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- 20. Whole Life Cycle Carbon Assessment
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- 22. Construction Environmental, Construction Traffic and Construction Logistics Management Plan
- 23. Delivery and Servicing Plan
- 24. Transport Assessment
- 25. Site Waste Management Plan
- 26. Fire Statement
- 27. Qualitative Design Review

Developer	St Wiliam
Architect	Pilbrow & Partners
Archaeology	PCA
Community Engagement	Iceni Engagement
Daylight, Sunlight & Overshadowing	EB7
EIA	Temple
Energy, Sustainability & Overheating	Hodkinson
Fire Engineer	Introba
Heritage	Smith Jenkins
Land Contamination	Tetra Tech
Landscape Architect	Gillespies
MEP	Vector Design
Planning Consultant	DP9
Structural, Civil and Drainage Engineer	PTA
Transport and Waste	SLR
TVIA	Tavernor Consultancy
Visualisation	Rockhunter
Wind Engineering	RWDI



INTRODUCTION

This Statement of Community Engagement (SCE) has been prepared by Iceni Projects Limited on behalf of the St William division of The Berkeley Group in relation to the proposals for Kensal Green Gasworks, within the Royal Borough of Kensington and Chelsea.

This report sets out a summary of the consultation that took place between early 2021 and February 2025. This consisted of two main phases of consultation. The first phase of consultation, which took place in September 2021, included the following activities:

- A dedicated consultation website with online feedback forms.
- An email and telephone number to receive feedback and any enquiries about the proposals.
- 2 leaflet drops, to over 16,000 local residents and businesses, outlining the 2021 proposals, directions to the website and details about the July 2021 and September 2021 consultation events.
- Mailing list updates.
- 4 in person public consultation events held in the car park of Sainsbury's on Canal Way, providing the opportunity to speak with the technical experts on the project team about the proposals.
- Meetings with community stakeholders and political stakeholders.

The second phase of consultation, which took place in 2024 and 2025 included the following activities:

- A dedicated consultation website with online feedback forms - www.kensalgasworks.com
- An email and telephone number to receive feedback and any enquiries about the proposals.
- Ongoing mailing list updates.
- 7 in person public consultation events held locally, providing the opportunity to speak with the technical experts on the project team about the proposals.
- Meetings with community stakeholders and political stakeholders.
- Attendance at RBKC Development Forums.

The applicant has undertaken a consultation programme which has sought to meet the best practice and prevailing guidance on pre-submission consultation, as set out in the revised 2024 National Planning Policy Framework (NPPF) and the 2016 National Planning Practice Guidance (NPPG), revised in 2024.

SUMMARY OF THE PROPOSALS

The applicant is submitting two planning applications, as summarised below, with more detail found in the Planning Statement. This SCI covers both applications.

ST WILLIAM DEVELOPMENT PLANNING APPLICATION

Hybrid application for the phased redevelopment of Plot 3 of the masterplan site through demolition of above ground existing buildings and structures, site remediation, and creation of residential floorspace (Use Class C3) and flexible ground floor commercial, business and service floorspace (Use Class E), in buildings ranging in height up to 31 storeys (maximum 98 metres from ground measured to the roof parapet and excluding lift overruns and plant), with associated public realm and infrastructure works, comprising:

Outline proposals for residential floorspace including ancillary residential facilities (Use Class C3) (up to 74,450 sq.m GEA) and flexible commercial, business and service floorspace (Use Class E) (up to 890 sq.m GEA), new pedestrian, cycle and vehicular access, open space, landscaping, car and cycle parking, infrastructure and associated works; and,

Detailed proposals for residential floorspace (Use Class C3) (25,786 sq.m GEA) new pedestrian, cycle and vehicular access including bus route and associated facilities, open space, landscaping, car and cycle parking, infrastructure and associated works.

ST WILLIAM CANAL WAY WORKS PLANNING APPLICATION

Public realm, landscaping and highway improvement works to Canal Way, including works to Ladbroke Grove / Canal Way junction, and associated works.



CONSULTATION PROCESS: PHASE ONE

Phase one of the consultation process, set out in detail below, ran between March and December 2021.

This stage of the consultation introduced a high level masterplan and key design principles including sketches for stakeholders to comment on. Two in person pop up events were held in the car park of Sainsbury's, 2 Canal Way. These pop up events took place on 15th July and 17th July 2021. The pop up events were supported by other engagement activities such as a leaflet drop of a consultation flyer and updates to the project website to include design material.

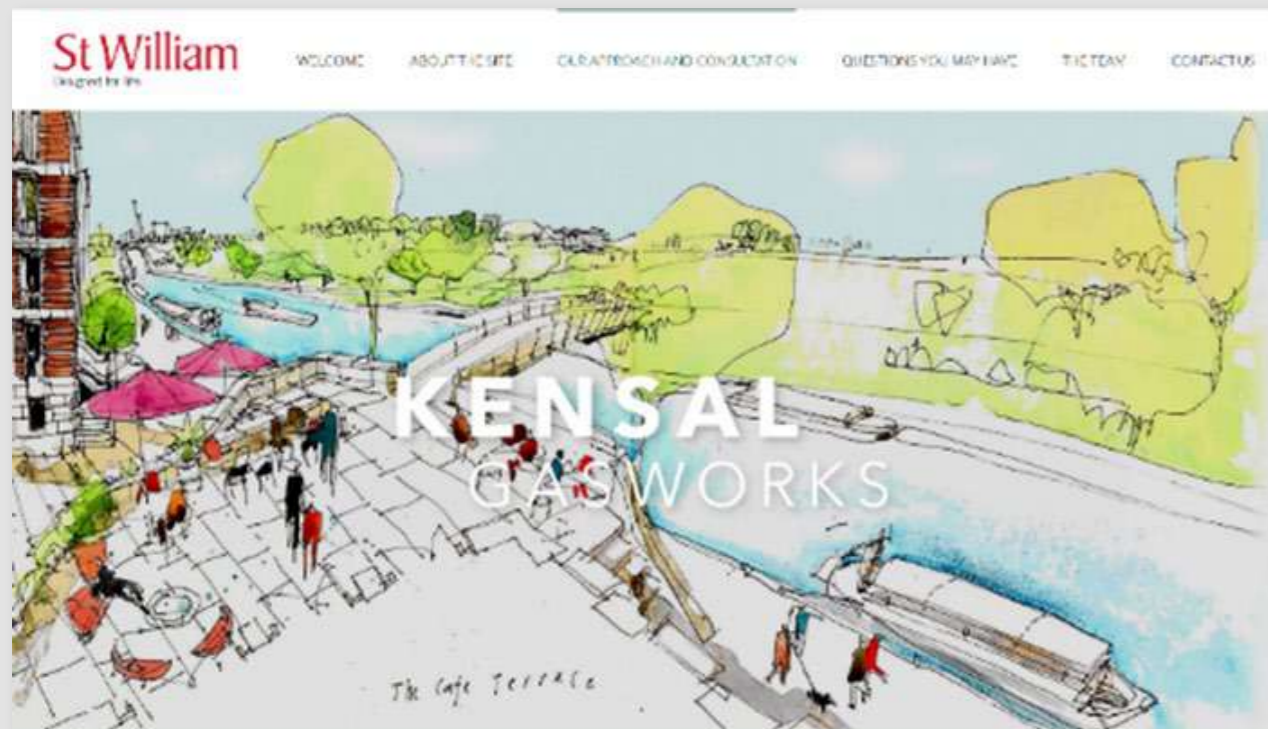
DISTRIBUTION OF LEAFLETS

An A5 double sided flyer advertising the website and inviting people to attend the in person consultation events was delivered door-to-door to business and residential addresses neighbouring the site.

To ensure coordination, avoid confusion and maximise attendance, a joint flyer was prepared with Ballymore/Sainsbury's advertising their consultation website on one side and St William advertising their website on the other, with both teams holding their pop-up events at the same time and in the same location.



A map showing the radius of distribution of the A5 double sided flyer



DEDICATED CONSULTATION WEBSITE

A dedicated consultation website was established in April 2021 as a part of the initial 'Meet the team and tell us how you would like to work with us' engagement exercise.

The project website was updated on 7th July 2021 with a summary of feedback received during the first round of consultation, key design principles, a high-level masterplan and initial sketches of the central garden, Canalside café and view from the Towpath looking north.

The website also included an online feedback form for people to share their feedback and sign up for project updates.

Two videos were added to the website. These videos were narrated by Pilbrow & Partners, the architects, and a representative from St William, introducing the initial design concepts and key design principles; the videos included Fred Pilbrow sketching the key design principles.

Two stills from the videos posted on the website introducing initial concepts and key design principles are shown opposite.



ENGAGEMENT WITH LOCAL STAKEHOLDERS

Engagement with Community Groups and Political Stakeholders.

Invitations to meet with the following groups were sent via email in 2021:

- Kensal House Residents Association
- Kensal Triangle Residents Association
- Dalgarno Trust
- Dalgarno Neighbourhood Management Alliance
- Kensal Green Residents' association
- Friends of Little Wormwood Scrubs
- Kensington Society
- St Quintin and Woodlands Neighbourhood Forum

Meetings were held with senior officers and politicians in advance of the pop-up events to brief them on the consultation strategy.

PUBLIC CONSULTATION EVENTS IN JULY 2021

Two consultation events took place on Thursday 15th July 2021, between 3pm-7pm, and Saturday 17th July 2021, between 9am-12pm.



The consultation events were community pop-ups, designed to seek opinions from those who would not typically engage online.

The events were both held outdoors under a large gazebo at the Sainsbury's car park, 2 Canal Way Ladbrooke Grove, London W10 5AA.

The events were held at the same date and time as Ballymore/Sainsbury's pop-ups, in the same location to maximise footfall. Ballymore/Sainsbury's and St William had separate gazebos. St William's gazebo was clearly branded to avoid confusion.

A total of 82 people were spoken to in detail. 52 people were engaged with at the first consultation event and 30 people were engaged with at the second consultation event.

Several local stakeholders attended. This included residents with permanent moorings on the canal at Kensal Green and members of the Kensal Triangle Residents Association.

200 flyers advertising the project website were also given out to passers-by across both days.

At both consultation events, A3 booklets including 5 exhibition boards were displayed and talked through by members of the team.

The exhibition boards introduced St William and the proposals, a summary of the feedback received during the initial engagement exercise, key design principles including sketches, an overview of the emerging masterplan, information on timescales and ways to provide feedback and get involved.

The 2021 consultation material used at these events can be found in the images opposite and overleaf.

CONSULTATION IN SEPTEMBER 2021

Following a light touch engagement exercise which ran from April 2021 to June 2021 where the community were encouraged to share their aspirations for the site, and the two drop-in events in July 2021, another round of consultation took place in September 2021.

The consultation undertaken during September 2021 outlined how feedback from the earlier consultation processes had been taken on board. The consultation introduced the preferred masterplan and design principles for the gasworks site, including computer generated images for stakeholders to comment on.

Key consultation activities at this stage included updating the project website to include design material with a questionnaire as well as two in person pop-up events held in Sainsbury's car park on 22nd September 2021 and 25th September 2021.

In addition, meetings with local community groups and stakeholders took place during this period.

Distribution of Leaflets

An A5 double sided flyer advertising the website and in person drop-in events was delivered door-to-door to 16,843 business and residential addresses neighbouring the site.



KENSAL GASWORKS

St. James
London E16 1BA

4 KEY DESIGN PRINCIPLES FOR KENSAL GASWORKS TELL US WHAT YOU THINK

1. A NEW PUBLIC PARK

We would like to create a new biodiverse public park at the heart of the development - extending and connecting to the existing local green spaces. This will offer opportunities for play, relaxation and be open to the community 24/7.

3. NEW HOMES

The site will deliver 650-750 new high quality homes, including affordable housing, which would frame the new public park.

A taller building could mark the western end of the Opportunity Area and signpost the canal path route towards Old Oak Common. By including a taller element, more space at ground is given over to public open space.

2. NEW CONNECTIONS

We would like to create new pedestrian and cycle links through the site, towards the canal and west towards Old Oak Common. Working closely with local stakeholders, we are also exploring opportunities for a new pedestrian bridge across the canal to Kensal Green Cemetery.

4. IMPROVING THE CANAL

We would like to make significant public realm improvements, including opening up access to the Grand Union Canal as well as a Canalside Square with the opportunity for small commercial uses such as a cafe.

KENSAL
GASWORKS

St William
Developed by

THE EMERGING MASTERPLAN FOR KENSAL GASWORKS

CANALSIDE SQUARE

BRIDGE

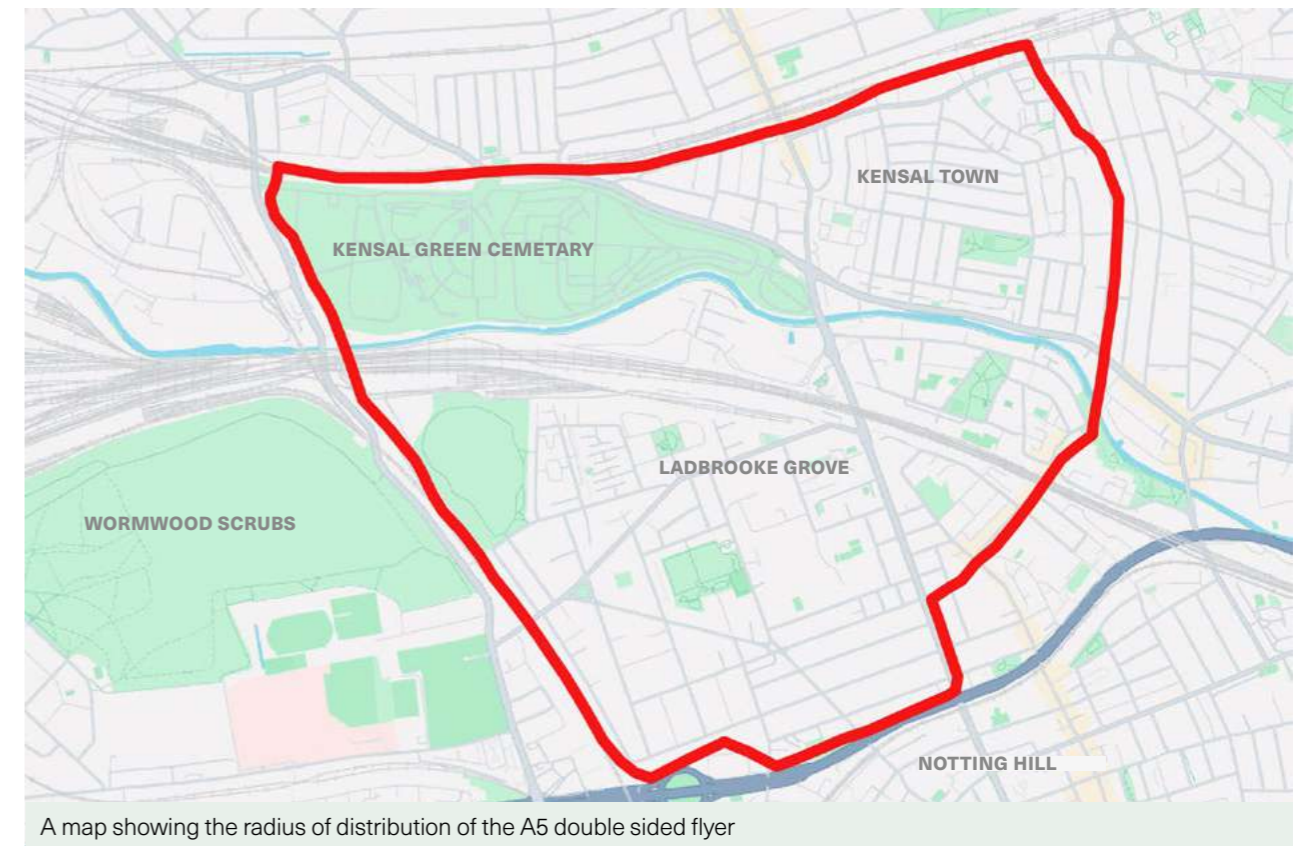
NEW PUBLIC PARK



CAFE TERRACE

The Central Garden

The Green Event and Community Building North

The Green Cafe



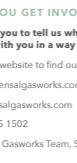



FEEDBACK

WE ARE KEEN TO HEAR YOUR THOUGHTS ON THE INITIAL DESIGN PROPOSALS FOR THE KENSAL GASWORKS.

Let us know your comments by filling in our feedback form online or ask a member of the team for a paper copy at the event.


1. What do you think about the initial design proposals shown?
2. What do you think about the proposal to include one tall building, to allow for a generous open space and lower buildings elsewhere?
3. We are keen to involve the community in a collaborative design of the park area - what sort of park or facilities would you like to see here?
4. What do you think about the proposals for a café by the canalside?
5. What do you think the key considerations are for the design team in the next stage?
6. Do you have any questions or further comments?



SCAN ME

WWW.KENSALGASWORKS.COM

TIMEFRAME



HOW CAN YOU GET INVOLVED?

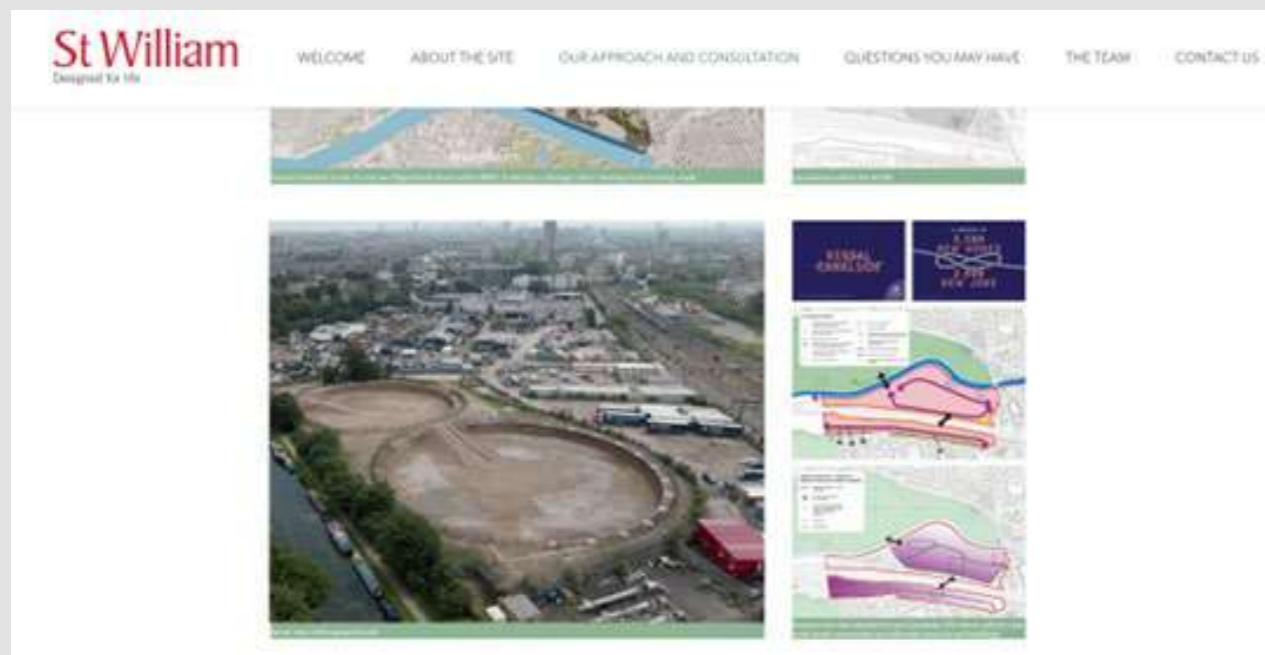
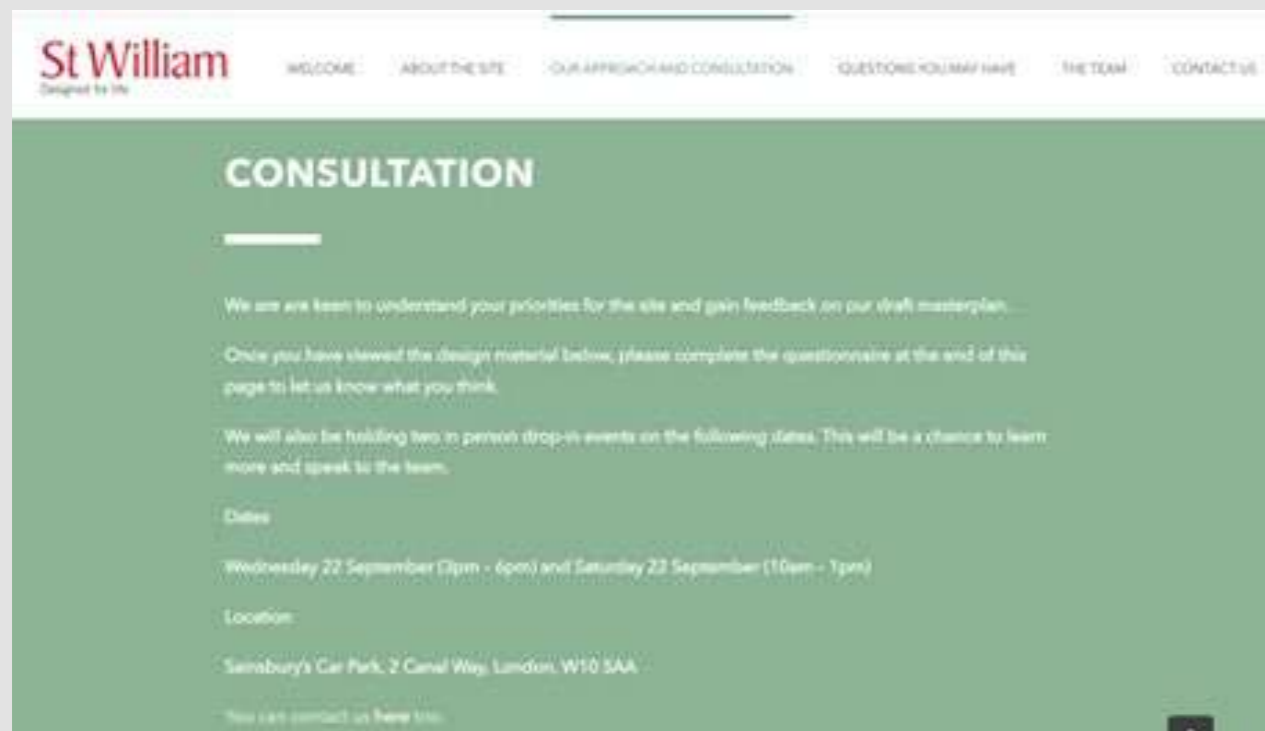
We would like you to tell us what would work best in your community and give us your own suggestions, so that we can work with you in a way that is inclusive and valuable for all.

Visit our project website to find out more and share your feedback, or contact us using the details below:

Website: www.kensalgasworks.com
 Email: info@kensalgasworks.com
 Phone: 020 3675 1502

Post: The Kensal Gasworks Team, St William Homes LLP, Berkeley House, 15b St George Wharf, London, SW8 2LE





To ensure coordination, avoid confusion and maximise attendance a joint flyer was prepared with Ballymore/Sainsbury's advertising their consultation website on one side and St William advertising their website on the other, with both teams holding their pop-up events at the same time and in the same location.

Dedicated Consultation Website

A dedicated consultation website was established in April 2021 as a part of the initial 'meet the team and tell us how you would like to work with us' engagement exercise.

The project website was updated in July 2021 with a summary of feedback received during the first round of consultation on the gasworks site, key design principles, the high-level masterplan for the site and initial sketches of the central garden, Canalside café and view from the towpath looking north. The website also included an online feedback form for people to share their feedback and sign up for project updates.

The Kensal Gasworks website was updated again with a summary of the feedback so far in September 2021, the preferred masterplan with an outline of heights including the location of the tallest building, computer generated images, potential heritage benefits, the approach to sustainability, community benefits and an updated timeline.

Screen grabs from the dedicated consultation website which was updated to align with the September 2021 consultation events are shown opposite.

Stakeholder and Community Group Meetings

Invitations to attend the consultation events held in September 2021 were sent via email to 75 local groups, listed in full below.

Invitations to attend the consultation events were sent via email to:

Resident Associations

- Kensal Green Residents' association
- Octavia West Residents Association
- The Kensal Triangle RA
- Kensal Community Association
- St Quintin and Woodlands Neighbourhood Forum
- Kensal House Residents Group
- The Kensington Society
- St Quintins Park RA
- St Helen's RA
- Peabody Estate TA
- Notting Hill Housing Trust, North Kensington TA
- Golborne Road
- Manchester Drive R&TA
- Octavia West RA

- Portobello Road (South) RA
- Southern Row Association
- The Golborne Forum
- Trellick Tower RA
- Ladbroke Association
- Kensal Consultative Group
- North Kensington TA
- Kensington Residents' Group

Dalgarno Estate

- Dalgarno Trust
- St Francis Church - Dalgarno Way

Community Groups and Charities

- Friends of Little Wormwood Scrubs
- Kensington and Chelsea Social Council
- North Kensington Environment Forum
- Action Disability Kensington and Chelsea
- Paddington Rail Crash Memorial
- Kensal Community Centre
- Venture Community Association
- Full of Life

- The Pepper Pot Centre
- Open Age Positive Age Centre
- The Second Half Centre
- St Quintin Family Centre
- Notting Hill Carnival
- Carnival Village Trust
- Paddington Survivors' Groups
- Kensal Rise Association of Boaters
- Friends of Kensal Rise Library
- Kensington & Chelsea Community History Group
- The Rhythm Studio
- Westway Community Trust
- Meanwhile Gardens Community Association
- Emslie Horniman's Pleasance
- Making The Leap
- Glass Door Homeless Charity
- The Second Half Centre
- Nova New Opportunities
- Tudor Trust

- Full of Life Kensington & Chelsea
- Queen's Park Library
- Portobello Business Centre

Neighbouring Businesses

- 6 additional neighbouring businesses e.g. Innocent Smoothies

Canalside House

- 15 groups based in Canalside House such as the Baraka Youth Association

Meetings were held with groups below across August and September 2021, in advance of the wider public September consultation. The key feedback and discussion points are noted below:

Friends of Little Wormwood Scrubs

- Questions around the Department for Transport land.
- Concerns around congestion caused by construction traffic during any development.
- Referenced that the potential development would cause a visual impact.
- Referenced that the potential development would cause capacity and noise issues and concerned about peaceful oasis being disrupted by too many people.
- Happy to facilitate a discussion around the adventure playground.

Kensington Society

- The group noted there were no defined housing targets for RBKC in their view.
- Noted they had requested minutes of meetings with Historic England.
- Tall buildings were a big issue for the group and noted unlikely to be acceptable in a Local Plan context.
- Referenced their lengthy written response to the RBKC led SPD consultation.
- The proposal should be considerably scaled back.
- The housing numbers in the Opportunity Area made no sense with a Crossrail station – western connectivity was key and the development would become marooned.

- No need for waymarking, area doesn't need it.
- Opposed building typology on basis it was wholly new to North Kensington.
- Will cause light damage to the cemetery and negatively impact biodiversity
- Questioned how the landscape proposals shown on the flatted development could be maintained.

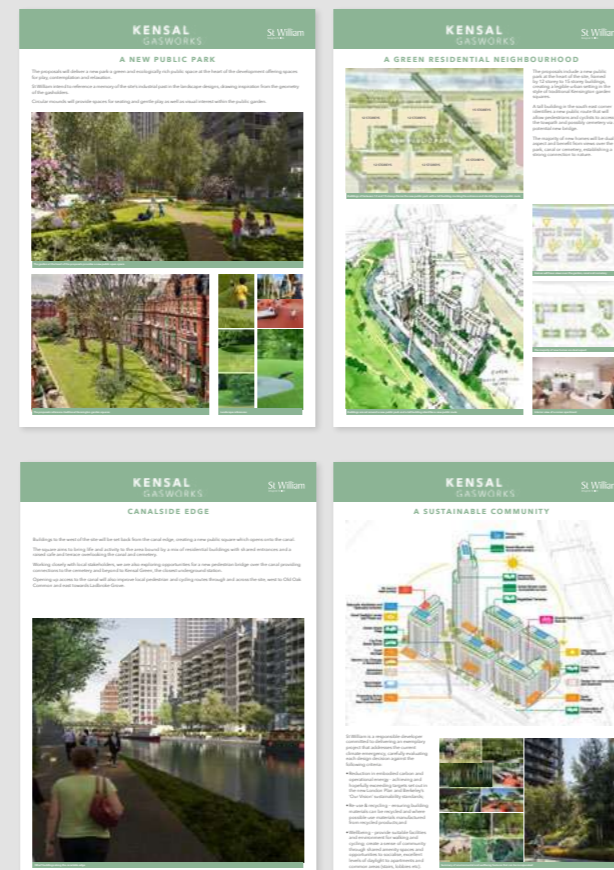
Kensal Triangle Residents Association

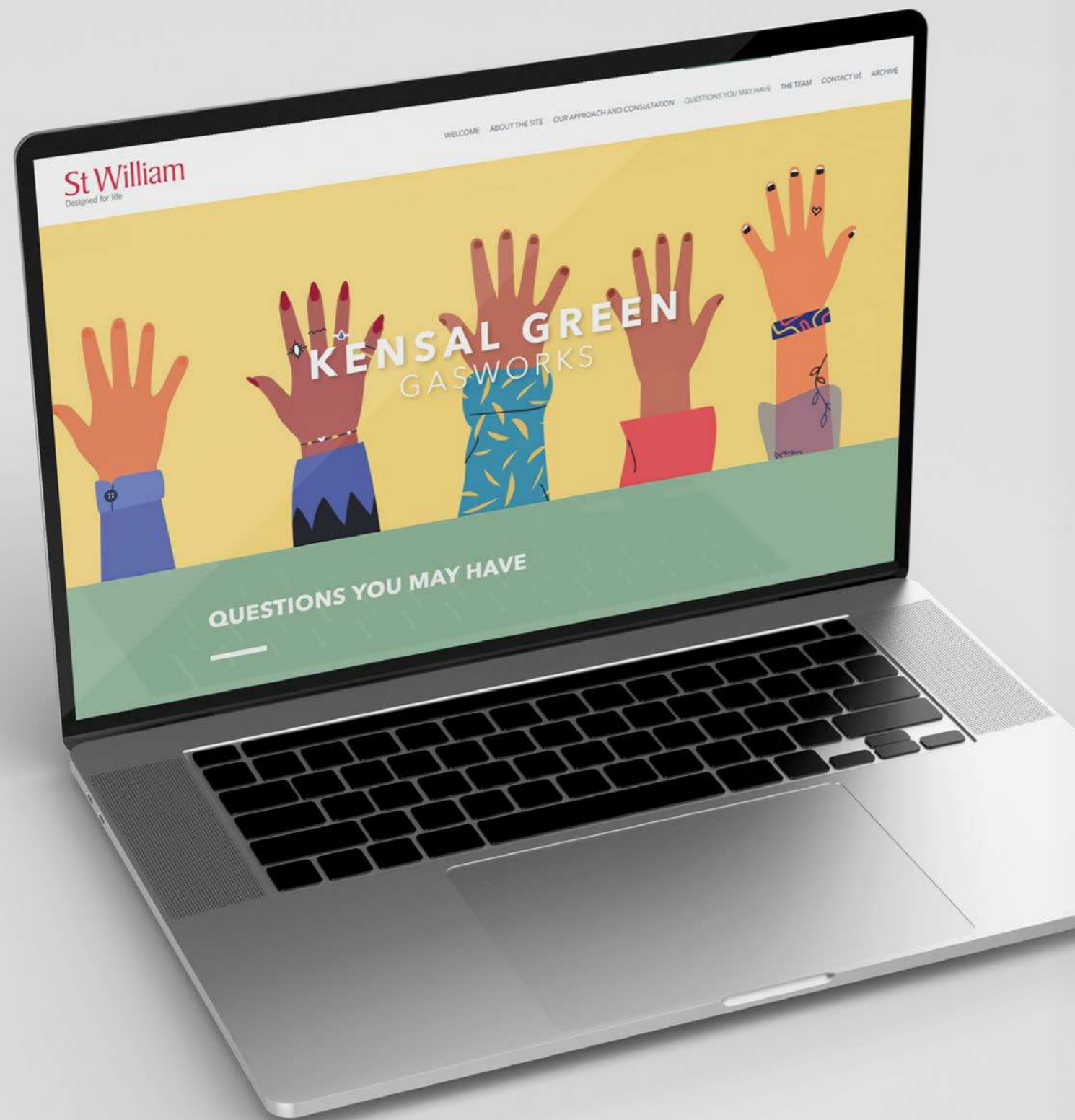
- Noted the presentation was superb and that they were positive about the potential development.

- The events were very busy and attracted both passers-by and a high number of people who attended purposefully, having received an invite in the post or heard about the events via community groups.

A physical model was also displayed at the event.

Images of the consultation materials shown at the pop up consultation events in September 2021 is shown opposite.





FEEDBACK: PHASE ONE

Feedback forms were available at the consultation events that took place in July 2021 and online via the website.

The feedback forms included several free text questions and space to leave contact details to keep people informed of project progress.

A total of 19 forms were completed, including 14 online forms and 5 hard copies received via post or at the events in July 2021.

The following is a summary of the feedback received via the structured questionnaire:

Q1. What do you think about the initial design proposals shown?

19 people answered this question. 11 comments were generally supportive of the proposals, with 3 comments stating a need for more detail, and 4 more negative. Key themes raised are listed below.

- The need for appropriate building heights (3)
- The need for spaces for young people, specifically teenagers (2)
- Comments that the current site feels disconnected and cut off (2)
- The need to ensure sustainability (2)
- Ensuring the site is inclusive for local people (2)
- Support for improvements redeveloping the site might make to the area

- Support for new green spaces
- Support for new pedestrian connections
- The need for high quality architecture
- Consider including a nod to the memory of the gasholders
- Support for the pedestrian bridge linking to the cemetery
- The need to attract footfall via uses such as retail
- The need to consider public transport and parking
- The need for affordable housing

Q2. By including a taller element, more space at ground can be given over to public open space, what do you think about this approach?

17 people answered this question. 6 were supportive of height, with 5 people unsure and 6 people against taller buildings. There were varied responses to this question, but we have highlighted where themes were raised numerous times in brackets. Key themes raised are listed below.

- The need to understand how tall the building might be before making a judgement (4)
- The need to consider impacts on daylight/sunlight (3)
- Concerns around taller buildings being out of context with the surrounding area (2)

- The need to consider any negative impacts on Kensal Green Cemetery (2)
- The need for architectural interest if there will be a taller building (2)
- The need for improvements to local infrastructure if high density

Key quotes included below:

- *“Slightly concerned about a high building but good that it allows more public open space”*
- *“I think it is important to strike a balance between using multiple storeys to maximise the use of the space, and the negative impacts of crowding and imposing edifices”*

Q3. We are keen to involve the community in a collaborative design of the park area – what sort of park or facilities would you like to see here?

17 people answered this question. Key themes raised are listed below, with the number of times the top themes were raised highlighted in brackets.

- Green spaces (6)
- Play spaces for children and teenagers (4)
- Biodiverse natural spaces (4)
- Support for the pedestrian bridge linking to the cemetery
- Support for the proposed park

- Support for the proposed café
- Allotments/community gardens
- The feeling that green space should face the canal
- Space for picnics
- Seating
- Tables
- Water fountain
- Public toilets
- Minimising hard surfaces
- The need for trees and flowers
- Peaceful spaces to relax
- Spaces for walking
- Reference of the gasholders in the landscape design
- A food and beverage offer
- Retail
- Dog walking space

Q4. What do you think about the proposals for a café by the canalside?

18 people answered this question. The majority of responses were very supportive of the café.

Key themes raised are listed below, with the number of times the top themes were raised highlighted in brackets.

- Support for a canalside café (12)
- The need for sensitivity to the canal (3)
- Ensuring a café is needed given commercial and retail uses on Ballymore/Sainsbury’s site.
- The need for the café to be affordable
- Support for resulting improvements to the canal

Q5. What do you think the key considerations are for the design team in the next stage?

17 people answered this question. Key themes raised are listed below, with the top themes highlighted in brackets.

- Maintaining the character of the local area (4)
- The need of the community to be reflected in the proposals (3)
- The need to improve transport connections (3)
- The need for high quality homes
- The need for open space
- Minimising density
- Minimising anti-social behaviour
- Drawing design inspiration from Portobello Square

- Attracting footfall
- Appropriate building heights
- Sustainability
- Improving local congestion
- Opening up access to the Canalside
- Young people

Q6. Do you have any questions or further comments?

12 people answered this question. There were varied responses to this question, but we have highlighted where themes were raised numerous times in brackets. Key themes raised are listed below.

- The need for iconic architecture (3)
- Considering nature and biodiversity
- The need for high quality homes
- Support for the proposals
- The development timeline
- Questions around height of the buildings
- Making the development feel special
- The need for more information
- The need for more uses and facilities for young people, especially teenagers

- The need community spaces
- The need for arts/exhibition spaces

FEEDBACK FROM THE POP-UP EVENTS IN JULY 2021

Team members at the pop-up events in July 2021 made notes of the conversations they had with visitors.

The following is a list of common themes and impressions that were discussed:

- Support for the principle of the redevelopment, and opening up access to the site
- Positive feedback on the new central park
- The need to accommodate disabled users
- A need for facilities for young people on site.
- Ensuring there are play spaces for young people
- Maintaining the peaceful environment of the canal
- Protecting the canal's biodiversity
- Minimising disruption canal boat owners
- The preference for appropriate building heights
- Support for the pedestrian bridge but the need for sensitivity to the Cemetery

- Provision of affordable housing.
- Inclusivity – a park for everyone.
- The impact on local social infrastructure such as GPs and dentists
- The need for improvements to the local transport network

CONCLUSIONS FROM THE FEEDBACK GATHERED IN PHASE ONE OF THE CONSULTATION – JULY 2021

Key themes raised during the consultation in July 2021 are included below. All feedback will be reviewed, feeding into the next stage of design development ahead of design freeze.

- Support for the new central park, cafe and the need for open space locally
- Support for improvements to the canalside and opening up the site
- The need for sensitivity to the canal and Kensal Green Cemetery
- The need for improvements to the existing transport network
- The need to consider facilities for young people
- Careful consideration of building heights
- Maintaining the character of the local area

- The need for the site to feel inclusive and welcoming to everyone – particularly the new public park

FEEDBACK FROM THE POP-UP EVENTS IN SEPTEMBER 2021

The feedback received at the event was positive overall. Those who attended were particularly supportive of the site being brought into use for housing and opened up, alongside the improved pedestrian linkage to the north to improve connectivity.

There were some negative responses on height and whether existing infrastructure in the area could cope with the increase in population. There was also lots of discussion around the definition of affordable housing and whether the new housing proposed would be genuinely affordable for local people.

The following is a list of key common themes and impressions, in no particular order, that were discussed most frequently:

- Support for the redevelopment of the site
- Questions around height with some stating the tallest element of the masterplan was too tall
- Focus on affordable housing and the detailed mix
- Support for the bridge over the canal
- Questions around the route through the cemetery

- Car parking provision
- The detail around the green spaces, size and ensuring they were open to all

Feedback forms were available at the pop-up events and online via the website. These included several free text questions. A total of 5 forms were completed, the key comments made are summarised below:

- Some commented that it was too high but some said height was fine
- Questioned the view from the cemetery
- Like the idea of improving pedestrian access given climate emergency
- How 'affordable' will the housing actually be? Will 35% affordable housing really be delivered?
- How well insulated will the new homes be?
- How will existing cramped infrastructure be protected and enhanced?
- How will the development improve air pollution?
- Existing buildings deserve to keep their view of the skyline
- Profit before people
- Love the proposals
- Pedestrian link to north a huge plus
- Tall building needs to be of the highest



specification and iconic in design terms, don't want to look at tired buildings in 10 years time.

- Green space should have trees, pop up space, seating, shade for rain.
- Positivity about café
- A good design
- Need to put the needs of children and young people first
- Something has to be done on the site but its too high currently

CONSULTATION PROCESS: PHASE TWO

Consultation began again in 2024. A consultation strategy was developed and agreed with planning officers at RBKC as part of pre-app discussions.

Engagement started in November 2024, following an initial refresh of stakeholder mapping, a review of feedback to date and lessons learnt, and assessment of the Ballymore/Sainsburys engagement approach in August 2024.

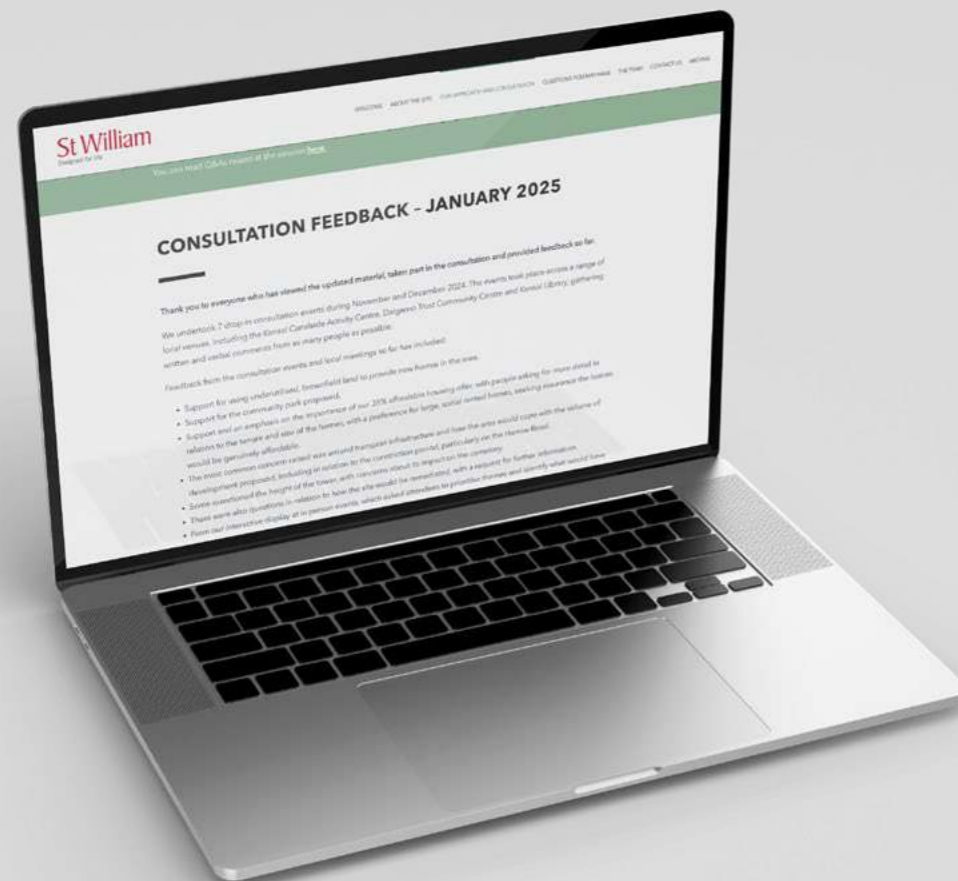
CONSULTATION UPDATE BOOKLET

A consultation booklet providing an update on the proposals was produced in November 2024, given the significant pause in the project. The consultation booklet also outlined previous feedback from the community and how the team had responded. A copy of the booklet is appended to this report.

An overview of the issues raised in the previous consultation, and how they were addressed by the project team, can be found below. This information was made public so that the community could see that their feedback had been taken on board:

- Topic raised – Need for affordable housing: 794 new high-quality homes are proposed in the illustrative scheme with 35% affordable housing.
- Topic raised – Need for improved transport connection: The team are aware that traffic congestion is a concern locally, and are prioritising routes for pedestrians and cyclists as well as public transport infrastructure.
- Topic raised – Public transport improvements required: Public transport will be significantly enhanced, including frequent bus services and extended routes, safer pedestrian routes and cycle routes.
- Topic raised – Sustainability, green and biodiverse spaces: The development will deliver a new park comprising high quality green space. The landscaping will be carefully developed to ensure that it is ecologically-rich and improves biodiversity on the site, linking to existing open spaces in the area.
- Topic raised – Sensitivity to the canal: Lower buildings will be set against the canal, creating
- Topic raised – Need for inclusive and welcoming spaces: The proposals include a public park, a café and canalside square.
- Topic raised – Need for high quality, iconic architecture: Renowned architects Pilbrow and Partners have prepared the design, working with the local community to understand their ideas and preferences around architecture.
- Topic raised – Need for appropriate building heights: The height of the tallest building has





a well defined urban edge and preserving good levels of daylight to the towpath and cemetery. Taller buildings will be set away from the northern edge of the site. A small commercial unit envisaged as a cafe provides a moment of activity within what will otherwise be a tranquil residential neighbourhood.

- **Topic raised – Social Infrastructure:** Alongside the new public park, there will be significant public realm improvements with a proposed new canalside cafe and terrace.

The consultation booklet, also appended to this report, was made available as a download on the updated dedicated consultation website as a PDF and was made available at the public consultation events as a physical copy.

An update was sent to the mailing list (c.100 contacts) and to key community groups, informing them of the updated proposals and that consultation was beginning again.

In addition, an Instagram advert was produced and used to advertise the new series of public consultation events taking place.

DEDICATED CONSULTATION WEBSITE AND INSTAGRAM ADVERTISING

The dedicated consultation website was updated, including a section on how St William had responded to the previous consultation and key issues. The dedicated consultation website is up to date and can be viewed by visiting the following link: www.kensalgasworks.com

The updated website consists of the following tabs:

- **Welcome** – This page provides an update on the proposals, and introduction to St William and an updated timeline for the progress of the application
- **About the Site** – This page provides an overview of the site and its history, and an explanation about St William working with the neighbouring landowners
- **Our Approach and Consultation** – This page provides the most recent updates on feedback and designs
- **Questions You May Have** – This page provides answers to the most frequently asked questions by the public about the proposals
- **The Team** – This page provides information about the wider project team
- **Contact Us** – This page provides contact information for St William and the opportunity to register for the mailing list for receive updates
- **Archive** – This page shows the draft masterplan from 2021

Between August 2024 and March 2025, there have been thousands of views of the website, with a peak during December 2024, coinciding with the most recent period of public consultation.

A selection of still images showing the website as of March 2025 can be found in an appendix to this document.



Wednesday 27th November
St Marks Church, during their 'Baby and Toddler' Group



Wednesday 27th November
St Marks Church, during their 'Baby and Toddler' Group



Wednesday 27th November
Kensal Rise Library



Tuesday 3rd December
Outside Kensal Green Station



Tuesday 3rd December
Kensal Library



Thursday 5th December
Ladbroke Grove Co-Op



Thursday 12th December
Dalgarno Trust Community Centre

PUBLIC CONSULTATION EVENTS

Between August 2024 and March 2025, there have been thousands of views of the website, with a peak during December 2024, coinciding with the most recent period of public consultation.

The full programme of seven consultation events took place as follows:

Wednesday 27th November, 9am-11am at St Marks Church, during their 'Baby and Toddler' Group.

- Feedback from the parents at St Marks 'baby & toddler' group was largely positive, especially the new park and opening the site and better access. Some concerns were raised about traffic and the pressure on schools and suggestions made to include free activities for families in the development.

Wednesday 27th November, 2pm-4pm at Kensal Rise Library.

Tuesday 3rd December, 10am-12pm outside Kensal Green Station.

- Feedback received from Kensal Green Station pop-up was mostly positive, with residents showing interest in the design and possibility of development, with comments like "make it gold-standard, make it innovative and give it a reason why (it's needed)".

Tuesday 3rd December, 1pm-3pm at Kensal Library.

Thursday 5th December, 10am-12pm inside and outside Ladbroke Grove Co-Op.

- Consultation at the Co-op on the Harrow Road focussed on traffic congestion, including through construction. Many also recognised clear housing need and supported the affordable housing offer.

Thursday 12th December, 2pm-4pm at Dalgarno Trust Community Centre.

- Feedback from the pop up at The Dalgarno Trust Community Centre emphasised the importance of the Sainsburys car park remaining, and people were glad that the Canalside Activity Centre is proposed to be preserved. It was also commented that it would be good to have car parking bays specifically designated for car shares within the development. Some people were concerned about the heights of the proposals, and said they would like to see more social housing.

Wednesday 18th December, 3.30pm-5.30pm at Kensal Canalside Activity Centre.

Residents and passersby emphasised a local need for affordable shops and spaces for teenagers to socialise, to keep them off the streets.

STAKEHOLDER MEETINGS

The project team met with a number of local community groups in December 2024.

Kensington Society – 11th December 2024

- St William team, including architects Pilbrow & Partners given the group's interest in architecture, met with members of the Kensington Society, which also included representatives from the St Quintin and Woodlands Neighbourhood Forum/St Helens Residents Association, 380 members to the immediate south-west of the site. Key topics raised by the group are outlined below:
- The importance of landowner collaboration across the Opportunity Area.
- Noted the SPD has been overtaken by Local Plan, which has set maximum heights.
- Keen to confirm team will be submitting 24mm and 50mm imagery as part of planning application.
- Team committed to providing density figures - unit per hectare including sense check against equivalent schemes last 10 years.
- Asked what stage reached in terms of contamination and how it related to Ballymore waste removal. Asked if can use canal to remove waste.
- Noted that at the St Quintins and Woodlands Neighbourhood Forum on the 9th December which 40/50 people attended – contamination was discussed.
- Suggested St William talk to HS2, piggyback on their work/ waste covered barges.

- Traffic congestion cited as big issue which buses won't resolve.
- Previous masterplans showed bridges, felt it's confusing for community now only safeguarded.
- Noted architecture looked good.
- Supported approach. Asked who would be party to s106 and what will be in contributions, also what the public benefits would be.

General Cemetery Company - 12th December

St William met Peter Humphries. A summary of key discussion points are outlined below:

- Understanding and accepting of the development of brownfield land for significant housing delivery, including 35% affordable housing
- Appreciated steps to reduce building heights in line with planning policy for example the tallest building is now reduced to 98m
- Transport congestion through Ladbroke Grove noted as the key issue
- Construction noise currently impacts GCC's ability to secure revenue from filming
- Significant concerns over the safety and security of any pedestrian route through the cemetery and how the safety of listed monuments would be secured and ensured
- Overshadowing of the cemetery noted as a concern albeit accepted as inevitable

in conjunction with developing an Opportunity Area.

Meeting with Kensal Triangle Residents Association (KTRA) – 17th December 2024

- St William team including St William's Head of Remediation, given the groups interest in remediation, met representatives from the KTRA.
- The group said they felt RBKC get benefits, Brent don't get the benefits but get an equal share of disruption. Noted the architecture was good.
- Asked how the heights compare with Paddington basin.
- Asked if the towpath would be opened and whether there would be a wall
- Noted it was incredible to deliver this level of affordable housing
- Social infrastructure requirements raised – what about Brent?
- Keen to hold direct conversations in relation to finances /development economics.
- KTRA don't want footbridge to cemetery – a key point that the group will campaign on.
- Remediation - should be overall single site wide remediation strategy. Clean the site first, then build. Keen to hold ongoing discussions and relay to wider community. Another topic the group will campaign on.

- Noted there haven't been sufficient studies on impact on human health.
- Keen we view remediation guidance as bare minimum and go over and above.
- Need to think creatively about how to move waste – use of railheads.
- Junction Ladbroke / Harrow Rd already a massive issue in terms of congestion.
- Group requested a sniff test in Brent.
- Group keen for verified view from this location - Berens Road/ Wakeman Road.

RBKC DEVELOPMENT FORUMS

The St William team attended a Development forum on the 13th February 2025, chaired by Royal Borough of Kensington and Chelsea (RBKC).

The Development forum provided an opportunity for the team to present the latest proposals and respond to questions from the community prior to a planning submission. This was the second Development forum St William have attended.

FEEDBACK: PHASE TWO



Notably, feedback from the public during phase two of engagement generally showed a more positive attitude toward new housing compared to 2021, particularly in relation to use of brownfield land, clear acknowledgement site is closed off and underutilised.

groups, with stakeholders feeling more empowered through ongoing conversations with Ballymore.

There is support for both the community park and the architectural approach, with comments such as “the images look good.”

The affordable housing plan is well-received, though there are numerous follow-up questions about the tenure and size of the homes to ensure they are genuinely affordable.

The most common concern raised is about how the transport infrastructure will cope, with some citing existing gridlock. One participant stated, “If I can’t cycle through this area in the future, I can’t support you.”

Related to this, concerns were also voiced about managing construction traffic on Harrow Road.

Questions were raised about site remediation, with a clear interest in how it will be handled.

Some negative feedback was received regarding the height of the tower, with concerns about its impact on the setting of the cemetery.

From our interactive display, safety emerged as a top priority in terms of the options provided on the board.

There were also discussions about how developers can continue to support community





CONCLUSION

St William (The Berkeley Group) have prepared two planning applications for Kensal Green Gasworks and Canal Way in the Royal Borough of Kensington and Chelsea (RBKC) and conducted a two stage consultation process..

The programme of public consultation undertaken has sought to engage the local community and stakeholders and respond to feedback through on-going public consultation and by incorporating feedback into the development proposals where feasible.

The project team have actively involved the local community and other relevant stakeholders through keeping them informed about the proposals and undertaking a programme of engagement and consultation activities including:

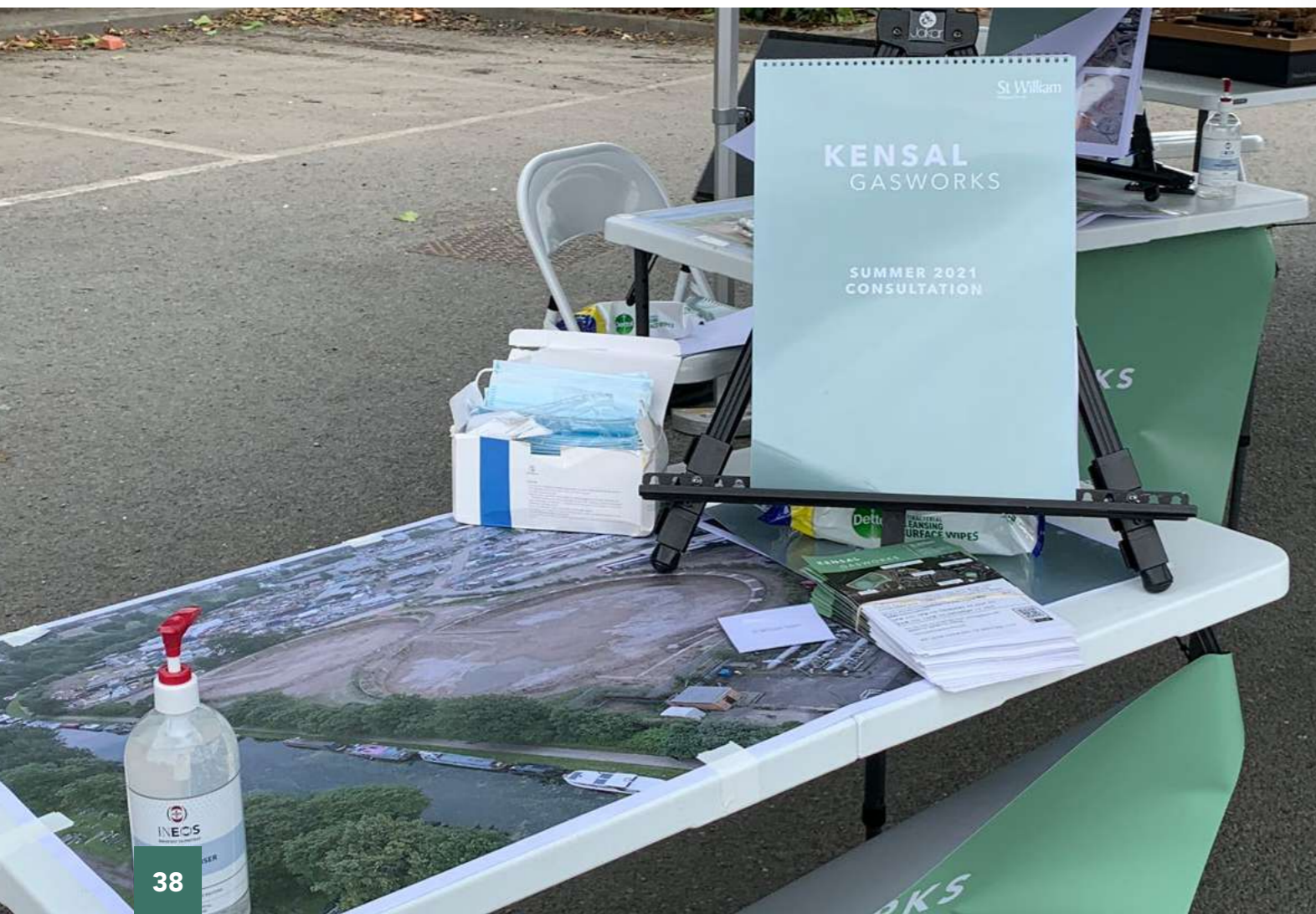
- A dedicated consultation website
- Leaflet distribution.
- 11 public consultation events – 4 in phase 1 of consultation and 7 in phase 2 of consultation.
- Ongoing and widespread meetings with a large range of stakeholders.
- Attended the RBKC Development Forum on two occasions.

St William have collected a wide range of feedback, spanning online, verbal and written methods.

There has been some real excitement and support from the community, particularly around the use of brownfield land for housing and the development of a community park with public access on the site.

There continues to be some localised concern about transport infrastructure and affordable housing provision, with questions around the size, tenure and affordability of homes. The project team have taken account of all concerns and continue to communicate with the community around these issues.

The project team remains committed to engaging with residents and stakeholders in the Kensal and the community in the Royal Borough of Kensington and Chelsea.



APPENDIX A1: CONSULTATION BROCHURE

KENSAL
GASWORKS

2024 UPDATE

St William
Designed for life

INTRODUCTION

St William, part of the Berkeley Group, is the developer for the Kensal Green Gasworks. Kensal Green Gasworks is part of a wider site identified for development called the Kensal Canalside Opportunity Area.

St William is working closely with neighbouring landowners Ballymore and Sainsbury's, who own the land adjacent to Kensal Green Gasworks and are bringing forward proposals to redevelop their site.

Kensal Canalside Opportunity Area is one of 38 Opportunity Areas in London and the largest site allocation in the Royal Borough of Kensington and Chelsea. We are aiming to submit a planning application in early 2025 and welcome the opportunity to discuss our proposals with you.

This brochure relates to the St William part of the Kensal Canalside Opportunity Area.

The planning application will request:

- Around 790 homes
- 35% affordable housing
- An 0.6 acre public open park

We are committed to ongoing work with the community and have prepared this brochure to provide an update on topics we know are of interest locally.

Thank you to those who provided feedback during our previous consultation events. We have reviewed in detail, along with the feedback given on the neighbouring site.

If you have any questions or comments, contact us using the details here.

Contact

Email: info@kensalgasworks.com
Phone: 020 3876 1502



www.kensalgasworks.com



KENSAL GASWORKS



4

KENSAL GASWORKS

The community raised the following topics during our previous consultation which have informed our proposals:

Topic raised	Our response
Inclusive and welcoming spaces	The proposals include a public park open 24/7, a café and canalside square, all designed to feel welcoming and fully inclusive.
The need for high quality, iconic architecture	Renowned architects Pilbrow and Partners have prepared the design, they would like to work with the local community to understand their ideas and preferences around architecture.
Include a memory of the gasholders	St William intend to reference the site's industrial past in the landscape designs, drawing inspiration from the geometry of the gasholders.
Appropriate building heights	We have designed a taller building marking the western end of the Opportunity Area and onward connections. By including a taller element, more space at ground is given over to public open space. A taller elegant building will allow sunlight into homes and the public spaces producing a high quality living environment. Lower buildings are set against the canal, creating a well-defined urban edge.
Affordable housing	Around 790 new high-quality homes will be provided, with 35% affordable housing.
Improving transport connections	We know traffic congestion is a concern locally and we are prioritising routes for pedestrians and cyclists. By opening up the area we will be providing new routes through and within the site.
Public transport	Public transport will be significantly enhanced, including more frequent bus services and extended routes and a new cycle hire docking station.
The importance of sustainability, green and biodiverse spaces	The development will deliver a new public park comprising high quality green space.
Sensitivity to the canal	The landscaping will be carefully developed to ensure that it is ecologically-rich and improves biodiversity on the site, linking to existing open spaces in the area. Our approach to sustainability is outlined on later boards.
	Lower buildings are set against the canal, creating a well-defined urban edge and preserving good levels of day/light to the towpath and cemetery. Taller buildings are set away from the northern edge of the site. A small café provides a moment of activity within what will otherwise be a tranquil residential neighbourhood.
Social infrastructure	Alongside the new public park, there will be significant public realm improvements, opening up access to the Canal and providing a Canalside square and café.

The remainder of this document provides more detail on the key topics we know are of important to the community.

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Delivering Affordable Housing

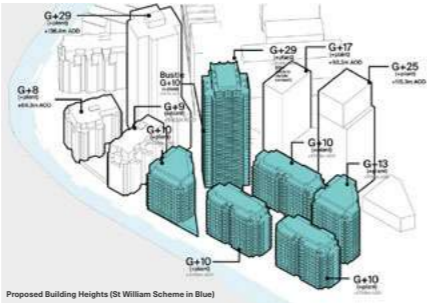
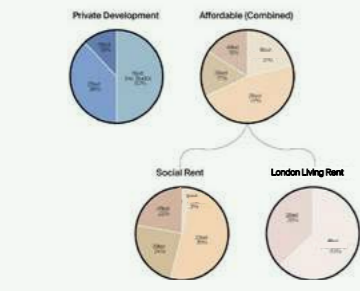
St William has prioritised the provision of much needed affordable homes. The proposals are for 35% affordable housing by habitable room - rooms designed for living purposes.

St William has and will continue to work closely with the Council to agree the mix and size of new affordable homes and to ensure that the proposals meet the Council's most recent Local Housing Needs Assessment.

The proposals are for:

- 148 Social Rent homes – including 68, 3 and 4 bedroom homes
- 64 London Living Rent homes

Current Scheme (October 2024)



Approach To Design Including Building Heights

St William's proposals include high quality architecture from Pilbrow and Partners. There is one tall building proposed for the St William site at 98m/30 storeys with the remaining buildings comprising of 11 - 14 storeys.

By including a taller element, more space at ground is given over to public open space. A taller building will also allow greater sunlight into homes and the public spaces.

The lowest buildings are set against the canal creating a well-defined urban edge and maximising daylight to the towpath and cemetery.

The site is allocated for tall buildings, up to 98m, in planning policy.

Building Heights				
Building	Floors (± plant)	AGD	Maxim	
A	G+10	67.88	35.88m	to top of plant enclosure
B	G+13	77.10	46.10m	to top of plant enclosure
C	G+10	67.88	35.88m	to top of plant enclosure
D	G+10	67.88	35.88m	to top of plant enclosure
E	G+10	67.88	35.88m	to top of plant enclosure
F	G+29	131.85	101.1m	to top of plant enclosure (98m to visible parapet)

Remediating the Site

St William specialise in the regeneration of brownfield land. We are the only major UK home builder to focus on brownfield land. 87% of the homes Berkeley Group built in the past year were on regenerated brownfield land.

We have remediated and established new communities on formerly underutilised sites across London, surrounded by existing communities. We have significant experience managing the environmental monitoring and physical works delivery with our specialist consultant and contracting supply chain, and only employ highly competent expert consultants, contractors and staff.

Remediation is highly regulated and subject to numerous checks and controls established in guidance and legislation. The Environment Agency and the Council's Environmental Health Department act in the public interest and are strategically involved throughout the development, planning, delivery and verification of any planned remediation work. St William will fully comply with all relevant Government guidance and regulations to ensure the health and safety of the public, environment and our employees.

Kensal Green Gasworks formally closed in 1970 and the gasholders were fully decommissioned and backfilled in 2021 by National Grid. The allocation of the site for residential housing aligns with National Planning Policy, making an efficient use of derelict and underutilised brownfield land through enacting remediation under the planning regime. This process reduces legacy risk to the environment via the government guidance: Land and Contamination Risk Management (LCRM).

St William and our Specialist Supply Chain Partners will be open and transparent about our plans on how to safely and effectively remediate the Kensal Green Gasworks site to meet

residential standards. We will maintain proactive and consistent dialogue with the community and stakeholders, prioritise the health and well-being of the community and workers on site, whilst reducing adverse air quality impacts and minimising nuisance odours.

Air quality and odour nuisance are both key aspects of any planned remediation work. They are assessed using different techniques and therefore monitoring to mitigate these impacts is designed within an Air Quality and Odour Management Plan for the site.

We will agree monitoring and mitigation strategies with the relevant regulators / stakeholders and work to all current legislation and guidance. We are committed to real-time monitoring of dust and volatile (VOC's) contaminants relating to Air Quality, and stopping works immediately if we are at risk of meeting the agreed threshold levels set by the regulators.

St William are transparent in our approach to managing these complex concerns and we are happy to share further technical details of how the site will be remediated during the development of the required detailed reporting and Strategy documents.

Improving Transport Connections

We know that traffic congestion is a concern locally.

In response, the application is for a maximum of 10% parking available for blue badge holders. The low level of parking will result in a very low level of two way car driver trips during peak hours, currently modelling envisages 8-11 additional trips only.

87% of trips are envisaged by public or sustainable modes of transport.

Kensal Green Gasworks will provide new and safe walking and cycling routes to the site and connecting to Ladbrooke Grove and local amenities. This includes significant improvements to walking and cycling safety at the Ladbrooke Grove Canal Way junction. The application will also promote safer walking and cycling opportunities on the canal towpath.

There are 7 bus routes serving the site with a bus every 3 minutes on average. TfL have confirmed there is sufficient capacity on the bus network. Kensal Green Gasworks will enable improved bus services to and from the site and to the local network.

Ensuring Fire Safety

The Health and Safety Executive has set up the Building Safety Regulator to guarantee the safety of new buildings. The scheme at Kensal Green Gasworks will need to pass the three Gateways established by the Building Safety Regulator before occupation.

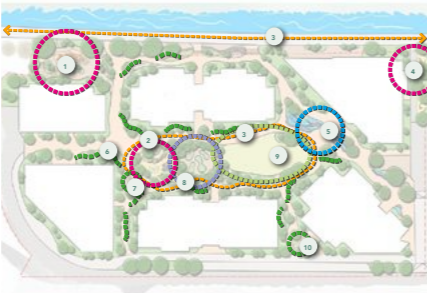
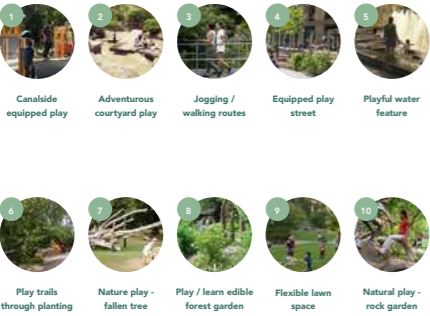
St William are working with fire consultants Introba. The proposals include: two protected staircases per building one designated for fire fighting and one designated for escape and sprinklers throughout all blocks.

St William will prepare a Fire Statement as part of the planning application and will be grateful to share updates regarding the preparation of this document at any consultation event.

Providing Public Open Space

The need for a high-quality green space was a key part of the feedback received so far. The proposals include a new public park of 2,400 sq m open, designated play space and a café. The open space is designed to be accessible, welcoming and fully inclusive.

The landscaping will be carefully developed to ensure that it is ecologically-rich and improves biodiversity on the site.





KENSAL GASWORKS

KENSAL GASWORKS

CSL View from Anglican Chapel



KENSAL GASWORKS

KENSAL GASWORKS

Our Approach to Sustainability

The Berkeley Group is a sustainable and responsible FTSE 100 developer with industry leading commitments to climate action, nature recovery, community development, social mobility and creating sustainable places to live, work and enjoy. 93% of our homes have an EPC rating of B or above in the past year. We seek to maximise the benefits our activities will bring to create a positive impact for surrounding communities.

Our approach to meeting sustainability standards on site will be exemplary. St William is among the first businesses globally to adopt Science-Based Targets to align with the international effort to limit global warming to 1.5 C above pre-industrial levels. Berkeley Group has already cut emissions from our direct operations by 77% since 2019 and have completed 48 site specific embodied carbon studies to tackle high impact materials.

We're big supporters of biodiversity net gain and have been doing this voluntarily on every new site for the last seven years. At Kensal Green Gasworks a neglected site can be transformed with open space and valuable natural habitats where wildlife can thrive. Berkeley Group have 66 projects now on course to improve the state of nature.

CSL View from rear of Anglican Chapel

Westfield City Farm partnership

KENSAL GASWORKS

KENSAL GASWORKS



Supporting Local Infrastructure

The development will provide funding through Section 106 contributions for improvements to local infrastructure and the council will decide how the money is spent locally.

Local Benefits

Social mobility is a big part of Berkeley. We work hard to ensure people of all ages and backgrounds can reach their potential and build a fulfilling career. 9.5% of employees are in 'earn and learn' roles including over 150 apprentices, 50 graduates and 55 sponsored students.

But we can't do this alone. We work closely with local stakeholders to design training pathways that will really work at a local level, drive social mobility and reach those in greatest need. This delivers hugely valuable social and economic legacies for the communities around our sites.

This year we ran almost 200 careers events with schools, colleges and universities, together with more than 50 work experience placements

Through the **Berkeley Foundation** we go even further, funding and supporting long-term social impact programmes that make a huge difference to the most disadvantaged people within our communities. We gave £3.6m to our partner charities through the Berkeley Foundation last year alone.

www.berkeleyfoundation.org.uk

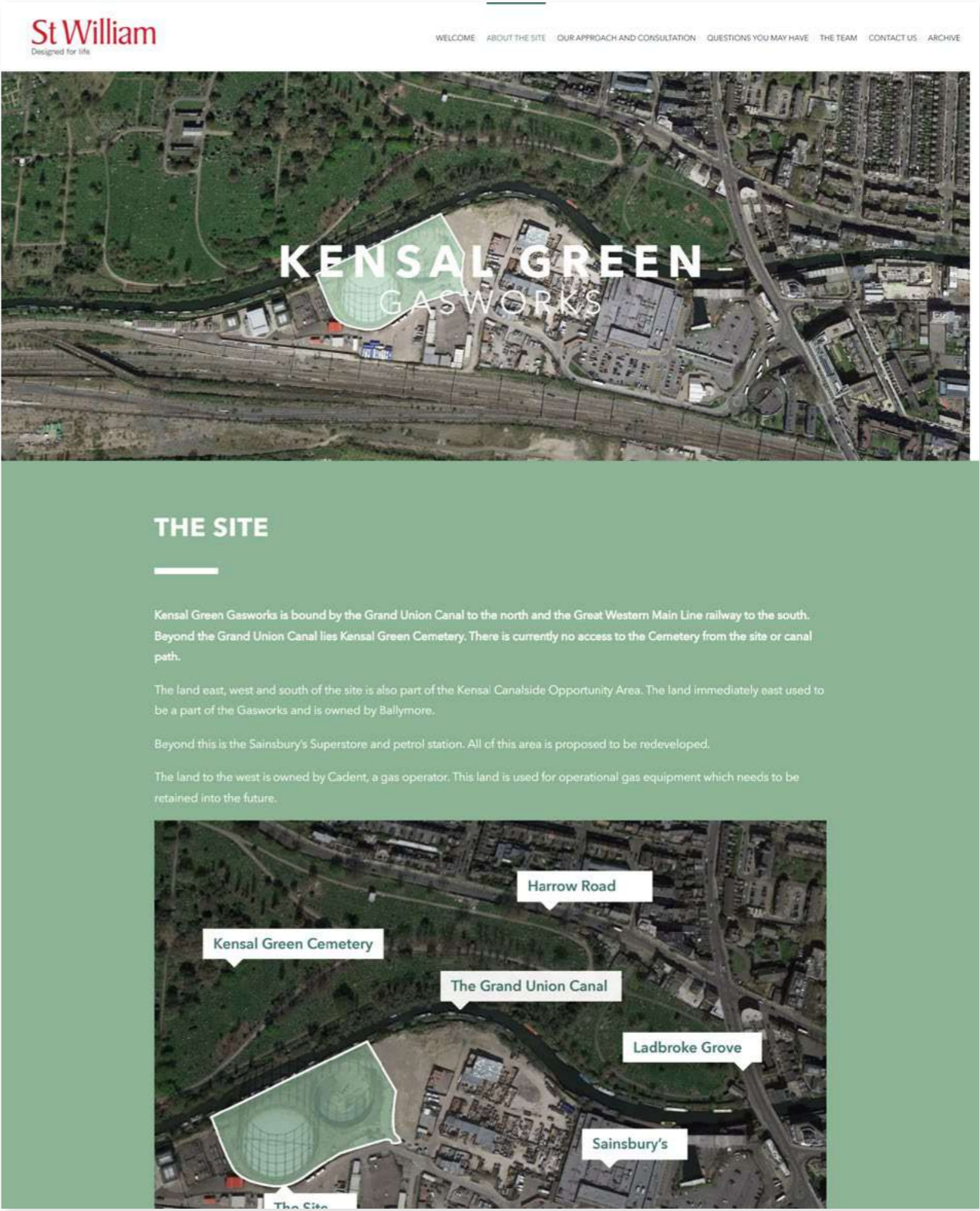


Berkeley Foundation helping young Londoners through the Active Library

Berkeley Foundation: Westfield City Farm partnership

Berkeley Foundation: Supporting London's Youth Leadership programme

APPENDIX A2: WEBSITE STILLS MARCH 2025



St William

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WELCOME

ABOUT THE SITE

OUR APPROACH AND CONSULTATION

QUESTIONS YOU MAY HAVE

THE TEAM

CONTACT US

ARCHIVE



KENSAL GREEN GASWORKS

QUESTIONS YOU MAY HAVE

+

Have you already prepared a plan? What can I influence?

+

How will you ensure that the engagement process is accessible and represents the diversity of the area?

+

What are the timescales?

+

How many new homes will be delivered?

+

What is the mix of new homes?

+

Who is St William?

+

Are St William working with neighbouring landowners?

+

What is the Kensal Canalside Opportunity Area?

+

How does this fit with the Kensal Canalside draft Supplementary Planning Document (SPD) that the Council are preparing?

+

How can I get in touch?

St William

Designed for life

WELCOME

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KENSAL GREEN GASWORKS

FEBRUARY 2025 UPDATE

The St William team attended a Development forum on the 13th February 2025, chaired by Royal Borough of Kensington and Chelsea (RBKC). The Development forum provided an opportunity for the team to present the latest proposals and respond to questions from the community prior to a planning submission. This was the second Development forum St William have attended.

You can download a copy of the presentation shared at the Developer forum [here](#).

You can read Q&As raised at the session [here](#).

CONSULTATION FEEDBACK - JANUARY 2025

Thank you to everyone who has viewed the updated material, taken part in the consultation and provided feedback so far.

We undertook 7 drop-in consultation events during November and December 2024. The events took place across a range of local venues, including the Kensal Canalside Activity Centre, Dalgarno Trust Community Centre and Kensal Library, gathering written and verbal comments from as many people as possible.

Feedback from the consultation events and local meetings so far has included:

- Support for using underutilised, brownfield land to provide new homes in the area.
- Support for the community park proposed.
- Support and an emphasis on the importance of our 35% affordable housing offer, with people asking for more detail in relation to the tenure and size of the homes, with a preference for large, social rented homes, seeking assurance the homes would be genuinely affordable.
- The most common concern raised was around transport infrastructure and how the area would cope with the volume of development proposed, including in relation to the constriction period, particularly on the Harrow Road.

