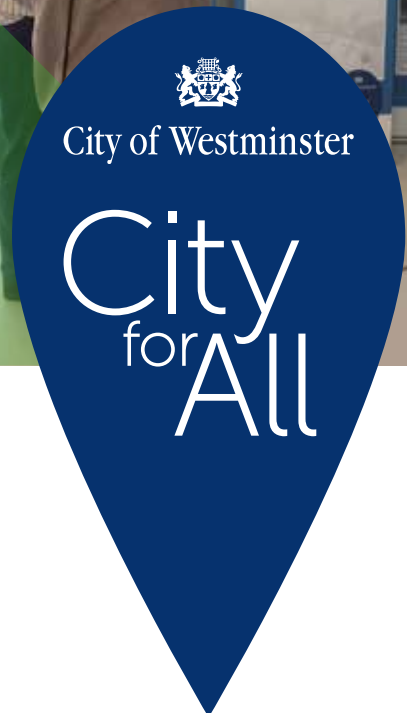




# Church Street Masterplan Consultation Report

November 2017





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# Introduction

The regeneration of the Church Street area is a key priority for Westminster City Council.

The council's ambition is to create a City for All by building more homes of all types.

Over recent years, and working closely with the local community, the council has progressed a number of regeneration projects for the area, as part of the Futures Plan (2012).

Many of the objectives of these earlier plans are now being delivered.

New developments are progressing at West End Gate and Lyons Place (Almacantar), with several other proposals due to begin in early 2018. Proposals for a Green Spine, running through the centre of the area, have been consulted on and are currently awaiting approval, with a start on site expected in early 2018.

Westminster City Council now wants to build on the progress made so far, by setting out and agreeing a more ambitious masterplan for the Church Street area, to be delivered over the next 15 years.

In late 2016, the council appointed a masterplan team to review all the earlier plans, respond to emerging policy changes at local, regional and national levels, identify opportunities for additional residential development in the area and to bring all of this together into a draft masterplan for Church Street for public consultation.

This report details the extensive masterplan public consultation undertaken by Westminster City Council between 7 September and 29 October 2017 and identifies how the draft masterplan will be amended to reflect community comments and involvement.



The exhibition was based at the Regeneration Base, 99 Church Street



# Consultation methodology

From the outset, Westminster City Council has been committed to running a comprehensive, far-reaching and transparent consultation on the draft masterplan for the Church Street area, to build on the existing work of the Futures Plan and the Church Street Futures Group engagement over a number of years.

This led to the consultation being postponed on two previous occasions, firstly in response to the general election called in May and secondly following the Grenfell Tower tragedy to allow for a period of consideration of the safety issues pertaining to the masterplan before it was published for consultation.

This meant that the consultation ultimately took place slightly later in the year than planned and that it had to be organised to avoid overlapping with summer and other holidays.

As a result, while originally planned to run for four weeks, the consultation actually ran for an extended 7 week period, from 7 September to 29 October. This approach was agreed with community representatives at a meeting held on 28 June 2017, attended by Westminster City Council Leader, Cllr Nickie Aiken and the Cabinet Member for Housing, Cllr Rachael Robathan.

The consultation was widely publicised to ensure maximum awareness, included both a permanent exhibition and an extensive outreach programme and involved a number of presentations to, and meetings with, local groups and organisations.

All the consultation materials, including the feedback form, were provided online, as well as in hard copy.

The consultation sought to provide appropriate detailed information about the masterplan, whether by exhibition, presentation or through question and answer sessions, to all stakeholders to enable them to assess the scale and scope of the proposals, identify any impacts that they might have and to come to a view.

Multiple routes were then provided to enable stakeholders the opportunity to give their feedback and to ask questions. All written feedback is provided, unedited, in the appendices to this Consultation Report and will form a key part of the evidence base for scheme delivery.

## Publicity

The purpose of the publicity was to provide a steady flow of information, encourage feedback and to reach as many people as possible.

- 📍 200 posters were displayed on noticeboards across the Church Street area during August, advertising the dates of the consultation.
- 📍 6,000 copies of a resident newsletter were distributed to all addresses in the Church Street area in late August, ahead of the consultation starting. This newsletter listed the dates of the exhibition and community events.
- 📍 An updated poster saying the consultation was open, with key dates of the exhibition and community events replaced the 'August' poster in noticeboards.
- 📍 Flyers, providing key exhibition dates, were handed out to the local community and distributed at key community venues for display in the Church Street area.
- 📍 Everyone who had previously registered an interest in the Church Street masterplan, received an emailed notification of the consultation, with a request that they 'cascade' this message via their own communication channels.
- 📍 Targeted letters were sent to all leaseholders and council tenants directly affected by the proposals in the middle section of the consultation period
- 📍 Targeted letters were also sent to retailers and market traders inviting them to specific events.
- 📍 A masterplan summary document was distributed, towards the end of the consultation, to 6,000 addresses in the Church Street area.
- 📍 A press release announcing the consultation was issued to the media.
- 📍 A flyer advertising the two masterplan walking tours was prepared and circulated around the Church Street area.

In addition to this extensive publicity campaign, a targeted approach for hard-to-reach groups was adopted and Community Connectors were used throughout the consultation and provided translations where required.

The overall objective was to build relationships; have genuine conversations with those who live, work and study in the area.

Whenever residents of a specific block in the Church Street area noted their neighbours were unaware of the masterplan consultation, door knocking took place following this feedback. Community Connectors (who could speak a second language: Bengali, Arabic, Urdu) went out to these blocks.



# Key statistics



Over 350 viewed the exhibition at Regeneration Base, 99 Church Street



More than 360 people reached via outreach events



3,400 visitors to the dedicated online website



Seven local schools visited, five pop-up events and two walking tours



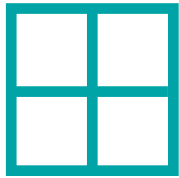
120 completed feedback forms  
152 comment cards



6,000 resident newsletters and masterplan summary documents delivered across Church Street



# Key findings



All four quarters received support from at least 60% of respondents



80% showed support for a Health and Well-being hub on Lisson Grove



54% indicated support for higher density in the area



75% stated that the current market layout could be improved



63% showed support for an occasional Sunday market



75% of respondents support 20mph on all roads in Church Street, only 60% wanted it only in certain areas



A large model of the areas identified for regeneration was prominently displayed at the Regeneration Base





# Exhibition at Regeneration Base, 99 Church Street

A staffed exhibition at the Regeneration Base, 99 Church Street, provided a focal point for the Church Street masterplan consultation. Visitors were offered the opportunity to be guided round the exhibition or to review independently and ask questions.

This exhibition was based around a number of exhibition boards (see Appendix), providing more details of the key masterplan themes and background information:

- **Vision.** This board provided background to the masterplan, explained how it relates to, and follows on from, earlier plans including the Futures Plan, and sets out Westminster City Council's long term vision for the Church Street area.
- **The story so far.** An explanation of how the draft masterplan has been guided by a number of previous key plans and reports. Information was provided on schemes that are already or shortly coming forward, including the Green Spine, Luton Street and Lisson Arches.
- **Health and Well-being.** An explanation of the proposals to provide key health services and a high quality, well linked environment.
- **Homes.** The delivery of new homes is a key objective of the masterplan. Information was provided about how this could be achieved.
- **Market and Enterprise.** The masterplan aims to improve the local economy and details were provided about future plans for Church Street market, as well as proposals for more flexible commercial spaces in the area.
- **Making Connections.** Details about how the masterplan aims to re-balance the relationship between vehicles, pedestrians and cyclists in the area, addressing the barriers to movement for people and creating a safe environment.
- **Development Sites.** Each of the development sites proposed in the masterplan was explained, in chronological order of likely delivery date. Information was provided on the affected blocks and the future aspirations for the site.
- **Next Steps.** This board explained how stakeholders could have their say on the masterplan proposals.

In addition to the exhibition boards, a large model of the Church Street area, clearly labeled to identify landmarks and areas identified for regeneration, was prominently displayed.

Copies of the masterplan document and, later in the consultation, the masterplan summary document, as well as residents' newsletters, were widely available and staff were also available to explain the masterplan and answer any questions. On certain days and times, which were widely advertised in advance, community connector translators were available to explain the masterplan in either Arabic, Urdu or Bengali.

The consultation exhibition was launched by Westminster City Council Leader, Cllr Nickie Aiken and the Cabinet Member for Housing, Cllr Rachael Robathan, on 7 September. In addition to short presentations from these councillors, Barbara Brownlee, Interim Executive Director for Growth, Planning and Housing at Westminster City Council, also made some comments to set the masterplan and the forthcoming consultation into context.

The exhibition was open from 7 September 2017 to 27 October 2017 and a full list of opening hours, which included a number of evening openings, is provided in the Appendix.

A poster confirming the opening hours was prominently displayed in the window of 99 Church Street throughout the consultation period, as well as at other locations in the Church Street area. The residents' newsletter, circulated to all addresses in Church Street, also provided this information.

All visitors to the exhibition at 99 Church Street were encouraged to complete either a feedback form or a shorter comments form.

We would estimate an average of around 10-15 people visited the Regeneration Base on each week day to view the exhibition during consultation – which means hundreds of visitors (350+).

### Online presence

In addition to the exhibition at 99 Church Street, and all other consultation activities, the full masterplan document, together with copies of the exhibition boards displayed at 99 Church Street and a link to an online version of the feedback form, was provided at [churchstreetmasterplan.org.uk](http://churchstreetmasterplan.org.uk)

Over the consultation period, this website recorded over 3,400 visits.



More than  
360 local  
residents  
and other  
stakeholders  
attended  
outreach  
events

# Outreach events

Presentation to Parents Coffee Morning and Q&A session at St Mary Bryanstone Square Primary School

During the period of the consultation, the consultation team attended a number of external events to display the masterplan exhibition boards and answer questions from local stakeholders.

Over the course of the consultation, more than 360 local residents and other stakeholders attended these outreach events.

The outreach events can be categorised as follows:

## School visits

The consultation team attended parents' coffee mornings on the following occasions. At each coffee morning, the exhibition boards were displayed, copies of the masterplan were available and a member of the consultation team gave a brief presentation on the masterplan and answered questions.

- Presentation to Parents Coffee Morning and Q&A session: Gateway School (13 September, 12 attendees and 18 October, 18 attendees)
- Presentation to Parents Coffee Morning and Q&A session: St. Joseph's Catholic Primary School (14 September, 7 attendees)
- Presentation to Parents Evening and Q&A session: Westminster Academy (19 September, 18 attendees)
- Presentation to Parents Coffee Morning and Q&A session: St Mary Bryanstone Square Primary (5 October, 2 attendees)
- Presentation to Parents Coffee Morning and Q&A session: King Solomon (6 October, 25 attendees)
- Presentation to Parents Coffee Morning and Q&A session: Christ Church (21st September, 15 attendees)

## Youth engagement

- Flyering at Hafis Academy

The exhibition boards were also displayed at a number of local education venues:

- Pop-up exhibition at CityWest College (4 and 17 October – unstaffed exhibition)
- Pop-up exhibition at Westminster Adult Education Service (9 and 10 October - unstaffed exhibition)



## Community events

- Staffed Pop-up exhibition at Antiques Anonymous Flea Market (24 September, 15 attendees)
- Staffed Pop-up exhibition in Church Street Triangle (28 September, 25 attendees)
- Staffed Pop-up exhibition in Church Street Library (29 and 30 September, 55 attendees)
- Staffed Pop-up exhibition in Greenside Community Centre (21 October, 12 attendees)
- Staffed Pop-up exhibition at Mytime Active (25 October).

## Business events

- Market Traders drop-in/lunch (17 October, 10 attendees)
- Business breakfast, Networking Lunch (18 October, 55 attendees)

## Medical/Health focused events

- Pop-up exhibition at Paddington Green Health Centre (3 October, 3 attendees)
- Presentation to Lisson Grove Health Centre Patient Participation Group (24 October)

## Walking Tours

- Green Spine and open space – A guided tour around the Church Street area, lasting 90 minutes. (10 October - 5 attendees)
- Making Connections – A guided tour around the Church Street area, lasting 90 minutes. (11 October - 7 attendees)

The 90-minute Green Spine and open space walking tour was held on 10 October



# Other events

During the consultation period, Westminster City Council held a number of events and meetings for key stakeholders that provided attendees with the opportunity to be briefed on the masterplan and to give their comments

## Church Street Futures Group

The Futures Group is a key local stakeholder group that has been centrally involved in the regeneration of the Church Street area for a number of years. The membership of the Futures Steering Group comprises: Tom Dacey (Chair), Frank Vibert, Carole Spedding, Cherifa Alem, Achim von Malotki, Glenys Arthur, Hamza Taouzzale, Cllr Barbara Grahame, Cllr Aicha Less, Cllr Aziz Toki, Alan Higgs, Jason Guneratne, Arinola Edeh, Dave Wybrow, David Wolfe, Jennifer Daothong.

The Futures Group was heavily involved in the development of the Futures Plan, which was published in June 2012. This set out a vision for Church Street and is a precursor of the current draft Church Street masterplan.

The masterplan team gave a presentation to the Church Street Futures Group on 18 September 2017. Additionally, during the masterplan consultation period, a number of more focused Working Group meetings were held, looking at specific aspects of the masterplan.

Subsequently, the Futures Group submitted a detailed response to the masterplan consultation. This is referenced in the section 'Analysis of other responses' and it can be read in full in the Appendix.

## Masterplan workshop

Representatives from Tenants and Residents Associations in the Church Street area, the Church Street Ward Neighbourhood Forum and the Futures Group were invited to attend a masterplan workshop at Westminster Adult Education Service on 23 October 2017.

Representatives rotated around five separate workshop tables, each table focused on a key aspect of the masterplan:

- Vision
- Homes
- Making Connections
- Market and Enterprise
- Health and Well-being

Each workshop table was led by a facilitator from the consultation team, who gave attendees a brief introduction to the subject, before opening up for discussion and questions. The facilitator noted the key points made on each subject and the notes from this workshop are provided in the Appendix.

## Developers briefing

Representatives from around 35 potential development partners attended an initial briefing on the draft masterplan on 19 October. Barbara Brownlee, Interim Executive Director for Growth, Planning and Housing at Westminster City Council, gave a brief introduction, which was followed by a Q&A session. The developer representatives were then taken on a walking tour of the Church Street area, focusing on the proposed development sites, as identified in the draft masterplan.

## Ashbridge/Cosway consultation

A separate consultation on the development proposals for Ashbridge Street, Cosway Street and Ashmill Street, all located in Church Street ward, was held in the Regeneration Base, 99 Church Street on 16 October and 18 October. In addition to displaying the specific development plans, the Church Street masterplan exhibition boards and model were also on display. There were 40 attendees over the two consultation events.

## Lambourne House drop-in 23 October

A specific consultation event was organised for the residents of Lambourne House due to this being a sheltered accommodation block. This event was promoted via a letter however no residents attended (it was a wet rainy day). Therefore, a second letter was sent out, inviting residents of Lambourne House to visit the permanent exhibition at the Regeneration Base, 99 Church Street.

# Analysis of completed feedback forms

A detailed feedback form was provided at all consultation events. This could be completed at the consultation event, taken away and completed at home and then returned using a Freepost address, or it could be completed online. This feedback form is provided in the Appendix.

In total, 120 feedback forms were completed of which 66 were returned online.

A quantitative and qualitative analysis of the completed feedback forms is given below and provides an overview of the breadth of views received.

## Masterplan Vision

Respondents were asked to rank the four masterplan themes – Health and Well-being; Homes; Market and Enterprise; and Making Connections, in order of importance. We received 120 completed feedback forms, of which 115 completed this section.

**Overall, a majority of respondents identified that Homes were the most important element of the masterplan.**

46% (53) of respondents who identified a preference, stated that Homes were their first priority, with a further 20% (18) of those who gave second preferences stated it as their second most important priority.

The second most important priority for those respondents that identified a preference was Health and Well-being. 30% (34) of respondents who identified a preference, stated that Health and Well-being was their first priority, with a further 45% (39) of those who gave a second preference stating that it was their second most important priority.

Market and Enterprise was identified as being the third most important priority, with 15% (17) ranking this as their number one priority.

The improvements that the masterplan proposes to local roads and accessibility – Making Connections – was identified as being a key priority by just 2% (2) of respondents.

Respondents were also given the option to state 'None of Them'. Only 8% (9) chose this option.

## New 'quarters'

The draft masterplan proposed the creation of a number of distinct 'quarters' within Church Street, and respondents were asked whether they supported or opposed the creation of these quarters.

- The creation of a new Market Quarter was supported by 77% (79) of all respondents who answered this question. 15% (15) of respondents indicated that they were opposed.
- 70% (70) were supportive of the proposed new Cultural Quarter, with 16% (16) opposed.
- The idea of creating a quarter focused on galleries and niche retail at Bell Street was supported by 65% (67) of respondents, with 16% (16) opposing this proposal.
- The creation of overlapping Residential Quarters across the masterplan area was supported by 60.4% (61) of respondents, with 24% (24) opposing this element. This was the highest level of opposition received for any of the masterplan proposed new quarters.

## Health and well-being

The feedback questionnaire sought the views of respondents on a number of specific aspects of the Health and Well-being related proposals.

This identified that there is strong support among respondents for a new Health and Well Being hub at Lisson Grove – 80% (80) of respondents noted their support for this aspect of the masterplan. Just 9% (9) opposed this aspect of the masterplan.

The proposal for a new community building centrally located on Church Street itself was also well supported by 70% (69) respondents. 17% (17) opposed this proposal.

The masterplan proposes an increase in publicly accessible open space throughout the Church Street area. 72% of respondents supported the provision of more publicly accessible open space, with 12% (12) opposing this.

The outreach programme took advantage of key community events taking place in the area. One of its first pop-up exhibitions took place on 24 September during the Antiques Anonymous Flea Market



80% support a well-being hub at Lisson Grove

72% support the provision of more publicly accessible open space

Respondents were also asked if they have any comments about how Health and Well-being in the Church Street area could be improved. All the comments received can be found in the Appendix.

In summary, a number of comments were received about the facilities that should be offered in the area. Comments included:

- “The Health Hub should offer an INCREASED visionary medical service, not just replace what is currently available.”
- “Prioritise NHS and related complementary health- and well-being services in the hub building. Any other office use of the Lilestone building should be secondary and only be allocated once the health and well-being requirements have been fully met.”
- “Paddington Green health centre will be over run with new potential patients what additional surgeries have been planned?”
- “Improved quality of healthcare services through current local surgery.”

Several responses mentioned the importance of improving air quality. Comments included:

- “Air quality should be an absolute priority. Cars should be excluded as much as possible.”
- “I really think that the council should be focusing on improving diabolical pollution levels in this area.”

Some made comments about the increase in green spaces and spaces for activities that were proposed in the masterplan. Comments included:

- “There is a lack of affordable and or free sports and exercise provision in the area.”
- “Better places for the elderly to go. More places for young people”.
- “I strongly support green areas and would like to see greenery (trees) on Church Street.”
- “More public open space will attract nuisance and antisocial behaviours.”

“Better places for the elderly to go. More places for young people.”

Artist impression of how the Church Street ‘triangle’ could look like in the future



54% – either strongly supported or tended to support an increase in density





## Homes

The delivery of new homes is a central objective of the masterplan. To achieve the target numbers, the density of development in the area will need to increase. The feedback questionnaire asked respondents for their views on whether there should be an increase in the density of buildings to deliver new homes and create a greener environment.

While a majority of respondents - 54% (54) – either strongly supported or tended to support an increase in density, a significant minority – 39% (39) took a different view and indicated that they either strongly oppose or tended to oppose this aspect of the masterplan proposals.

Respondents were asked for their comments on the mix of affordable and market value homes in the Church Street area. All the comments received are provided in the Appendix.

In summary, some agreed with the mix presented in the masterplan. Comments included:

- “It is very good idea to mix people from all walks of life.”
- “The proposed approach to the mix and balance of different types and tenures of homes is welcomed and considered appropriate for the area.”

A fair number wanted to see an increase in the number of affordable or socially rented homes that was offered in the masterplan. Comments included:

- “The target needs to be much higher than 35 of all (non-replacement) new build. The Mayor’s Affordable Homes target of 50% of all NEW (not including replacements) must be the absolute minimum.”
- “Make them ALL affordable.”
- “It is a disgrace that only 14% of homes will be social rent. Just rehousing the existing tenants is not enough. Families are being moved out of the area now and their lives terribly disrupted.”

Some however made comments to the contrary, stating the importance of market value homes to balance out the number of affordable homes already in the area. Comments included:

- “Church Street has too many affordable homes. The priority simply has to be market value homes of which there aren’t enough.”
- “No more Council Housing in the area.”

Some had questions about the definition of affordable housing. Comments included:

- “Make sure AFFORDABLE is truly affordable on a normal salary.”
- “How do you define “affordable”? It’s meaningless if it’s still beyond the reach of local residents.”

Others raised questions about the nature of tenure blind properties. Included below are some of the comments made:

- “All new homes should be located within mixed tenure blocks (as they currently are) with shared entryways and gardens.”
- “The term ‘tenure blind’ needs an agreed definition but buildings should not be noticeably different to others and should offer equal and shared facilities.”

“It is very good idea to mix people from all walks of life.”

Respondents were also asked for their comments on the style of homes (such as design, size or type). All the comments received are provided in the Appendix.

In summary, many believed that it was important for all new homes to be large enough to tackle the issue of overcrowding that exists in some blocks. Comments included:

- “Decent sized accommodation with every property having access to a decent sized balcony for personal family use. Good sound proofing to stop noise nuisance.”
- “I would like to request to build more council and affordable homes like 3 to 4 bedrooms size homes to live with children and elderly.”
- “The council should study the type of demand for housing made in local estate agents.”
- “Homes designed for Families, especially families with disabled children.”
- “The designs must respect the homes and living conditions of any existing homes.”

A number of comments supported the mansion block style proposed in the masterplan. Comments included:

- “The homes should be like mansion blocks, large grand, and form a natural extension of the Portman Estate.”
- “All new homes should be ecological, of architectural merit and well designed (similar to Olympic village homes).”

Some however had negative comments about the style of architecture that should be used. Comments included:

- “Buildings should be timeless, not a modern expression, that will date and look cheap e.g avoid bright colours and artificial materials.”
- “I believe the style should match the classical houses in the area and not look too modern.”
- “The proposed pictures do not look very attractive. They are too modern and have no character.”
- “Homes should look like houses and not high rise tower blocks of more than three storeys high.”

Others made different suggestions as to what would be an important priority for them. Comments included:

- “Absolute priority should be given to safety in every way and all the homes need to have every facility essential for daily living in this day and age.”
- “Underground parking is essential.”
- “Better access to bins and chutes so people don't leave their rubbish bags outside.”

- “What's most important is to make them (near) zero carbon and install solar panels or other features for harnessing renewable energy from the outset.”

## Market and Enterprise

One of the key priorities of the masterplan is to improve Church Street and, more generally, to create more job opportunities for local people. Respondents were asked to indicate whether they agreed or disagreed with a number of specific proposals set out in the masterplan.

- 75% (76) of respondents agreed that the layout of the Church Street market could be improved. 15% (15) disagreed with this proposal
- A small majority of respondents – 59% (58) - agreed that there is scope to add a Food Market to the offer at Church Street Market, while 19% (19) disagreed with this proposal. However, a significant minority 20% (20) indicated that they neither agreed nor disagreed.
- Respondents were asked if they felt there is scope to improve the market offer by introducing a wider variety of goods. This was a popular proposal, supported by 75% (75) of respondents, with 13% (13) taking a different view.
- The masterplan proposes enterprise corridors that could offer affordable and flexible workspace. 60% (61) of respondents supported this proposals, while 22% (22) disagreed
- The masterplan seeks to develop a night time economy in the Church Street area. This was the least popular of the highlighted Market and Enterprise proposals, with just 49 (48%) or respondents supporting a night time economy and 36% (37) opposing this.

Respondents were also asked to answer a number of specific questions about Church Street market. This identified that:

- There is a relatively balanced spread of views on whether Church Street market currently offers a sufficient range of goods, with almost equal numbers of respondents agreeing and disagreeing with this statement.
- A similar result was obtained to the question of whether the market should have longer opening hours. 44% (45) indicated that it should, while 41% (41) took the opposing view
- The proposal that there should be occasional Sunday market proved more popular. 60% (62) indicated that they support an occasional Sunday market, while 22% (23) oppose the proposal.



75% agreed that the layout of the Church Street market could be improved

60% support proposals for affordable and flexible workspace

60% support an occasional Sunday market

Respondents were asked for their comments on whether the market and job opportunities in the Church Street area could be improved. All the comments received are provided in the Appendix.

In summary, from the comments received, there has been a mixed response to the idea of extending the working hours of the market. Comments included:

- “More market stalls during the week. Sunday markets. Make the market more inviting to tourists.”
- “No Sunday Market. Those who live close to the market are entitled to a bit of peace and quiet.”
- “Definitely agree with an occasional Sunday market, but should be occasional once every fortnight at the most.”

Comments were also received on the night-time economy. Comments included:

- “There is scope to develop a night-time economy - I support it ONLY if it is high quality to attract good quality people. Night time I support until around midnight and not early morning.”
- “Please don't increase the night time economy, the noise issues for the residents would be horrendous. Keep the night time economy on Edgware Road, we already have issue with noise due to antisocial behaviours, it would only get worse.”

A number of comments were received on the shops people wanted to see in the area, especially supporting the proposal to include a supermarket. Comments included:

- “A more mixed variety of shops offering employment to local people. Less food stalls, let the stallholders apply for proper food premises with local food preparation.”
- “No franchises- keep it independent. Keep antiques quarter.”
- “We need a proper supermarket to buy food locally which cannot necessarily be sold from a market stall.”
- “A decent mix of shops and stalls and a decent supermarket will also provide job opportunities.”
- “The last thing locals would want is a Westfield mix of trendy expensive shops or like a High Street of shops in any town where you could be anywhere.”

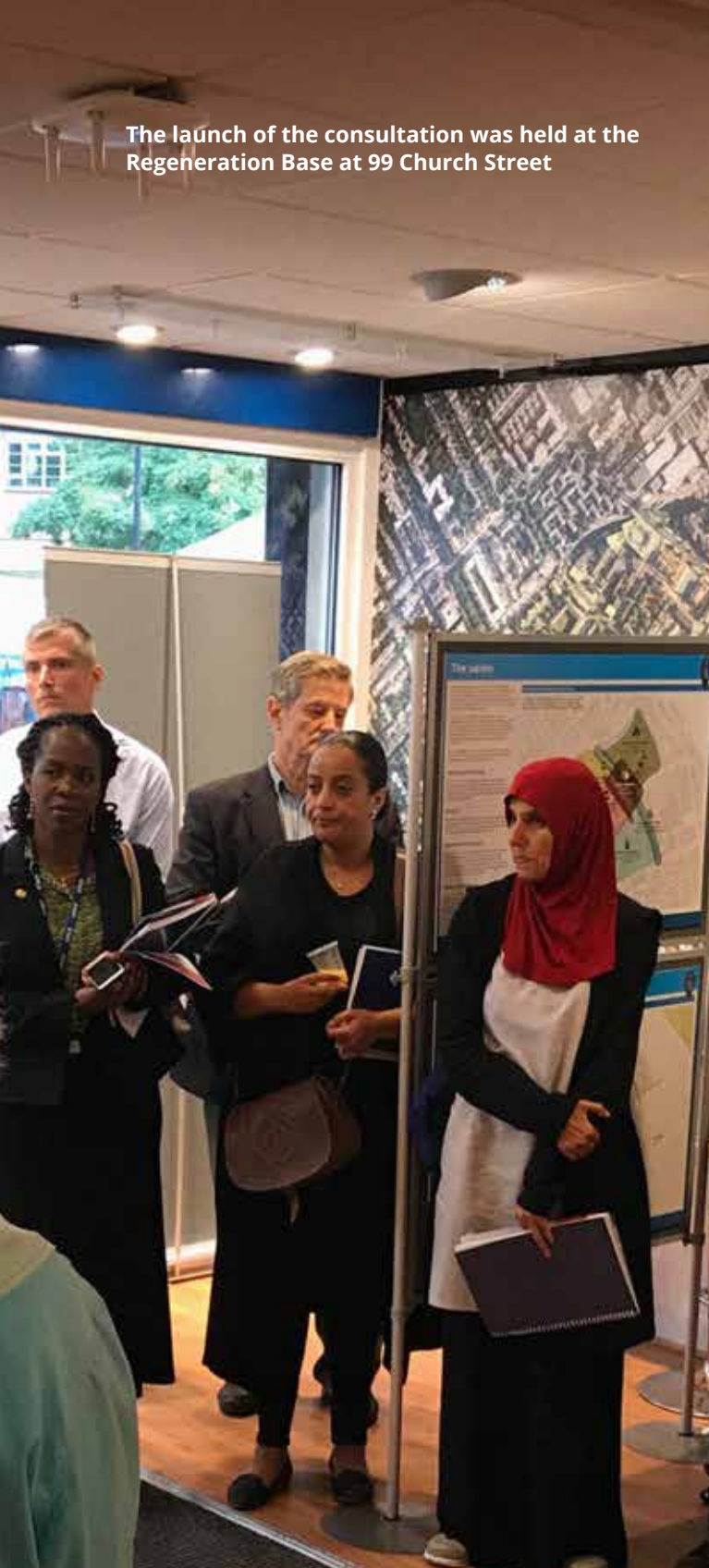
The idea of entrepreneurship was encouraged. However, some thought the masterplan could go further. Comments included:

- “Young people with enterprise ideas in the local community should be supported.”
- “More varied apprenticeships should be on offer; it was regrettable and disappointing that the masterplan only refers to blue collar job opportunities, publicly limiting the aspirations of the local workforce.”



“A decent mix of shops and stalls and a decent supermarket will also provide job opportunities.”

The launch of the consultation was held at the Regeneration Base at 99 Church Street



76% agreed with the recommendation to pedestrianise Church Street on certain days

- “Perhaps provide incentives to new stalls, to encourage entrepreneurship.”

A number used this space to bring up the importance of public toilets in the area (this comment was also featured in other sections). Comments included:

- “Toilet facilities are vital.”
- “The public toilets should be immediately re-installed.”

## Making Connections

Respondents were asked to give their views on the masterplan proposals to improve traffic and circulation within the Church Street area – and to better connect Church Street with neighbouring areas.

- **76% (74) of respondents agreed** with the recommendation to turn Church Street into a pedestrian zone on certain days.
- **75% (73) of respondents supported** the recommendation that all the roads in the Church Street area should be subject to a 20mph speed limit.
- A slightly smaller proportion, 60% (60) felt that a 20mph speed limit should only be introduced in certain areas, such as smaller residential roads.

Respondents were asked for any comments on the location and type of publicly accessible space within the Church Street area. All the comments received are provided in the Appendix.

This comment section had potentially the widest scope of responses, apart from the “Overall responses” section.

In summary, some comments directly relating to this section included:

- “There is a green space in-between Frampton and Orchardson Street that is not used, why not?”
- “Dog-friendly spaces in some parks / areas should be included.”

75% agreed that all roads in the area should be subject to a 20mph speed limit

- “I would like the council to strongly consider having spaces near residential areas where old, disabled and wheelchair bound people can go out for some fresh air.”

A minority of the comments did not believe that the area needed extra green spaces. Comments included:

- “The current space is adequate.”
- “There is Regent’s Park nearby. Why council bother to provide publicly accessible space. Better make large apartments.”

A number of comments thought more could be done to increase the amount of green space and pedestrian friendly spaces. These included:

- “The way master plan proposed redevelopment of sites A & B especially site C - we are losing valuable space for pedestrians and cyclists.”

Some comments used this space to comment on the road network proposals in the plan. Comments included:

- “Church Street should be fully pedestrian. Traffic should be filtered out.”
- “Do not affect parking. Wholly inadequate at present, do not make worse. People live here + need to park their cars.”
- “Improve cycle parking across area.”
- “A 20mph speed limit is not needed. Most journeys do not exceed 20mph in this area and many will ignore the new restrictions anyway.”
- “Lisson Grove should not be excluded from the 20 mph speed limit.”

Other comments made reference to what was in the park and how it should be managed. Comments included:

- “More open-air gyms (even if it’s just a pull-up bar integrated into street furniture design) and spaces for games, e.g. badminton court. This is to provide free and healthy activities for young people to occupy themselves with.”
- “The play area in Broadley Gardens should be greatly improved and made safe.”
- “The masterplan does not contain any details of how new and existing public areas are to be maintained. All green areas must be accessible to all local residents.”

## General Comments

Finally, respondents were asked to give their overall views on the masterplan. All the comments received are provided in the Appendix.

In summary, many made comments about the ambitions and the nature of the masterplan and the deliverability. Comments included:

- “Ambitious, but concerning given the track record for delivery of such projects. I also worry that too much focus has gone into the planning, and too little into the practical ramifications.”
- “The masterplan lacks critical detail in many respects, particularly financial, making it difficult to respond to in a meaningful way. For example.”

- “It needs to be more ambitious and actionable, with clear plans to bring onboard large housing developers to turn it into action.”

A number of comments mentioned the importance of the community in the area. Comments included:

- “I still look forward to the future of Church Street but I also fear that without careful planning we will lose the community we currently enjoy.”
- “Important not to lose the community spirit in the meantime.”

A number of comments in this section made critical comments about the massing and height of some of the proposed developments in the masterplan. Comments included:

- “The ward is already the most densely populated ward in the country. We do not want high rise here which creates a sense of enclosure.”
- “The density of population in the Church Street area is already very high. It should not be made any higher.”

# Church Street For All



Additional consultation took place for development proposals for Ashbridge Street, Cosway Street and Ashmill Street in October



# Analysis of completed comments cards

In addition to the detailed feedback form, local stakeholders were given the option to complete a shorter comments card (see Appendix). This facility was also provided online.

152 completed of which 39 were completed online.

The below is a representative sample of some of the comments, these have been tagged together within the four themes of the masterplan and other general comments either positive or negative towards the masterplan.

## Health and well-being

In total 10 of the comments related to the 'Health and Well-being' theme of the masterplan. This was the joint third most talked about theme. The comments were the most mixed of any category. A summary of some of the comments can be seen below:

- "Welcome the health hub and improve the Greenside Community Centre."
- "Pollution from construction work in the Lisson Green estate detrimental to health."
- "Need to have quiet space for elderly people."

## Homes

In total, 46 of the comments related to the 'Housing' theme of the masterplan. This is more than any of the other themes. Many of these were individual tenants asking questions about the offer they would be given in the masterplan. A summary of some of the comments can be seen below:

- "I don't want to move out of my home. I'm a tenant. Happy in my property."
- "The masterplan needs to be clear that existing tenants' and leaseholder rights will not be reduced."
- "51% of affordable housing is not enough. Also, what is meant by affordable?"
- "Overall plan is good. However, residents of the mooring are not mentioned. The Lisson Grove mooring is part of the plan area and a vital part of the local community."



## Market and enterprise

In total, 15 of the comments related to the 'Market and Enterprise' theme of the masterplan. This was the second most talked about theme, though well below the 46 received by the largest theme. Most of the comments related to the Church Street market. A summary of some of the comments can be seen below:

- "Market stalls to have solar panels on top of the roofs."
- "I am concerned about the provision of adult education. At present we study in Lisson Grove. Where do you propose to move the college?"
- "Food stalls on the market need to be kept away from residential properties. Food smells rise up making it impossible to open windows during the day."
- "We local residents are quite concerned that your changes to the Church Street area will negatively affect the market which operates there Mon-Sat."
- "Church St Market is the best working market in central London. It is perfect and please leave it alone."

## Making Connections

In total, 10 of the comments related to the 'Making Connections' theme of the masterplan. This was the joint third most talked about theme. Most of the comments related to road layouts and the proposal to decrease the speed limit in the area. A summary of some of the comments can be seen below:

- "Make Church Street 10mph and Lisson Green 10mph (because its an estate)."
- "Negative impact on already insufficient parking spaces/resident parking. I want to park my car when I get home from work, not know that someone else has had a lovely walk around a pedestrian zone."
- "The 20mph traffic calmed zone and pedestrianised areas sound interesting, but I would like more information on the size of the area and how it impacts residents who have homes that currently sit in these areas."
- "I live in Plympton Street. Given the emphasis on pedestrians, isn't this a good opportunity to stop this being a through road? Obviously it should still be possible for vehicles to enter but there is no need for vehicles to go speeding through from one end to the other."
- "Can we \*please\* talk TFL into changing the name of the Bakerloo Line - Edgware Road tube to 'Church Street'?"

## General comments

36 general comments were also received on comment forms, these are comments that did not fit into any of the categories and often were a mere comment about the implementation of the masterplan. Of the general comments around 15 were positive. A summary of some of the comments can be seen below:

- "All looks very good. Sadly I am too old to expect to see much of it. Please re-open the toilets. Elderly people, pregnant women, disabilities etc need them."
- "Really good idea. Should have done it a long time ago."
- "Generally supportive of the plans. Very important that Council doesn't create a ghetto of one ethnic or social class of people. Want new residents to be mixed more than just what there is currently or by the affordable housing provision."
- "It is very much needed redevelopment for the most prominent area of London. Looking forward to having the masterplan become a reality."

Of the general comments, 11 were negative about the masterplan. Many of them raised points of disagreement and a certain level of mistrust with Westminster City Council. A summary of some of the comments can be seen below:

- "I strongly believe that this area does need to be completely redeveloped, but improve using the current space. Compulsory Purchase and forcing people out is not the way forward. For the small pain you will ruin the lives of many people. You cannot justify this."
- "Not convinced that the scheme is good value for money - particularly as some recently refurbished and renovated flats would be lost. Furthermore, just adding 2-3 flats would be a better use of money than demolishing the wider area of site. Also not convinced a tower on Site A."
- "Interested to know why Lambourne is being pulled down - especially as it has only recently been refurbished and maintained to a high standard."
- "This area is already densely populated. No space for car parking, schools, GP surgeries etc. Why demolish existing buildings when the country has more land elsewhere, say London suburbs."
- "I am against the proposal as Westminster's track record in meeting the social housing quota on new builds is terrible."
- "The demolition plans should go much further."

# Analysis of other responses

In addition to the feedback forms and comments cards, a number of local stakeholders submitted more detailed written responses. These responses can be read in full in the Appendix.

They were submitted by:

- Businesses on Edgware Road
- Resident in Wandle House
- Local resident
- Local resident
- Local businessman
- Linkcity
- Westminster Adult Education Service
- Church Street Ward Neighbourhood Forum
- Church Street Futures Group
- St Marylebone Society
- United Colleges Group (City of Westminster College)

In addition to specific comments relating to individual circumstances, these responses generally welcomed the aims of the masterplan. There was a recognition of the need to deliver more new homes in the Church Street area and support for an improved market and more economic opportunities for local people. The responses were also broadly positive in respect of the Health and Well-being aspects of the masterplan and the intention to increase the amount of publicly accessible space by 40% and impose a 20mph speed limit across the area.



**On the first day of the consultation, Church Street visitors and residents were encouraged to make their own smoothie and learn more about the masterplan**



However, an analysis of these responses identified a number of common themes:

- Lack of community involvement when developing the masterplan.
- The need for greater clarity over the number of homes affected and the precise number of new homes proposed.
- Concerns about the number of new homes proposed and larger number of blocks identified for demolition than under previous plans.
- The belief that Church Street ward is already the most densely populated in London and that more work needs to be done to reassure that local infrastructure can cope with a further increase in population.
- The need for reassurance about the treatment of affected tenants and leaseholders.
- Concerns about the proposed percentage of affordable new homes to be delivered, with a widespread view that this should be 50% rather than the 35% proposed (to reflect the Mayor of London's emerging guidance for the development of public land).
- A fear that Westminster City Council's track-record means that it will not be able to deliver the aspirations of the masterplan.
- Requests for more financial/viability information.
- Demand for a clear definition of affordable housing.

### **Other specific issues raised include:**

- Request that the raised junction proposed for the intersection of Ashmill Street and Ashbridge Street is not progressed.
- The need for continuity of provision to be ensured for Westminster Adult Education Service.
- The presence of protected bats in the vicinity of the Regents Canal.
- Request for specific sites to be brought forward in the timeframe.
- Anti-social behaviour issues in the Lisson Green estate.
- The requirement for the masterplan to provide more public toilets in the Church Street area.
- The need to protect frontages along Edgware Road.
- Concern about the proposal to include a taller building in the first phase of development, particularly in respect of possible overshadowing impact.

# Community reach

This report has stated throughout the measures that it has undertaken to reach the widest number of people and to ensure all people had an opportunity to feed into the consultation.

Attached to the online and written feedback form that was provided at all consultation events was an 'about me' monitoring form which included a number of questions about location, the stakeholder and the circumstances of the stakeholder.

Additionally, on all comment cards there was a small section for respondents to give their postcode and age.

Neither of these parts were compulsory, and some did choose not to fill this section in. These comments have still been considered in the wider feedback.

A comprehensive ward profile for Church street is available on the council's website that was compiled in November 2016. This was used as a barometer for the demographic data collected.

It was noted that stakeholders, residents and businesses that completed the online and written feedback form did not truly reflect the wider Church Street population. However, the team found that at events, those that were not responding to this method of providing feedback (e.g. those that were shorter term residents and who had English as a second language) completed the comment cards to give their feedback. Due to the nature of these comment cards, being quick and easy for anyone to fill in, this data was not collected.

A full demographic breakdown from those that provided information is available in the Appendix.

# How the masterplan has responded

Throughout the consultation process, the programme team considered responses and tested various delivery and viability scenarios to consider what amendments to the masterplan should be proposed.

Many comments received were about the detail of the scheme delivery and as such will be used as consultation evidence base to support the manner in which the masterplan is progressed. As a result of this, below is a summary of the changes split into the four themes of the masterplan as well as the addition of a new section on delivery.

Theme	Amendment	Document reference
1. Homes	a. Ashbridge and Cosway proposals have progressed significantly since publication of the draft masterplan, with site specific consultation having been undertaken and planning applications submitted. As such, these sites now form part of the 'schemes in delivery' and therefore have moved to this section of the report.	p13
	b. Information provided on the number of tenants and leaseholders directly affected by each masterplan site proposal to show scope of scheme and council re-provision requirements for tenants.	p46-58
	c. State a clear intention to work with partners, including City of Westminster College, to consider delivery and funding options for the Gateforth & Cockpit Theatre site	p56
	d. Provide clarity on the delivery of affordable housing by floorspace and against Council and London planning policy guidance.	p97-98
	e. Retain proposal to include total Edgware Road frontage, with a commitment to consider all options for delivery	p48-49
	f. Highlight the Council's ambitious infill programme as an alternative for sites in the Church Street area not identified for comprehensive development	p92
2. Health & Well-being	a. Affirm commitment to ensuring new and redesigned public spaces are designed and managed to reduce crime and anti-social behavior	p71
3. Market & Enterprise	a. Confirm approach to current traders and businesses both during and after the proposed new development	p67-68
	b. Emphasise the need to support the creative and antiques businesses in the area	p69
	c. Affirm commitment to the retention, improvement and evolution of the street market offer in Church Street	p67-68
4. Making Connections	a. Specify intentions around re-providing both Church Street library and Westminster Adult Education provision in consultation with service providers and users	p36-39 p40-41, 55-56
	b. Highlight further the link to the Regents Canal	
5. Delivery	a. Include a clear statement on the council's commitments to its existing tenants and leaseholders and reference the specific policies that govern these commitments.	p96-99
	b. Ensure information on land use and massing is clear and clarify that building heights at this stage are indicative and need to respond to emerging policy and local context at the time of detailed planning.	p60-65
	c. Include indicative delivery timescales diagrams within document	p46-58
	d. Rename 'The Way Forward' section as 'Delivering the masterplan and lay out the process the council will undertake on all proposals ahead of their delivery, including due diligence, engagement and consultation with the community, viability testing and procuring partners.	p96-99
	e. Affirm commitments to consultation and engagement approach both through existing forums and with the wider community.	p96-99

# Conclusion

In running a public consultation around the draft masterplan for Church Street, Westminster City Council was committed to communicating the details of the proposals as extensively as possible and to talking to, and understanding the views of, as many local residents and other stakeholders as possible.

The only way the council can achieve our ambition for Church Street - to create a successful neighbourhood where people can both live and thrive - is if we work in partnership with the local community. We would therefore like to thank the many hundreds of local residents who took part in this consultation.

We sought to provide multiple, and varied, opportunities for people to engage with us during the draft masterplan consultation. Our aim was to run a consultation that fitted in with the daily lives of the Church Street community, rather than expecting the community to simply attend a number of 'set piece' consultation events.

That's why we ran an extensive outreach programme, as well as having a permanent exhibition at the Regeneration Base, 99 Church Street.

In particular, we are extremely grateful for the role played by our Community Connectors in helping us to reach out into the local community, by delivering information, knocking on doors and often acting as interpreters.

Some of the approaches that we used worked better than others - and we will make sure that the lessons of Church Street are learned for future consultations organised by the council. In particular, we recognise that we still need to get better at engaging with young people and other hard to reach groups.

Despite this, we are confident that we have run a comprehensive and effective consultation for the draft masterplan for Church Street. Our proposals will now evolve - and will now be better explained - as a direct result of the feedback that we have been given by the Church Street community.

We look forward to continuing to work with you to progress these exciting proposals.





