

# **New Homes Delivery Programme Barlby Road**

**Analysis of Phase One stakeholder consultation**

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# Introduction

## Background

The Council is delivering 600 new homes including a minimum of 300 social rent homes, alongside open market homes to rent and other community and employment facilities as part of its New Homes Programme. All of these new homes will be developed on sites owned by the Council. We have also committed to building all the new homes without the loss of any existing homes.

The New Homes Delivery Programme (NHDP) has identified a site by Barlby Road as a potential area to help deliver new homes for the borough. This site, currently called Barlby Road will form part of Stage Two of the NHDP.

## Consultation methodology

The Council launched a consultation on 26 November, running to 7 January 2021, to gather stakeholders' views on the proposals. A dedicated page was set up on the Council's website with details of the proposals and consultation, this included presentation material and a video presentation. Stakeholders were encouraged to provide feedback via an online survey and two virtual live chat sessions were organised for stakeholders to ask questions about the proposals and provide feedback. To ensure those without access to the internet were able to participate, paper copies of material was available on request, as was support in alternative formats (e.g. support for those whose first language is not English).

The consultation was promoted via a variety of channels, including; leaflet drops, social media, the Council's website, newsletters, posters and via local voluntary and community groups.

## Report

A total of seven surveys were returned by the deadline and a total of three stakeholders attended across the two live chat sessions. This report contains an analysis of survey responses and a summary of feedback from the live chat sessions. Where graphs are shown, actual numbers are used as percentages can be misleading with a low number of responses.

## Acknowledgements

The Council would like to thank all residents and stakeholders that took the time to feedback their views.



# **Section 1:**

# **Stakeholder survey**



# Survey findings: Providing new homes on the site

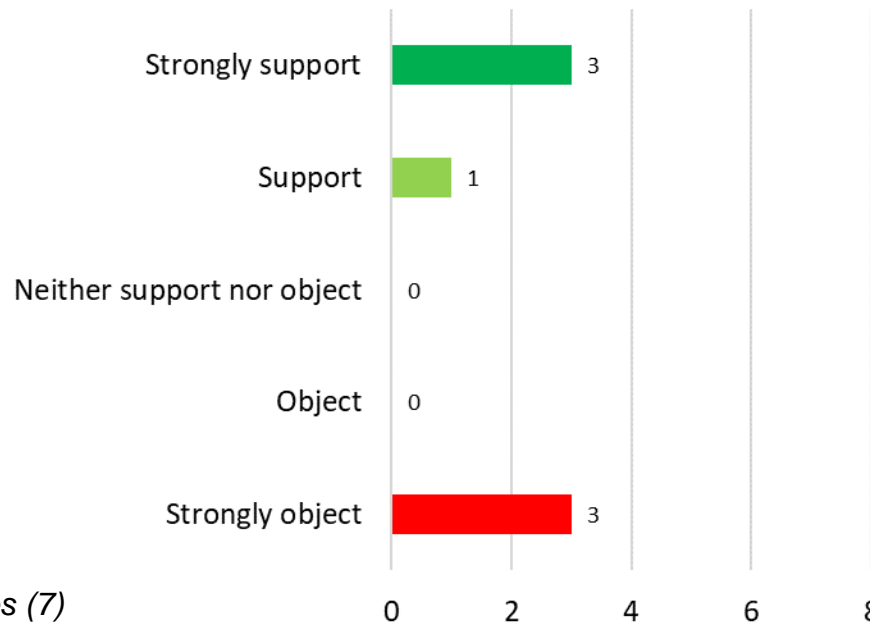
Respondents were asked whether they supported the principle of providing some new homes (including social rented homes) on the site.

- Four respondents **'strongly supported'** or **'supported'** the principle of providing new homes on the site.
- However, three respondents **'strongly objected'**.

Those that objected to the principle were asked to comment on why this was.

- Three respondents commented. There was concern about the loss of school land and the implications of loss of space for children and young people. Two respondents felt that if new homes were to be built on the site they should all be social housing. All comments can be seen in full in appendix one.

**Do you support the principle of providing some new homes (including social rented homes) on the site ...?**



Base: All responses (7)

# Survey findings: Importance of the site

Respondents were asked what is important about the site and surrounding area at present. Comments can be seen below.

***"It belongs to the school. It's a Children's playground."***

***"Lighting."***

***"Trees! Outdoor areas for children (which we are losing!)"***



***"We need more housing I'm stuck in a 1 bedroom and can't move it's disgusting."***

***"That it is well maintained."***

***"It's for children!"***



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# Survey findings: Improvements to the site

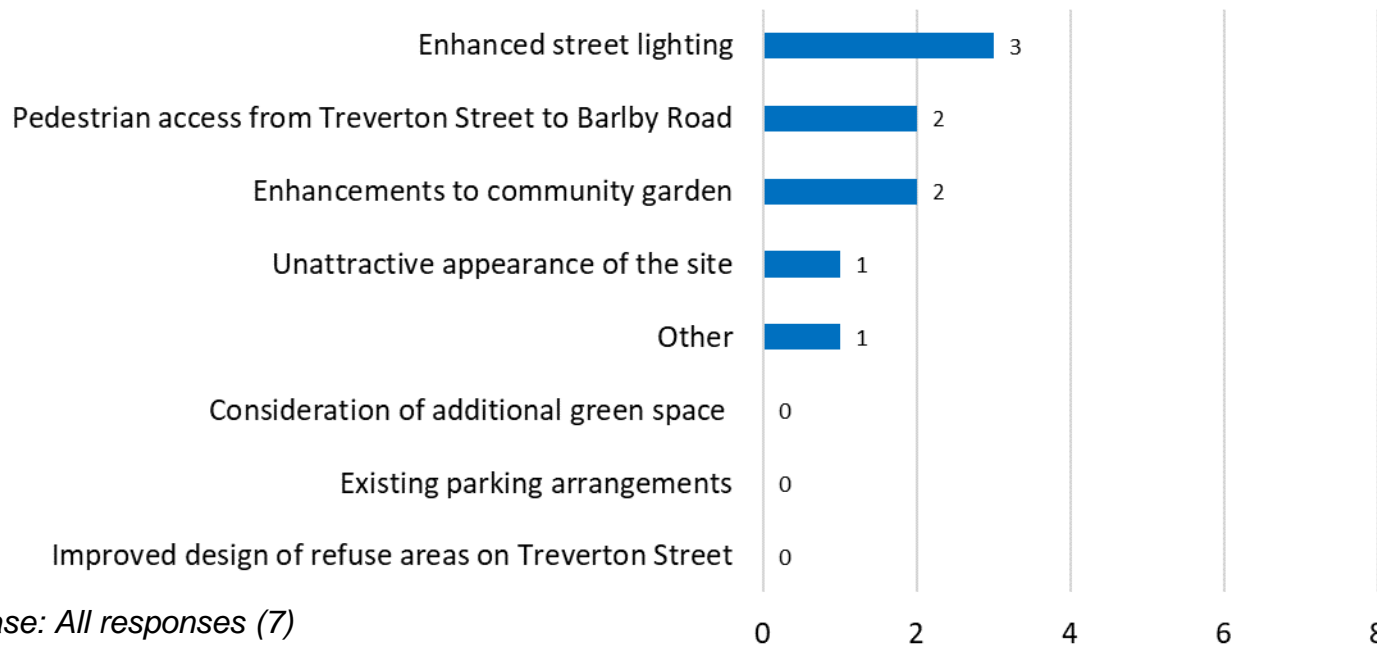
Respondents were asked what they considered to be the areas that could be improved on the site at present, respondents were able to select more than one answer.

- Three wanted to see **'enhanced street lighting'**
- Two would like to see **'pedestrian access from Treverton Street to Barlby Road'** improved.
- The same number would like to see **'enhancements to the community garden'**.

One other comment was made in relation to improvements to the site:

- *"The site should be used for 100 per cent affordable homes and social housing. Allocating fifty per cent to open market homes is a disgrace when there is such a shortage of social housing in the borough."*

What do you consider to be areas that could be improved on the site at present?



# Survey findings: Sports facilities

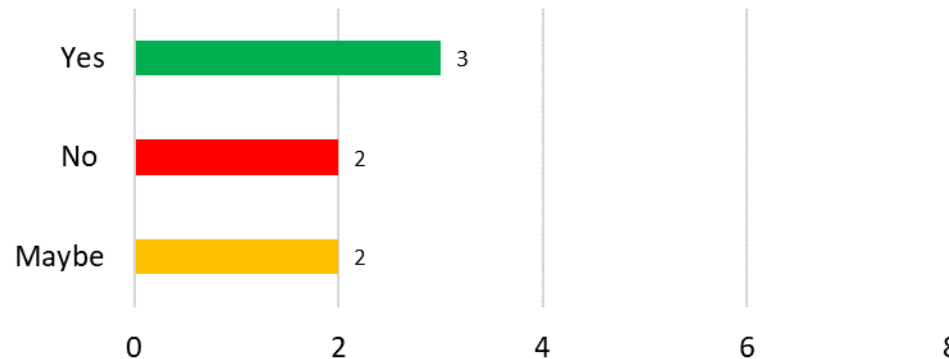
The proposals include a new sports facility, respondents were asked if they (or family and friends) would use it.

- Three respondents indicated they would.
- Whilst two indicated they would not and another two answered 'maybe'.

Those that would use the facility were asked what they would like to use it for. Comments made can be seen below:

- *"Classes."*
- *"No! Why take a children's playground and turn it in to a profit making adult sports facility?"*
- *"But only if it's open to everyone."*
- *"Sports, gymnastics, martial arts, book clubs."*

**The proposals include a new sports facility on the site is this something you  
(or your family/friends) would use?**



*Base: All responses (7)*

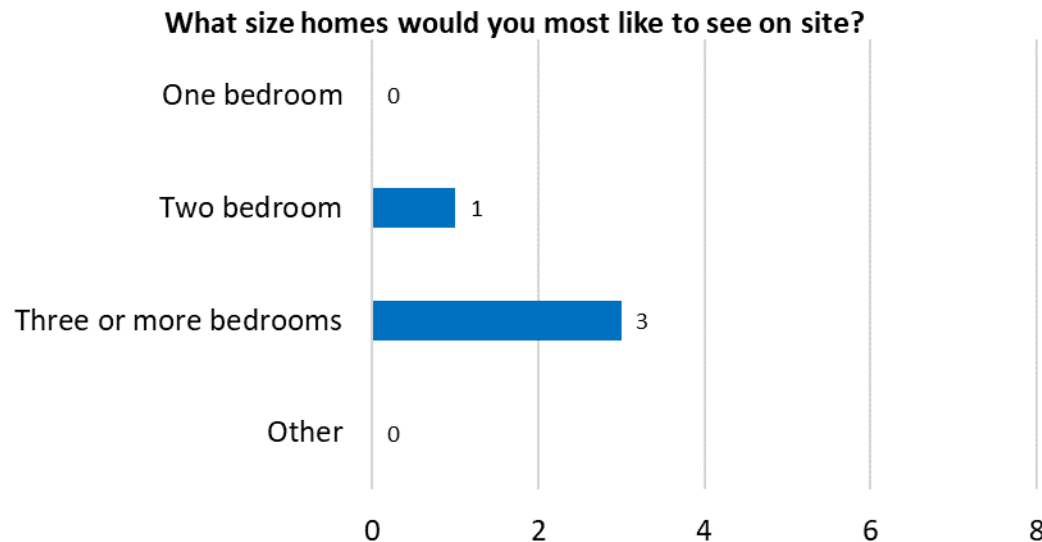
# Survey findings: Size of homes

Respondents were asked to indicate the size of homes they would like to see on the site, respondents were able to select more than one answer.

- Three respondents would like to see **‘three or more bedroom’** homes on the site.
- One respondent would like to see **‘two bedroom’** homes on the site.

Other comments and suggestions made in relation to the size of homes were:

- *“None. Give it back to the children.”*
- *“No homes unless 100% social housing.”*
- *“All of them should be affordable/social housing.”*



Base: All responses (7)



# Survey findings: Indicative layout of the site

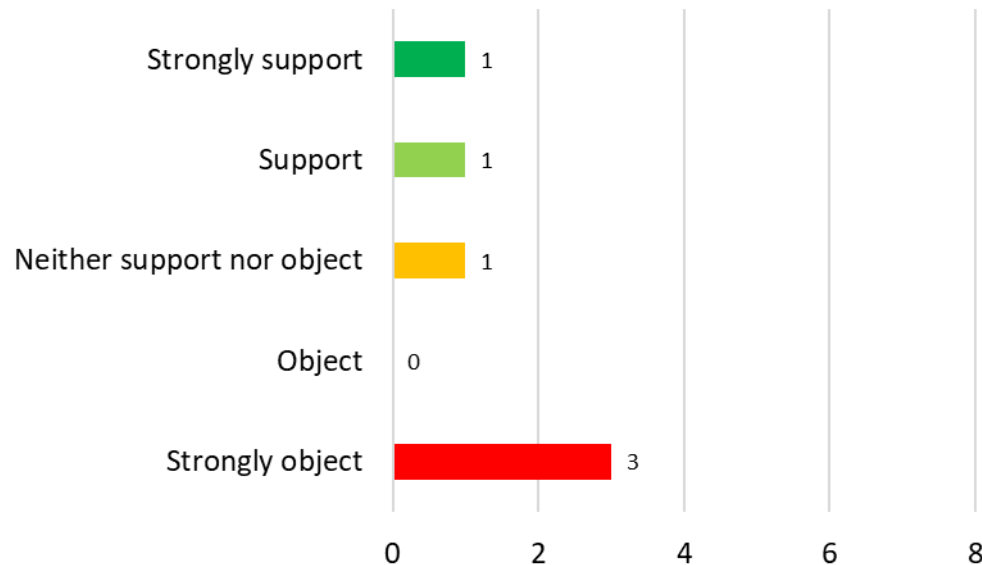
Respondents were asked if they supported the principles of the indicative layout of the site shown to them.

- Two respondents either '**supported**' or '**strongly supported**' the principle of the indicative layout.
- However, three '**strongly objected**' to the principle and one responded neutrally.

Those that objected to the principle were asked why this was, comments can be see below.

- It belongs to children. It should be a playground.
- Should be kept as a space for children. Stop selling off land!

Do you support the principles of the indicative layout of the site shown

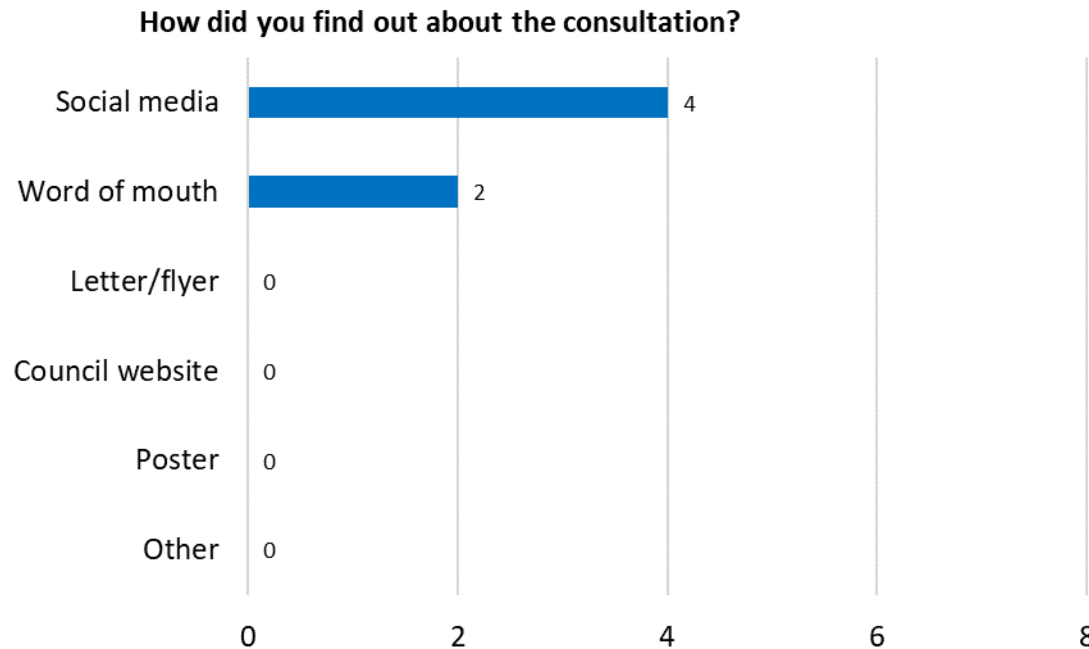


Base: All responses (7)

# Survey findings: Finding out about the consultation

Respondents were asked how they found out about the consultation, respondents were able to select more than one answer to the question.

- Four respondents found out about the consultation from a '**social media**'.
- Two found out by '**word of mouth**'.



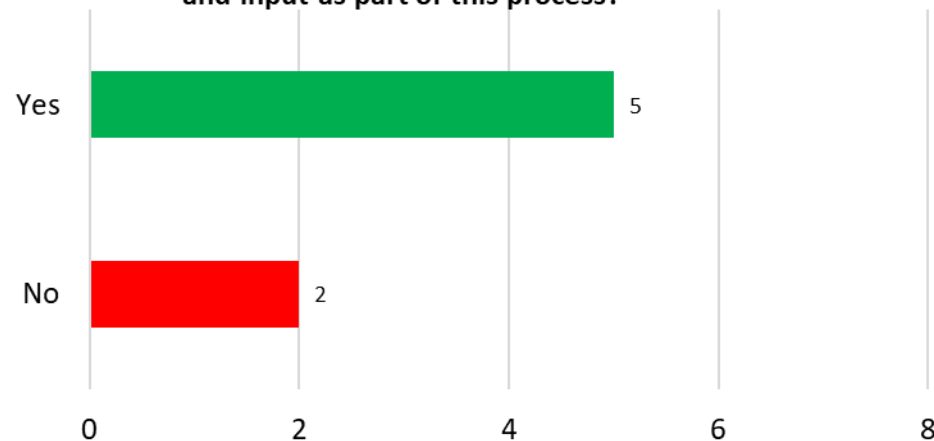
Base: All responses (7)

# Survey findings: Presentation

Respondents were asked if they felt the presentation informed them how they could provide their thoughts as part of the process.

- Five respondents felt the presentation did inform them how they could provide their thoughts and input as part of the process.
- However, two did not agree.

Do you feel that the presentation informed you how you can provide your thoughts and input as part of this process?



*Base: All responses (7)*

# Survey findings: Profile of respondents

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.

- Three respondents were residents of the immediate surrounding area and three were residents from elsewhere in Kensington and Chelsea.
- One respondent was male and five were female (one preferred not to say).
- Three respondents were aged 25 to 34, three were aged 35 to 44 and one aged 55 to 64.
- Four respondents were White or White British, one from another ethnic background (two preferred not to say).
- Six respondents indicated that they did not have a long term illness, health problem or disability (one preferred not to say).



# **Section 2:**

# **Virtual meetings**



# Virtual meetings

In addition to the feedback survey, the Council organised two live chat sessions in order for residents and other interested stakeholders to ask questions and provide their feedback on the proposals.

Due to the ongoing COVID-19 pandemic, both sessions were held virtually via Zoom and attracted a total of three members of the public. The below summarises the combined feedback from these sessions.

## Summary of feedback

- There was support for sharing early feedback.
- The priority is to maximise affordable homes and social housing
- Question raised about whether the homes would be for sale (the current intention is that these would only be for rent)
- More key worker homes is important because of proximity to the hospital.
- Attendees wanted to see high quality homes.
- Question was raised about whether the homes would be for local residents and how can they apply for these?
- The proposed sports court is a very welcome addition and will be well received by residents.
- Question was raised about the potential for a swimming pool in the scheme.



# **Section 3:**

## **Other stakeholder engagement**



# Other stakeholder engagement

Outside of the survey and virtual chat sessions, feedback was received from residents and businesses in Ladbroke Grove, Barlby Primary School, local residents' associations and the NHS.

## Summary of feedback

- Request to look at ensuring the rear terraces/elevations of the Ladbroke Grove block are considered in the proposed adjoining green open space.
- There is a longstanding problem with refuse storage/collection for residential and commercial properties on Ladbroke Grove terrace. Requests for that provision to be incorporated in new scheme
- NHS dental surgery have asked for additional space for their practice.
- Teachers/school staff would welcome safe dedicated access to sports hall from school boundary.
- In relation to the proposed green space, request that this be designed so that smaller group classes held in sports facility could utilise the outdoor space when weather permits.
- Request to enhance the community garden and provide water point.





# Appendix one: Comments made in the survey

This section of the report lists all comments made in response to open questions within the survey:

## **If you object to the principle of providing new social rent homes on the Barlby Road site please tell us why.**

- Hi, You state that you have consulted the local community about this proposal, but as a member of the local community I have made a number of enquires about this to the council and it has been nearly impossible to get any information about this out of you at all, until now, when I found this proposal hidden in a corner of Facebook. The proposal is shocking. This is school land. It belongs to children. You do not mention this in your proposal. I have heard the justification that you need to raise funds to pay for the updates to Barlby School, but this is also not justified... you don't sell off part of a hospital to pay for the update of the other half! You say you would "look to provide as many two and three bed social rent family homes as possible to meet the needs we have in the borough." But you don't state how many. If you want to sell off part of a school, it should ALL become social housing. NOT 50% private housing and the rest split between "affordable" and social housing. You must stop this now.
- This space belongs to the children of the local community. The only other option I would back would be 100% social housing NOT 50%. You are taking away safe spaces to children and families - if you are replacing the space with something, it needs to entirely benefit the local community.
- Children need playgrounds. Children need to run around and play and exercise. The only way this could be deemed as acceptable would be if the proposed new homes were 100% social housing.

## **What is important to you about the site and surrounding area at present?**

- The site should be used for 100 per cent affordable homes and social housing. Allocating fifty per cent to open market homes is a disgrace when there is such a shortage of social housing in the borough.

## **What do you consider could be improved about the site at present? (Other answers)**

- The site should be used for 100 per cent affordable homes and social housing. Allocating fifty per cent to open market homes is a disgrace when there is such a shortage of social housing in the borough.

## **If you would use this facility [sports facility], what sort of activities would you like to see offered in it?**

- No! Why take a children's playground and turn it in to a profit making adult sports facility?
- But only if it's open to everyone.
- Sports, gymnastics, martial arts, book clubs.
- Classes

# Appendix one: Comments made in the survey

## **What size homes would you most like to see on site? (Other answers)**

- None. Give it back to the children
- No homes unless 100% social housing.
- All of them should be affordable/social housing.

## **If you object to the principles of the indicative layout shown please tell us why?**

- It belongs to children. It should be a playground.
- Should be kept as a space for children. Stop selling off land!

