

lexington

Statement of Community Involvement

Harold Hill Town Centre Regeneration
Chippenham Road (Phase Two)

July 2024





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1.0 Executive Summary

This Statement of Community Involvement (SCI) has been prepared by Lexington on behalf of the joint venture partnership between Havering Council and Wates Residential ('the Applicant') in support of a planning application ('the planning application') for Phase Two of the Harold Hill Town Centre Regeneration.

The proposals have been prepared to deliver a range of long-lasting economic, social, and environmental benefits that will positively impact the wider borough.

Key features of Phase Two include:

- 138 new affordable homes in a mix of one, two, three, and four-bedroom properties on land off Chippenham Road and Kings Lynn Drive, adjacent to Farnham and Hildene Shopping Centre.
- Communal garden courtyards, providing residents with ample outdoor space to relax and socialise in a vibrant and green landscape.
- Landscaping works including a community garden, casual seating, and play areas.

Both Wates and Havering Council, as delivery partners, have been committed to delivering a thorough programme of consultation to ensure that the community is fully informed of the plans and presented with an opportunity to help shape the final proposals. To that end, Lexington, a specialist communications consultancy, was instructed to undertake a pre-application consultation and engagement programme on behalf of Havering Council and the Applicant.

Lexington has carried out a robust programme of pre-application consultation in accordance with national and local guidelines (outlined in Section 2.0). Initial consultation was undertaken in July 2023 to explore community attitudes to the proposals, which was followed by a detailed pre-application consultation period in Spring 2024. To ensure that as broad an audience as possible was engaged, both consultation periods incorporated physical and digital elements, which are further detailed in Section 3.0. The result was a comprehensive and inclusive consultation that fully adhered to all statutory requirements.

Key themes that emerged across both consultations included:

- Concerns over infrastructure / strain on local services
- Concerns over anti-social behaviour
- Support for the scheme
- Concerns over parking and traffic
- Opposition to the closure of the pub
- Comments on housing tenure / types

Havering Council, Wates and the wider team have subsequently considered this feedback to inform this planning application.

This Statement of Community Involvement (SCI) outlines the methods used to engage with the local community. It summarises the feedback received from residents and local businesses and provides a response to pertinent issues raised during the consultation.

A comprehensive breakdown of the feedback gathered during the consultation is outlined in Section 4.0 of this document, while Section 5.0 provides a response to the comments raised. The Applicant is confident that the feedback received has been addressed in this report, which will be submitted alongside the planning application.

2.0 Planning and Guidance: Role of Community Involvement

Planning guidance states that pre-application consultation with communities, local authorities and statutory consultees can bring several benefits to the process of determining planning applications. Against this background, the Applicant has sought to consult with interested parties on the planning application in line with local and national policy and guidance concerning community involvement in the planning system, as well as industry best practice.

2.1 National Planning Policy & Legislation

2.1.1 The Localism Act 2011

The Localism Act 2011 seeks to provide the local community with a voice throughout the planning process, highlighted in the former Department for Communities & Local Government's paper, *'Decentralisation and Localism Bill: an essential guide'*, which outlines one of its principles as:

"Empowering communities to do things their way – by creating rights for people to get involved with, and direct the development of, their community."

The Localism Act 2011 outlines that applicants must notify the local community about their proposals and *"bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land."* It goes on to state that the publicity must explain how the applicant can be contacted by those *"wishing to comment on, or collaborate...on the design of, the proposed development"* and that applicants must consider the feedback received by having *"regard to any responses to the consultation."*

2.1.2 National Planning Policy Framework 2021

In July 2021, the Ministry of Housing, Communities & Local Government released its updated National Planning Policy Framework (NPPF). The document seeks to achieve sustainable development with three overarching objectives: an economic objective; a social objective; and an environmental objective.

The NPPF sets out guidance in relation to pre-application engagement and front-loading. The guidance emphasises early engagement and suggests that *"the more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits"* (para. 41).

The updated NPPF was issued in December 2023. This document consolidates national planning policy guidance (including all previous Planning Policy Statements and Planning Policy Guidance). A key aim of this new concise and accessible document was to put greater power in the hands of local communities directly affected by development.

Paragraph 39 sets out how early engagement in the planning process has significant potential to improve the efficiency and effectiveness of the planning application system for all parties involved in planning applications. The ambition of this guidance, therefore, is to enable better coordination between public and private resources and create improved outcomes for the community and developer.



2.1.3 National Planning Practice Guidance

The National Planning Practice Guidance (NPPG) is intended to make planning guidance more accessible and easier to keep up to date. With regard to consultation and community engagement, the NPPG notes:

“Early and timely engagement between developers, statutory consultees and local authorities at the pre-application phase is important in helping to address issues and opportunities early on and avoid delays occurring at the formal application stage”. (para. 15-013-20190722).

The guidance states that this can be achieved by consulting the local planning authority, statutory and non-statutory consultees, elected members and local people, with the level of engagement proportionate to the nature and scale of the proposed development.

2.2 Havering Council

2.2.1 Havering Council: Statement of Community Involvement (2021)

The Council’s adopted Statement of Community Involvement (SCI) supplementary planning guidance (SPD) outlines its policy regarding engagement with the local community. The SCI states:

(4.2.1) “The Council strongly encourages prospective applicants to engage and consult with neighbours and other stakeholders who might be affected by their proposal, prior to submitting the application to the Council”.

(4.2.4) “The Council strongly encourages developers to make use of meaningful preapplication consultation, as this is the stage where residents can have the greatest influence on proposals. The applicant should be able to justify that the methods used are reasonable in relation to the scale and potential impacts of the development and that the consultation reaches those who will be affected by the proposal. The Council expects engagement methods to take a variety of forms, to reach as many residents and local stakeholders as possible. For example:

- *Public meetings, presentations and focus groups, which take place at a suitable location and time of day for the community*
- *Creation of a dedicated website where proposals can be seen and comments can be made*
- *Press releases*
- *Local exhibitions*
- *Notification letters*
- *Leaflet drops and posters”*

2.3 Our Approach

The Applicant has made efforts to ensure that engagement with the local community regarding the proposals adheres to the national and local guidelines, such as the Localism Act 2011, the NPPF, the NPPG, and Havering Council’s SCI, along with industry best practice. This document serves as confirmation that the requirements have been met for the proposed development. The Applicant acknowledges the importance of conducting thorough consultation prior to submission, and engagement will persist during the post-submission phase.

3.0 Consultation Programme

Wates and Havering Council, through its strategic partnership, are committed to working closely with the local community on delivering regeneration plans that align with the community's needs and ambitions.

The joint venture aims to deliver over 3,500 much-needed new homes across 12 existing housing sites within the London Borough of Havering, focusing on delivering investment, new homes and 'designing out crime' on housing sites that need it most, supporting that vision that everyone deserves a great place to live.

Harold Hill Town Centre regeneration project seeks to transform the local centre and create a clean, sustainable, and innovative community that prioritises health and well-being through new shops and services, high-quality new homes and more vibrant and enjoyable community space. The project is being delivered in three phases:

1. The Family Welcome Centre
2. Chippenham Road
3. Farnham and Hildene Estate

Each phase is being delivered separately, to minimise disruption for residents but also to ensure that all aspects of the Town Centre regeneration are carefully considered and developed with the community in mind.

Consultation on Phase 2 asked for input into the proposed delivery of 138 new affordable homes on land off Chippenham Road and Kings Lynn Drive, supported by new green spaces, safe new designs and features, and public realm improvements.

Havering Council and Wates Residential undertook two rounds of community consultation, first throughout July 2023, and the second in spring 2024, across April and May. The details and feedback received has been summarised in the following sections.

3.1 Stage 1 Consultation – July 2023

3.1.1 Publicising the Consultation

To achieve this aim, a robust and thorough programme of pre-application public consultation was undertaken from Tuesday 18th July and Monday 8th August 2023, for a total of three weeks. To ensure the consultation process was accessible to all interested parties and groups in the area, several methodologies were employed, as detailed below:

3.1.1.1 Media

On Thursday 13th July, a press release was issued to local media detailing the proposals and promoting the consultation. A copy of this press release and the subsequent media coverage can be found in **Appendix A**.

3.1.1.2 Leaflet to Residents

A promotional leaflet was issued to neighbours closest to the site on Tuesday 4th July, providing residents with two weeks' notice of the consultation and exhibition. A copy of the leaflet can be found in **Appendix B**. The consultation was also promoted within the Living in Havering e-newsletter.

3.1.2 Feedback Channels

3.1.2.1 Consultation Website

The website (<https://www.havering.gov.uk/haroldhilltowncentre>) acted as the main hub of the consultation and included information about the regeneration plans. It also offered details on how to provide feedback, including a dedicated feedback form.

3.1.2.2 Public Exhibitions

During the consultation period, the development team hosted two public-facing events to encourage the maximum amount of engagement possible. Both events took place at Harold Hill Library on Tuesday 18th July and Thursday 20th July.

Overall, the community event attracted an estimated 40 attendees, with a total of 10 in-person feedback forms. The sentiment of engagement was overwhelmingly positive and warm, with residents expressing genuine enthusiasm for the development in the area. At the events, exhibition boards were displayed to highlight the vision for Chippenham Road and the scheme design. A copy of the boards can be found in **Appendix C**.

3.1.3 Feedback Received

A total of 34 pieces of feedback were received during the public consultation, all of which have now been considered. A summary of the format and feedback channels can be found in the table below. The Applicant is grateful to all those who provided feedback on the proposals during the public consultation period.

Format	Number
Exhibition Feedback Forms	10
Email Correspondence	0
Website Forms	24
Total	34

3.1.4 Exhibition Feedback

The majority of attendees were eager to see more detailed designs and visual representations of the proposed development. Although the overall support for the development was high, a few concerns were raised during the event. Some residents expressed apprehension about potential impacts on local amenities, health infrastructure and crime. Addressing these concerns with more specific information and reassurance will be crucial to maintaining broad community support.

3.1.4 Feedback Form

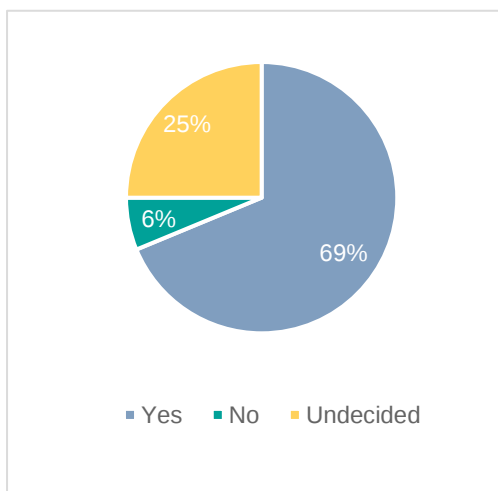
An online feedback form was made available on the project website for interested parties to give their views. Paper copies were provided at the public exhibition. The form explained what was being consulted on and provided a box for comments to be submitted. An overview of the comments received is provided below:

Q1. What do you like or dislike about our vision for this site on Chippenham Road? - Please comment below

Question one garnered responses from 20 respondents in total. Feedback included:

- **Affordability and social housing:** Many respondents emphasised the need for more affordable housing and sought clarity on social housing numbers and allocation.
- **Community infrastructure:** Nine respondents expressed concerns about the perceived absence of provisions for schools, sufficient parking, and accessible healthcare services. Five respondents stressed the need for enhanced transportation options and road safety measures to support potential population increase.
- **Anti-social behaviour:** Concerns about loitering the prospect of exacerbating antisocial behaviour. Two respondents acknowledged that the plans would likely improve anti-social behaviour in the local area.
- **Housing-related issues:** Mixed sentiments about the proposed housing increase, including the resulting impact of noise and traffic.
- **Financial aspects and feasibility:** Concerns about maintaining the proposed structures over time.

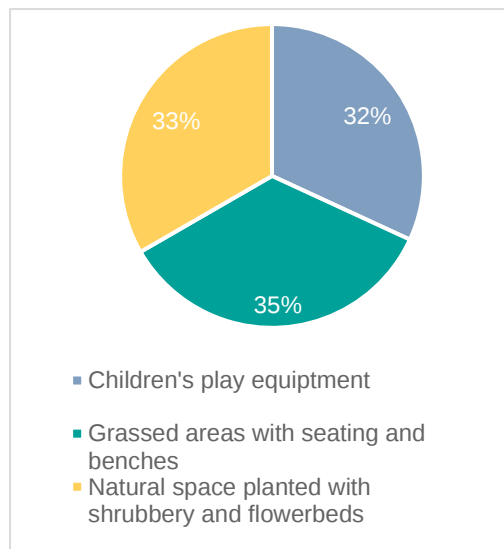
2) Do you support bringing affordable homes to this location?



A total of 23 participants showed support, two were against, and nine remained undecided.

The strong community desire for affordable homes was evident from the overwhelming support, aligning well with the emphasis on affordability and social housing highlighted in broader feedback.

3) The new homes will include areas of shared green, open spaces. What types of facilities would you like to see included in these areas? Please tell us which facilities are your main priority.



A total of 22 respondents placed high importance on children's play equipment. Grassed areas featuring seating and benches received strong emphasis from 24 participants. Likewise, 23 respondents highlighted the value of natural spaces adorned with planted shrubbery and flowerbeds,

Additional insights arose from comments, particularly concerning seating areas. Some respondents voiced worries about potential negative behaviours like loitering, noise, and antisocial activities connected to these spaces. This emphasised the need to strike a balance between fostering social interaction and ensuring a secure, naturally surveillance and enjoyable environment for residents.

A recurring concern revolved around the maintenance of these green spaces. Respondents questioned whether the council would allocate sufficient funds for cleanliness, safety, and prompt repairs. This concern stemmed from observations about the current state of other community areas, reflecting a desire for enhanced maintenance practices.

4) Which are the most needed health services in Harold Hill? Please provide your suggestions in the comment box below.

Respondents pinpointed vital health services required in Harold Hill, with several prominent mentions. Foremost were a walk-in health centre, a doctor's surgery, and a dentist's clinic. A noticeable emphasis on dental care was apparent, signifying a notable demand for accessible oral health services. The feedback underlined the need for more General Practitioners (GPs) and dentists to cater to the substantial patient load, especially within the existing local healthcare network.

Additionally, there was a plea for improved access to emergency medical services for children, encompassing readily available dentists, hospitals, and emergency rooms. Collectively, the responses underscored the significance of augmenting both primary and specialised healthcare provisions in the Harold Hill vicinity to more effectively meet the community's healthcare requirements.

5) Do you consider the Alderman Pub a valued community asset? Please select one option

Out of the four participants who responded to the question regarding the Alderman Pub as a valued community asset, three indicated that they did not consider it to be a valued asset, while one participant expressed that they did.

Comments provided additional context, with one respondent referring to the Alderman Pub as a tip and an eyesore, suggesting that it should have been demolished years ago due to its perceived negative impact. This was also reflective of the conversations had during the event that didn't mature into completed feedback forms, there was a general consensus that the area needed a pub amenity, but a more family focused venue with food options and possible space for community events.

6) Other Comments

A notable emphasis on safety emerged, with several respondents advocating for heightened surveillance via increased CCTV installations. Parking improvements surfaced as a recurring theme, encompassing availability and cost concerns, along with apprehensions about overflow parking challenges.

The impact of the increased population on public services was a notable concern, with calls for more resources allocated to essential services such as public transport, healthcare (including walk-in health centres, doctor and dentist surgeries, and MP surgeries), and education (schools). A couple of respondents mentioned the importance of having an area dedicated to local art.

The desire for accessible community centres aimed at supporting those in need, such as sick individuals and single parents, plus safe and accessible space for local young people, were mentioned as a way to foster social connections and provide assistance.

3.1.5 Conclusion

The consultation approach to date, which has been wholly transparent and accessible to all, has provided an opportunity for residents, local businesses and other stakeholders to learn about the proposals and provide their feedback.

The vision for revitalising the Chippenham Road area aligns with the desire for modern, high-quality homes set within a vibrant and green landscape that prioritises community well-being.

The public consultation program, spanning both physical and digital channels, captured the thoughts and concerns of the community. The majority of participants expressed support for the development while also raising valid apprehensions about potential impacts on local amenities, health infrastructure, and safety. The feedback channels, including the consultation website and exhibition feedback forms, provided valuable insights.

The feedback received highlighted a range of priorities, including the need for affordable and social housing, enhanced community infrastructure such as schools and healthcare services, and provisions for maintaining shared green spaces. The community's strong desire for accessible healthcare services, particularly dental care, underlined a need for comprehensive health facilities in the area.

Additionally, the input on improving safety through increased surveillance and addressing parking challenges reinforced the importance of creating a secure and well-functioning environment for all residents.

Moving forward, it is evident that the collaboration between Wates, Havering Council, and the community will be essential to ensuring that the Chippenham Road development becomes a successful and harmonious addition to Harold Hill.

3.2 Stage 2 Consultation – Spring 2024

3.2.1 Publicising the Consultation

Following the initial round of consultation in summer 2023, the project team considered the feedback and advanced the designs to reflect comments received from residents, local businesses, visitors, expert guidance and planning officers.

The evolved proposals were then put back to the public for consultation for four weeks in Spring 2024, running from Monday 15th April to Friday 10th May 2024. To ensure the engagement process was accessible to all interested parties and groups in the area, several methodologies were employed to promote the consultation, as detailed below.

3.2.1.1 Community Leaflet

A leaflet promoting the consultation was issued to residents living in close proximity to the proposed site. The total number of leaflets delivered was 105. The leaflet contained a brief summary of the plans and shared mechanisms for providing feedback, as well as highlighting the exhibition event and duration of the consultation period. A copy of the leaflet can be found in **Appendix D**.

3.2.1.2 Media

On Monday 15th April, a press release was issued to local media detailing the proposals and promoting the consultation. A copy of this press release can be found in **Appendix E**. The update was shared on the Havering Council news pages online, as well as in the '*Daily Digest*' Bulletin.

It was picked up by a number of outlets:

- Romford Recorder: '[Chippenham Road, Harold Hill 138-home plan consultation open](#)'
- Havering Daily: '[Public consultation launched on the next phase of the Harold Hill Regeneration.](#)'

3.2.1.3 E-Bulletin and Social Media

The consultation was publicised on the social media channels of Havering Council via updates in the Living in Havering e-bulletin. Featuring in both the Friday 12 and Friday 19 April editions, which were posted on the Council's social media, including X (formerly known as Twitter) and Facebook.

The posts encouraged residents to view the proposals, visit the consultation events, and encouraged feedback. Information on the click rate of the e-bulletin is below:

Friday 12 April

- Bulletin open rate: 42%
- Bulletin click rate: 3%
- Link clicks: 378 total
- Recipients: 61,561

Friday 19 April

- Bulletin open rate: 42%
- Bulletin click rate: 3%
- Link clicks: 115 total
- Recipients: 61,559

A copy of the relevant section of the e-bulletin can be found in Appendix F.

3.2.2 Feedback Channels

3.2.2.1 Consultation Website

The website (viewed [here](#)) acted as the main hub of the consultation and was updated to include more in-depth information about Phase Two of the regeneration plans. It also offered details on how to provide feedback on the plans, including completing the dedicated consultation questionnaire. The questions asked have been outlined with their responses summarised in Section 3.2.3.

3.2.2.2 Community Information Line

A Community Information Line (03333 580 502) was provided throughout the course of the consultation, to enable people to speak with members of the development team directly. Interested parties were able to ask questions, leave their feedback verbally, or request paper copies of the consultation materials to be posted to them. The telephone line was available at the start of the consultation and was staffed from 9.00am to 5.30pm, Monday to Friday. An answerphone facility was available outside of office hours.

The Community Information Line was promoted on the community leaflet. One call was received to which the project team answered questions on the consultation period and information about details for the drop-in event. The call did not require a follow up.

3.2.2.3 Public Exhibitions

During the consultation period, the development team hosted two public-facing events to encourage the maximum amount of engagement possible with those closest to the proposed scheme site.

The events were held on Thursday 25th April and Saturday 27th April, both at the Harold Hill Library.

The exhibition space hosted a series of exhibition boards, which can be seen at **Appendix G**.



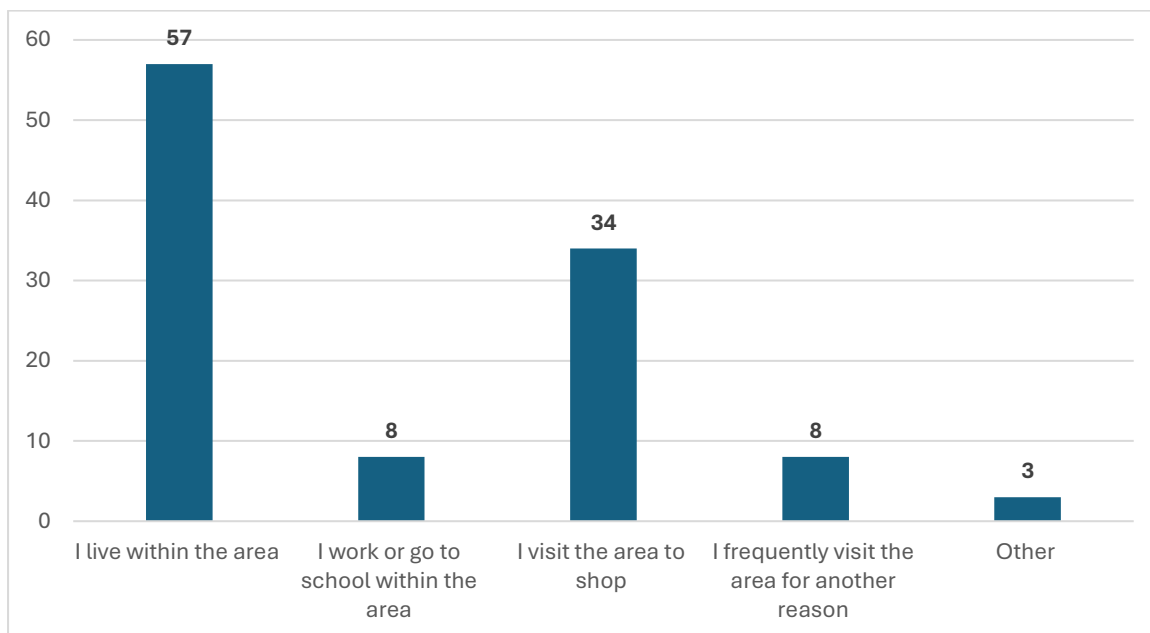
A 3D model of the Town Centre was also displayed in the centre of the room. The exhibition was staffed by representatives from the project team who were available to answer any questions from attendees. Approximately 45 people visited the exhibition space across both events.

3.2.3 Feedback Received

A total of 73 pieces of feedback were received during the public consultation, all of which has now been considered. The Applicant is grateful to all those who provided feedback on the proposals during the public consultation period.

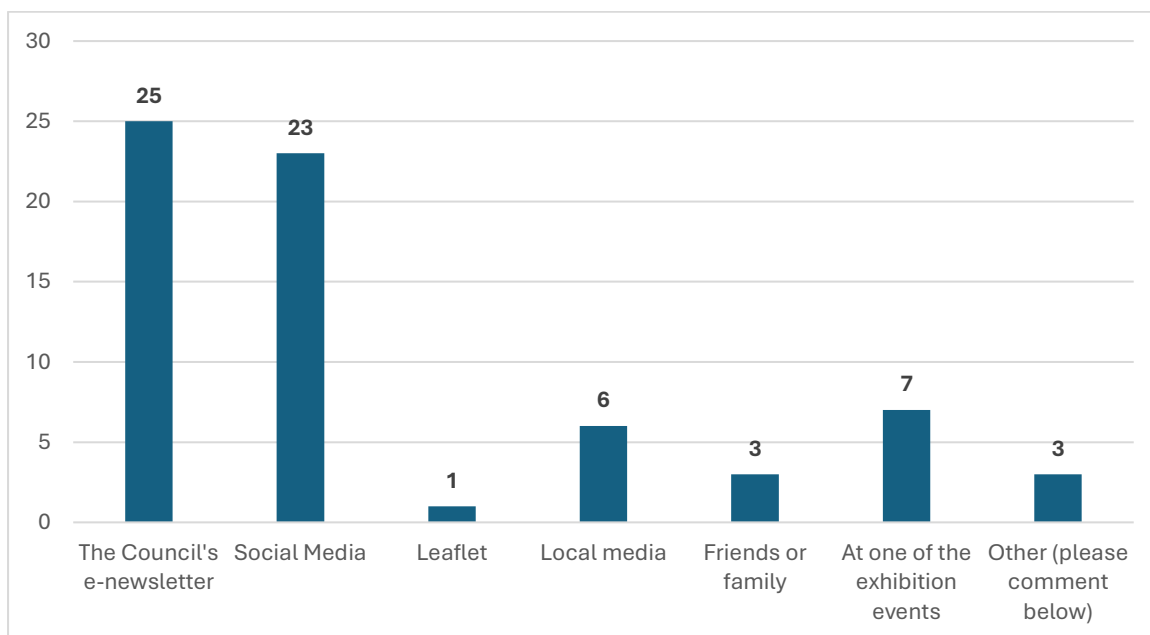
3.2.3.1 Survey Responses

Please tell us in what capacity you are responding to this consultation



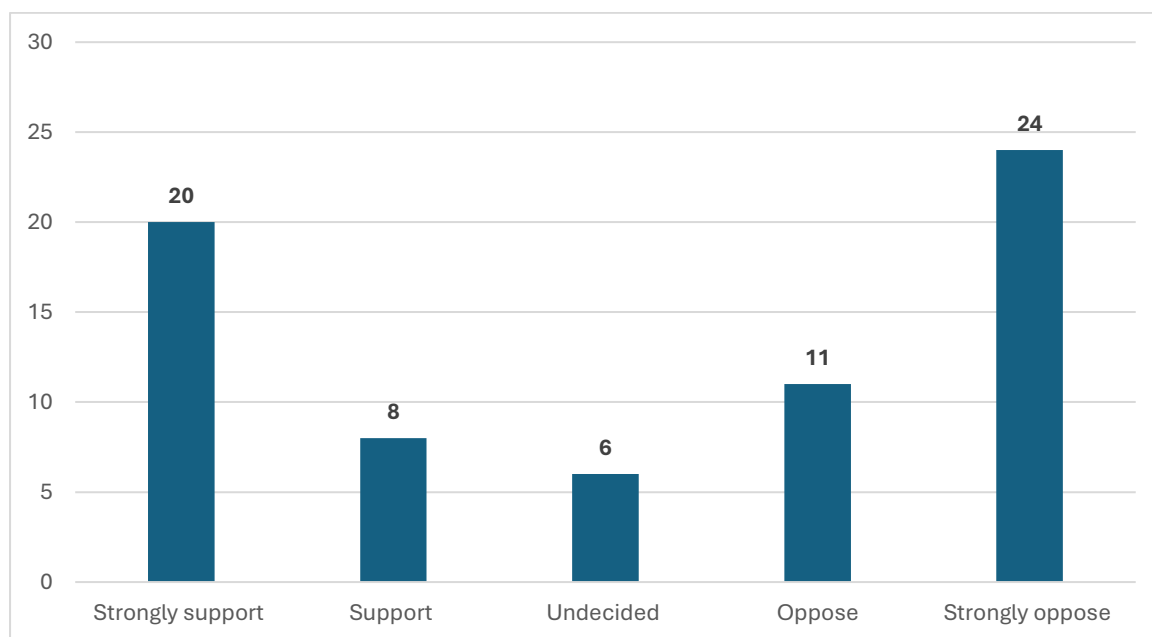
*Respondents were able to select numerous options for this question.

How did you hear about this consultation?



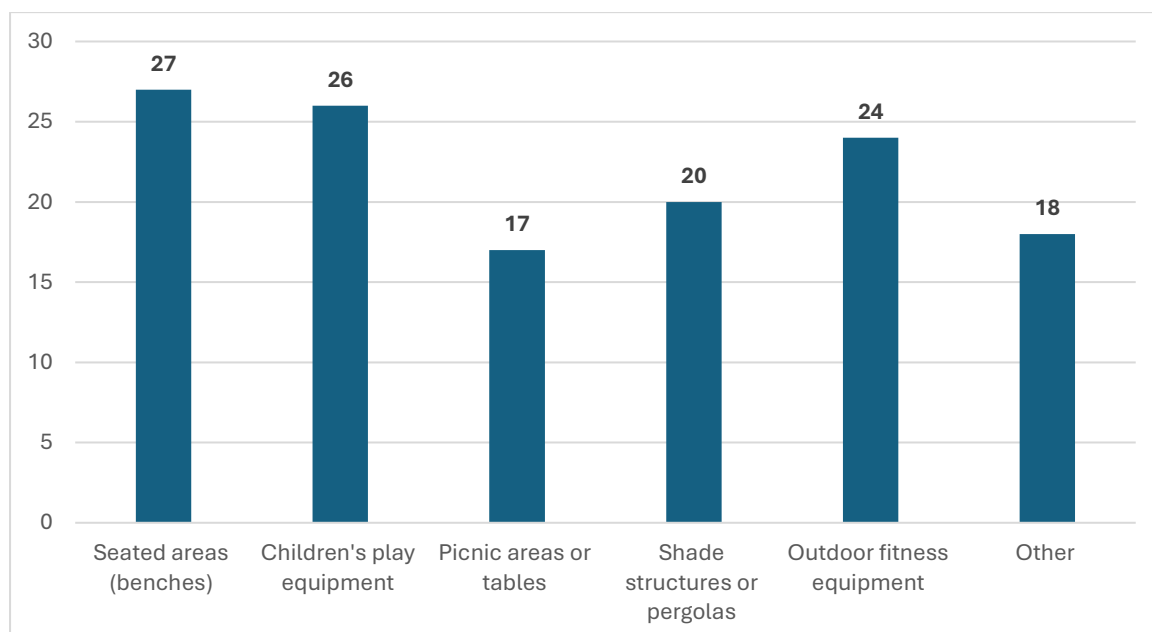


Do you support bringing affordable homes to this location?



** Five respondents did not answer this question

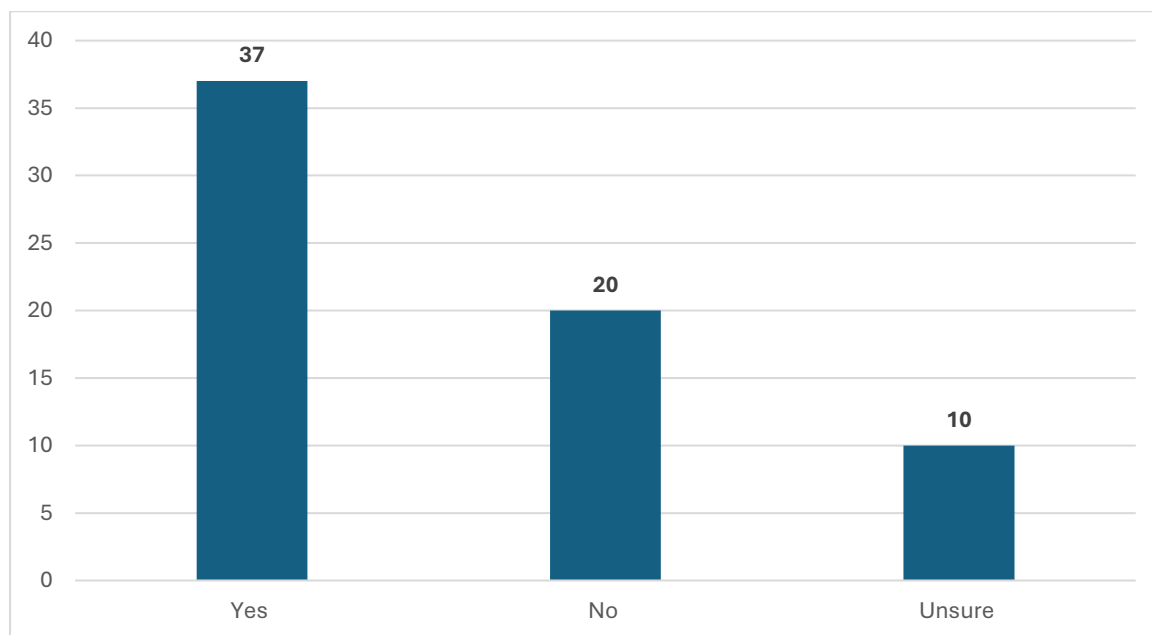
Our plans will centre the apartments around areas of shared green space. What would you like to see in this space? Please select all that apply.



*Respondents were able to select numerous options for this question.



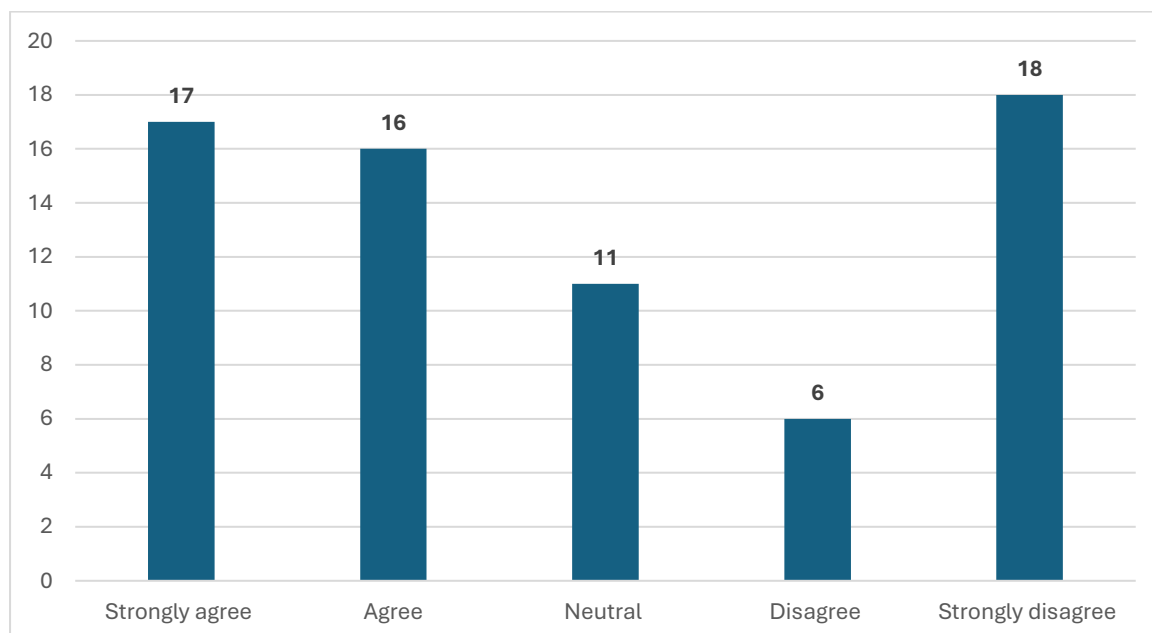
Would you like the proposal to include a new community garden within the regeneration project?



*Six respondents did not answer this question

How much would you agree with these statements:

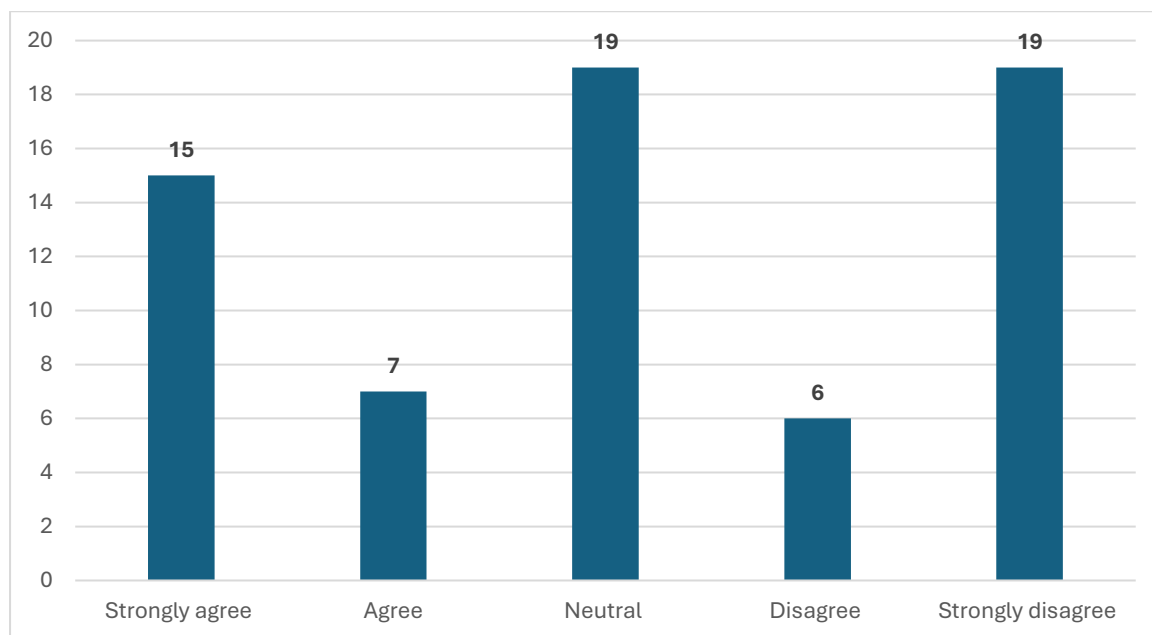
Community garden - The new community garden will enhance the overall well-being of the area.



*Five respondents did not answer

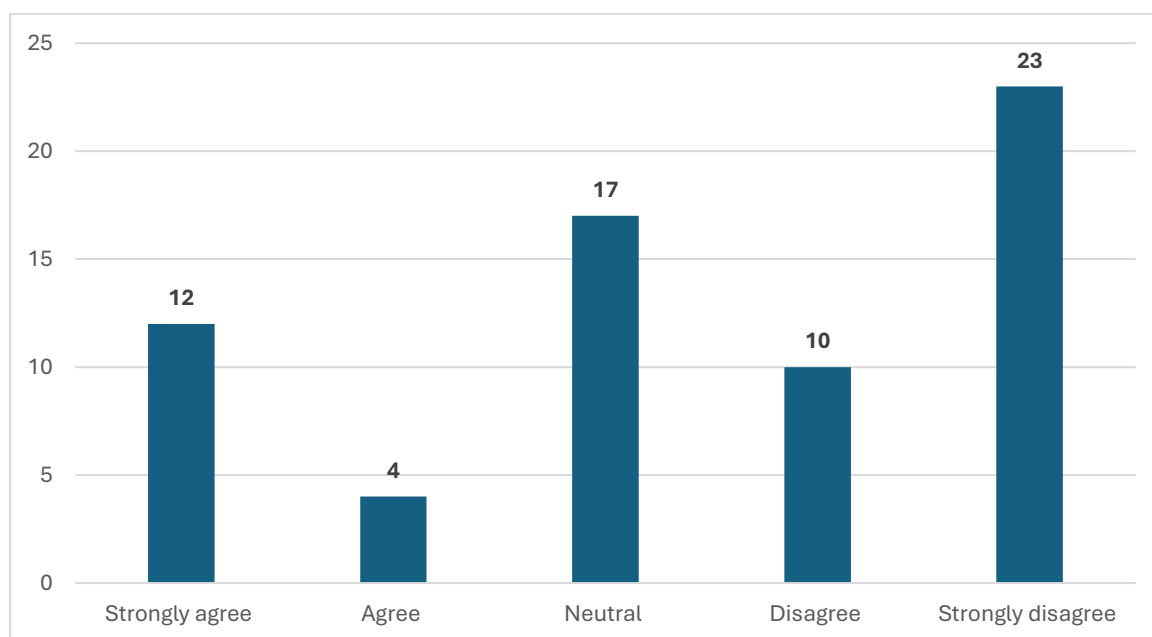


Community garden - The new community garden will enhance the sense of community within the neighbourhood.



*Seven respondents did not answer

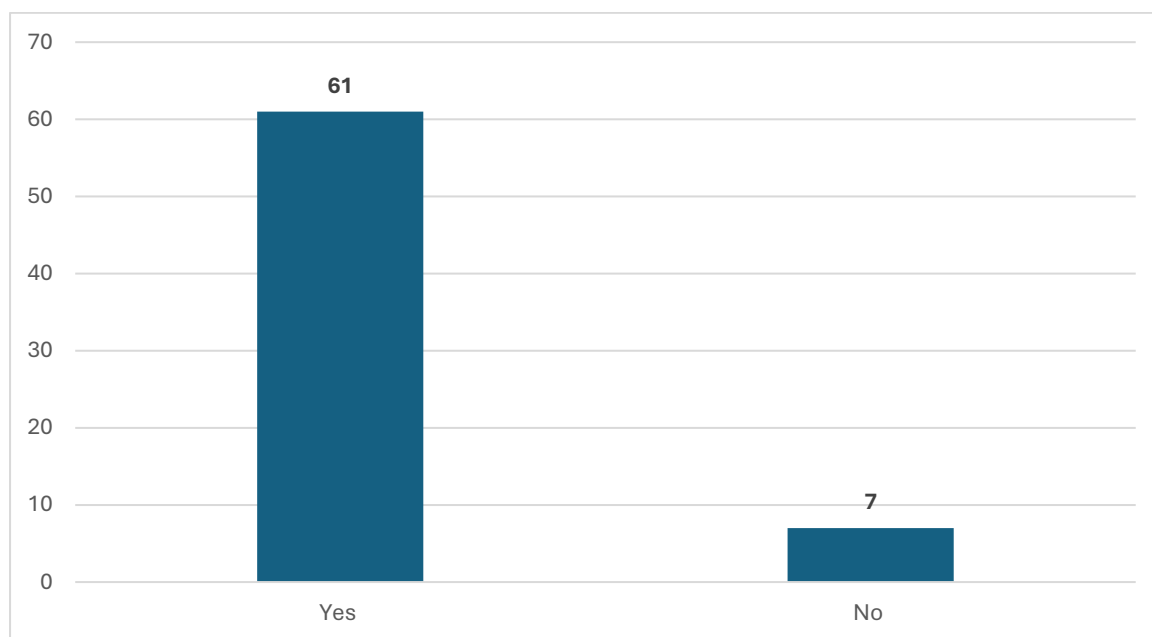
Community garden - The new community garden will help make this a safer place to live and work.



*Seven respondents did not answer

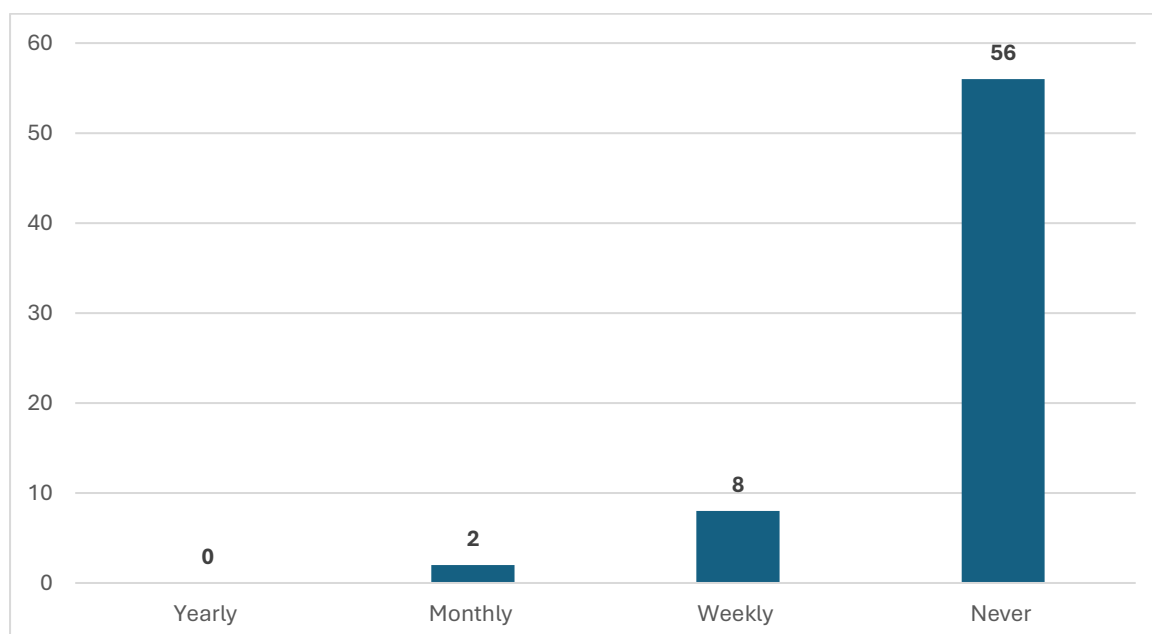


Do you currently shop in Harold Hill?



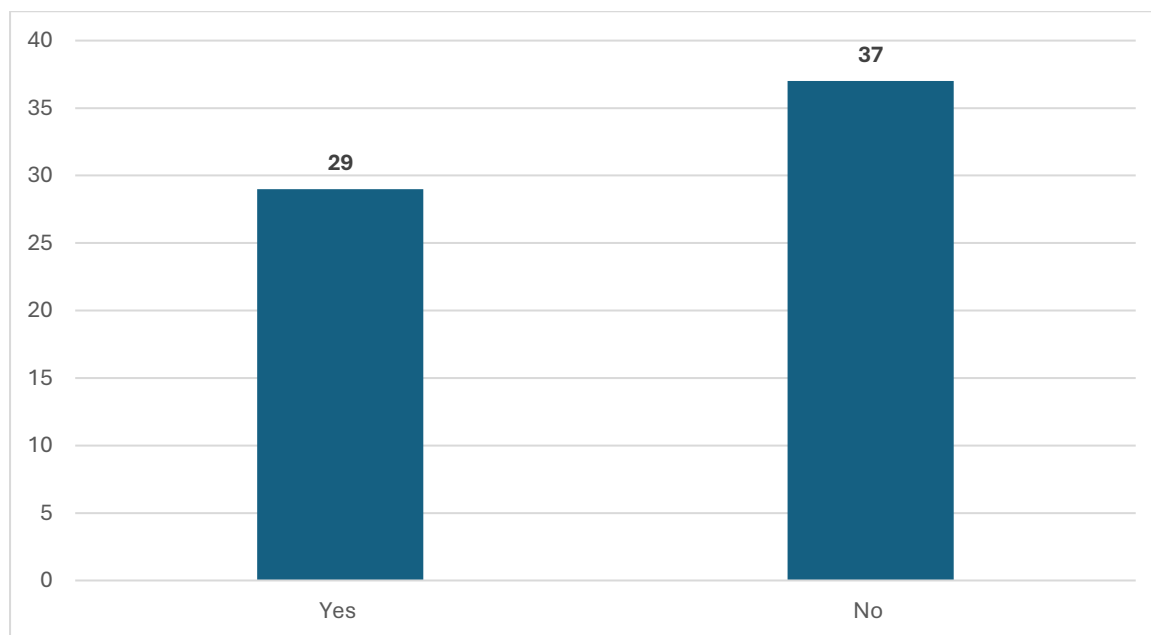
*Five respondents did not answer

How frequently do you visit the Alderman Pub?



*Seven respondents did not answer this question

Would you support the relocation of a family friendly licensed premises within the new development?



*Seven respondents did not answer this question

3.2.3.2 Survey Analysis

The above feedback indicates that there is notable support for bringing affordable homes to the area. However, a proportion of consultees opposed the delivery of new homes in principle due to concerns about the impact on local infrastructure.

Preferences for shared green spaces highlight the community's desire for practical and recreational features such as benches, play equipment, and outdoor fitness facilities. This aligns with the goal of creating inclusive, multi-functional communal areas.

The concept of a community garden received a majority positive response, with many agreeing it would enhance well-being and the sense of community, though opinions are more mixed regarding its impact on safety. These insights can guide the development of green spaces to maximise community benefits and address safety concerns, perhaps through design features or community programmes.

A high percentage of respondents shop in Harold Hill, suggesting that local retail is well-utilised and important to the community. Furthermore, the feedback has shown that the majority of the local community does not ever visit the Alderman Pub.

In conclusion, while there is support for the regeneration project, ongoing dialogue with the community will be crucial to addressing concerns and refining proposals to meet local needs and preferences effectively.

3.2.3.3 Feedback Overview

The following section provides a sample of the open text feedback that was submitted during the consultation process. Comments made have been grouped together by themes, with examples provided below. Names and addresses have been redacted.

Key Themes

Theme / Comment	Quantity
Concerns over infrastructure / strain on local services	28
Concerns over anti-social behaviour	15
General support	14
Concerns over parking	8
Concerns over traffic	5
Opposition to closure of pub	3
Support for community garden	3
Supportive with comments / further questions	3
Comments on housing tenure / types	3

Concerns over infrastructure / strain on local services

Verbatim Comment	Postcode
<i>"The area needs more support in the form of GPS, health care, police, community centres, dentists etc. Not more people. It's over populated already, and we do not need more strain on an already stretched infrastructure that has gone rapidly downhill in the past 3 years, let alone the past decade"</i>	RM3 8JX
<i>"The plan to rebuild on land which is not being used I support but with the lack of support for other agencies such as Doctors, Dentist, public transport hospitals and schools. before any building should take place I would like to see what the council has plans to support these areas and not say its down to other agencies.</i> <i>I have lived in H/Hill all my life and you look around the area it look rundown, pot holes in roads pavements with cracks metal fencing falling down around green areas, may be these areas should also see investment for the current residents in Harold Hill".</i>	RM3 8YD
<i>"Harold Hill is already crowded. The developments are not including parking spaces. Amenities such as doctors surgeries etc are not being provided. Hence I am not in favour of the number of apartments and the people being brought into the neighbourhood that already has a bad reputation".</i>	RM3 7YD

Concerns over anti-social behaviour / crime

Verbatim Comment	Postcode
<i>"I worry about the green space and picnic area that has been suggested in this. The antisocial behaviour needs to be addressed first before something like this is introduced to the area. I liked the idea of a family-friendly pub but again I worry about the drunks/drug users frequenting this area and ruining it for the families."</i>	RM39EU
<i>"This will allow more people into an already crowded area. Also providing homes for young people, may cause more unwanted disturbance that is already an issue around hilldene shops."</i>	RM3 8DQ
<i>"I doubt even more homes will see a decrease in the amount of anti-social behaviour and crime that blights the area".</i>	RM3 7ST

General Support

Verbatim Comment	Postcode
<i>"Looks good! Much needed as its so dated, needs to be brought into the 21st Century "</i>	RM3 7AJ
<i>"Anything that changes the whole "Hill" culture can only be good. Just get the right people into the accommodation. Hilldene Shopping centre should next be on the list for regeneration. Its a rundown eyesore that is no longer really fit for purpose. Knock it down and start again. Just a dream really the cost would make it unlikely in the real world!"</i>	RM3 9UE
<i>"A fresh start. All looks good, about time and much needed".</i>	RM3 8DF

Parking

Verbatim Comment	Postcode
<i>"Not enough parking elements as there is let alone with a further 138 homes being built in the area. Infrastructure cannot handle it."</i>	RM3 8JA
<i>"Too many people can cause parking issues I live in Dewsbury and already have parking outside my house. 138 dwellings with average of 3 people, that is 414 more people!"</i>	RM3 9DN
<i>"It'll bring too much traffic to an already tight space woefully short of parking places".</i>	RM3 7SX

Opposition to closure of pub

Verbatim Comment	Postcode
<i>"The proposed removal of The Alderman public house is a mistake. It has been a long established part of the community and is a crucial social point for many many people. Currently only 2 harold hill pubs between 14,692 people and you want to remove one! I would support a licensed premises - namely keeping the Alderman but wouldn't want a 'family friendly' one to replace it. It would become yet another place full of kids running round of glued to their ipads on full volume - the pub would lose its character that has made it so successful in all these years. How many businesses can say they've been in Hilldene for as long? When you factor in that for 10 years now it shuts at 8pm, that makes it even more impressive. Would it close, I think you would have a huge increase of loneliness - people just staring at their walls".</i>	RM3 8DQ

Support for community garden

Verbatim Comment	Postcode
<i>"The community gardens could be good for the community, but it has to be thought through."</i>	RM3 8DQ

Comments on housing types/tenures

Verbatim Comment	Postcode
<i>"The houses should not just be for sale but also affordable rent privately for those of us stuck in private renting. Priorities should be given for local workers, nhs etc."</i>	RM3 9NA

Suggestions

Verbatim Comment	Postcode
<i>Of course I welcome the regeneration of the area It is well needed. I fear that with the type of dwelling being built. It will soon just become rundown. Harold Hill need businesses that will stimulate the area, especially the night time economy. If the development is just more flats then the area will just revert back to being run down unsafe no go zone, and decent people will just go elsewhere. The redevelopment must maintain ample parking for visitors and it must remain free/cheap to use. When built the area needs properly policed and monitoring, some kind of police hub would be a very welcome edition, connecting with the locals, visitors and businesses in the area. And a good pub, please.</i>	RM3 7TJ
<i>"I think there needs to be some safety gates etc around the gardens</i>	RM3 9NA
<i>I am skeptical it will have a 'community' feel- I'm not sure you can plan for this in advance- I'm concerned that the green space unless well maintained and policed- or it was a 'gated community' would end up being somewhere the local street drinkers and drug users would hang out . The shopping area has it fair share of this. Same as the suggestion of children play area- at night could be a hang out and make it unpleasant for residents. I would like it to be green with the environment and nature taken into consideration. Problems with play/ gym equipment if not maintained and policed area well, can become a no go area for users from possible ASB. But a nice well planted attractive area for residents to view from their homes would be good for well being.</i>	RM3 9RJ
<i>"More seating for the elderly"</i>	RM3 8DN
<i>"You need to provide a youth centre in this area , for ten to fourteen year olds. I am happy to take this initiative forward, to be led by the community, with support from relevant bodies, this is something the police will back .</i>	RM4 1PB

4.0 Response to Feedback

The Applicant is grateful to all those who have taken the time to engage with the planning application proposals for Phase Two of the Harold Hill Regeneration. During both periods of consultation, topics were raised by respondents. The Development Team has sought to respond to these comments within this section.

4.1 Response to the 2023 feedback

During the initial engagement, the Applicant received positive feedback on our plans, including a number of questions and suggestions from local residents on a range of issues. The Applicant considered each of these and provided a response to each in turn.

These responses were included in a 'You Said, We Listened' board which was issued to local residents to inform them of the second stage of consultation. A copy of this page can be seen in Appendix E. These questions included:

- How will local roads be affected?
- Any plans must help tackle anti-social behaviour and help create a safe neighbourhood
- Affordable housing is a local priority
- Will there be an impact on local infrastructure, such as school places and availability of GP appointments?

4.1.1 Local Roads

The Applicant received questions relating to how local roads would be affected.

The proposals include approximately 44 car parking spaces on-site which will front Chippenham Road and Kings Lynn Drive. The proposals do not include a significant increase in on-site parking, with the existing car parking having provision for approximately 40 parking spaces. Where parking spaces are proposed on-site, dropped kerbs will be provided for cars to cross the footways, as existing along parts of Chippenham Road. Parking surveys have been undertaken to understand existing parking demand on-street. The parking survey results significant spare capacity, therefore sufficient parking is available on-street, if required.

4.1.2 Tackling anti-social behaviour & community safety

The Applicant received suggestions that 'Any plans must help tackle anti-social behaviour and help create a safe neighbourhood'.

The Applicant's plans will significantly contribute to creating a safe neighbourhood. As more people use the town centre, it naturally makes it safer because there are more eyes around, helping to reduce anti-social behaviour. By using features such as well-placed windows, clear sightlines, adequate lighting, and strategically positioned public spaces, the environment makes it easier to monitor and address anti-social activity.

When people can easily see and be seen, potential offenders are less likely to engage in unlawful behaviours due to the increased risk of detection. This can effectively 'design out' local crime. Additionally, creating communal spaces that support that sense of community within the development can encourage neighbours to look out for each other, further enhancing the overall safety of the area. Through careful consideration of design principles focused on security, the new development has the potential to contribute positively to the creation of a safe and welcoming neighbourhood for all its residents.



The Applicant is targeting Secured by Design Silver as a minimum requirement for security on site, which will enable the Applicant to effectively 'design out crime'. This is achieved through certain design standards like robust doors, secure windows and effective locks. The SBD Silver also considers the design of the environment around the building, including aspects like lighting, landscaping, and surveillance. The Applicant will ensure that entry to the courtyards is provided via fob access, and that these are private spaces for residents only.

The Applicant will also undertake regular monthly engagement with Acting Chief Inspector Charlie Routley from Havering Council regarding safety across the whole Harold Hill site.

4.1.3 Affordable housing

The Applicant received comments that affordable housing should be a local priority. The Applicant fully agrees and is bringing forward 138 affordable homes as part of the plans.

4.1.4 Impact on local infrastructure

The Applicant received questions about the impact on local infrastructure, such as school places and the availability of GP appointments.

The Applicant is undertaking an assessment of localised impacts that could arise from new dwellings in the area, particularly in relation to local infrastructure. The Applicant is committed to ensuring that any impacts are resolved and will work with other departments at the Council to deliver this.

4.2 Response to the 2024 Feedback

The Applicant is grateful for the positive feedback received during the second consultation period. We remain open to receiving any further comments or suggestions on how the proposals can be improved even further and remain committed to working with the local community.

4.2.1 Local Infrastructure

As part of the planning application, the Applicant will work with the Council's planning officers to determine the local needs for the area, and the impact that more dwellings may have on local amenities and infrastructure.

The most frequently raised concern during the public consultation related to issues regarding the ability of local services, in relation to the homes proposed. Questions were asked on how nearby doctors' facilities would deal with an increase in the number of people residing in the area and suggestions made that the proposals would place additional pressure on local amenities.

Due to the nature and size of the proposed development, new facilities may not be able on the site, but the applicant will work with the Council to see if a financial contribution to services for the local area is required.

The Applicant recognises that this development may provide additional expectations on local services, including medical services, and as such will be contributing Section 106 payments that can be utilised for a wide range of improvements around the site and across the Borough.

4.2.2 Concerns over anti-social behaviour

The Applicant, in close cooperation with Havering Council and the Met Police, will carefully consider how the redevelopment of the Chippenham Road site can work to reduce anti-social behaviour in Harold Hill and the surrounding areas.



It is the Applicant's vision to deliver housing that the community and its residents can be proud of and that improves the visual appearance of Harold Hill as best as possible. By providing good-quality housing, the Applicant and Havering Council's objective is to provide an opportunity for local people contribute towards a community which is better for everyone with adequate support. The Applicant and Havering Council welcome all suggestions on how this can be carried out as effectively as possible.

The Applicant is targeting Secured by Design Silver as a minimum requirement for security on site, which will enable the Applicant to effectively 'design out crime'. This is achieved through certain design standards like robust doors, secure windows and effective locks. The SBD Silver also considers the design of the environment around the building, including aspects like lighting, landscaping, and surveillance. The Applicant will ensure that entry to the courtyards is provided via fob access, and that these are private spaces for residents only.

The Applicant will also undertake regular monthly engagement with Acting Chief Inspector Charlie Routley from Havering Council regarding safety across the whole Harold Hill site.

4.2.3 Parking and Traffic

The Applicant recognises that concerns have been raised concerning the impact of the development on local highways. A detailed Transport Assessment and parking plan will be submitted as part of the planning application, to consider ways to minimise the potential impact of the development on the surrounding highway network.

The data from these assessments will be used to calculate how many trips will be generated in the morning and evening peak hours. Not all households will have two cars and not all residents will travel from 8am to 9am and 5pm to 6pm due to differing work/shift patterns and the growing preference for flexible or home working.

The Applicant will also continue to engage with the Council's highways officers to develop a Travel Plan and ensure that impact on the highways network is mitigated where required. In line with planning guidance.

4.2.4 Opposition to closure of the pub

Two of the questions asked of residents focused on the use of the Alderman Pub and whether there would be support for the relocation of a family friendly licensed premises within the new development. Both questions receiving minimal responses. Notably, 85% of respondents stated that they had never been to the pub.

As such, the Applicant is satisfied that the pub is currently of limited use. This sentiment is supported by the observational survey revealing that it is only used in the mornings and afternoons, and it closes at 8pm.

Whilst the Applicant recognises concerns from some residents that the closure of the Alderman pub would lead to increased loneliness and a lack of social cohesion, the Applicant feels that the development offers ample facilities to help tackle this elsewhere.

As such, the Applicant will be seeking to demolish the pub, subject to the correct permissions being granted, in order to deliver greater community benefit through other means on site.

4.2.5 Suggestions

Within the open response feedback section, five respondents made suggestions on how to improve the scheme were received.

These included:

- Better provision for community seating
- Free parking
- Greater support for local businesses
- Improved security measures for the community garden
- Inclusion of a youth centre
- Inclusion of a community police hub

The Applicant is grateful for these suggestions and will consider each of them ahead of the submission of a planning application.

5.0 Conclusions

In bringing forward the proposals, the Applicant has undertaken a comprehensive pre-application consultation that exceeds the requirements of the Localism Act 2011, the NPPF, the NPPG and Havering Council's Statement of Community Involvement.

The consultation approach, which has been transparent and accessible to all, has provided an opportunity for residents, local businesses and other stakeholders to learn about the proposals and provide their feedback.

The Applicant and the wider development team would like to thank all of those who took part in the consultation process on the proposed planning application and provided feedback on the plans. Through two rounds of consultation, the Applicant has evolved the proposals for Chippenham Road to ensure that more than 100 pieces of feedback have been considered and incorporated into the new design where possible, seeking to create a welcoming and vibrant new community.

This report reflects the views expressed by residents, local businesses and other stakeholders during the public consultation and addresses feedback received regarding the development. Feedback received will continue to be considered and channels of communication will remain open so that the local community can contact the development team throughout the planning process.

Appendices

Appendix A: Stage 1 Consultation - Press Release

Wednesday 12 July 2023

For Immediate Release

Havering Council and Wates launch Chippenham Road New Homes Consultation

Havering Council and their partner developer Wates have unveiled detailed plans, and launched a public consultation, on the next phase of works to transform Harold Hill town centre. They are asking members of the community to provide their feedback on Phase Two of the Masterplan, which includes the delivery of around 150 high-quality homes between Chippenham Road and Kings Lynn Drive, adjacent to the Farnham and Hildene shopping area.

The development at Chippenham Road forms a crucial part of the overall town centre regeneration. These plans have been brought forward by Wates, in partnership with Havering Council, to replace the tired properties with much improved homes that are fit for future generations of local people.

The new neighbourhood of homes will be divided across five apartment complexes and include a variety of housing types and tenures, including a range of affordable homes. The plans will help to meet local demand for new, modern and sustainable homes set within a family-friendly neighbourhood.

Designed with health and well-being in mind, the apartments will be centred around communal garden courtyards, providing residents with ample outdoor space to relax and socialise in a rich green landscape. Sustainable design features, including electric vehicle charging points, will contribute towards creating a climate-resilient community.

Phase One of the plans, which includes the delivery of a new Family Welcome Centre and Health Centre on the site of the former Abercrombie Hostel, received planning permission in July 2022 with construction works commencing in summer 2023.

The regeneration of the town centre is taking place in a phased approach to maximise benefits to the local area and help to minimise construction disruption.

Councillor Graham Williamson, Cabinet Lead for Development and Regeneration, said:

“The comments and support for Phase One of the project were very encouraging. We value the feedback of local residents and businesses.

“I urge local people and businesses to have their say on the future vision for Chippenham Road and Harold Hill town centre. It is really important to gain this insight to help ensure the project is driven forward with the community and is aligned with everyone’s vision for the future.”

Hugh Jeffrey, Regional Development Director, at Wates, said:



“We understand the urgent need for affordable housing in our local area, and our vision for Chippenham Road is aimed at tackling this shortage. Through our plans, we strive to offer a wide variety of well-crafted homes that meet the community's needs while enhancing the vitality of Harold Hill Town Centre.

“Engagement with the community is one of the most important factors in bringing forward any successful programme of inclusive and place-changing regeneration, and we’re looking forward to once again be speaking to people across Harold Hill to hear what they think.”

Members of the project team will be on hand to talk through the plans and answer questions from the community at the following drop-in events:

- Harold Hill Library, Tuesday 18th July (1pm to 4.30pm)
- Harold Hill Library, Thursday 20th July (2pm to 7pm)

Alternatively, members of the community can view the plans and submit feedback via the consultation website at www.haverling.gov.uk/haroldhilltowncentre.

The consultation will close **Tuesday 8th August 2023**.

ENDS

About Wates

Established in 1897, the Wates Group is one of the leading privately-owned construction, residential development, and property services businesses in the UK. We employ 3,700 people and work with a wide range of public and private sector customers and partners. Everything we do is guided by our purpose of working together to inspire better ways of creating the places, communities, and businesses of tomorrow. Now in our fourth generation of family ownership, Wates is committed to the long-term sustainability of the built environment and is working to eliminate carbon from our operations by 2025. To fulfil our ambition to be a truly inclusive employer and to better reflect the communities in which we work, we are committed to doubling the proportion of women at all levels of our business and to becoming more ethnically diverse.

Our residential business is among the leading developers in London and the South, working with housing associations and local authority partners to build high quality homes. We are driven by a shared vision that everyone deserves a great place to live. Visit us at: wates.co.uk/residential.

Media Coverage

- The Haverling Daily – Public consultation launched on the Chippenham Road development
(<https://thehaverlingdaily.co.uk/2023/07/14/public-consultation-launched-on-the-chippenham-road-development/>)
- The Romford Recorder - Consultation to open on Harold Hill 150-home development plans
(<https://www.romfordrecorder.co.uk/news/23652654.consultation-open-harold-hill-150-home-development-plans/>)

Appendix B: Stage 1 Consultation – Leaflet

HAROLD HILL TOWN CENTRE PHASE 2

June 2023

Have Your Say and Help Shape the Future of Harold Hill Town Centre

Dear Neighbour,

Harold Hill Town Centre is an important shared space that brings together businesses and residents from across the community. We want this to be a thriving place that reflects our local diversity and celebrates our town's unique character.

Work is already underway to transform the town centre and help make it a vibrant and inviting place that meets the needs and aspirations of our community.

We have launched this public consultation to update you on the progress of our plans and to receive your feedback on the next phase of proposed works.

This consultation focusses on the second phase of works, which will deliver around 150 high-quality homes between Chippenham Road and Kings Lynn Drive, adjacent to Farnham and Hilldene shopping area.

Our plans will help ease local housing need by creating a new neighbourhood of affordable homes across six apartment complexes. Designed with health and wellbeing at their core, these new homes will be sustainably built, surrounding landscaped communal green spaces.

You can learn more about the plans and learn how to get involved overleaf.

OUR JOURNEY SO FAR

Harold Hill Phase One – Family Welcome Centre and Health Centre
Status: Plans approved and construction underway

- ✓ July 2022: Planning permission granted.
- ✓ Spring 2023: Demolition commenced, with completion anticipated for Spring 2025.

Harold Hill Phase Two – Chippenham Road
➔ Consultation Live: Consultation underway with a view to submit a planning application in Spring 2024.

Harold Hill Phase Three – Farnham and Hilldene
Consultation to be held in Autumn 2023.

HAROLD HILLTOWN CENTRE PHASE 2 Public Consultation

HAVE YOUR SAY

As a Havering resident living or working here, we want to make sure our proposals are delivered with your input. It's important to us that we hear your views.

Our consultation will be open from Tuesday 18th July to Tuesday 8th August 2023.

Before we submit a planning application, we want to hear your thoughts to help shape our plans.

Come and see our plans by visiting either of our exhibitions:

- ➔ Harold Hill Library, Tuesday 18th July (1pm - 4.30pm)
- ➔ Harold Hill Library, Thursday 20th July (2pm - 7pm)

There's no need to register, you can attend whenever it's easiest for you.

Alternatively, if you are unable to attend, you can view the plans and leave your feedback by:

- ➔ From Tuesday 18th July, you can visit our consultation website: <https://www.havering.gov.uk/haroldhilltowncentre>
- ➔ Emailing us with your comments, questions or feedback at: Regeneration@havering.gov.uk.
- ➔ If you have any questions, please contact Paul Dwyer (Regeneration and Community Liaison Officer, Havering Council) on 01708 431154

Please ensure you send us your comments no later than Tuesday 1st August 2023.

We look forward to hearing from you!

Scan this QR code to visit our consultation website

Appendix C: Stage 1 Consultation – Boards

Harold Hill Town Centre Phase 2 - Public Consultation



Introduction

Welcome to our public consultation for Chippenham Road, which forms part of our wider masterplan to regenerate Harold Hill Town Centre.

Delivery of this ambitious town centre development will be phased to maximise benefits to the local area and help minimise disruption.

What are you presenting today?

We've now launched this consultation to provide you with more information about Phase Two of the redevelopment which will include the delivery around 150 good-quality homes between Chippenham Road and Kings Lynn Drive, adjacent to Farnham and Hildene shopping area.

The plans are being brought forward by Wates Residential, in partnership with Havering Council.

How do I provide feedback?

As a Havering resident living or working here, we want to make sure our proposals are delivered with your input. It's important to us that we hear your views.

Details about these new homes can be found on display here today, if you have any questions, please contact a member of our project team.

You can have your say and contact us using the details below:



Complete one of our feedback forms today. You can find these by the front entrance, or a member of staff can provide you with one.



Visit: <https://www.havering.gov.uk/haroldhilltowncentre>



Email: regeneration@havering.gov.uk



Freephone: 0800 652 9460



Scan this QR code to visit our consultation website



- 1 Family Welcome Centre and Medical Centre
- 2 Chippenham Road
- 3 Farnham and Hildene

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Harold Hill Town Centre Phase 2 - Public Consultation



The Town Centre Vision

Our vision is to create a lively, sustainable town centre to support shops, businesses, and the community.

We have listened to your feedback and aim to deliver a town centre that matches your ambitions for the area. This includes:

- Safe and accessible pedestrian environment.
- Outdoor seating for relaxation and socialising.
- More greenery and trees.
- Sufficient visitor parking.
- A range of different restaurants, bars, and retail.

We understand that the town centre plays a big role in community life, and we aim to establish an active new shopping area and social hub to serve the community in the long-term.



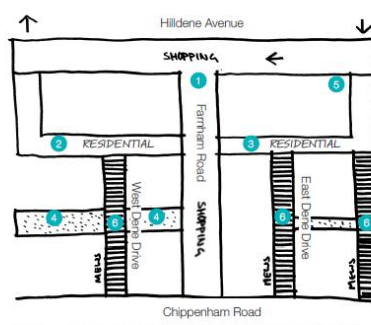
1 Pedestrian friendly high street



2 Residential streets and seating



3 Defined residential entrances



4 Pocket parks



5 Visible shop frontages



6 Pedestrian priority surfaces

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Phasing Our Delivery

✓ Phase One Family Welcome Centre and Medical Centre

Status: Plans approved and construction underway.
In July 2022, the Council's Planning Committee voted to grant planning permission for the first phase of the masterplan. Construction commenced in Spring 2023, with completion anticipated for Spring 2025.

↓ Phase Two New Homes on Chippenham Road

Status: Consultation underway with a view to submit a planning application in Spring 2024.

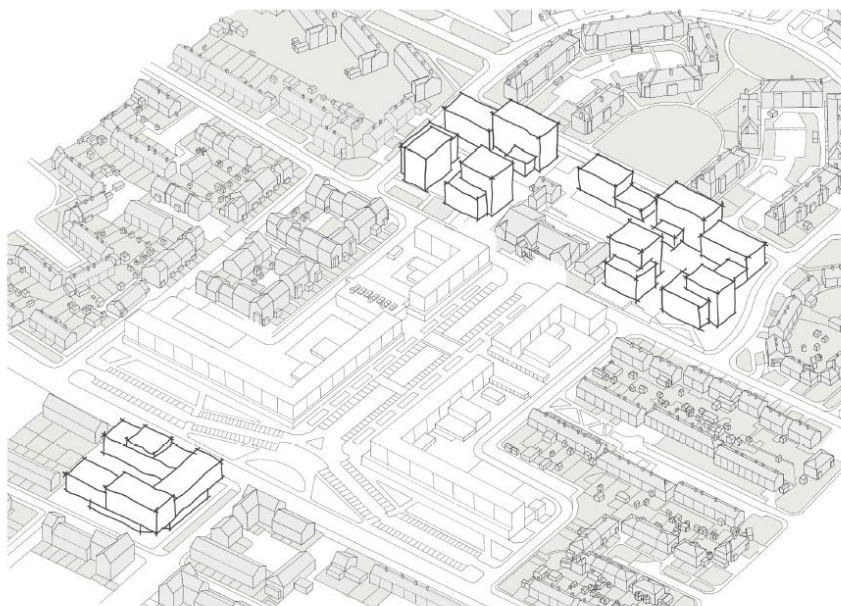
New affordable homes on Chippenham Road, adjacent to the Farnham and Hildene shopping area, will form the second phase delivered as a part of the Masterplan.

A planning application will be submitted early next year, with construction works set to begin at the end of next year.

↓ Phase Three Farnham and Hildene

The redevelopment will be phased to allow for business continuity. This means only emptying one section of the town centre at a time, demolishing it, and then building new homes and business units.

We will work with tenants prior to the demolition phase to move them into the new buildings or alternative locations, before starting to demolish that phase.



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Our Vision - New Affordable Homes on Chippenham

Our plans will help address the local housing shortage by delivering around 150 new high-quality homes, in a variety of style and sizes.

A range of 1-3-bedroom properties will be made available, each designed to be attractive to first-time buyers, growing families who need more space, as well as those looking to downsize.

Located across stunning apartment complexes, around 150 new homes will reach up to five or six storeys in height.

Why here?

- There is an acute shortage of new affordable homes in the local area, meaning that local people are often required to look elsewhere in order to find high-quality housing.
- New homes on Chippenham Road would help deliver a diverse offer to the local area. This would encourage a thriving atmosphere and increase footfall to existing local businesses.
- Located within walking distance of local supermarkets, nearby schools, public transport, and Central Park, the site is ideally situated close to key local amenities for the whole family.
- The existing site is currently occupied by buildings that have fallen into a state of disrepair. Our plans will breathe new life into Chippenham Road and make use of this currently vacant location.
- St George's Church will be retained and falls outside our site plan.



Much-needed New Homes

The UK faces a chronic shortage of new affordable homes, with the average first-time buyer in the UK now 34 years old; an increase of five years since 1990. With large deposits, a shortage of housing and a reduction in lending, a growing number of prospective buyers have been forced to return to living with their parents or continuing to rent.

This proposed development will help address the local shortage in the area by delivering around 150 affordable homes, ideal for those looking to get on to the property ladder.

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Case Study: New Green

New Green stands as a testament to our unwavering dedication to providing exceptional homes for the people of Havering.

This visionary project replaced two outdated tower blocks and in their place, we are creating an integrated new community comprising 197 modern, good-quality affordable homes designed specifically for local residents.

Here are the key features that set New Green apart:

- **Thoughtfully Designed Apartments:** A stunning collection of one-, two- and three-bedroom apartments, across three apartment complexes that reach nine-storeys high.
- **Prioritising Wellbeing and Biodiversity:** Central to our designs is the inclusion of a linear green spine that runs through the heart of the neighbourhood. This space is adorned with native trees and shrubs, fostering an environment that promotes wellbeing and biodiversity.
- **Private Gardens:** We understand the importance of communal spaces for socialising, reflection, and relaxation. With this in mind, we have created private podium gardens within the development to offer residents inviting areas to gather, fostering a sense of community and connection.
- **Stunning Architectural Design:** Our stunning architectural vision respects the surrounding heritage of the area.

Our unwavering commitment to quality and sustainability extends beyond New Green. We are equally devoted to applying these principles to the development on Chippenham Road.

Tenant Testimonial

Suzanne, a council tenant, successfully bid for a one-bed property and said her new home is beautiful.

Suzanne said:

"I can't thank the Council enough for the help they have given me. New Green is a fantastic place and I really want to make the most out of living here with my new neighbours."

"I love hearing the kids playing outside and there's a sense of opportunity to create this new community together."



New Green, Havering

Learn more about New Green by visiting:
<https://newgreen-havering.com>



The nearby Rainham Library



The nearby RSPB nature reserve

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Green, Clean, Sustainable Living

Sustainability is at the forefront of our plans for new homes on Chippenham Road.

Our aim is to create a neighbourhood that is clean, sustainable, and innovative, that prioritises the health and well-being of occupants.

Key features across the town centre regeneration include:

- A more climate-resilient community that will allow residents to take advantage of green technologies to help them save money on their energy bills and keep their carbon footprint low.
- All parking spaces will be future proofed as electric charging points for vehicles.
- Active travel opportunities to encourage walking and cycling, reducing dependency on car usage.
- New planting and landscaping to help improve air quality and biodiversity.
- Design measures that improve energy efficiency in homes.
- Flood management with integrated landscape features.
- Solar panels and renewable energy.
- Sustainably located within walking distance of key transport networks and amenities.
- Air source heat pumps.
- Recycling points.

In addition to these, we will draw upon the latest construction methods and materials to incorporate a sustainable approach to construction.



SUDS (Sustainable Urban Drainage Systems) with opportunities for play



Opportunities for flexible working



Increase in biodiversity



Electric vehicle charging points

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Healthy Homes and Neighbourhoods

Our plans will deliver modern and high-quality homes set within landscaped grounds and green spaces. Centred around courtyards of open, accessible space, the community will enjoy access to a rich garden landscape that has been designed to prioritise health and wellbeing at its core.

Planted with trees, flower beds, and green spaces, these communal courtyard gardens will act as focal point for the neighbourhood and provide residents with space to relax and socialise, helping to foster a strong sense of community.

Key features include:

- Communal courtyard gardens for residents to gather and spend time.
- Private gardens within the courtyard that provide residents with their own unique spaces for outdoor relaxation.
- Balconies that fill apartments with natural light and help keep homes cool during the summer.
- Tree-lined streets running along the front of Chippenham Road and Kings Lynn Drive to create an attractive view of the apartment buildings.



Concept collage for external Family Welcome Centre courtyard.

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Social Value

Social Value

We believe in delivering a meaningful and long-lasting difference to the communities we create. We understand that true success is measured by the positive change we can bring to the lives of others.

Our commitment to social responsibility is deeply ingrained in our values. This means investing time, resources, and expertise into initiatives that address pressing social issues, empower individuals, and contribute to the overall well-being of the communities we serve.

One way we achieve this is through collaborative partnerships with local organisations and non-profits. By working hand in hand with community leaders and stakeholders, we can identify and address the specific needs and challenges faced by each community. Whether it's supporting education programs, promoting environmental sustainability, or providing access to vital resources, our aim is to create lasting solutions that have a meaningful and positive impact.

This commitment is already evident from the work we've carried out on our site in New Green, Havering.



Wates employees volunteering at Community litter-pick at Berwick Woods, Hornchurch



Primary School engagement in Havering to inspire and educate young people about construction

Case Study: New Green, Havering

New Green is the first development to be completed as part of Wates and Havering Council's '12 Estates' programme to regenerate 12 estates across Havering Council, which will be bringing 3,500 much needed new homes.

Employment and Training

We've worked closely with local colleges and training centres to support a number of apprenticeships and training schemes.

Number of people who completed a pre-employment training course	29
Number of Havering residents recruited into full-time employment	161
Number of apprentices retained and recruited into employment	21
Number of workforce made up of Havering residents	37%
Number of work experience placements hosted	21
Number of local people engaged through 9 site visits	58
Number of people from the community engaged in activities	484
Number of young people engaged via educational projects	1,571
Number of hours invested in supporting people through education initiatives	115
Investment into improved employability of young people on this project	£55,730
Wates investment into skills and employment	£785,043

Growing Stronger and Sustainable Communities

Number of hours invested into volunteering and supporting the community	3,175
Invested into local charities/ community causes	£202,120

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Harold Hill Town Centre Phase 2 - Public Consultation



Meet the Project Team

Wates

Established in 1897, and celebrating its 125th anniversary in 2022, Wates is one of the leading privately-owned construction, residential development, and property services businesses in the UK.

We employ 3,800 people and work with a wide range of public and private sector customers and partners. Everything we do is guided by our purpose of working together to inspire better ways of creating the places, communities, and businesses of tomorrow.

Now in its fourth generation of family ownership, Wates is committed to the long-term sustainability of the built environment. We are working to eliminate carbon from our operations by 2025 and to be a truly inclusive employer that reflects the diversity of the communities in which we work.

We are committed to increasing the proportion of women at all levels of our business, broadening our ethnic diversity, and encouraging people with disabilities into the sector.

To learn more visit:

<https://www.wates.co.uk/>



Scan this QR code to learn more about Wates



New Green, Havering



New Green, Havering

Hawkins/Brown

Hawkins/Brown is an internationally renowned practice of architects, designers and researchers.

People are at the centre of everything they do and they put dialogue, engagement and consultation at the heart of making successful homes that contribute to neighbourhoods and reflect the history and heritage of the local area.

Their expertise covers a range of residential building types and mixed-use schemes, across new developments and regeneration programmes.

They were shortlisted for the RIBA Stirling Prize for the redevelopment of the Park Hill Estate in Sheffield, and most recently, were winners of the 2020 AJ100 Best Use of Technology Award for their in-house carbon emission reduction tool.

To learn more visit:

<https://www.hawkinsbrown.com/>



Scan this QR code to learn more about Hawkins/Brown



Burrage Gardens (Phase 1), Wandsworth



Agar Grove (Phase 1a), Camden

*Printed on recyclable materials

Harold Hill Town Centre Phase 2 - Public Consultation



Next Steps

Timeline for Chippenham Road

- October 2023 - March 2024
Demolition of existing buildings
- March 2024
Submission of Planning Application
- Q3 2024
Determination of Planning Application
- Q1 2025 - Q1 2027
Construction (Subject to planning approval)

Have Your Say

Help us shape the future of Chippenham Road. You can have your say by:

- Complete one of our feedback forms today. You can find these by the front entrances, or a member of staff can provide you with one.
- Visit: <https://www.havering.gov.uk/haroldhilltowncentre>
- Email: regeneration@havering.gov.uk
- Freephone: 0800 652 9460



Scan this QR code to visit our consultation website



*Printed on recyclable materials

Appendix D: Stage 2 Consultation - Leaflet

HAROLD HILL TOWN CENTRE PHASE 2

April 2024

Have Your Say and Help Shape the Future of Harold Hill Town Centre

Dear Neighbour,

Last summer we asked for your feedback on the second phase of the Harold Hill Regeneration Masterplan. Since then, we have been progressing technical and design work with careful consideration given to the feedback we received.

Now, we're excited to invite you to explore the evolution of these plans and share your thoughts on the updated proposals before we submit a planning application in the coming months.

These plans aim to create a family-friendly, safe and sustainable town centre for residents, as well as a place for local businesses to thrive.

Our proposals include the delivery of 138 affordable homes on land between Chippenham Road and Kings Lynn Drive in Harold Hill.

They are designed with the people of Harold Hill at its heart. That's why it's important to us that we hear your views.

What do you think of our plans? How can we make them even better? Our consultation is now live, so please get involved by contacting us using the details on the back of this leaflet and let us know your thoughts today!

OUR JOURNEY SO FAR

Phase One: Family Welcome Centre
Status: Plans approved and construction underway

- July 2022: Planning permission granted.
- September 2022: Work commenced, with an anticipated completion date of Spring 2025.

Phase Two: Chippenham Road

- July 2023: Initial consultation on the draft plans
- April 2024: Second consultation on updated plans now live with a view to submit a planning application in May 2024.

Phase Three: Farnham and Hildene

- Summer 2024: Initial consultation to be held this summer.

HAROLD HILLTOWN CENTRE PHASE 2

Public Consultation

HAVE YOUR SAY

You can find out more about the proposals and share your thoughts by attending one of our Public Exhibitions:

- Thursday 25th April (3:30pm to 6:45pm); Harold Hill Library
- Saturday 27th April (10:00am to 2:00pm); Harold Hill Library

There's no need to register, you can attend whenever it's easiest for you.

Alternatively, if you are unable to attend, you can view the plans and leave your feedback by:

- Visiting: www.havering.gov.uk/haroldhilltowncentre
- Emailing: regeneration@havering.gov.uk
- Calling: 0800 652 9460 (Mon - Fri 9am - 5.30pm)

This round of consultation will open on Monday 15th April and closes on Monday 6th May, so please make sure you submit your comments before then.

We look forward to hearing from you!

Scan this QR code to visit our consultation website

Appendix E: Stage 2 Consultation - Press Release

Press Release

Tuesday 9th April 2024

FOR IMMEDIATE RELEASE

Consultation Launched on Next Phase of Harold Hill Regeneration

Havering Council and its partner developer Wates have launched a public consultation on plans to bring forward new affordable homes on Chippenham Road, heralding a significant milestone in the ongoing revitalisation of Harold Hill.

The plans, which signify the second phase of the Harold Hill Regeneration Masterplan, have seen considerable progress since the initial round of consultation last summer. Before finalising the plans and submitting a planning application, the local community is invited to further shape the proposals through a second round of public consultation.

The site, presently unoccupied, presents an opportunity to address the pressing need for housing in an area where local demand for affordable homes is high. The new neighbourhood will be divided across four apartment complexes, offering 138 new affordable homes in a mix of one, two, three, and four-bedroom properties on land off Chippenham Road and Kings Lynn Drive, adjacent to Farnham and Hildene Shopping Centre.

Designed with health and well-being in mind, the apartments will be centred around communal garden courtyards, providing residents with ample outdoor space to relax and socialise in a vibrant and green landscape.

The development will include a community garden, casual seating, and play areas, fostering a shared space accessible to all generations. However, these plans are open for discussion, and the local community is encouraged to share their thoughts on how best to utilise this new space by participating in the consultation.

Of the new homes, 12 will be specially designed for wheelchair users. The development also includes 21 new homes specially designated for local young people who are preparing to move from care into living independently.

The regeneration of Harold Hill Town Centre is being delivered in three phases. Phase One which includes the delivery of a new Family Welcome Centre and Health Centre on the site of the former Abercrombie Hostel, received planning permission in July 2022 with construction works commencing in summer 2023. The Chippenham Road scheme comprises Phase Two of the plans, with further information about Phase Three coming forward in the coming months.

Councillor Graham Williamson, Cabinet Lead for Development and Regeneration, said:

"We were delighted with the level of interest and feedback we received when the plans went out to consultation last year. This second round of consultation presents another valuable opportunity for the community to actively participate in the development process, ensuring that the final outcome truly reflects the needs and aspirations of the people of Harold Hill. Your input is invaluable in shaping the future of our vibrant community."



The consultation will open on Monday 15th April and closes on Monday 6th May. The community is invited to view the plans by visiting one of the exhibitions taking place this month at Harold Hill Library:

- 25th April 3.30pm to 6.45pm
- 27th April 10.30am to 2pm

More information on the scheme can be found on the dedicated consultation website: www.haverling.gov.uk/haroldhilltowncentre

ENDS

About Wates

Established in 1897, the Wates Group is one of the leading privately-owned construction, residential development, and property services businesses in the UK. We employ 3,700 people and work with a wide range of public and private sector customers and partners. Everything we do is guided by our purpose of working together to inspire better ways of creating the places, communities, and businesses of tomorrow. Now in our fourth generation of family ownership, Wates is committed to the long-term sustainability of the built environment and is working to eliminate carbon from our operations by 2025. To fulfil our ambition to be a truly inclusive employer and to better reflect the communities in which we work, we are committed to doubling the proportion of women at all levels of our business and to becoming more ethnically diverse.

Our residential business is among the leading developers in London and the South, working with housing associations and local authority partners to build high quality homes. We are driven by a shared vision that everyone deserves a great place to live. Visit us at: wates.co.uk/residential.

Media Coverage

- **Romford Recorder** - Chippenham Road, Harold Hill 138-home plan consultation open – <https://www.romfordrecorder.co.uk/news/24248702.chippenham-road-harold-hill-138-home-plan-consultation-open/>
- **The Haverling Daily** - Haverling Council pushes ahead with plan for 138 new homes in Harold Hill - <https://thehaverlingdaily.co.uk/2024/04/24/haverling-council-pushes-ahead-with-plan-for-138-new-homes-in-harold-hill/>

Appendix F: Stage 2 Consultation – E-bulletin

Dated 12.04.2024

Your say on Harold Hill regeneration plans



Havering Council is looking for your input on plans for the next stage of the Harold Hill regeneration scheme.

The Council has launched a consultation for residents to have their say on the final plans for the new affordable homes on Chippenham Road.

The new neighbourhood will be divided across four apartment complexes, offering 138 new affordable homes in a mix of one, two, three, and four-bedroom properties on land off Chippenham Road and Kings Lynn Drive, adjacent to Farnham and

Hilldene Shopping Centre.

The consultation opens on Monday 15 April. You can read more information about the project on our website.

⇒ [Have your say on the Chippenham Road regeneration](#)

Dated 19.04.2024

Your say on Harold Hill regeneration plans



Havering Council is looking for your input on plans for the next stage of the Harold Hill regeneration scheme.

The Council has launched a consultation for residents to have their say on the final plans for the new affordable homes on Chippenham Road.

The new neighbourhood will be divided across four apartment complexes, offering 138 new affordable homes in a mix of one, two, three, and four-bedroom properties on land off Chippenham Road and Kings Lynn Drive, adjacent to Farnham and

Hilldene Shopping Centre.

⇒ [Have your say on the Chippenham Road regeneration](#)

Appendix G: Stage 2 Consultation - Boards

Harold Hill Town Centre Phase 2 - Public Consultation



Introduction

Welcome to our public consultation for Chippenham Road, which forms part of our wider masterplan to regenerate Harold Hill Town Centre.

This project is Phase 2 of our wider Harold Hill Town Centre regeneration project seeks to deliver approximately 138 new affordable homes on land off Chippenham Road and Kings Lynn Drive, adjacent to Farnham and Hildene Shopping Centre.

Our goal is to create a clean, sustainable, and innovative community that prioritises your health and well-being. In addition to providing affordable housing, the wider Harold Hill Town Centre regeneration project brings several other benefits to the area. These include improvements to landscaping, pedestrian-friendly pathways, and seating areas, which will contribute to a more vibrant and enjoyable community space. For more information about the wider masterplan, please visit Board Two – Our Town Centre Vision.

Background – Phase Two

Our last consultation for Chippenham Road was back in the summer of 2023, when we invited the community to provide their feedback on our initial plans. Since then, we have been progressing the technical and design work with careful consideration given to the feedback received.

The feedback from this initial community conversation was very encouraging and we were delighted with the enthusiasm for the plans. A member of the project team can point you to Board Four, where a summary of the feedback can be found.



Harold Hill Town Centre Phase 2 - Public Consultation



The Town Centre Vision

The regeneration of Harold Hill Town Centre is being delivered in three phases:

✓ Phase One – Family Welcome Centre

Status: Plans approved and construction underway

In July 2022, the Council's Planning Committee voted to approve the first phase of the regeneration project which will deliver a new Family Welcome Centre providing emergency accommodation for families. Demolition of the site was complete and main contractor was appointed to commence construction this summer. Completion of the scheme anticipated at the end of 2025.

➔ Phase Two – New Homes on Chippenham Road

We are here

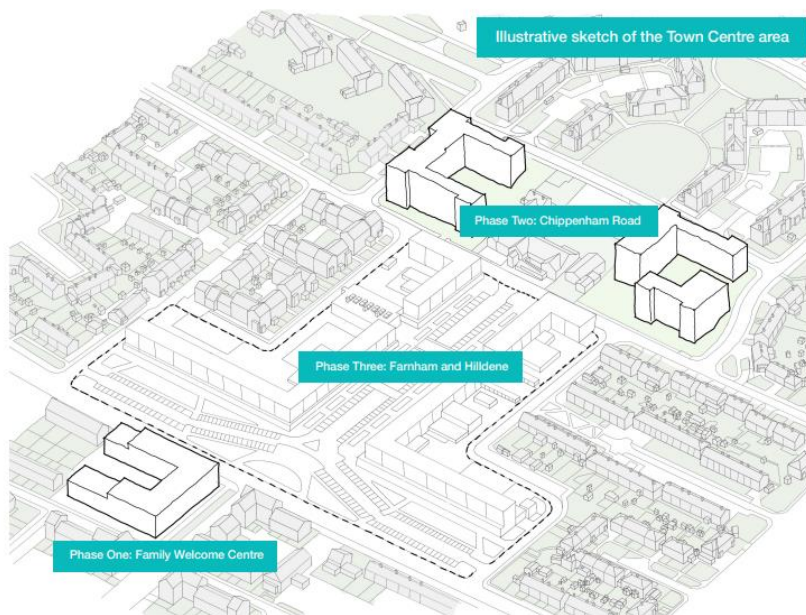
Status: Consultation ongoing with the view to submit a planning application in the coming months.

The second phase of our regeneration masterplan will comprise six-storey blocks and will deliver 100% affordable housing, alongside an allocation of care leavers accommodation. We are currently consulting on this phase of the project.

⌚ Phase Three – Farnham and Hildene

Status: Public Consultation launching in the summer with a view to submit a planning application later this year.

Phase three will see the regeneration of the Farnham and Hildene Estate, with the delivery of new shops and homes, delivered in stages to allow business to keep trading while construction is ongoing. Phase three is still in the early stages and we are hoping to share our plans with the local community as part of a public consultation in Summer 2024.



Harold Hill Town Centre

Phase 2 - Public Consultation



You Said, We Listened

We previously consulted on our plans for Chippenham Road back in the summer of 2023. Since then, we have been progressing with the technical and design aspects of the scheme and are excited to share, in greater detail, more about the emerging plans.

During the initial engagement, we received positive feedback on our plans, including a number of questions from local residents on a range of issues. Including:



"How will local roads be affected?"

The proposals include approximately 44 car parking spaces on-site which will front Chippenham Road and Kings Lynn Drive. The proposals do not include a significant increase in on-site parking, with the existing car parking having provision for approximately 40 parking spaces. Where parking spaces are proposed on-site, dropped kerbs will be provided for cars to cross the footways, as existing along parts of Chippenham Road. Parking surveys have been undertaken to understand existing parking demand on-street. The parking survey results significant spare capacity, therefore sufficient parking is available on-street, if required.



"Any plans must help tackle anti-social behaviour and help create a safe neighbourhood"

Our plans will significantly contribute to creating a safe neighbourhood.

As more people use the town centre, it naturally makes it safer because there are more eyes around, helping to reduce anti-social behaviour. By using features such as well-placed windows, clear sightlines, adequate lighting, and strategically positioned public spaces, the environment makes it easier to monitor and address anti-social activity. When people can easily see and be seen, potential offenders are less likely to engage in unlawful behaviours due to the increased risk of detection. This can effectively 'design out' local crime.

Additionally, creating communal spaces that support that sense of community within the development can encourage neighbours to look out for each other, further enhancing the overall safety of the area. Through careful consideration of design principles focused on security, the new development has the potential to contribute positively to the creation of a safe and welcoming neighbourhood for all its residents.



"Affordable housing is a local priority"

We agree! Our plans will help address this local need by bringing forward 138 affordable homes.



"Will there be an impact on local infrastructure, such as school places and availability of GP appointments?"

We are undertaking an assessment of localised impacts that could arise from new dwellings in the area, particularly in relation to local infrastructure. We are committed to ensuring that any impacts are resolved and we will work with other departments at the Council to deliver this.



Illustrative drawing of the plans

Harold Hill Town Centre

Phase 2 - Public Consultation



The Site

Site Location

The site is located to the immediate south of Harold Hill District Centre, on land between Chippenham Road and Kings Lynn Drive.

The site is divided by Saint George's Parish Church and Harold Wood Funeral Home which is to remain as it is during the proposed development. The western portion of the site comprises the Alderman pub and a vacant 2-storey structure which previously accommodated the London Borough of Havering Housing Office. Several other vacant buildings are located on the eastern portion of the site.



Illustrative visual of the Chippenham Road scheme

Our Vision – Affordable Homes for the Community

Our plans will help address the local housing shortage by delivering 138 new high-quality homes, in a variety of styles and sizes.

A range of 1-4-bedroom properties will be made available, each designed to be attractive to smaller and growing families who need more space. A proportion of the new homes will be specially designed for wheelchair users or those with other disabilities.

Why here?

- There is a significant shortage of new affordable homes in the local area, meaning that local people are often required to look elsewhere in order to find housing.
- New homes on Chippenham Road would help deliver a diverse offering to the local area. This would encourage a thriving atmosphere and increase footfall to existing local businesses.
- Located within walking distance of local supermarkets, nearby schools, public transport, and Central Park, the site is ideally situated close to key local amenities for the whole family.
- The existing site is currently occupied by buildings that have fallen into a state of disrepair.

Homes For Young People

Of the new homes, 21 will be specially designated for local young people who are preparing to move from care into living independently. These homes are tailored to meet the needs of young individuals transitioning into adulthood, providing them with a safe and supportive environment as they embark on this new phase of their lives. Through this initiative, we aim to empower young people in our community by offering them access to stable and affordable housing options, ensuring they have the foundation they need to thrive and contribute positively to society.

These homes will be included within their own exclusive duplex block to help protect the privacy of those making this transition. The duplex block will also include staff offices, a resident's lounge, and meeting rooms.

Design – What will the homes look like?

The apartments will be modern and visually appealing, helping to breathe new life into the area. It is our intention to bring forward designs that integrate closely with the surrounding aesthetic and we believe the masonry exterior will achieve the desired finish.



Healthy and Inclusive Living

We're dedicated to building a neighbourhood that supports you and your family now and in the future. That's why our development focuses on inclusivity and sustainability.

Our goal is to create a clean, sustainable, and innovative community that prioritises your health and well-being. Here's how we plan to achieve this:

Communal Spaces

We'll create inviting courtyards with open, accessible spaces where residents can enjoy lush gardens designed to promote health and well-being. These green spaces, filled with trees and flower beds, will be the heart of the neighbourhood. They'll offer places to relax and socialise, strengthening our community bonds.

Community Garden

The garden will be accessible to everyone and will support the physical and mental health of the whole neighbourhood. Features like comfortable seating, and play areas will bring different generations together, making sure everyone feels welcome and included.

Flourishing Green Spaces

Local and native planting will be included to allow ecosystems to thrive. Smaller initiatives, such as bug hotels and bird boxes, will also be included to support wildlife, fostering a harmonious environment for nature and residents. Through these efforts, we aim to create a lush and sustainable environment that enriches the lives of all who call it home.

Conscious Design

Private gardens within the courtyard will provide residents with their own unique spaces for outdoor relaxation. Balconies will fill apartments with natural light and help keep homes cool during the summer, promoting energy efficiency and enhancing the overall well-being of residents.

Furthermore, all homes will be designed to be energy efficient and to avoid overheating, helping to keep homes warm in the winter and cool in the summer, all the while keeping energy bills down.



Sustainable Solutions: Building a Greener Future

Our aim is to create a neighbourhood that is clean, sustainable, and fit for future generations of Havering residents. Key features across the development include:

- **Climate-Resilient Community:** Residents will benefit from green technologies, such as air source heat pumps, to save on energy bills and reduce carbon footprint.
- **Electric Vehicle Infrastructure:** All parking spaces will be future-proofed for electric charging points.
- **Promoting Active Travel:** Strategically situated within walking and cycling distance of transport networks and amenities.
- **Enhanced Green Spaces:** New planting and landscaping to improve air quality and biodiversity.
- **Energy-Efficient Design:** Measures implemented to enhance energy efficiency in homes.
- **Flood Management:** Integrated landscape features for effective flood management.
- **Renewable Energy:** Incorporation of solar panels and other renewable energy sources.
- **Recycling Infrastructure:** Provision of recycling points for waste management.

In addition to these initiatives, we will use the latest construction methods and materials to ensure a sustainable approach to construction, further contributing to the eco-friendly approach for the development.



Social Value

Social Value

We believe in delivering a meaningful and long-lasting difference to the communities we create. We understand that true success is measured by the positive change we can bring to the lives of others.

Our commitment to social responsibility is deeply ingrained in our values. This means investing time, resources, and expertise into initiatives that address pressing social issues, empower individuals, and contribute to the overall well-being of the communities we serve.

One way we achieve this is through collaborative partnerships with local organisations and non-profits. By working hand in hand with community leaders and stakeholders, we can identify and address the specific needs and challenges faced by each community. Whether it's supporting education programs, promoting environmental sustainability, or providing access to vital resources, our aim is to create lasting solutions that have a meaningful and positive impact.

This commitment is already evident from the work we've carried out on our site is New Green, Havering.

Social Value Performance 2020 - 2025

Social and Local Economic Value Added (SLEVA) 2020-2025 = £318.6m



SOCIAL VALUE 2023 Highlights and Achievements



Meet the Project Team

About Havering Council and Wates Regeneration

Havering Council and the national developer division of Wates Group are Joint Venture partners, delivering London's biggest social housing regeneration. Since the JV was started in April 2016, the £1 billion project has seen the first 197 homes successfully delivered, with another 175 to be completed in early 2024.

The Partnership will see 12 council estates regenerated to provide 3,500 to 5,000 new homes in the borough over the next 12 years.

Headline statistics from the project include:

- Council rented accommodation will increase by 70 per cent and 400 low-cost home ownership properties will be built.
- The amount of affordable housing on the 12 estates will be doubled, delivering much-needed homes for borough residents that are truly affordable on local income levels.
- The right to return is guaranteed for every existing secure resident on the estates being regenerated subject to the terms and conditions, for further information please talk to your Regeneration Officer. Any housing that requires rebuilding will be done on a like-for-like basis to ensure no loss of existing affordable housing.
- This is a unique initiative as all Council funding for the project will come from the Council's Housing Revenue Account (HRA).
- Havering will receive a £33m grant from the GLA, to deliver new estates where 40 per cent of the homes will be affordable.
- Havering Council and Wates Residential have also made a joint pledge to deliver a lasting legacy for the community through investment in local facilities, skills, education and training.



New Green, Havering



New Green, Havering

Meet the architects - Hawkins\Brown

Hawkins\Brown is an internationally renowned practice of architects, designers and researchers.

People are at the centre of everything they do, and they put dialogue, engagement and consultation at the heart of making successful homes that contribute to neighbourhoods and reflect the history and heritage of the local area.

Their expertise covers a range of residential building types and mixed-use schemes, across new developments and regeneration programmes.

They were shortlisted for the RIBA Stirling Prize for the redevelopment of the Park Hill Estate in Sheffield, and most recently, were winners of the 2020 AJ100 Best Use of Technology Award for their in-house carbon emission reduction tool.

To learn more visit:

<https://www.hawkinsbrown.com/>



Burridge Gardens (Phase 1), Wandsworth



Agar Grove (Phase 1a), Camden

Have your Say

Thank you for taking part in our public consultation. This round of consultation will close on Monday 6th May, so please make sure you submit your feedback before then.

You can submit feedback by doing one of the following:



Complete one of our feedback forms today. You can find these by the front entrance, or a member of staff can provide you with one.



Visit: <https://www.havering.gov.uk/haroldhilltowncentre>



Email: Regeneration@havering.gov.uk



Freephone: 0800 652 9460



Next steps

We will review all of the feedback once the consultation closes to help inform our final design which will be submitted for planning permission later this year.

We want to secure a vibrant future for Chippenham Road and we look forward to receiving your feedback and working with you throughout the planning and development process.

