

Earl's Court and West Kensington Opportunity Area Joint Supplementary Planning Document

STATEMENT OF CONSULTATION

Statement of Consultation

1. Status and Purpose of Consultation Statement

1.1 This Statement of Consultation is required in accordance with Regulation 17 (1) (b) of the Town and Country Planning (Local Development) (England) Regulations 2004 (as amended). It identifies the persons who were consulted during the preparation of the revised draft SPD, how those persons were consulted, a summary of the main issues raised and explains how those issues have been addressed in the preparation of the Revised Draft Earl's Court and West Kensington Opportunity Area Supplementary Planning Document (SPD).

1.2 This Consultation Statement consists of 3 main reports:

- i) this covering report identifying all previous consultation relating to the OA undertaken by the authorities;
- ii) Oct / Nov 2010 Preliminary Consultation Report (Jan 2011)
- iii) March / April 2011 Consultation Report, which includes a summary of findings from the first consultation on the first SPD, together with a detailed schedule of comments and officer response to each comment.

2. Name of Supplementary Planning Document (SPD)

2.1 Earl's Court and West Kensington Opportunity Area Revised Draft Joint Supplementary Planning Document

3. Purpose of SPD

3.1 The SPD is being prepared jointly by the London Borough of Hammersmith and Fulham (LBHF) and the Royal Borough of Kensington and Chelsea (RBKC) in partnership with the Greater London Authority (GLA). The overarching objective of the SPD is to bring together local and strategic policy and provide guidance for the redevelopment of the OA.

3.2 The revised draft SPD provides supplementary detail to policies contained within LBHF's Core Strategy (2011) and RBKC's Core Strategy (2010). It also provides supplementary detail to the Mayor of London's London Plan (2011) in the form of Supplementary Planning Guidance (hereafter referred to as SPG).

3.3 The revised draft SPD builds on the first draft SPD, published for consultation in March 2011, and where appropriate reflects the comments made. The draft SPD is a material consideration for planning purposes. Once adopted, the SPD will be given more weight when determining relevant planning applications

3.4 The revised draft SPD has been prepared in accordance with the Town and Country Planning (Local Development) (England) Regulations 2004 (as

amended), the Town and Country Planning Act 1990 (as amended), the Greater London Authority Acts 1999 and 2007 and Planning Policy Statement 12: Local Spatial Planning. The revised draft SPD is supported by a draft Sustainability Appraisal, a draft Equality Impact Assessment and a Statement of SPD Matters, which are available for comment during the consultation period.

3.5 Once this second round of consultation ends, the authorities will consider the comments raised and where appropriate revise the SPD. Once this has been completed, it is the authorities' intention to adopt the final document as a SPD to RBKC's and LBHF's Core Strategies and as a SPG to the Mayor of London's Spatial Development Strategy for London (London Plan).

4. Preliminary Consultation - Issues and Opportunities (Oct- Nov 2010)

4.1 A preliminary consultation exercise was carried out in October and November 2010 to assist with the formulation SPD.

4.2 Whilst public consultation is not a statutory requirement during the preliminary stages of drafting an SPD, public consultation at an early stage ensures key issues are identified and community aspirations are considered in the drafting of the SPD. A detailed account of this consultation, including the process, methodology, analysis and all comments, is set out in the consultation report, titled '*Earl's Court and West Kensington Opportunity Area SPD Preliminary Consultation Report, January 2011*'. A copy of the report can be found at http://www.lbhf.gov.uk/Images/11_03_03_Preliminary-Consultation-Report_tcm21-156839.pdf

5. First Stage Consultation on the Draft SPD (March – April 2011)

5.1 A first stage of consultation on the Draft Earl's Court and West Kensington Opportunity Area Joint Supplementary Planning Document (SPD) ran for a 6 week period from Friday 11 March to 5pm Tuesday 26 April 2011, although late representations were taken into account.

5.2 Several consultation techniques were used to engage the public and interested parties and to encourage feedback, including ;

- Consultation leaflet distributed to surrounding properties;
- Consultation letter mail-out to interested parties;
- Public notice placed in local newspapers;
- Press release sent to a range of media organisations along with publication on the LBHF, RBKC, and GLA (Mayor of London) websites;
- Distribution of the SPD to interested parties (both hardcopy and CD formats);
- Availability of the SPD for inspection at several public locations;
- Public 'Drop-In' sessions;
- Comment forms made available at drop-In sessions and online;

- Dedicated consultation email addresses for both LBHF and RBKC;
- Dedicated consultation phone numbers for both LBHF RBKC allowing members of the public to speak directly to the SPD team during working hours; and
- Presentations to LBHF and RBKC staff and councillors along with a range of external organisations.

5.3 83 written responses were received from a wide range of respondents including individuals, councillors, residents, landowners, developers, statutory organisations and a range of special interest groups. Respondent responses were further broken down into 1295 separate comments relating to specific topic areas and entered into a consultation database.

5.4 A detailed report setting out the method and outcome of the consultation including analysis of the consultation responses is set out in the *'Earls Court and West Kensington Opportunity Joint Draft SPD Consultation Summary Report, October 2011'*. A copy of the report can be found at www.lbhf.gov.uk/earlscourtspd and www.rbkc.gov.uk/earlscourtspd.

5.5 A schedule of the comments received and the response to comments in drafting the revised SPD can be found at www.lbhf.gov.uk/earlscourtspd and www.rbkc.gov.uk/earlscourtspd.

6. Second Stage Consultation on Revised Draft SPD (Nov- Dec 2011)

6.1 The statutory public consultation required in accordance with Regulation 17 of the Town and Country Planning (Local Development) (England) Regulations 2004 (as amended) and section 30 and 34(1) of the Greater London Authority Act 1999 (as amended) is programmed to take place for a 6 week period starting from Friday 11 November and ending at 5pm on Friday 23 November

6.2 The consultation will involve the methods outlined in a paragraph 8.3 but will replace the 'drop in' sessions in place of focussed meetings with amenity/community groups to ensure meaningful discussion around the changes proposed in the revised document.

6.3 The SPD will be revised in light of comments received during the second round of consultation in Nov- Dec 2011 before it is adopted by the authorities as supplementary planning guidance to their Core Strategies.

7. Consultation on LBHF's Core Strategy - Adopted October 2011 (which includes the Fulham Regeneration Area and Strategic Site)

7.1 A number of consultations were undertaken in the formulation and drafting of the Core Strategy which included consultation relating to the future of the Earl's Court and West Kensington Opportunity Area.

7.2 After consultation on the proposed submission Core Strategy in October 2010, the council submitted the Core Strategy (together with the representations it received and a schedule of suggested minor changes) to the Secretary of State for independent examination on 31 January 2011. The council announced the submission of the Core Strategy on its website and in a Public Notice.

7.3 The public hearings for the examination were announced on the web, by letter and in a Public Notice and took place over 6 days in April. A number of further minor changes were suggested to the Inspector and were announced on the council's website and by letter to representees.

7.4 The council received the Inspector's report on 27 July 2011 and the council adopted the Core Strategy on 19 October. The adoption was announced in a Public Notice, on the web and by letter to consultees.

LBHF's Submission Core Strategy (Jan 2011) - Consultation Process

7.5 The Draft SPD provides supplementary detail to policies contained within LBHF's Submission Core Strategy (January 2010) which has been developed over a number of years and has benefited from a number of rounds of public consultation.

7.6 In October 2005, the council consulted on Local Development Framework(LDF) Issues and Options, and in June 2007 it consulted on Core Strategy and Site Specific Allocations Preferred Options. These consultations were undertaken under the "2004 Regulations".

7.7 The consultation generated considerable comment, and after taking this into account, together with further evidence gathering, identification of major regeneration opportunities in the borough and changes to national and London Plan policy, the council took the decision in 2009 to re-consult on Core Strategy Options. The document included strategic sites following the council's decision not to proceed with a separate Site Specific Allocations document.

7.8 In June 2009, the council published a new Core Strategy Options document in accordance with Regulation 25 of the "2008 Regulations". The purpose of the consultation was to provide further opportunity for people to get involved in the LDF process, and in particular to consider the preferred options for the Core Strategy which had been developed since 2007.

In November 2009, the council published Generic Development Management Options.

Core Strategy Consultation under Regulation 25

7.9 Proposed Submission Core Strategy Consultation Statement sets out which:

- bodies were invited to make Representations and who the council specifically consulted in order to gather their views on issues and options facing the borough. The consultees included specific consultation bodies and other statutory bodies, local amenity and residents groups, businesses and individual residents. In addition, the council consulted more widely through a variety of consultation techniques.
- How bodies were invited to make representations and a summary of the consultation methods that were used in accordance with processes set out in the Regulations and in the council's Statement of Community Involvement (SCI) which includes:
 - publication of the Core Strategy Options document and its availability for inspection at LDF information points,
 - distribution to key statutory bodies and other consultees
 - article and associated announcement of the consultation process in H&F News (June 2009) which is delivered to every address in the borough;
 - letters or emails through the Council's "Limehouse" consultation system) to all amenity and residents groups, businesses and individuals on the council's planning consultation mailing list;
 - Core Strategy leaflets available at LDF information points and distributed with letters
 - additional leaflets available for those housing estates specifically identified for regeneration initiatives
 - announcement of the consultation process and availability of the Core Strategy Options, summary leaflet and additional material on the council's website;
 - public discussion workshops hosted by a facilitator in venues in Shepherds Bush, Hammersmith and Fulham town centres; and
 - public "drop in" sessions on a number of council housing estates and other meetings with specific interest groups.

7.10 The council received representations from 133 individuals, organisations and statutory consultees, including the Government Office for London, Environment Agency, Natural England and English Heritage. Over 1000 individual points and issues were raised. The representations may be seen on the council's website. In addition, there was a report that summarised the matters raised at the public discussion workshops. The overall response was a significant increase on the numbers that commented on the June 2007 Preferred Options document when representations were received from 64 consultees and a total of 566 comments were made.

7.11 There was considerable support from the 133 consultees for the key spatial options for delivering the Council's vision and for the options for each regeneration area, and many of the objections tended to be concerned with

detail rather than principle. Issues which raised considerable comment were concerned with proposed policy options for the regeneration areas, affordable housing, student housing and estate regeneration.

7.12 The council considers that it has carried out comprehensive consultation exercises over the past few years which have enabled a variety of consultees to become involved in the preparation of the Core Strategy. The consultation under Regulation 25, has followed the processes set out in the council's adopted Statement of Community Involvement and has also been in accordance with the Town and Country Planning (Local Development) (England) Regulations.

Consultation on LBHF Draft Core Strategy Options 2009 relating to the OA

7.11 The consultation on the draft Core Strategy Options in 2009 relating specifically to the Opportunity Area which is referred to as '*West Kensington, Earl's Court, North Fulham Regeneration Area*' states that:

7.12 '*This area has been identified in the draft Replacement London Plan as a proposed new Opportunity Area. It covers the Earls Court complex, a TfL depot at Lillie Bridge, housing estates (including West Kensington and Gibbs Green estates) and Fulham town centre. Within the area are two key strategic sites. The council's preferred option includes establishing decent neighbourhood principles and maximising economic regeneration, also taking into account Kensington and Chelsea's objectives for the Earl's Court area*'.

7.13 It sets out the organisations which commented and the general summary of representations and also the Council's response to the representations and the actions arising from the representations which are set out in detail in *Appendix 1 – see page 57 'Core Strategy: Council's Response to Representations received to Core Strategy Options June- July 2009 (Regulation 25)'*.

8. Consultation on RBKC's Core Strategy (which includes the Earl's Court 'Place' and Strategic Site)

8.1 First mention of Earl's Court in RBKC Core Strategy was in the Interim Issues and Options, Feb 2008. The mention of the site and area around the site then became a common feature throughout the Towards Preferred Options, Draft Core Strategy and the adopted Core Strategy.

8.2 RBKC Core Strategy was found 'sound' by the Secretary of State in 2010. As part of the Examination in Public, the Inspector agreed that the Core Strategy was legally compliant, which included being prepared in accordance with the Council's Statement of Community Involvement (<http://www.rbkc.gov.uk/planningandconservation/planningpolicy/localdevelopmentframework.aspx>). A record of the consultation on the Core Strategy is

available at

<http://www.rbkc.gov.uk/pdf/Consultation%20Report%2029%2010%209.pdf>.

8.3 At each stage of the Core Strategy, the key issues raised from the public consultation were reported back to the Local Development Framework Advisory Group and changes were proposed to the documents in light of these responses.

RBKC Core Strategy – Interim Issues and Options (Feb 2008)

8.4 Consultation on the Interim Issues and Options ran from the 11 February to 7th April 2008. 705 newsletters and 589 letters were sent to consultees on the Council's LDF database. The Council also held eight consultation workshops between the 19 February 2008 and 3 April 2008 at a number of locations throughout the borough. The nearest workshop to Earl's Court was Philbeach Hall on the 19 February 2008, when 9 people attended. The Council also introduced a new online system of consultation, which uses software to allow residents and stakeholders to log on, view the document and make comment on specific sections of the document.

8.5 The Kensington and Chelsea Social Council, in partnership with the Kensington and Chelsea Partnership, also ran a Community Strategy consultation event. The objective of the event was primarily to engage the community and capture their opinions, thoughts and ideas, so that they could be reflected in the Community Strategy. The LDF team had a stand at this event, providing another avenue to engage with the community.

8.6 As part of this consultation a questionnaire was also sent to all members of the Residents' Panel, which included 1,063 members. A total of 511 completed questionnaires were received. Although the Residents' Panel survey was designed specifically with the Community Strategy in mind, the overlap between this document and the LDF documents means that the data provides usual information.

8.7 53 individuals or organisations responded to the Core Strategy consultation, and 42 to the North Kensington Area Action Plan.

8.8 This consultation did not flag up any specific issues relating to Earl's Court.

RBKC Core Strategy – 'Towards Preferred Options' (July 2008)

8.9 The consultation period ran for 11 weeks from 29th July to the 10th October 2008. The consultation period was held over the summer, which was why the standard 6 weeks consultation period was extended to 11 weeks. This also allowed the LDF consultation to align with the Community Strategy consultation closing date. The following measures were used to ensure that the consultation period was widely publicised:

- Article published in August edition of the 'The Royal Borough' magazine

- Published on the Council's website and consultation portal
- Posters were displayed at all libraries, council offices and various community facilities.
- Letters sent to over 700 people on the LDF database
- Monthly newsletters sent to over 700 people on the LDF database
- Borough-wide workshop on 11th September 2008, held at the Town Hall 7.00pm-9.00pm
- Five workshop events were held across the borough, with an event on the 15 September 2008 at Philbeach Hall to discuss Earl's Court.

8.10 Posters were also displayed at all libraries, Council offices and various community facilities advertising the Towards Preferred Options document and the consultation events. On request, members of the Policy team also attended meetings with a number of local organisations. Active youth consultation was a key aim for this consultation to take advantage of the consultation period being held over the summer school holidays. A voluntary team of three school students and one university student devised a unique consultation activity, asking what facilities and services youth considered important to have close to their home, throughout the different stages of their life. The students visited 11 locations throughout the Borough, such as youth and leisure centres over a two week period in August. A total of 61 responses were collected during this consultation exercise.

8.11 All aspects of the Towards Preferred Options consultation were available on the Council's website (www.rbkc.gov.uk/planning) and the consultation portal (<http://ldf-consult.rbkc.gov.uk/portal>). A letter was sent to all people registered on the Council's LDF database to inform them of the new online consultation system and encourage them to register and comment online.

8.12 There were a total of 123 people who attended the workshops and drop-in session. A total of 95 representations were received from the public consultation by 10th October 2008.

8.13 During this consultation, there was particular support for promoting Earl's Court as a major opportunity to create a high quality mixed use development.

RBKC Core Strategy – 'Strategic Sites' and 'Places' (May to June 2009)

8.14 The 'Strategic Sites' and 'Places' section of the Core Strategy was available for public consultation for six weeks, between the 5th May and 16th June 2009. The documents were available on-line, at Council offices and local libraries and available on request. Responses were submitted via the consultation portal, by email and by post. The Council also held a workshop to discuss Earl's Court in the Brompton Library on the 1 April 2009. 724 newsletters and 738 letters posted to those people on the Council's LDF database. Letters and posters were sent to 'Consultation Champions' asking them to act as Council ambassadors and inform their peers that the consultation was underway.

8.15 A total of 252 attended the 14 different workshops. For the Places consultation, we received over 550 comments from just over 80 respondents. For the Strategic sites the numbers were lower; 125 comments from just over 50 respondents.

8.16 **Earl's Court Place:** Most of the comments were in support of the document. Some residents were not happy with the unravelling of the One-Way System as they saw the problem as being the large amounts of traffic and were not sure if the unravelling of the OWS would reduce traffic. Others supported the unravelling of the OWS and wanted us to seek highways improvements through section 106. There were also responses acknowledging the difficulty of unravelling the one-way system and the need for a full transport study. GLA supported the work in partnership with LBHF but also wanted reference to partnership working with the GLA/LBHF and TfL as strategic partners and the potential for an opportunity area designation covering the site within the new LP. The Council continues to support the future unravelling of the one way system as this is considered critical to increasing the permeability of the area. The future iteration of the plan (in the Earl's Court Site) also recognises Earl's Court as a future opportunity area.

8.17 **Earl's Court Strategic Site:** the comments were generally supportive. Further discussions on the practicality of unravelling this have been requested from TfL. Some respondents were concerned due to the allocation of the site to meet the waste apportionment. The GLA wanted further consideration of the residential-led mixed use capacity, were a large exhibition based use not to proceed and the recognition of the transport constraints on development and the need to safeguard operational railway for both the place and the strategic sites. A number of respondents commented on the need to make greater reference to the Hammersmith and Fulham part of the site..

RBKC Core Strategy – The Draft Core Strategy with a particular focus on North Kensington July (September 2009)

8.18 Public consultation for this document ran for six weeks from 24 July to 4 September 2009. The consultation documents were available on-line, at Council offices and local libraries and available on request. Responses were able to be made via the consultation portal, by email and by post. 768 newsletters and 759 letters were posted to those people on the Council's LDF database. 942 comments were received from 85 consultees.

8.19 **Earl's Court Strategic Site:** Concerns were raised that the proposed allocation of the site might preclude the proper spatial planning of the whole Earl's Court site and the adjoining land. It was pointed out that the Council had not demonstrated that this quantum and mix of development can be readily achieved in a manner consistent with the relevant design policies or that the Council had taken account of the constraints arising from construction over operational railway and the potential impact on the railway. Changes were made to reflect the concerns. This entails showing a more flexible mixed-use allocation on the site.

9. LBHF's Housing Estate Regeneration Engagement Programme relating to the OA

9.1 The opportunity area encompasses both West Kensington and Gibbs Green Housing estates. Given the development aspirations of adjacent landowners, LBHF have been investigating the potential for the inclusion of the West Kensington and Gibb Green estates within the wider development proposals.

9.2 As part of this exploration process a programme of engagement specifically for the housing estates regarding the future of the estates as part of the regeneration of the area commenced in autumn 2008. The original purpose of the engagement was agreed as follows:

- Reassure residents of current position (no decisions made)
- Reassure residents of nature of the long term process
- Reassure residents around minimum guarantees
- Introduce ourselves as a point of contact
- Understand the level of support/ opposition
- To dispel misinformation
- To commence an ongoing process of engagement
- To begin to understand residents
- To begin to understand concerns and issues to be tackled
- To begin to understand likes.

9.3 A variety of methods were used to engage residents of the estates including:

- Estate Regeneration awareness and information - leafleting and door knocking
- Estate wide survey on well being, problems and home buying
- leaseholder and ward councillor forum meetings
- public meetings
- ward councillors and MP briefing sessions
- drop in sessions at the tenants halls
- regular newsletters
- attending Tenants residents association meetings
- attending surgeries
- attending resident group meetings
- residents trips to see other social regeneration practice in other London areas
- setting up and attending steering group meetings
- engaging with other key council departments such as Environment Services Department on estate regeneration in the context of the potential redevelopment of the wider area.

9.4 The West Kensington and Gibbs Green Estate Profile produced in July 2010 sets out background information on the estates and details the issues arising from the engagement process and conclusions from the process as well as background information on the participants. The *Consultation Communication Log as at 12 Feb 2011* schedule, contained within this document, sets out the type of engagement, who and when this was carried out and the key messages and information that the engagement covered.

10. Conclusions

10.1 The authorities considers that it has carried out comprehensive consultation exercises over the past few years. This has enabled a variety of consultees to become involved in the preparation of each Core Strategy and the Earls Court and West Kensington Opportunity Area SPD. The consultation, under Regulation 17, has followed the processes set out in each Council's adopted Statement of Community Involvement and is also in accordance with the Town and Country Planning (Local Development) (England) Regulations 2004 (as amended).