



WILLOW WAY – SITE A STATEMENT OF COMMUNITY INVOLVEMENT

DECEMBER 2022



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1. **INTRODUCTION**

This Statement of Community Involvement (SCI) is submitted on behalf of Kitewood Estates Limited (hereafter 'the Applicant'). It accompanies a Planning Application for redevelopment of Willow Way Site A ('the Site') within the London Borough of Lewisham. The description of development ('the Proposed Development') is as follows:

Demolition of existing buildings and redevelopment to provide employment floorspace (Use classes E(g)(i)(ii)(iii)) and residential dwellings including affordable housing and amenity space.

This SCI demonstrates that a considered approach has been taken to consultation around these proposals with local residents and community groups, as well as engagement with councillors and officers at Lewisham Council.

Specifically, it outlines the pre-application public and stakeholder consultation strategy developed for this planning application, the activities and engagement that took place with key stakeholders and the local community, the comments that were received throughout the consultation period and how the Applicant sought to address the feedback raised by amending the proposed development.

The Applicant proactively sought to hold a variety of consultation activities and events, to ensure the proposals were widely promoted and everyone had a chance to comment. These included two public exhibitions and meetings with ward councillors. A detailed communications and engagement strategy is provided later in the document.

All engagement activities outlined in this document were undertaken by the Applicant and its core project team which included the lead architects DC Architecture + Design, planning consultants CarneySweeney and community consultation specialists London Communications Agency ('the project team').

The consultation activities that have taken place are in accordance with the London Borough of Lewisham's updated Statement of Community Involvement 2022 and also reflect the principles for consultation in the National Planning Policy Framework (2021).



2. THE SITE AND PROPOSALS



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THE SITE AND ITS CONTEXT

21-57 Willow Way 'Site A' lies within the Forest Hill ward of the London Borough of Lewisham and to the west of the Willow Way business park, in between Willow Way and Sydenham Park Road.

The existing site comprises three businesses currently operating, including a vehicle repair / garage, storage / warehouse catering business and a drinks machine repair / servicing business. The sites contain a mix of single storey and double storey buildings with areas of hardstanding, parking, yard areas and shipping containers interspersed between the buildings.

The majority of the buildings were constructed 30 – 50 years ago and the condition of some buildings also does not meet modern standards, particularly in terms of energy performance.



THE PROPOSALS



The applicant's proposals for Site A can be summarised as:

- **Providing new workspaces and jobs.** The applicant's ambition is to deliver enhanced and better-quality workspace that would be able to accommodate light industrial uses and office space. They want these spaces to be flexible and accommodating to a more diverse range of businesses within the borough. The proposals would create space for around 1,450sqm of employment floorspace across 3 units and offer the opportunity to increase the amount of employment on this site.
- **Delivering new, affordable homes.** The proposals for Site A would see 60 new homes delivered, with 50% of these to be affordable housing. These homes would help to meet the shortfall of housing across the borough and will include a mix of Affordable Rent and Shared Ownership Homes.



3. ENGAGEMENT APPROACH



3.ENGAGEMENT APPROACH

LCA was appointed by the applicant to lead a programme of consultation on the proposals. This was undertaken alongside consultation with planning officers and statutory consultees.

Given the short period of time between the engagement process and submission of a planning application, it was made clear throughout that the applicant would not be able to respond to feedback by way of amending the designs. However, the feedback questions were open questions that would allow for design comments to be made. Making ammendments to the design proposals following the consultation exercisewas also felt unnecessary, given the relatively uncontroversial nature of the plans.

The objectives of the consultation were instead to:

- a. **Conduct a targeted engagement** with the residents living closest to the site, including through various resident and community organisations, as well as local politicians and businesses.
- b. **Explain clearly the aims behind the proposals** and how they would benefit the area, exhibiting all the proposals with as much detail as available at the time.
- c. **Be honest and up front**, not least about the issues that are known to be of interest to residents already, including height, scale and massing.
- d. **Provide multiple opportunities for people to express their views** through various communications channels, including meetings, an in-person exhibition, , consultation website, social media ad campaigns, freephone and email.
- e. **Ensure the Applicant and consultant team engaged directly with the public**, reflecting how committed the team is to consultation and understanding people’s views.

CONSULTATION TIMELINE





4. CONSULTATION ACTIVITIES

4. CONSULTATION ACTIVITIES

This section details all the consultation activities undertaken in advance of planning submission.

The local authority has also been consulted and have been kept up to date on the public consultation plans.

ENGAGEMENT SUMMARY - DECEMBER 2022

The public consultation took place in December 2022 and set out the site context, the Applicant's vision for the site. The consultation activities undertaken are set out below, and detailed throughout this section:

- A public exhibition, held over two days (a Saturday morning and a Wednesday evening) and displaying information boards about the plans, which was attended by 17 people.
- The launch of a consultation website - <https://willowway-consultation.co.uk/> - containing the information displayed at the public exhibition and a comment form to collect feedback. The website was viewed 969 times by 964 people and the survey was completed by two people.
- A flyer sent to 2,474 local residents and businesses, in an area surrounding the site, to help promote the consultation website and public exhibition.
- Social media adverts supplementing the promotional flyer and leading to 720 click throughs to the consultation website.
- Emails issued to six local politicians and neighbours to the site.

STAKEHOLDER ENGAGEMENT

An introductory email was sent on 23 November 2022 to key stakeholders for the site, the full list of which is set out in the table below in Figure 1. The email sent at the start of consultation phase one is shown in Appendix B.

These stakeholders were offered a briefing with the project team regarding the proposals, information on the scheme and the project website, and the dates of the public consultation events.

Name	Role
Cllr Sophie Davis	Ward Councillor, Forest Hill
Cllr Billy Harding	Ward Councillor, Forest Hill
Cllr Peter Bernards	Ward Councillor, Forest Hill
Annabel McLaren	Chair of Sydenham Society
Claus Mermann	Chair of Forest Hill Society
Alona Sheridan	Chair of Friends of Mayow Park

Figure 1: List of stakeholders kept updated during the consultation

Stakeholder meetings

In response to the stakeholder emails sent out to the stakeholders listed in Figure 1, the applicant arranged briefings with the project team on the proposals for all those that requested them.

A meeting with Forest Hill ward councillors was held on Wednesday 14 December. This was held online and was attended by the Applicant and the architect, who gave a presentation on the emerging designs and then sought feedback and answered questions from the councillors.

Further meetings are also being sought with the Sydenham and Forest Hill societies.



CONSULTATION EVENTS

In-person public exhibition

A public exhibition was held across two days on the times below. The applicant held events both on weekdays and weekends, in the afternoon and the evening to ensure everybody would have a chance to attend:

- First Public Exhibition: Saturday 3 December 10am-1pm
- Second Public Exhibition: Wednesday 7 December 5pm-8pm

The exhibition was held at The Grove Centre, 2 Jews Walk, Sydenham, London SE26 6PL. The venue is near to the site and easy to get to for all nearby residents. In addition, the location was well signposted around the venue with an A-board and posters providing signage. The venue was fully accessible to the disabled.

In total 17 people attended over both days.

The revised proposals were displayed on a series of eight exhibition boards (in a combination of A1 and A0 sizes), setting out in detail the proposals and introducing the site, its constraints and the planning history. The boards are shown in Appendix E. These boards were also uploaded to the consultation website for the public to view online and download.

iPads were provided at the events for the public to use to view the consultation website and submit their feedback online if they wished. A5 flyers were also produced, featuring information on the proposals along with the consultation email and Freephone for attendees to take away with them (shown in Appendix F).

Also provided were A4 comment cards (shown in Appendix G) for attendees to leave their contact details and comments. **Two comments cards were returned**, and the feedback from them is integrated into the summary below.

Attendees at the exhibition included Cllr Chris Best (Sydenham ward councillor) and representatives of the Sydenham Society and Forest Hill Society.

The feedback from the exhibition, both verbal feedback and written feedback on the comments cards, is summarised in the Feedback section.





PROMOTING THE EXHIBITIONS

Consultation website

The consultation website for the proposals, <https://willowway-consultation.co.uk/>, was first launched for the pre-submission consultation on Saturday 3 December 2022. It included detailed information on the site, its planning history and the proposals, as well as a timeline for the project going forward, and a comment form for neighbours to submit their feedback to the Applicant.

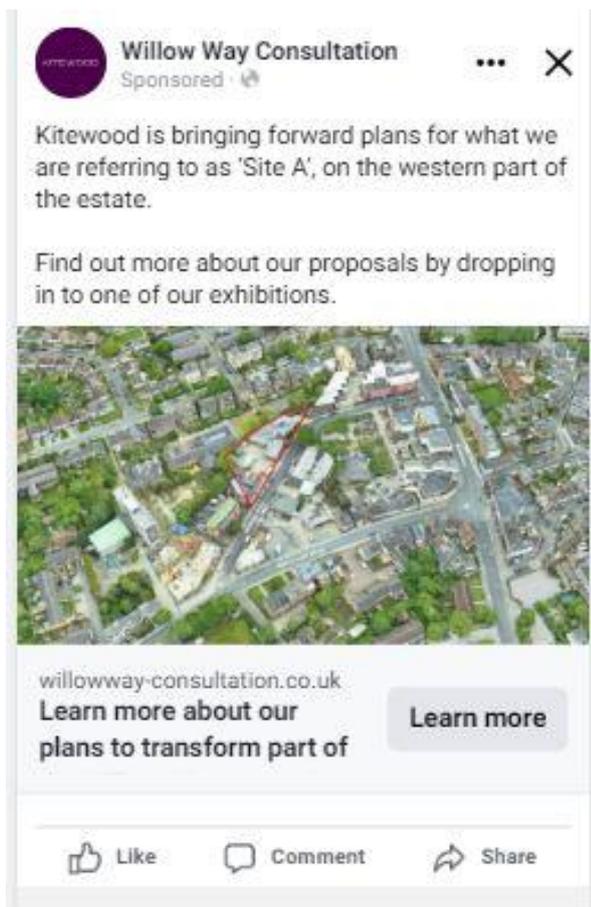
Flyer

At the same time as the website was launched, a two-sided A5 flyer was delivered via door-to-door delivery to 2,474 local addresses around the site on 24 November. The flyer is shown in Appendix C and its distribution area is shown in Appendix A.

The flyer introduced the site and the Applicant, and explained that the design team are beginning to develop emerging proposals for the site. It invited the public to visit the consultation website to find out more and give feedback, and also invited them to attend the in-person exhibition.

Social media advertising

The applicant also undertook social media advertising on Facebook, which run from 30 November to 7 December. This promoted the consultation website and public events, and led to 720 click-throughs to the website. Overall, advertising reached over 10,829 people, across a range of age groups. The advertisement was geotargeted to a 1km radius around the site.



5. FEEDBACK



5. FEEDBACK ANALYSIS

This section includes a summary and analysis of all feedback received throughout the pre-application consultation period.

WRITTEN FEEDBACK

A total of six pieces of written feedback were received - four online via the comment form or consultation inbox and two via paper comment cards at the exhibitions themselves.

The form the public exhibitions is shown in Appendix G, and like the online comment form was designed to be as open as possible so that people could provide feedback on the elements of the plans that mattered most to them.

Provided below is a breakdown of the topics covered in the written comments and the frequency with which they were raised. This frequency is greater than the total number of comments received as people chose to comment on more than one aspect of the plans in their feedback:

Feedback Topic	Frequency
Parking concerns	4
Criticism of excessive height of the proposals	3
Concern about ensuring commercial units are occupied/avoiding empty units	2
Concerns over the future of existing businesses on the site	2
The need for more housing in the area	2
Positive response to Affordable housing offer	2
Comment on aesthetics of building materials	2
The impact of more residents on the area and infrastructure	1
Wanted more information about the segregation of pedestrian and cycle paths	1
Recommendation for more greening and tree planting	1
Concern about the proximity of the proposals to the conservation areas	1

VERBAL FEEDBACK

Public exhibitions – 3 & 7 December 2022

The public exhibition was attended by 17 people, held over two days at an easily-accessible venue near the site. The applicant and project team had detailed discussions with many residents about the proposals during these events. The key themes of feedback were as follows:

- Positive comments relating to the delivery of affordable housing and the retention of the workspace
- Attendees were pleased to see proposals coming forward to develop this currently underutilised and sometimes dangerous area
- Many people commented that they'd like to see plans come forward to upgrade the wider area and were therefore pleased to hear about a potential emerging masterplan .
- Concerns were raised about the height of the proposed buildings, as well as where the cars that currently use Willow Way for parking will go and how the development would impact on daylight / sunlight of nearby properties.



6. CONCLUSION



6. CONCLUSION

Time constraints necessitated a consultation that was focused on communicating the proposals to the community and offering the opportunity for feedback and dialogue. The opportunity for people to have their say on the plans and attend an exhibition of the proposals staffed by members of the project team was promoted extensively, including by social media, a flyer drop and the consultation website.

The Applicant has also undertaken pre-application discussions with the London Borough of Lewisham, as well as meeting local political stakeholders and amenity groups.

The consultation was well advertised with a mix of digital and physical promotion, including flyers, social media advertising and email. Those who were not confident using the internet were sent a flyer on the proposals via the post and were able to give feedback over the phone, in written form or at the in-person public exhibition if they preferred.

It is considered that the low response to this exercise is a sign that the proposals were felt to be uncontroversial locally. The feedback that was received shows that local residents and stakeholders are aware of the need to develop the site, as well as to introduce more housing to the area. Responses also showed some concerns – such as parking and the future of existing businesses on the site – but were overwhelmingly constructive.

The Applicant has committed to maintaining close engagement with the local community after the application has been submitted and throughout the planning and construction process.

The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the Project Team.

7. APPENDICES



7. APPENDICES

Appendix A: Flyer distribution area

Appendix B: Stakeholder email

Appendix C: Flyer

Appendix D: Exhibition boards

Appendix E: Exhibition comments cards



Appendix A: Flyer distribution area

Draw area on map

- Polygon
- Radius
- Buffer line

2474 addresses found

- Upload an address list
- Check an address exists within the map

Addresses selected

- All (2,474)
- Residential Only (2,405)
- Business Only (69)

Map selections

Polygon 2474

Your quote

Job #	68810
Cost	£665.60
VAT	£133.12
Total	£798.72



Appendix B: Stakeholder email

Dear Councillors,

RE: EMERGING PROPOSALS AT 'SITE A' WILLOW WAY

I am writing to you on behalf of Kitewood and to request a meeting to discuss our exciting proposals to reinvigorate part of the Willow Way industrial estate in Sydenham.

By way of background, the Willow Way estate is home to a number of light industrial and commercial units that were constructed between 30-50 years ago. There is therefore an opportunity to enhance the employment floorspace offering through the proposed delivery of a redevelopment scheme. This opportunity is reflected in the emerging Lewisham Local Plan policy that seeks a masterplan approach to deliver an employment-led mixed use scheme that could also deliver around 175 new homes.

The land adjacent to Willow Way principally comprise five parcels (that we refer to as parcels A, B, C, D and E) within separate ownerships/ developer control, and I attach a plan for reference.

Our proposals for 'Site A' seek to deliver a mixed-use destination that retains and enhances the employment offering while working collaboratively with the Council to ensure that 50% of the homes that are proposed are affordable. This would in turn help ensure the long-term future of Willow Way as a destination for businesses and meet the shortfall of this type of housing across the borough.

Kitewood have the opportunity to make early progress on the Willow Way masterplan by bringing forward a planning application for Site A, to the east of the wider masterplan area, before consulting on the wider masterplan in the New Year. We will soon be hosting a series of exhibitions with the local community to share our plans for Site A, which I will share details of in the coming weeks.

In the meantime, we would welcome the opportunity to meet with you all either individually or collectively so that we can share our plans and discuss them in greater detail with you. If this is something that is of interest, I would be grateful if you could please share your availability with Maddie Astle from our engagement consultants, London Communications Agency, who is CC'd here.

We look forward to hearing from you soon.

Kind regards,

Sara

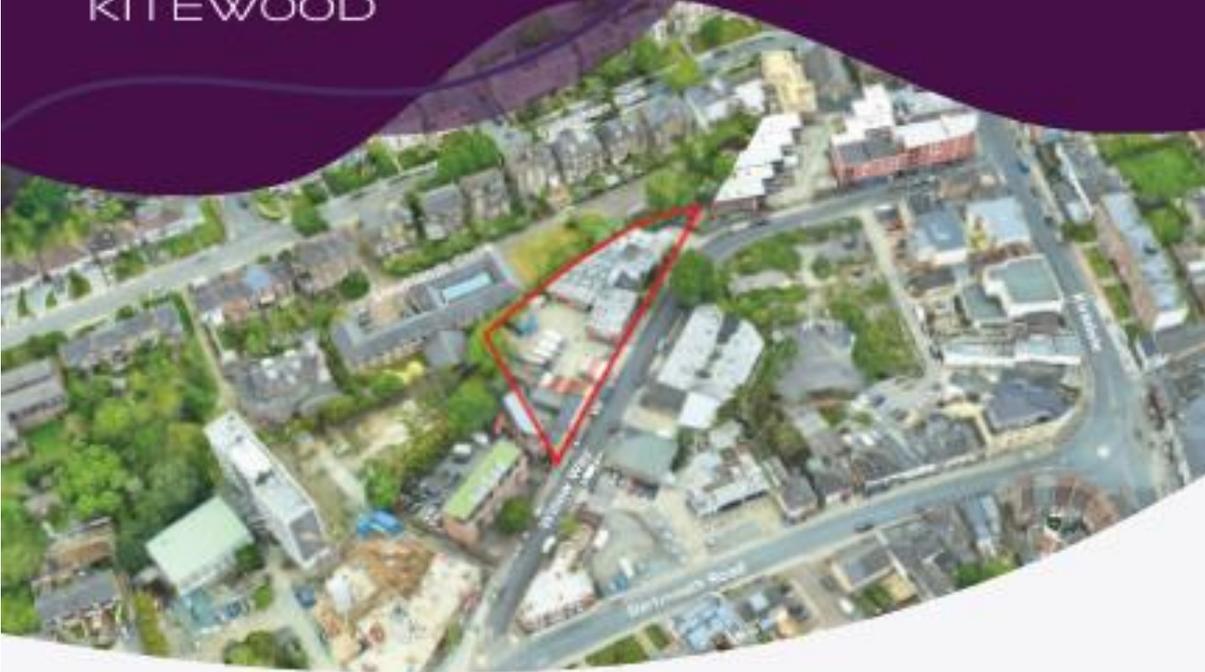
Sara Sweeney BA (Hons) MSc MRTPI
Senior Planning & Development Manager





Appendix C: Flyer

KITEWOOD



Join us to learn about our early plans to transform part of the Willow Way estate in Sydenham

Kitewood is bringing forward plans for what we are referring to as 'Site A', on the eastern part of the estate.

Our proposals seek to retain and enhance the existing quantum of light industrial uses on the site as well as deliver new homes, with 50% of these to be affordable housing. This is only the start of the conversation about Willow Way and we plan to continue to continue engaging with the community next year as the wider masterplan is developed.

Find out more about our proposals by dropping in to one of our exhibitions at The Grove Centre, 2 Jews Walk, SE26 6PL on:

Saturday 3 December 10.00am – 1.00pm	Wednesday 7 December 5.00 – 8.00pm
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willowway-consultation.co.uk ☎ 0800 096 7112 ✉ willow-way@londoncommunications.co.uk



Appendix D: Exhibition boards

Board 1

Welcome

Kitewood is bringing forward plans for what we are referring to as 'Site A' adjacent to the Willow Way business park in Sydenham. Our ambition is to re-provide and enhance the existing workspace on this site and deliver new homes above.

You can let us know what you think:

-  Talk to one of our team at the event today
-  Fill out one of our **feedback forms**
-  Head to our consultation website willowway-consultation.co.uk
-  Call 0800 096 7112
-  Email willow-way@londoncommunications.co.uk



Project team



KITEWOOD

1



The site today

The site is currently home to a self-contained set of commercial units sat between Sydenham and Forest Hill stations. Before being turned into a commercial development, it was once home to a series of terrace houses.

Site A comprises multiple ownerships and sits on the western part of the estate, in between Willow Way and Sydenham Park Road. There is currently c.1,300 sqm of existing floor space within the site, and this is used for light industrial, office, storage and warehouse uses.

The majority of the buildings were constructed 30 – 50 years ago and the condition of some buildings also does not meet modern standards, particularly in terms of energy performance.



Photos of the existing site and area



Looking to the future

The whole of the Willow Way estate is allocated as a Local Employment Location (LEL) within the adopted Lewisham Plan. The emerging Lewisham Local Plan proposes to allocate this area as a Locally Significant Industrial Location (LSIL) which seeks to create a new employment-led 'mixed-use' destination. The emerging planning policy recognises the opportunity to make the best use of a currently under-utilised site to co-locate employment floorspace and new homes.

Whilst the focus of this consultation relates to a small section of the wider Employment Location, we share the Council's aspiration for a masterplan approach and we will be continuing these conversations with the Council next year.

The Opportunity at Site A

There is an opportunity to deliver something exciting at Site A by taking the first steps towards fulfilling Lewisham Councils' ambition to create an employed-led new 'mixed-use community' at Willow Way.

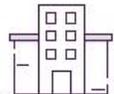
Our proposals for Site A can be summarised as:



Providing new workspaces and jobs

Our ambition is to deliver enhanced and better-quality workspace that would be able to accommodate light industrial uses and office space. We want these spaces to be flexible and accommodating to a more diverse range of businesses within the borough.

The proposals would create space for around 1,450sqm of employment floorspace across 3 units and offer the opportunity to increase the amount of employment on this site.



Delivering new, affordable homes

Our proposals for Site A would see 60 new homes delivered, with 50% of these to be affordable housing, meeting the Council's targets.

These homes would help to meet the shortfall of housing across the borough and will include a mix of Affordable Rent and Shared Ownership Homes.



KITEWOOD

Creative and maker space

Attracting local, diverse businesses to the site

Our proposals for this site include c.1,450sqm of workspace, around 100sqm more than is currently present. The proposal seeks to maximise the opportunity to create modern spaces predominantly on the ground floor (with an additional mezzanine level) that are flexible to accommodate the changing demands of businesses; so that they can continue to thrive for generations to come.

The intention is to provide quality space that attracts a variety of businesses. There is a strong community of designers and makers within the borough, and we consider that the proposals can assist with providing space to meet the growing needs of this sector.

Provided below are some indicative examples of the types of industry that we think could work well here.



KITEWOOD



We now want to hear your thoughts about **what types of business, creative makers and spaces** you would like to see here. Simply pick up a sticky note and pen and add your thoughts to the next board!

Delivering the homes this borough needs

Delivering affordable housing in Sydenham

We are committed to delivering 50% affordable housing on this site. This would include different types of affordable housing to accommodate the varying needs of individuals and families in the area.

This would include a housing tenure mix of:

- Affordable Rent homes: these are subject to rent controls and would be no more than 80% of the local market rent;
- Shared Ownership homes: these help new buyers to get onto the property ladder by purchasing an initial share in a property with an opportunity to 'staircase' the purchase of a greater share.

Creating a thriving community at Willow Way

We want to make this a sustainable destination where people want to live.

The homes would be built above the proposed workspace and we will provide a series of roof gardens and terraces for use of the future residents. Adding new homes onto the estate would in turn increase security by creating natural surveillance.

We hope that this proposed first phase of development at Site A will be the catalyst to the delivery of a wider masterplan that will offer the opportunity to live, work and play at Willow Way.



Before and after of the proposal's looking north-west along Willow Way.



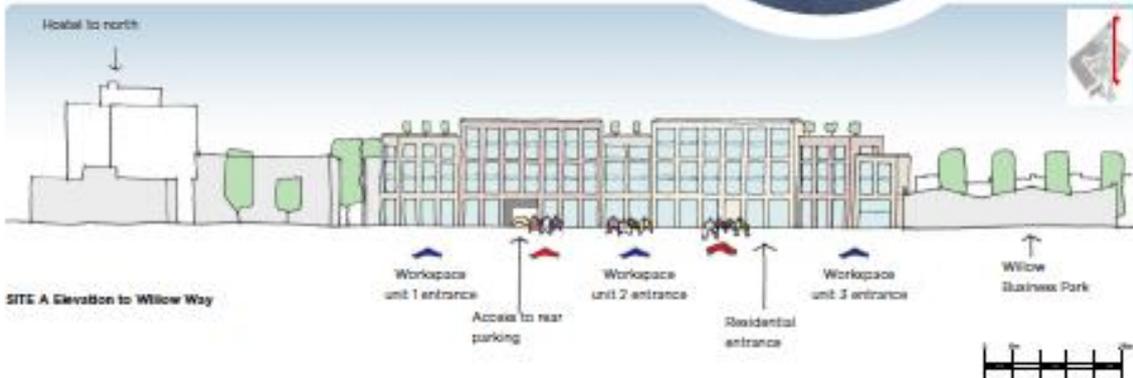
Low-rise and quality design

Complementing the existing area

The site is outside of any conservation area but is close to the Sydenham Park Conservation Area as well as being in close proximity to the listed Bricklayers Arms public house.

To ensure that the new buildings delivered on Site A complement the surrounding area of Sydenham and have minimal impact on our neighbours, we will:

- | Keep the buildings to a maximum of seven storeys, which is lower than those nearby such as the hostel
- | Use a natural palette of brick and stone - reflecting what can already be found in the area
- | Place the taller buildings to the south to reduce shadowing
- | Step back the upper floors to reduce visual impact of the building





Connecting to the wider masterplan

Site A is contained and is accessible directly from Willow Way. There is the opportunity, however, to connect Site A to future developments across the wider 'Employment Location' and increase permeability through the area.

These public realm improvements are intended to make Willow Way a safe and inviting space for all users. In terms of what the wider masterplan may comprise, this is our current thinking; however we now want to hear your thoughts at this early stage to ensure your view can be incorporated as the plans emerge:



Create a shared surface for pedestrians, cyclists, and vehicles by widening Willow Way to around 20



Provide a car-free development with the provision of blue badge space to encourage active travel



Make Willow Way one-way traffic only



Deliver open space for the use of the future occupiers and the neighbouring community





Tell us what you think

We are confident that our plans for Site A will deliver a number of key benefits for those that live, work and play in Sydenham.



Providing enhanced ground-floor (and mezzanine) workspace;



Delivering homes on the site, including 50% affordable housing; and



Allowing for delivery of a wider masterplan that brings new life to Willow Way, including future public realm improvements

Share your feedback with us:

-  Talk to one of our team at the event today
-  Fill out one of our **feedback forms**
-  Head to our consultation website: willowway-consultation.co.uk
-  Call **0800 096 7112**
-  Email willow-way@londoncommunications.co.uk



Our commitment to managing construction on Site A

Construction Management Plan will be submitted as part of the suite of planning application documents. This will set out how the impact of construction will be minimised, including setting out hours of work, noise and dust mitigation, and deliveries schedules.

Should proposals be brought forward for neighbouring sites, there would be further consultation with the local community.

For further information please contact db@londoncommunications.co.uk, call 020 7612 8480 or visit www.londoncommunications.co.uk

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