

September 2020

TESCO OSTERLEY SITE, TW7 5NZ

STATEMENT OF COMMUNITY INVOLVEMENT

Consultant: Soundings



TABLE OF CONTENTS

Contents	Page
Chapter 1 - Executive Summary	4
1.1 Introduction	5
1.2 Summary of Events & Involvement	6
1.3 Summary of Key Themes	8
1.4 Proposed Development Description	10
Chapter 2 - The Site and Local Context	12
2.1 Site Context	13
2.2. Policy Context	14
2.3. Consultation Policy Context	15
2.4. Who is Involved	16
2.5. Local Stakeholders	18
Chapter 3 - The Consultation Process	20
3.1 Aims of the Consultation Process	21
3.2 Communications & Promotion	22
3.3 Engagement Events & Tools	26
3.4 Responding to Covid-19	28
Chapter 4 - Public Exhibitions	30
4.1 Public Exhibition 1	31
4.2 Public Exhibition 1: Findings	36
4.3 Public Exhibition 1: Summary of Feedback	41
4.4. Public Exhibition 2	43
4.5. Public Exhibition 2: Findings	45
4.6. Public Exhibition 2: Summary of Feedback	49
4.7. Public Exhibition 3	51
Chapter 5 - Built ID Survey	54
5.1 Build-ID Survey	55
5.2 Built-ID Survey: Key Findings	56
Chapter 6 - Community Liaison Group	60
6.1 Forming a Community Liaison Group	62
6.2 CLG Meeting 1	63
6.3 CLG Meeting 2	64

TABLE OF CONTENTS

Contents	Page
6.4 CLG Meeting 3	65
6.5 CLG Meeting 4	66
6.6 CLG Meeting 5	67
6.7 CLG Meeting 6	68
Chapter 7 - Working with the Community	70
7.1 Community Engagement	71
Chapter 8 - Responding to feedback	78
8.1 Responding to resident feedback	79
Chapter 9 - Conclusions	84
9.1 Conclusions	85
9.2 Next Steps	86
Chapter 10 - Appendix	88
10.1 Engagement Material	89

Chapter 1. Executive Summary



1.1 Introduction

St Edward Homes Limited is bringing forward the redevelopment of both the Tesco Osterley and Homebase Brentford sites. The existing Tesco store would be re-provided on the Homebase Brentford site as part of a mixed-use development with residential above, which releases the opportunity to deliver a comprehensive residential-led mixed-use development on the Tesco Osterley site. Due to the relationship between the proposed developments on the Tesco Osterley and Homebase Brentford sites, we have identified the cumulative effects to deliver around 2,150 new high-quality homes, including 725 affordable homes (around 560 affordable homes on the Tesco Osterley site).

Soundings have been appointed by St. Edward Homes Limited (a joint venture between Berkeley Group and M&G Investments) to facilitate a process of consultation and public engagement for the 'Syon Lane Future' project. The project encompasses the aspirations to transform both the Tesco Osterley and Homebase Brentford sites.

This Statement of Community Involvement has been prepared by Soundings on behalf of St. Edward, and is being submitted in support of the planning application for the redevelopment of the Tesco Osterley site. Soundings have also been appointed to facilitate consultation on Homebase Brentford site in which a separate Statement of Community Involvement is being prepared.

THE AIMS OF THE PROCESS:

The aims and objectives of the consultation process were to:

- Raise awareness of the project and site's development;
- Build relationships with key stakeholders;
- Understand the local identity of the place;
- Gather aspirations and understand the views of the local community;
- Be inclusive, accessible, transparent and engaging;

- Facilitate a variety of different ways for people to get involved;
- A series of targeted discussions and topic sessions with different community groups;
- Tease out areas of interest to which the development can make a positive contribution; and
- Where possible, reflecting feedback in the proposals.

This report documents the activities, findings and outcomes from the consultation process and details how feedback has been responded to and/or incorporated into the final proposals.

THANK YOU

We would like to thank everyone who has taken part in the consultation process so far, and given their valuable input, time and ideas. We look forward to the process of working closely with you in the coming months to share how feedback has been responded to and how the designs have evolved.

1.2 Summary of Events & Involvement

The consultation took place between October 2019 and July 2020 and began by raising awareness of the project. The early stages of consultation were focused on gaining an understanding of the area's local identity, as well as the views and aspirations of the local community.

Furthermore, at this early stage of the consultation, extensive desk-based research was undertaken in order to build a comprehensive stakeholder list. Key stakeholders were identified and then invited to form part of an initial Community Liaison Group.

The Soundings team also met with the site's closest neighbours through a door-knocking exercise, which was conducted to further seek out interested residents to join the Community Liaison Group, and to also promote the upcoming Walk and Talk engagement event.

This first stage of the consultation took place from October to December 2019 and was focused on identifying and understanding which assets the community valued and more importantly where they felt gaps in the community provision could be filled through the development.

The following and second stage of the consultation was then aimed at focused and targeted discussions with the Community Liaison Group which were aligned with key design updates for the project.

Four separate public exhibition event days were held with information publicizing these events distributed to over 6,000 local residents at least 10 days prior to event days. In total, the public exhibitions were attended by more than 250 local residents who provided a total of approximately 3,000 pieces of individual feedback.

Following each Community Liaison Group meeting or public event, Soundings collated and analysed all feedback and produced minutes or a summary report which was shared with St. Edward and the design team to help inform the proposals.

Alongside the in-person consultation events, digital engagement was also utilised through the Built-ID platform. Two rounds of online surveys were conducted to align with the public exhibition dates with the purpose of gathering general feedback on the local community's priorities and ideas on how the development could begin to respond to their needs.

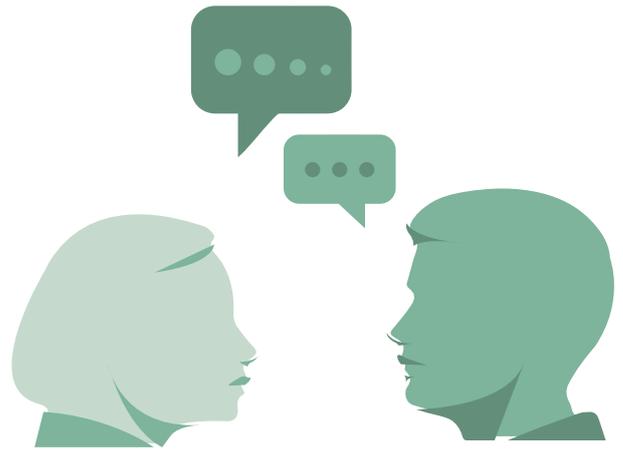
See page 17 of this report for a detailed timeline of events and chapters 4-7 for a detailed breakdown of the findings from these events.

GLOSSARY OF FREQUENTLY USED TERMS:

- Public consultation: process by which the public's input and views on matters affecting them is sought, to improve dialogue, transparency and involvement.
- Written feedback: refers to individual consultee participation, including paper feedback forms or comments made online.
- Comments: The written or digital feedback provided to open-ended questions, or in addition to close-ended questions. Comments were reviewed and divided into relevant themes, some comments fell into more than one theme.
- Event attendees: individuals who came to public events and engaged with the materials or the team.
- People engaged: individuals who visited our website, attended events or meetings.



250 +
Total attendees



6 CLG
MEETINGS



3,000
PIECES OF
DETAILED
FEEDBACK
RECEIVED
THROUGH
ONLINE
SURVEYS



100
VISITORS TO THE
CONSULTATION
CENTRE



**Public
exhibition
event dates**

(AND 1 VIRTUAL PUBLIC
EXHIBITION WITH 2 DAYS OF
ONLINE DROP-IN SESSIONS)

1.3 Summary of Key Themes

This page presents a headline summary of the key feedback themes received during the consultation process.

These cover feedback received from four days of public exhibition event dates, eight hours of weekly consultation centre opening hours, two online surveys, six Community Liaison Group meetings and other community engagement events, including social Christmas events arranged by St. Edward Homes Limited.

The local community is proud of the local heritage and feel strongly that the designs should complement and respond to key local features such as the Gillette Tower

CONSERVATION&HERITAGE



The findings from the consultation revealed strong feelings for towards the conservation of local heritage. Respondents were keen to see the development create opportunities to celebrate key local assets and to ensure key views are retained.

The local community shared negative experiences of heavy traffic in the area and are keen to see the development support a move towards more sustainable modes of transportation

TRANSPORTANDTRAFFIC



Feedback on the theme of transport was mostly negative however this was based on people's current experiences of the area. Residents were willing to work with the design team to discuss how this could be improved.

The local community is keen to see the proposed landscaped areas support a wide range of community uses and activities.

LANDSCAPE



Residents want a variety of open spaces which are well-maintained and enable different groups of people to meet, particularly young people. Open spaces should also mitigate poor air quality and provide ecological enhancements for the site.

Some members of the local community are concerned about building heights and the visual impact it will have on the area

BUILDINGHEIGHTS



Residents were keen to see the proposed building heights respond to the surrounding context.

The local community are very interested in the various community facilities that can be provided.

COMMUNITY FACILITIES



Residents feel that there is a current lack of community facilities and are excited for what the site could offer, particularly for families.

The local community feel that current facilities such as GP surgery's are near or over capacity, and the development should not exacerbate this

INFRASTRUCTURE



Residents expressed some concerns over potential impacts on social infrastructure, particularly healthcare services and GPs.

Residents are keen to see that the local infrastructure is able to support the expected growth in local population

1.4 Proposed Development Description

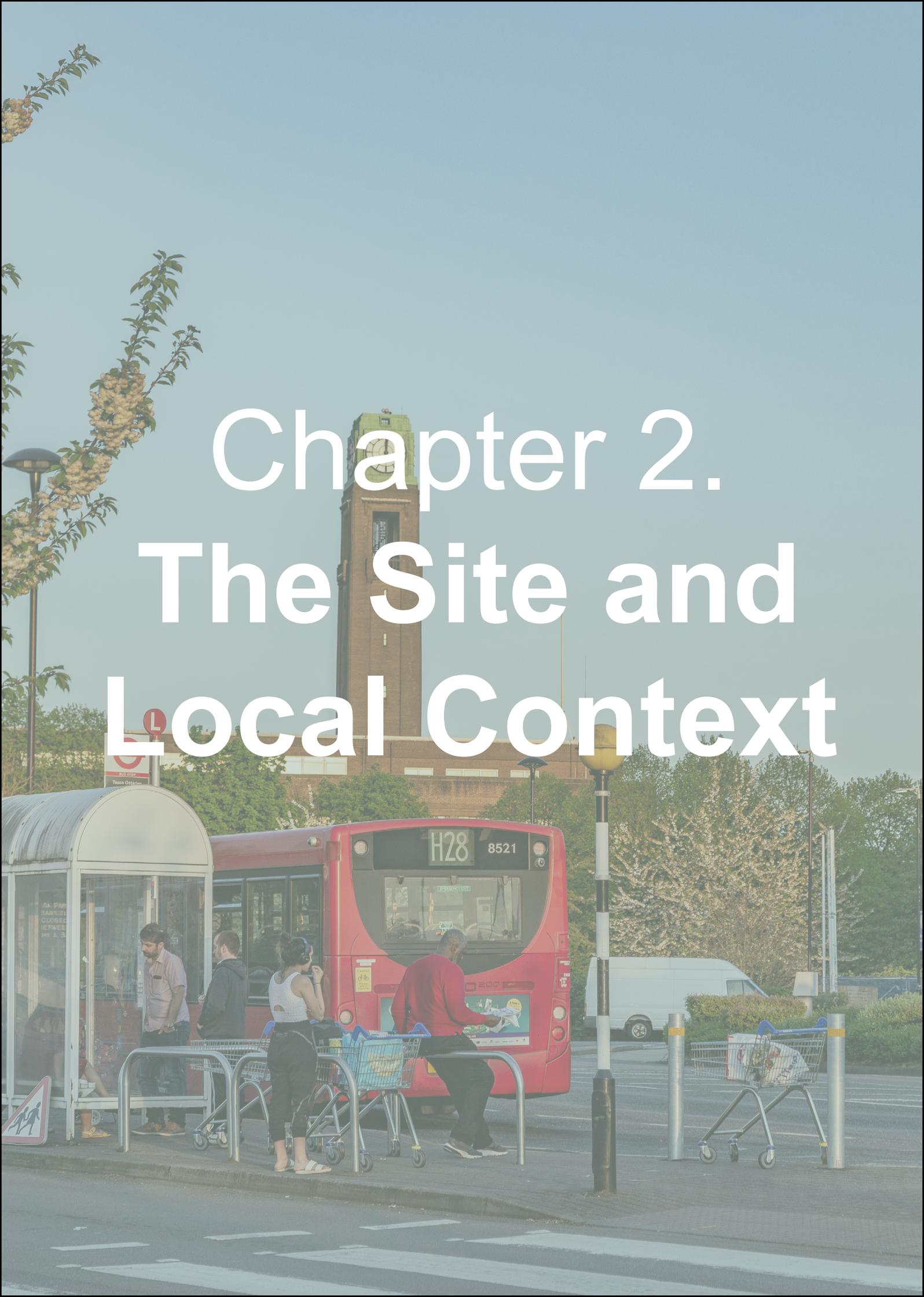
The Applicant, St. Edward Homes Limited is seeking planning approval for the proposed development of the Tesco Osterley site located at Syon Lane, Isleworth, TW7 5NZ. The full description of the proposed development is as follows:

“Outline planning application with all matters reserved except access for the demolition of existing building and car park and erection of buildings to provide residential homes, plus flexible non-residential space comprising commercial, business and service space, and/or learning and non-residential institution space, and/or local community space, and/or public house/drinking establishment, and/or a mobility hub, along with associated access, bus turning, car and cycle parking, and landscaping arrangements”

The key deliverables of the scheme can be summarised as:

- Up to 1,677 new homes;
- 35% affordable housing (by habitable room)
- Between 3,000 sqm and 5,000 sqm of flexible non-residential floorspace comprising commercial, business and service space, and/ or learning and non-residential institution space, and/or local community space, and/or a public house/ drinking establishment, and/or mobility hub;
- Buildings heights ranging from two to 17 storeys;
- A minimum of 20,000 sqm of publicly accessible open space, which includes three new public open spaces;
- A minimum of 8,000 sqm of communal amenity space at podium and roof level;
- A minimum of 5,000 sqm play space split between public ground floor area and communal podium/roof levels;
- Planting of a minimum of 300 new trees;
- Up to 400 car parking spaces, including a minimum of 10 car club bays;
- 20% of car parking spaces to be electric vehicle charging points, with remaining spaces to be passive;
- London Plan compliant cycle parking;
- A new public route through the retained and enhanced Water Gardens;
- A mobility hub and bus welfare facilities; and
- A new bus turning facility for Route E1 and H28 buses.

Chapter 2. The Site and Local Context



2.1 Site Context

The 5.45ha site encompasses the existing two storey Tesco Extra store at Osterley Park, Syon Lane, TW7 5NZ. It comprises a total of circa 11,582 sqm GIA of retail floorspace, associated car parking (625 spaces), a petrol filling station and a rectangular shaped open space, located in the north of the site, known as the “Water Gardens”.

The site lies to the north of Syon Lane, with MacFarlane Way and Grant Way providing the western and eastern boundaries respectively. The Sky Campus is adjacent to the site to the north and Osterley Park partially borders the site to the west.

The site is 800 metres from the small neighbourhood centre at 1-9A Spur Road and 142-156 London Road. The site is also 1000 metres from Brentford Town Centre and over 2km from Hounslow Town Centre.

The site has a PTAL 2 however is in close proximity to Syon Lane Station which is less than 600 metres to the south. Syon Lane station is in Zone 4. Platform 1 trains go towards Brentford and London Waterloo, whilst Platform 2 trains are directed towards Feltham and Twickenham.



Illustrative aerial view of the Tesco Osterley site

2.2 Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires decisions to be taken in accordance with the Development Plan unless material considerations indicate otherwise. For the purpose of this application, the Development Plan is therefore made up of the Adopted London Plan (2016), The Hounslow Local Plan (2015 to 2030, volume one) and the Hounslow Local Plan (2015 to 2030, volume two).

Emerging planning policy relevant to this application include the Draft New London Plan. The Examination in Public on the Draft Plan was held between January and May 2019, a Panel of Inspectors then issued their reports and recommendations to the London Mayor on 8 October 2019. On 9 December 2019, the London Mayor issued his intention to publish the London Plan. At present, the text of the Draft New London Plan has been informally agreed with a view of adoption in Summer 2020. Therefore, the Intend to Publish London Plan has significant weight given its stage of preparation.

The London Plan designates the site within the Great West Road Opportunity Area. This aims to deliver a minimum of 7,500 new homes and up to 14,000 new jobs.

The London Borough of Hounslow has produced its own Plan for the Opportunity Area. This envisages seven new mixed-use quarters where new development will inject vibrancy, urban life and a new focus into this part of Hounslow.

At a local level, the site is subsequently allocated for residential-led mixed-use development including high quality new homes and commercial spaces. The site is located within the Great Western Corridor (GWC) Opportunity Area, otherwise known as the Golden Mile. This strategic policy area has been identified in the Hounslow Local Plan 2015-2030. This area forms an important, strategic

corridor into central London from Heathrow Airport.

Hounslow Council's vision for the GWC covers the span of 15 years, seeking to deliver at least 7,500 new homes and 17,600 new jobs, new and improved public transport services and public realm.

The GWC further underlines new 'fundamentals' of the vision, which include:

- A range of amenities and services for employees;
- A range and choice of floorspace types including affordable workspaces;
- New housing options to attract workers to the area;
- Reliable, frequent and accessible public transport services;
- Public realm improvements that reduce the dominance and impact of the car and create a quality environment for people with landscaping, attractive furniture and lighting;
- Planned and coherent development that establishes a series of unique places with their own character and identity within the Great West Corridor;
- Embracing the wider area's heritage as a unique location asset that contributes to the corridor's unique identity, amenity and offer;
- Active promotion and branding of the different business clusters within the Golden Mile Business Hub;
- Establishing a distinctive arrival experience and journey along the M4 and A4 that welcomes visitors into London and proudly presents the area as a place to visit, do business and stay.

2.3 Consultation Policy Context

The consultation has been undertaken in line with the principles set out in the National Planning Policy Framework (NPPF, 2019), Localism Act (2011) and the London Borough of Hounslow's Statement of Community Involvement (2013).

The NPPF sets out the Government's planning policies for England and is a framework in which Local Plans can be produced. The document states that applications which seek effective and proactive engagement with communities and other interested parties should be looked favourably upon.

We have sought through this consultation process to meet and engage with local residents and other stakeholders early in our design process, creating plenty of opportunities for people to engage.

The Localism Act is intended to empower local communities to participate in the planning processes in their areas. Through this consultation process we have consistently reached out to local groups and provided them with a platform to voice their opinions on our proposals and offer their suggestions.

The Hounslow Statement of Community Involvement (2013) sets out the five stages of consultation:

- Awareness
- Information
- Consultation
- Participation
- Feedback

This closely aligns with the stages we adopted for our consultation process. At the start of the process we sought to raise awareness of the scheme and distribute high-level information on the project. Following this, we facilitated a range of consultation events which we cover in more detail in later chapters of this report.

Lastly, we worked over several months to build close relationships with key stakeholders who participated in in-depth discussions around the issues and concerns that related to the local community. Throughout these stages, we provided plenty of opportunities for people to submit their feedback, and we ensured this was shared with the wider project team.

Our consultation process was also conducted in line with the principles set out by Hounslow. In particular, we have ensured people can stay up-to-date on the project's progress through the use of various communication channels (e.g. a project website, advertising through social media, flyers, face-to-face events etc.). Where we felt it necessary, we held further Community Liaison Group meetings to discuss aspects of the proposals which the group had a particular interest in exploring. And we have accurately recorded the feedback we have received and presented this back to the local community.

2.4 Who is Involved

A large team of consultants and specialists have been involved in producing the development proposals for the Tesco Osterley site. These include (however are not limited to) townscape, planning, energy, digital engagement, architecture and transport consultants. The parts of the project team which have played a key role in the consultation process are listed below..

St Edward

Designed for life

ST. EDWARD HOMES LIMITED:

St. Edward is a joint venture between Berkeley Group and the Prudential Assurance Company. St. Edward Homes Limited build homes and neighbourhoods with a focus on creating beautiful successful places across London and the South of England. Berkeley has built a total of 19,660 homes and have a wealth of experience in delivering complex developments that provide much needed homes, community facilities and improvements to local infrastructure.



JTP:

JTP are an award-winning international placemaking practice of architects and masterplanners with extensive experience of delivering successful projects for both private and public sectors throughout the UK and internationally.

A community selection panel, made up of members from local Resident Associations, was formed in November last year to help select the architect for the Tesco Osterley site. Following presentations from a range of architects, JTP were selected as the panel felt that the practices' past experience of working with local communities and the quality of their previous schemes was of an extremely high standard.



MURDOCH WICKHAM:

Murdoch Wickham are award-winning landscape architects with 17 years of experience creating successful spaces for communities to use and enjoy. Their design ethos is firmly rooted in three values: Inspired by nature, Grow through learning and creating



ROYAL HASKONINGDHV:

Royal HaskoningDHV are an independent, international engineering and project management consultancy leading the way in sustainable development and innovation for over 130 years.

Their specialist team has provided transport consultancy services on the project.



SOUNDINGS:

Soundings are community engagement experts, devising creative collaborations to shape shared plans and successful places for all. Prominent consultation-led masterplanning and co-design projects Soundings have acquired in their portfolio include Kings Cross Central, Olympic & Legacy masterplans, Chelsea Barracks, UCL East and more recently Canada Water Masterplan and Brent Cross.

2.5 Local Stakeholders

Below are the local stakeholders identified during the consultation process.

Education

- 1 Bolder Academy
- 2 Isleworth and Syon School for Boys
- 3 Ashton House School
- 4 Isleworth Town Primary School
- 5 The Smallberry Green Primary School
- 6 Nishkam School West London
- 7 Marlborough Primary School
- 8 The Green School

Faith Groups

- 1 St Francis of Assisi Church
- 2 St. Mary's Church
- 3 St John the Baptist
- 4 Hanuman Hindu Temple
- 5 Lakshmi Narayan Temple*
- 6 Kailashgiri Digambar Jain Mandir
- 7 Gurdwara Sri Guru Singh Sabha
- 8 Mosque Of Jummah Prayer
- 9 Hussaini Islamic Mission
- 10 Brentford and Isleworth Quaker Meeting House
- 11 Our Lady of Sorrows and St Bridget of Sweden

Major employers

- 1 GSK*
- 2 University of West London*
- 3 Curries PC World
- 4 Sky*
- 5 JCDecaux
- 6 BMI Syon Clinic
- 7 Tesco Extra Osterley
- 8 Berry Chiswick BMW & MINI

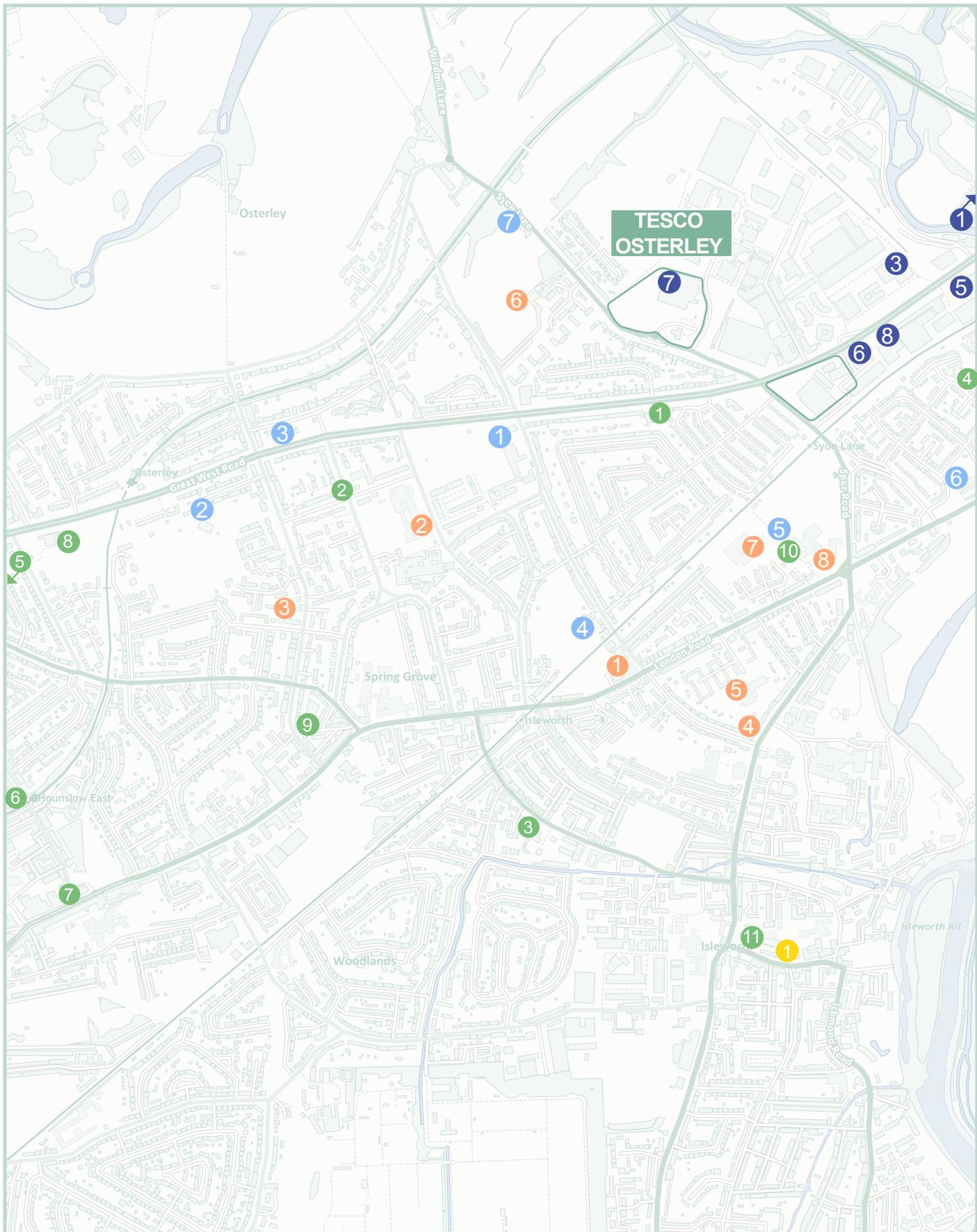
Leisure

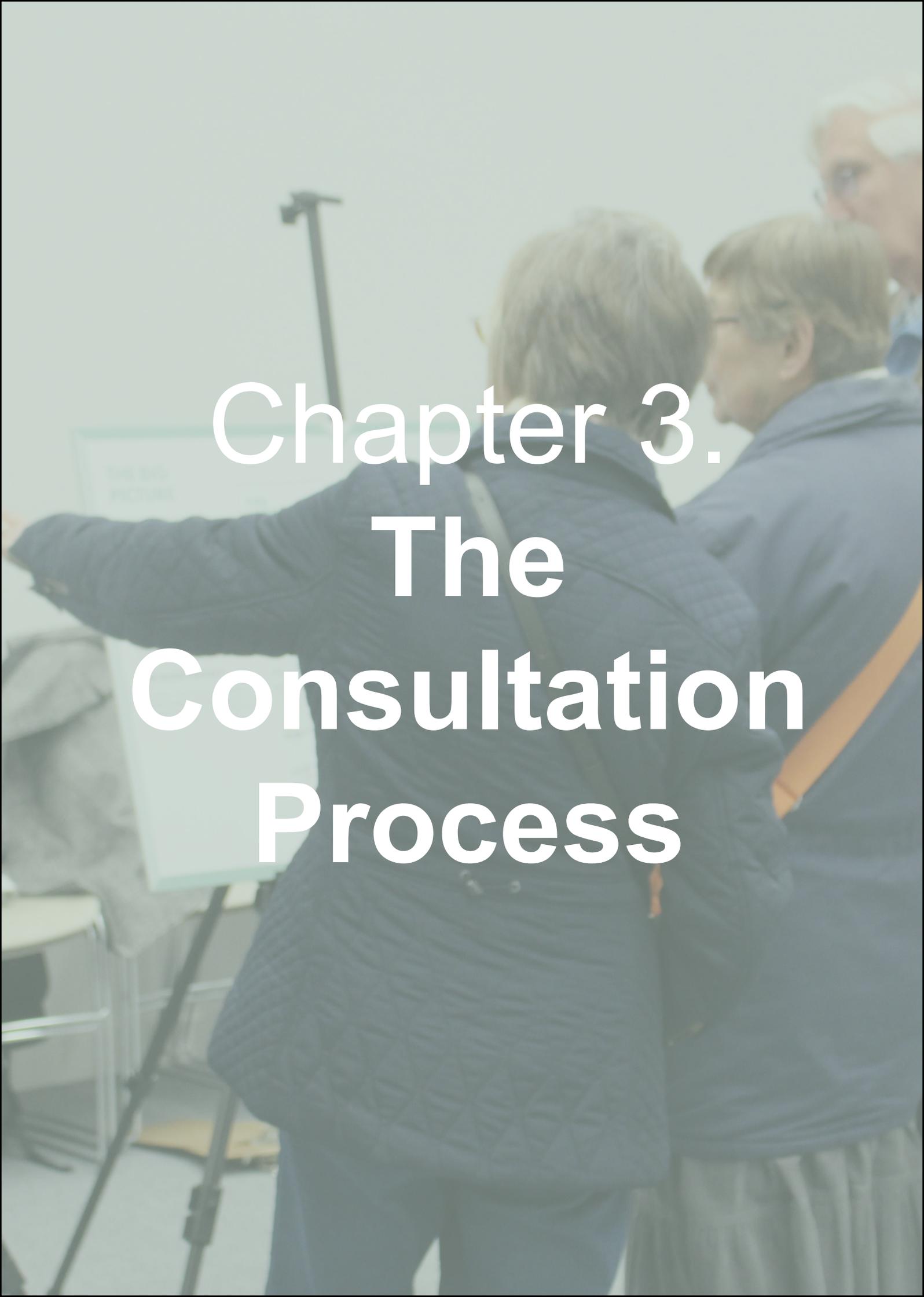
- 1 Osterley Sports & Athletics Centre
- 2 Indian Gymkhana Club
- 3 Osterley Library
- 4 Old Isleworthians Sports Club
- 5 Marlborough Children's Centre
- 6 Rose Community Centre
- 7 Grasshoppers Rugby Football Club

Local groups and residents associations Residents and amenity groups

- 1 Isleworth Society
- 2 Spring Grove RA*
- 3 Thornton / May eld RA*
- 4 Heston RA*
- 5 Central Hounslow RA*
- 6 Holland Gardens RA*
- 7 Strand on the Green Association*
- 8 Old Chiswick Protection Society*
- 9 Grove Park Group*
- 10 Brentford Community Council*
- 11 St John Residents' Association*
- 12 The Old Four Roads RA*
- 13 The Butts Society*
- 14 Gunnersbury Park RA*
- 15 West Chiswick and Gunnersbury Society*
- 16 Bedford Park Society*
- 17 St Stephens Road Residents*
- 18 Friends of Dukes Meadow*
- 19 Local Chambers of Commerce*

*- Address not Applicable/Not listed



A photograph of a group of people in a meeting room. In the foreground, a woman with short brown hair, wearing a dark blue quilted jacket, is pointing towards a presentation board. To her right, another woman with short brown hair and glasses, also in a blue jacket, is looking at the board. In the background, a man with white hair and glasses is partially visible. The presentation board has some text on it, including "THE BIG PICTURE". The image is overlaid with a semi-transparent light blue filter.

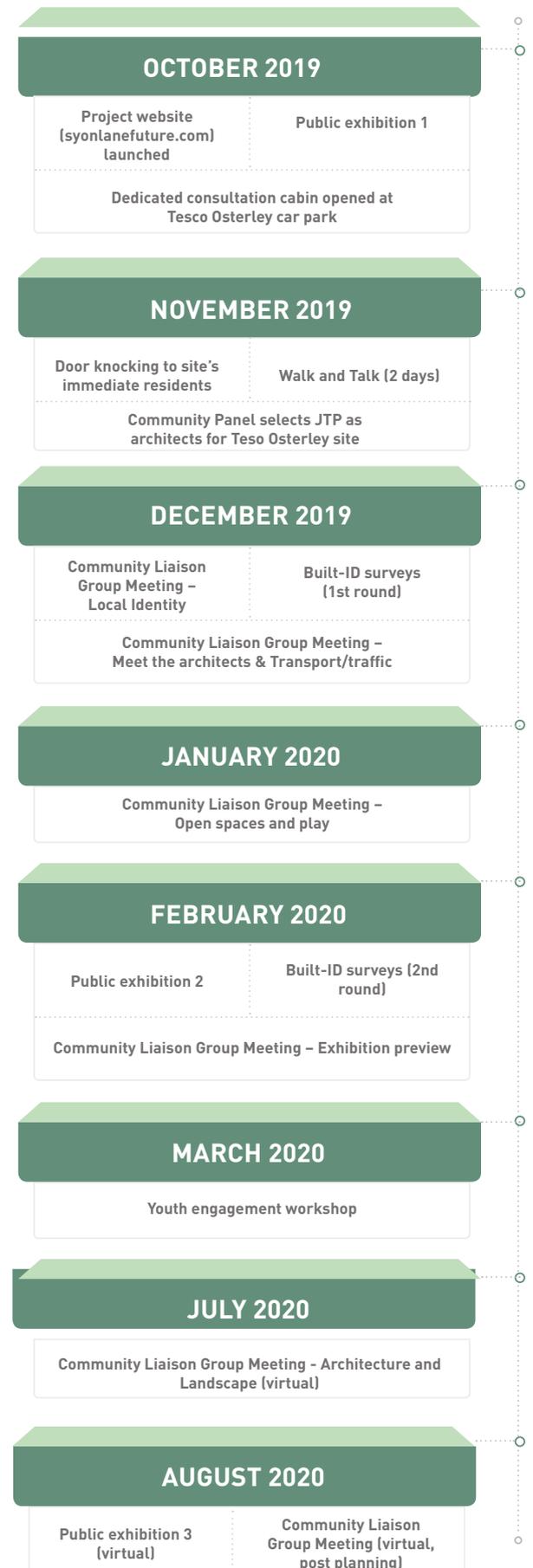
Chapter 3. The Consultation Process

3.1 Aims of the Consultation Process

The aims and objectives of the consultation process were:

- Iterative rounds of engagement, enabling feedback to be incorporated into developing the scheme at each stage.
- Early investment in building balanced representation from the area and seeking to build relationships with groups who do not necessarily have the loudest voices.
- A series of targeted discussions and topic sessions with different community groups.
- To tease out areas of interest to which the development can make a positive contribution.
- To build positive relationships by demonstrating openness, transparency and willingness to engage in a more meaningful way than they have experienced to date.

TIMELINE OF CONSULTATION EVENTS



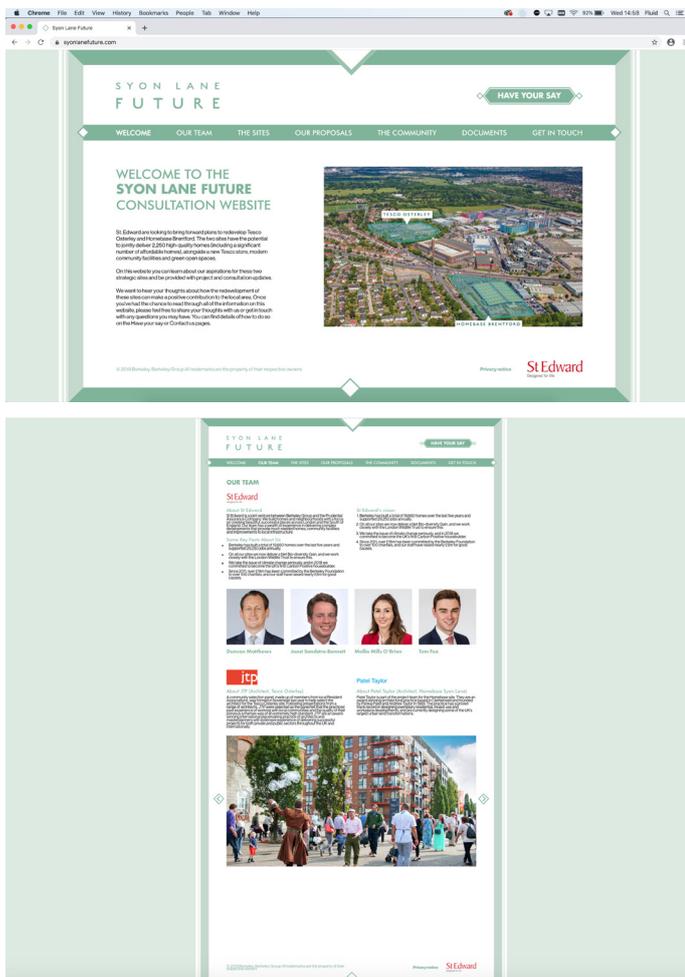
PROJECT TIME LINE

3.2 Communication & Promotion

A variety of communications tools were used throughout the course of the engagement process to: inform local residents about the project; ensure they understand how to get involved in the engagement process; register their interest, and; provide feedback.

Consultation Website

A dedicated project website (www.syonlanefuture.com) was set up in October 2019 to provide: project information, consultation timelines, details of consultation events, frequently asked questions and regular project updates. All public exhibition consultation materials were uploaded to the website as soon as the events were concluded.



Examples of the Syon Lane Future Project Website

Door Knocking

In November 2019, members of the Soundings team carried out a door-knocking exercise for the immediate neighbours to the Tesco Osterley site – particularly targeting the site’s closest neighbours located opposite the current Tesco Osterley store along Syon Lane.

The team delivered an introductory letter and engaged in some conversations with residents who were at home to help them understand what was being proposed and to answer any immediate questions.



Introductory letter distributed during door knocking

3.2 Communication & Promotion

Project Email

A dedicated project email (hello@syonlanefuture.com) was registered in October 2019 to provide a digital communication channel with local residents. The email inbox was monitored by Soundings and all enquiries were responded to in a timely manner.

The emails from local residents and other interested stakeholders ranged from queries around project timescales and requesting further details on upcoming consultation events.

Over the course of the consultation process 22 local residents contacted the project email.

Phone Line and Postal Address

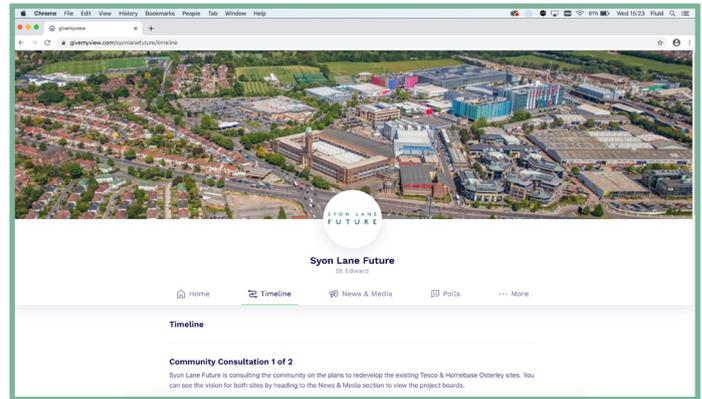
A project phone line was set up in October 2019, the phone number was shared on the project website and all other project communications. Members of the public who called the line were directed to a member of the project team at Soundings. Phone calls were generally related to wanting more information around details for the consultation events and seeking more information on project or construction timelines.

Although no feedback or queries were received through this method, the option to contact the project team by post was also provided. A freepost address to Soundings' office was provided on all project communications.

Give my View Surveys

Built-ID is an award-winning digital engagement tool. The 'Give my View' platform uses interactive surveys that target hard to reach groups to ensure diverse communities have the opportunity to influence aspects of the proposals.

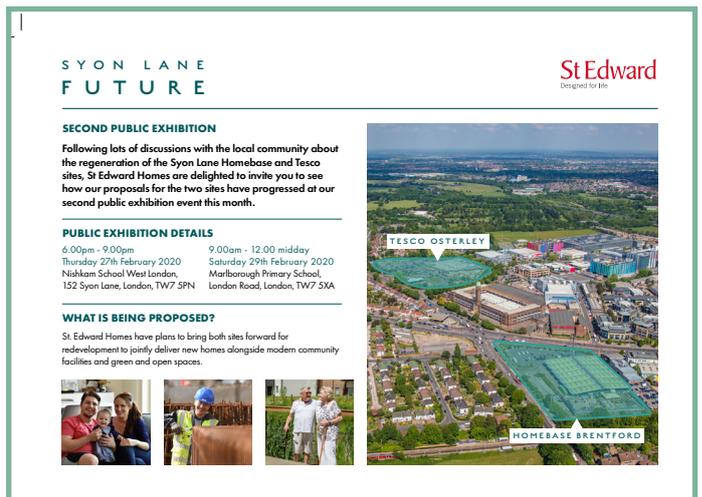
Two rounds of surveys managed by Built-ID were run alongside the consultation. A summary of these findings are detailed later in this report.



Built-ID's Give my View Website

Flyers

At the start of the consultation process a consultation boundary was determined which captured the households within proximity of both sites part of the Syon Lane Future masterplan. (Tesco Osterley and Homebase Brentford) Consultation flyers were distributed to over 6,000 households.



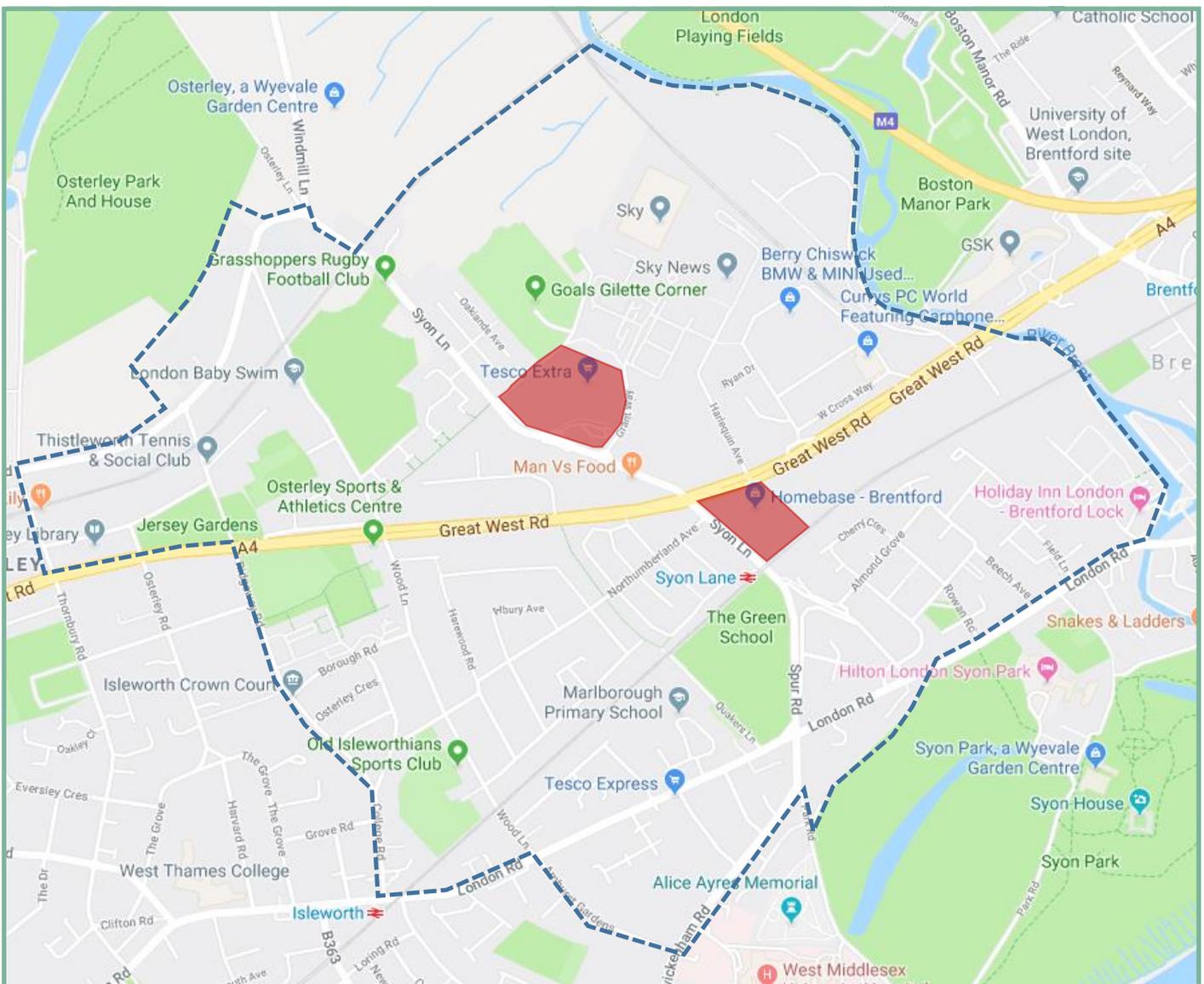
Exhibition 2 Flyer

3.2 Communication & Promotion

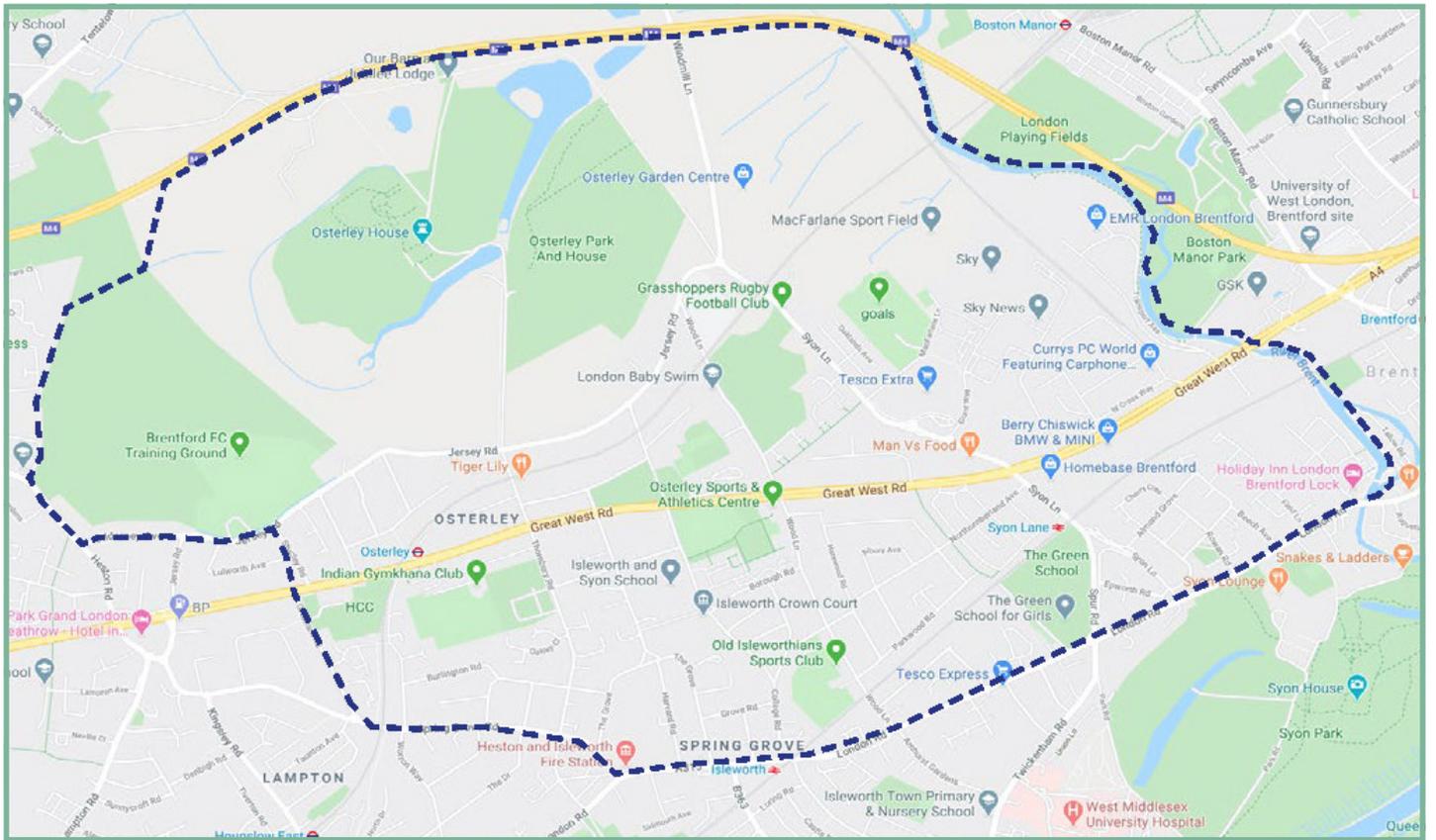
Forming a Consultation Boundary

A consultation boundary was created at the start of the consultation process in October 2019. Residents within the consultation boundary were sent flyers inviting them to the public exhibition events.

Following feedback from some members of the Community Liaison Group, the consultation boundary was slightly extended in February 2020 to ensure residents which fell under the Osterley and Wyke Green Residents' Association (OWGRA) catchment area were also included.



Consultation boundary (October 2019) consisting of a total of approximately 4,500 households



Updated consultation boundary (February 2020) consisting of a total of approximately 6,000 households

3.3 Engagement Events & Tools

Below is a list of the different tools and events used during consultation and their purpose in the process.

Public Exhibition

Public exhibitions were held in October 2019 and February 2020. The purpose of the first public exhibition was to present the initial design concepts. The purpose of the second public exhibition was to share how designs had evolved and where feedback had been taken on-board.

Due to the restrictions brought on by the coronavirus pandemic, the third and final public exhibition will be shared digitally. This will be for information purposes only, allowing the community to view all submitted documentation for the planning application.

There will also be opportunities for residents to arrange a time to speak to the St. Edward project team and consultant design team to talk through the proposals and discuss any questions they may have. Details of how to book onto an online drop-in session on either a weekday evening or weekend during the daytime will be shared with local residents.

Consultation Centre

A dedicated consultation centre located in the car park of Tesco Osterley was opened in October 2019. The cabin was opened on Tuesdays at 4pm to 8pm and on Saturdays at 9am until midday. Members of the public were welcome to visit during these times where they could meet with a member of the St. Edward project team and learn more about the development proposals. The cabin was also used to host engagement events, such as Community Liaison Group meetings or youth engagement workshops.

Community Selection Panel

In November 2019, a range of architects presented to a panel of members of the local community. JTP Architects were selected as the



Second Public Exhibition



Second CLG meeting



Consultation Centre

3.3 Engagement Events & Tools

architect for Tesco Osterley due to their strong track record of involving the community in their work.

Walk and Talk

Local residents were invited on a walk around the site and their neighbourhood with the design team. The purpose of this event was for the local residents to point out what currently does and does not work well in their area. This was also an opportunity for the design team to develop a greater understanding of the area and how their proposals could begin to respond to the key priorities for the community.

Community Liaison Group

The Community Liaison Group consists of a group of key stakeholders from local organisations, resident associations, and local residents. The purpose of the group is to be involved in detailed discussions with the design team. The group acted as a continuous sounding board to discuss specific issues and concerns within the local community.

Youth Ambassador Programme

The Syon Lane Youth Ambassador Programme was set up in March 2020 and is an ongoing youth engagement element of the project. It is designed to create opportunities for young people to input into the development proposals, whilst also creating access to professional work experience opportunities with the project's

consultant team.

ENGAGEMENT TOOLS

Exhibition Boards

Information and the design proposals were presented on A0 sized boards and displayed at the events. They were also made available to view on the project website following events.

Feedback Form

Feedback forms are bespoke questionnaires that are often generated in tandem with the assembly of exhibition boards to elicit strategic responses. Questions were posed as a tick-box response or asked respondents to indicate their priorities. There was also an option to provide additional comments following each section. This allowed for both quantitative and qualitative data to be collected and analysed.

The image shows two pages of a feedback form. The top page is titled 'SYON LANE FUTURE PUBLIC EXHIBITION / FEBRUARY 2020 FEEDBACK FORM'. It contains sections for 'LOCAL ENVIRONMENT', 'COMMUNITY FACILITIES', and 'LOCAL TRANSPORT'. Each section has a list of options with checkboxes and a space for 'And do you have further comments?'. The bottom page is titled 'THE DESIGN PROPOSALS - Homespace' and 'THE DESIGN PROPOSALS - Nexus'. It contains questions about the proposed approach to architecture, green and open spaces, and ground floor community and amenity spaces. It also includes an 'ABOUT YOU' section with fields for Name, Address, and Email, and a section for 'How did you hear about today's event?' with checkboxes for Flyer, Social media/txt, Resident's association, After visiting consultation centre, Word of mouth, and Other.

Feedback Form used at Public Exhibition 2



Example of public exhibition board

3.4 Responding to COVID-19

Developing a Remote Consultation Strategy

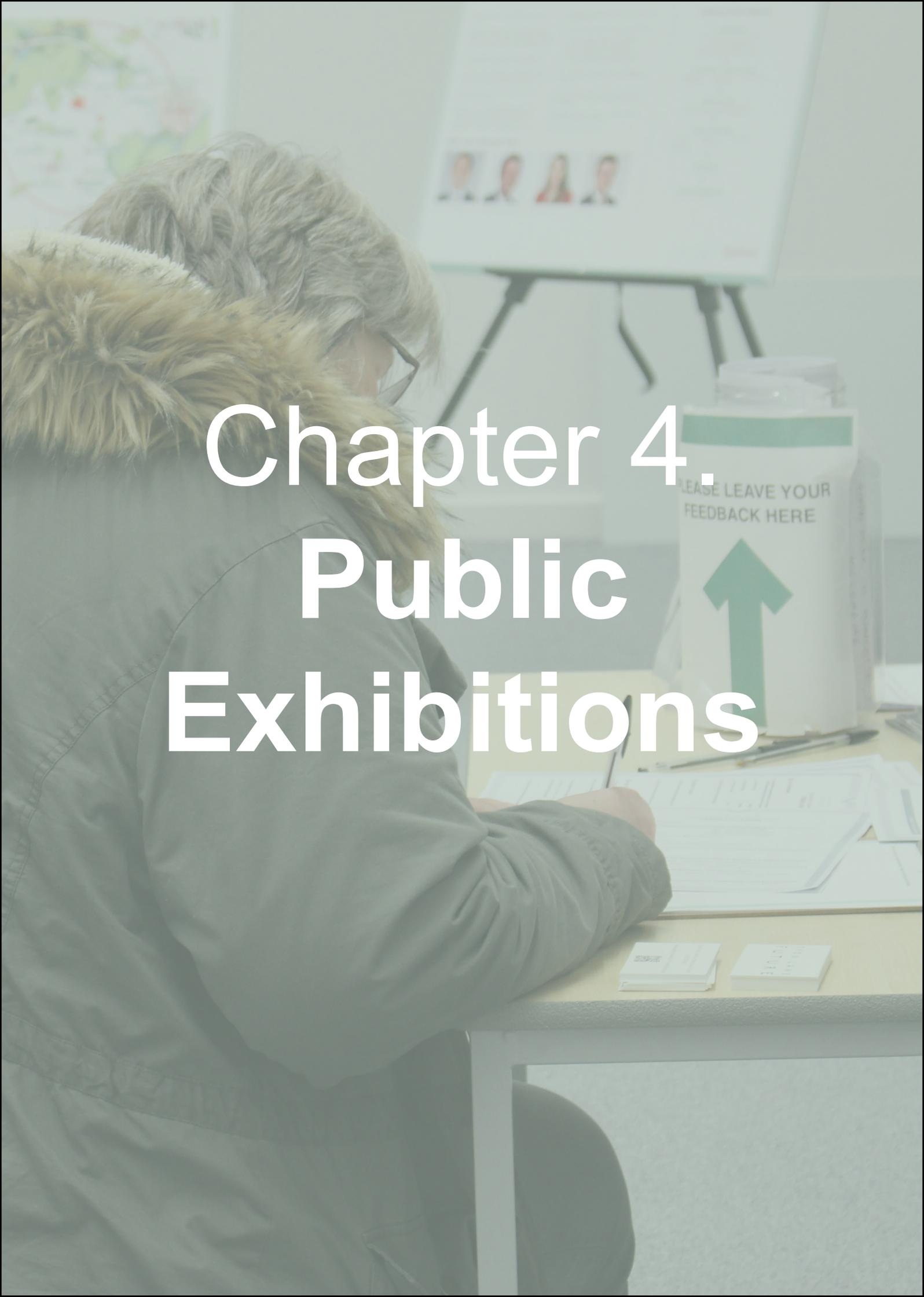
As a result of the coronavirus pandemic and the subsequent restrictions on public gatherings, an adapted consultation strategy to respond to social distancing restrictions was put in place.

Prior to social distancing restrictions which came into place late March 2020, the majority of the public consultation for the project had already been carried out. This included four Community Liaison Group (CLG) meetings and two public exhibition events.

A youth engagement programme was also launched in the early weeks of March with a workshop with a group of students from local Nishkam School. Due to the restrictions, the youth engagement programme was suspended, however the team remains in contact with Nishkam and other local schools, with the aim of resuming the programme once restrictions are lifted.

The remote consultation strategy was therefore aimed at ensuring that the local residents, CLG members and other local stakeholders were kept informed about updates on the project in the months leading to planning submission.

Overall this involved continuing to communicate and be available to members of the public via the project email and phone lines. Where face-to-face meeting would have been held, these were moved onto video-conferencing platforms. Furthermore, the final public exhibition will be held digitally. Consultation materials will also be made available for local residents to view on site at Tesco Osterley.

A person with long, wavy, light-colored hair, wearing glasses and a grey winter jacket with a fur-lined hood, is seated at a table. They are looking down at papers on the table. In the background, a white sign on a tripod stand displays four small portraits of people. To the right of the person, a white cylindrical container with a green band around its middle has the text "PLEASE LEAVE YOUR FEEDBACK HERE" and a large green arrow pointing upwards. The scene is dimly lit, suggesting an indoor setting like a library or a community center.

Chapter 4. Public Exhibitions

4.1 Public Exhibition 1

The first public exhibition was held across two days on the 3rd and 8th of October 2019. These were attended by 87 people in total. The two days that were scheduled for the exhibition were a weekday evening (5pm to 9pm) and a daytime weekend event (9am to 1pm). This was in order to make the exhibitions as accessible as possible to local residents. In preparation for the events, flyers were distributed to households within the consultation boundary promoting the events. Materials were also uploaded to the project website once the exhibitions were completed.

On both days, the attendees had the opportunity to learn more about the proposals and meet the project team. Eighteen exhibition boards were displayed. The topics covered are listed below. The project team from St. Edward Homes Limited, JTP Architects and planning consultants were present on the day. Attendees were able to provide feedback by completing a questionnaire and could also contact the project team after the event via email.

EXHIBITION CONTENT

1. About St. Edward Homes Limited
2. St. Edward's vision
3. Local context
4. Unlocking the wider regeneration
5. Key benefits to the community
6. Homebase Brentford – the existing site
7. Homebase Brentford – the proposals
8. Improving the public realm
9. Homebase Brentford – design concept
10. Tesco Osterley – site opportunities
11. Tesco Osterley – concept, new park for the community and new heart for the community
12. Community plan
13. Timescales and next steps

Key facts and statistics from the public exhibitions.



4 Public exhibition event dates

(And one online exhibition with online drop-in sessions)



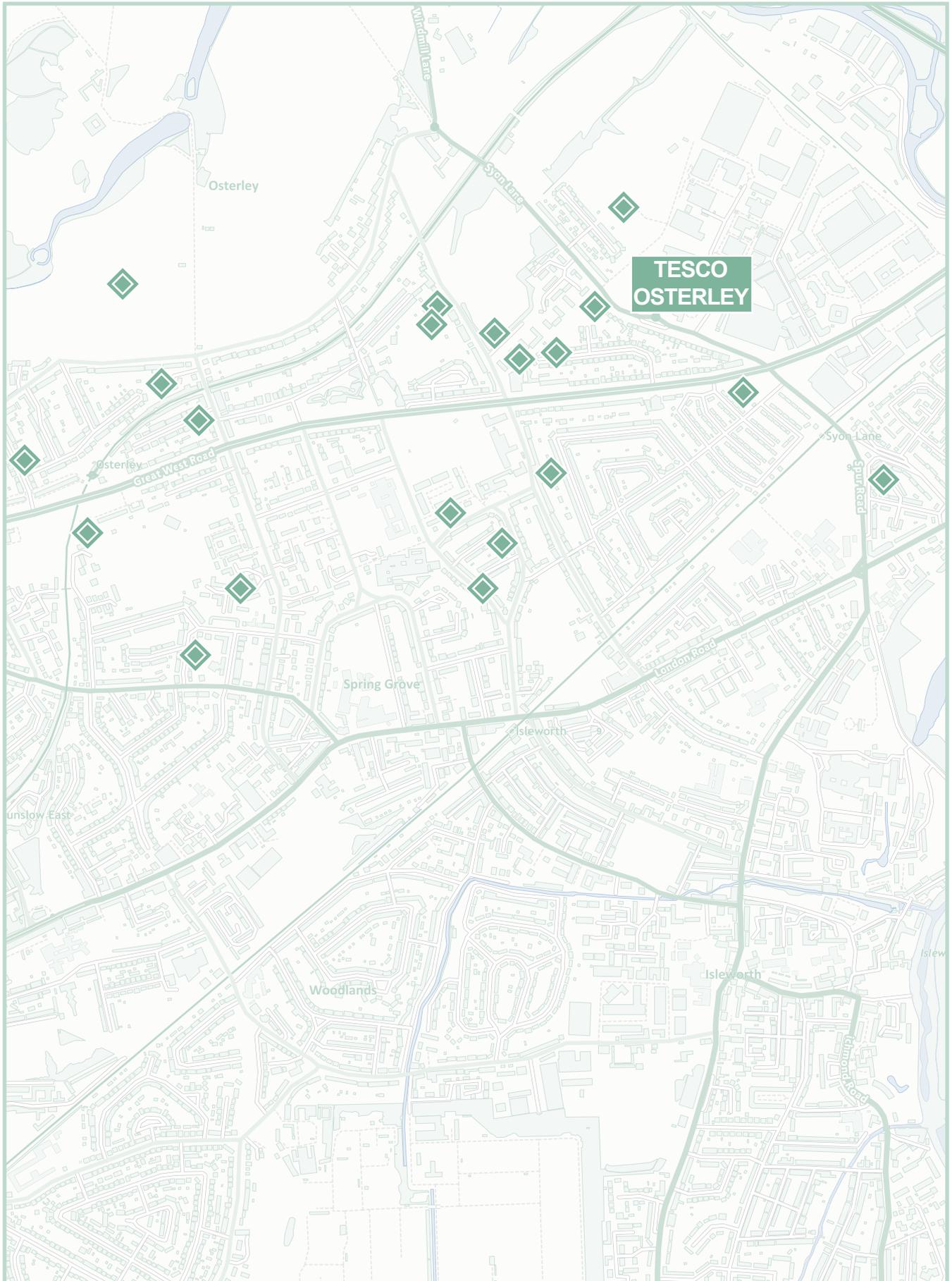
250 +
Total attendees



11,000+
copies of the
events flyer
distributed locally



Map of attendees who provided their postcodes



4.1 Public Exhibition 1

SYON LANE FUTURE

ABOUT ST EDWARD

St Edward is a joint venture between Berkeley Group and the Prudential Assurance Company.

We build homes and neighbourhoods with a focus on creating beautiful, successful places across London and the South of England. Our team has a wealth of experience in delivering complex developments that provide much needed homes, community facilities and improvements to local infrastructure.

SOME KEY FACTS ABOUT US

- Berkeley has built a total of 66,620 homes over the last five years and supports 29,200 jobs annually.
- On all our sites we now deliver a flat 5% diversity gain, and we work closely with the London Wildlife Trust to ensure this.
- We take the issue of climate change seriously, and in 2018 we became the UK's first Carbon Positive housebuilder.
- Since 2011, over £8m has been committed by the Berkeley Foundation to over 100 charities, and our staff have raised nearly £5m for good causes.



St Edward
Designed to life

SYON LANE FUTURE

WELCOME TO OUR CONSULTATION

Hello and welcome to our public exhibition. We have organised the event today to start a discussion with local residents and community groups about the future of these two important strategic sites.

We want to hear your thoughts about how the redevelopment of these sites can make a positive contribution to the local area.

The aim of today's exhibition is to present our aspirations for each site at this early stage and to listen to what you have to say. Your views will help inform our scheme going forward.

Please take your time to read through all of the information on display and feel free to put any questions you might have to a member of the project team.



St Edward
Designed to life

SYON LANE FUTURE

OSTERLEY SITE OPPORTUNITIES

We have some very early ideas about how the new scheme concept will evolve, but we are keen to work with local communities to shape our plans to ensure we can deliver something of real benefit to existing and future residents.

Site opportunities:

- New public square for the local community including shops, cafes and exercise or healthspace uses
- Significant high-quality public realm of over 4 acres
- A new beautifully landscaped park featuring water, play space and public art
- Enhance existing water gardens
- New bus turnaround for improved bus network
- Better routes to Bolder Academy
- Connecting the community to the Sky Campus
- Reduction in traffic movements
- Efficient use of a brownfield site to deliver much needed new homes (circa 1,650 of which 35% will be affordable homes) whilst safeguarding the green belt
- Affordable homes for local people



St Edward
Designed to life

SYON LANE FUTURE

OSTERLEY CONCEPT - A NEW PARK FOR THE COMMUNITY

At the heart of our proposal is a stunning park. This will be publicly accessible, combining a significant network of a park, piazzas, green streets and public shared surfaces.

We would be interested to know from you what kind of open spaces would you like the new park to include?

- Children's play space
- Outdoor gym
- Community gardens
- Picnic lawns
- Ecology gardens
- Wildflower meadows
- Water fountains
- Event space



St Edward
Designed to life

SYON LANE FUTURE

COMMUNITY PLAN

BUILDING UPON THE EXISTING COMMUNITY

Our commitment to make a difference goes beyond our sites and the environment, to the communities where we develop.

Communities are about people; we provide places, space and opportunities the whole community can benefit from, and where people come together, meet and get to know their neighbours.

We will put together a Community Plan to establish community events including social clubs, fests and festivals, concerts, markets, health and wellbeing initiatives and other activities - that will help residents to form a community as well as draw in neighbours from the local area.

We have a long-term view and play an active role in ensuring that the stewardship, management and placekeeping is self-sustaining once the place is created.

Collaboration is key to success and helps us create high quality places that go on to be thriving communities.

JANUARY Residents' Welcome Residents' Committee Self-Governance	FEBRUARY Introduction to Consultation Event Photography Club Competition	MARCH Spring Arts & Crafts	APRIL Easter Egg Hunt Competition Residents' Committee Social Committee
MAY Osterley Park Sports Day	JUNE Queen's Jubilee Cinema Night	JULY Children's Festival	AUGUST Fire Brigade Visit Arts & Crafts Event Summer Festival
SEPTEMBER Walkable Walk in the Water Gardens	OCTOBER Halloween Arts & Crafts Residents' Committee Social Committee	NOVEMBER Bonfire Night	DECEMBER Decorate the Christmas Tree Santa's Grotto

St Edward
Designed to life

SYON LANE FUTURE

TIMESCALES AND NEXT STEPS

We hope you found the exhibition useful and informative.

We will be collating all the feedback we have received and, where possible, will take it on board ahead of submitting a planning application to the London Borough of Hounslow next year.

In the meantime, there will be further opportunities to meet, ask questions and give us your views about the development.

The team is opening a dedicated consultation centre in the Tesco, Osterley car park from Saturday 12 October.

Here you can meet the team, learn more about St Edward and our development, proposals, and leave your feedback. The opening hours will be:

4.00pm - 7.00pm Thursdays
9.00am - 12.00pm Saturdays

MEET THE ST EDWARD TEAM



David Robinson, Paul Goodwin, Peter Taylor, Nicola Phipps, Gemma

Before you leave, please remember to leave your feedback with our colleagues.

Residents' voice and influence are at the forefront of building a sustainable community and St Edward is committed to creating an environment in which people work together to manage and improve their neighbourhood.

There are several ways to give us your comments:

- Feedback forms at this exhibition
- Call our Freephone line on 020 7729 1705
- Email us at hello@syonlanefuture.com
- Talk to a member of the project team here today
- Visit our website: www.givemyview.com/syonlanefuture
- Come to any of our upcoming events

We hope to see you again soon.



St Edward
Designed to life

Examples of display materials at public exhibition

4.1 Public Exhibition 1



Image taken from the first public exhibition, October 2019

4.2 Public Exhibition 1: Findings

Feedback forms

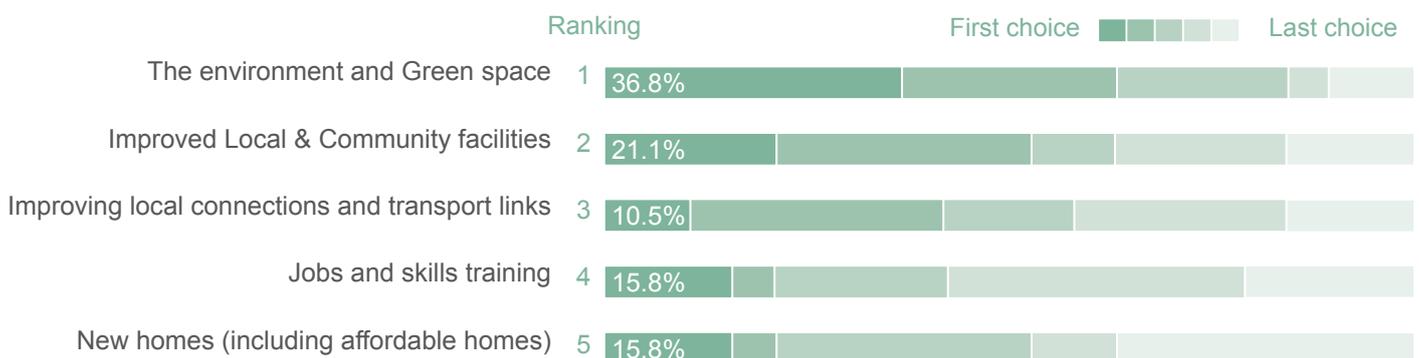
Event attendees were invited to complete a feedback form which consisted of 14 questions that covered 3 core themes (The Local Area, New Development and Community Uses). The feedback forms included a combination of: closed “yes/no or agree/disagree” questions, multiple choice and questions that asked attendees to prioritise or rank certain themes. At the end of the feedback form, attendees were able to write down any further comments they had. In addition, attendees were welcome to provide further comments at a later date by emailing or writing to the project team.

The questions sought attendee’s insight on a range of things such as: thoughts on existing cycle lanes and pedestrian access, priorities for new community facilities, concerns about new development and preference for the new local facilities and community uses. A total of 21 feedback forms were completed and the comments from these were summarised below.

RESPONSES BY QUESTION

The Local Area

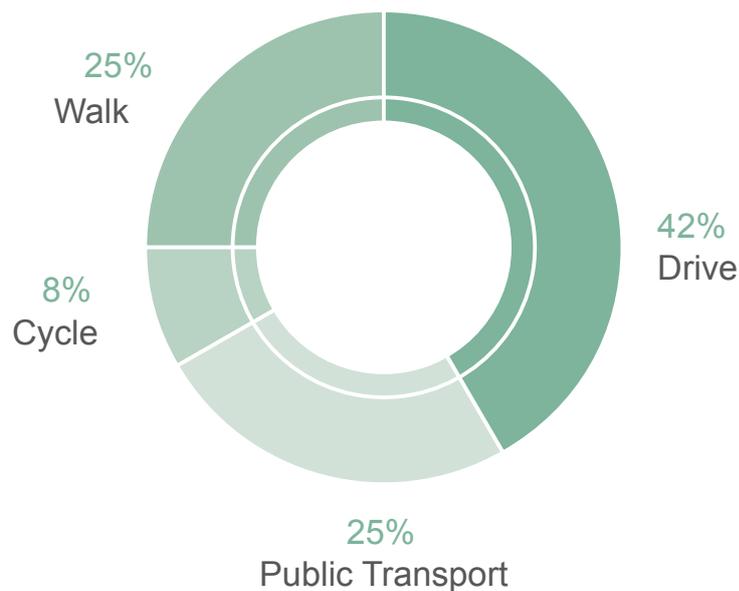
Q1. What is the most important to you?
Q2. What are the priorities for your area?



4.2 Public Exhibition 1: Findings

Most respondents felt that the environment and green space was the main priority. 'Improved Local & Community facilities' was also highly rated, whereas 'Jobs & skills training' or 'New affordable homes' were not often rated as highly.

Q3. What's your preferred way of getting around your local area?



The majority of respondents prefer to travel by car, one stating that this was because they found public transport poor. Public transport was the second most preferred mode of transport, and those who ticked public transport were also more likely to use other more sustainable modes of transport such as walking or cycling.

Q4. How do you feel about existing pedestrian and cycle routes?

Many respondents expressed that the cycle paths have issues around safety, traffic congestion and pollution. Some also stated that the paths are disjointed and complex to navigate, particularly along the A4/Syon Lane. Some suggested that the pedestrian paths could be improved (e.g. better signage). Many respondents also stated that they felt the cycle and pedestrian routes were sufficient or "OK".

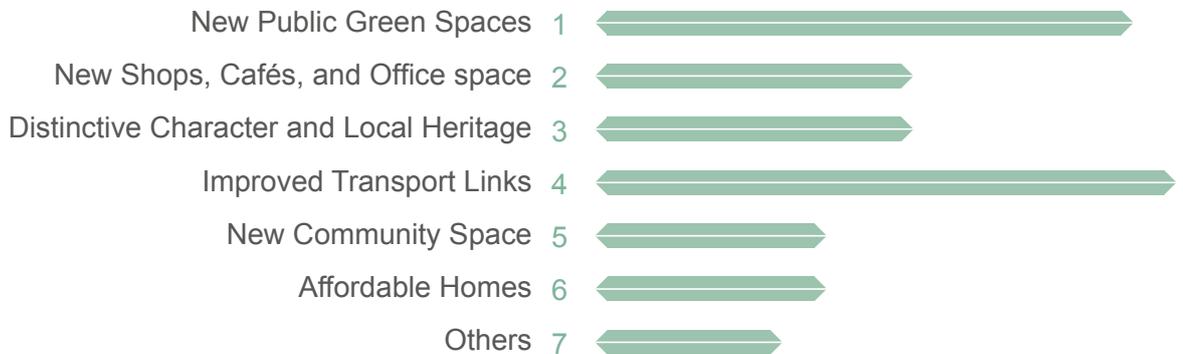
Q5. Are you satisfied with the local facilities and community facilities in the area?

Views were equally split between those who were satisfied and dissatisfied. Where respondents were dissatisfied this was mostly in relation to a lack of GPs and health facilities or cafés, restaurants and bars. Other less frequent suggestions included, leisure and cultural uses (e.g. cinema), children's play areas and more open space.

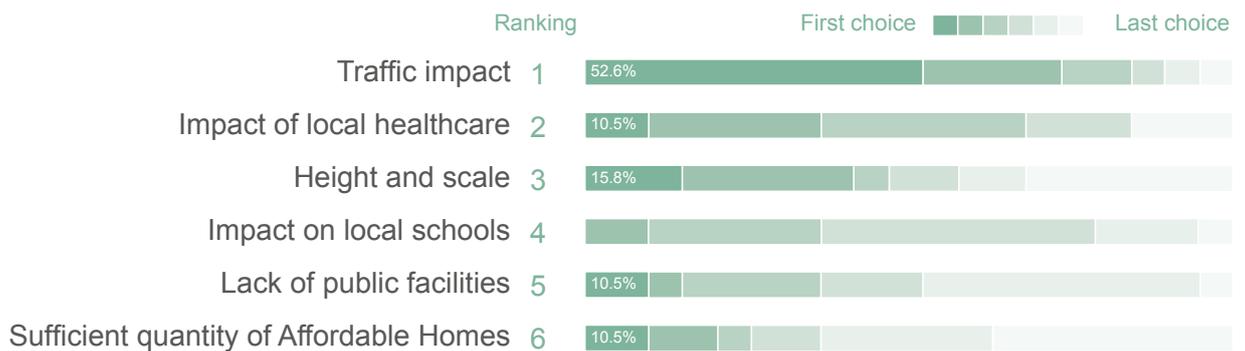
4.2 Public Exhibition 1: Findings

New development

Q1. What would you like to see in the new development?

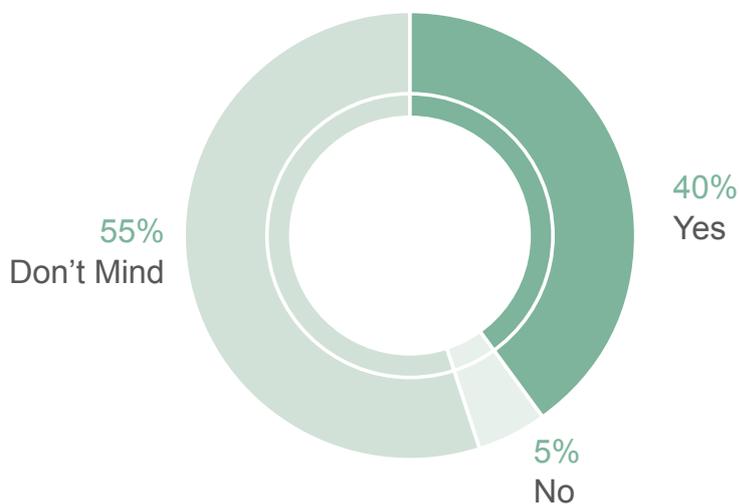


Q2. What concerns you most with new development in the area?



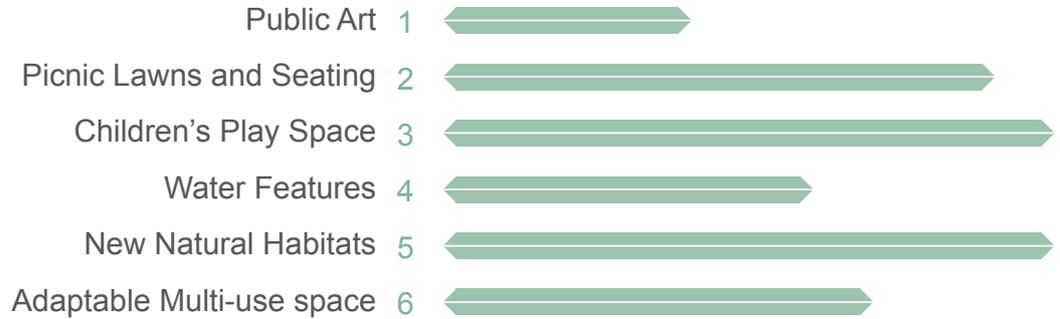
The impact on traffic was rated highest most consistently, whereas concern for affordable homes generally rated the least.

Q3. Would you like to see local heritage reflected in the proposals?



4.2 Public Exhibition 1: Findings

Q4. What would you like to see in new public outdoor areas?

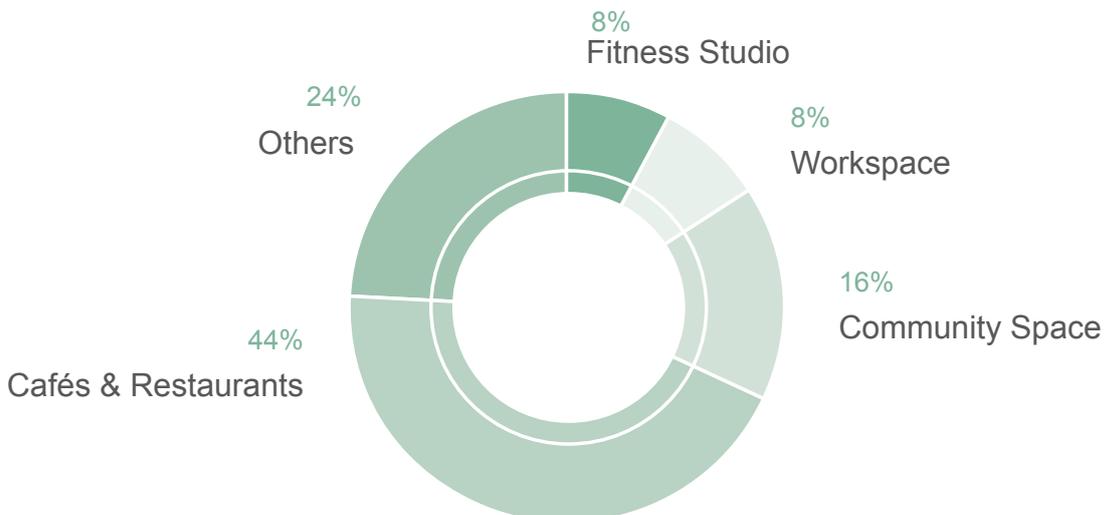


Q5. Would you like to see improved connections to the station?



Community uses

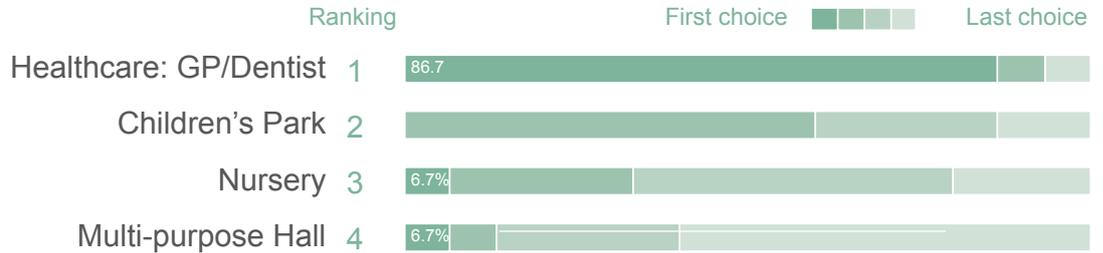
Q1. What type of office and retail uses would most benefit you?



The majority of respondents selected cafés and restaurants, with other options being selected once (fitness studio) or twice (workspace and community space). Two respondents gave their own suggestions, one for a DIY store and another for a cinema.

4.2 Public Exhibition 1: Findings

Q2. Which facilities does the area need most?

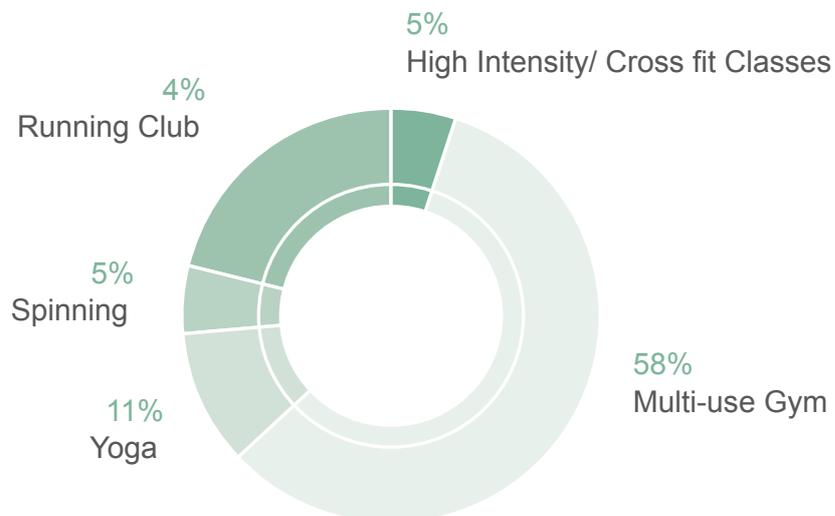


Healthcare was rated very highly among respondents, in relation to other uses such as multi-purpose hall which was not seen as important.

Q3. What community events would you like to see?



Q4. What kind of exercise would you be interested in?



Multi use gym and high intensity were the most popular. Running club, yoga, cross fit and high intensity were less frequently selected.

4.3 Public Exhibition 1: Summary of Feedback

Other Feedback Received

The following points summarise additional comments that were received from those who had either attended the events or viewed content online, and wanted to provide further comments:

- One respondent expressed a need for a new gym and swimming pool
- Parents dropping their children at the nearby Nishkam School means parking is at capacity in the area, the strain on parking could be worsened with the addition of Bolder Academy
- Strong support and excitement over the new commercial and community facilities that will be provided. Cafés and restaurants are a welcome addition.
- The redevelopment of the Tesco Osterley site can bring a number of community benefits, these benefits will be enhanced if careful consideration is given on how the site connects to wider Syon Lane masterplan including the Homebase Brentford site.
- Strong support for the improvements to the pedestrian and cycle routes
- The proposals for the park areas was highly received. Many respondents were unaware of the Water Gardens so felt this would be a much welcome addition.

Conclusions and key feedback themes

From the analysis of the feedback form responses and further comments, it was determined that people's most pressing concerns centred around the poor pedestrian experience around the site, and were therefore

The landscape and community led design concepts were well received by many of the attendees, who shared in the project team's desire to see the Tesco Osterley site develop into a vibrant community hub. There was strong support in seeing the future green and open spaces being well-managed and used to support community events.

Overall, the key feedback themes can be summarised as:

- Open spaces and landscaping: ensuring the proposals continue to be landscape focused and that there are appropriate measures to ensure the long term stewardship of the spaces
- Local transport and connectivity: public realm improvements are welcome, however the wider local transport network - particularly local bus routes must be improved to create a holistic improvement
- Height and scale: local heritage and character is very important, the scale of the building should not detract from this

4.3 Public Exhibition 1: Summary of Feedback

Responding to Feedback

Findings from the first public exhibition revealed that attendees felt there was a poor provision of community facilities and a lack of variety in the retail offer. A key concern was also the local healthcare provision, attendees were keen to see that health facilities would be able to support the growth in population.

The design proposals therefore responded directly to this issue through the clustering of mixed-uses. The design team ensured they configured these uses in such a way as to allow for flexibility in the offer. This enabled the Soundings team to have further conversations with the local community on what type of uses they feel would best respond to local need.

It was also made very apparent that there was a strong pride in the local heritage among residents. The design team took this on board and looked at ways to strengthen and celebrate existing assets such as the Gillette Tower, and to also allow the influence of the local historic art deco character to inform the proposed architecture.

Local assets such as the Water Gardens were not well-known by the majority of attendees, although there was strong support for its enhancement. The design therefore ensured to highlight this aspect of the proposals in subsequent consultation events.

Transport was also a key area that needed to be responded to. The response to this involved clearly communicating robust traffic modelling that was being undertaken, which takes into full account issues raised by residents such as growth of local schools and other developments coming forward. St. Edward Homes Limited also committed to investigating the potential to improve public transport provisions through conversations with TfL and Hounslow Council.

With regards to the relationship between the scale of the proposed development and the character of the local area, which was raised. The design team paid particular attention to scale of the building along Syon Lane and the southern section of Macfarlane Lane.

4.4 Public Exhibition 2

The second public exhibition was held across two days on the 27th and 29th February 2020, and was attended by a total of 66 people. The two days that were scheduled for the exhibition were a weekday evening and a day on the weekend in order to make the exhibitions more accessible to the local residents. In preparation for the event, flyers were distributed ten days before the events and after the public exhibition events, materials were uploaded to the project website.

On both days, the attendees had the opportunity to learn more about how the proposals has evolved and to provide feedback on the designs. The project team from St. Edward, JTP, Murdoch Wickham, RoyalHaskoningDHV, WSP and Soundings were present on both days. Attendees were able to provide feedback by completing a feedback form and could also contact the project team after the event via the dedicated project email.

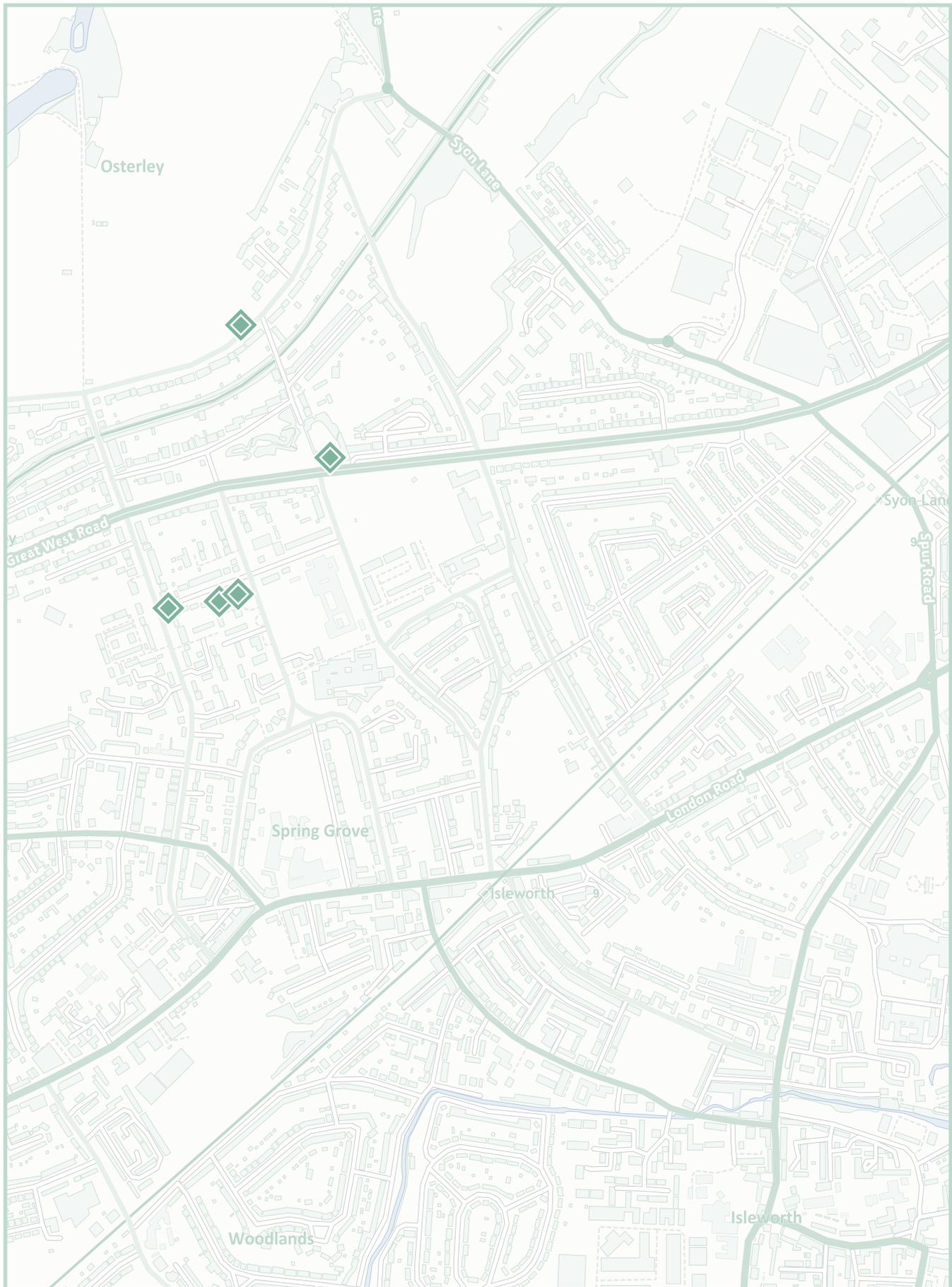
After viewing the exhibition forms, attendees were invited to complete a feedback form. The feedback form consisted of four sections which sought to capture residents thoughts on: the local environment, community facilities, local transport and the design proposals.

EXHIBITION CONTENT (relating to content displayed for Tesco, Osterley)

1. About the team
2. Planning context
3. Project vision
4. Summary of feedback to date
5. Links with the local neighbourhood (improving connections, creating activity and investing in the public realm)
6. Tesco Osterley - a nature led approach
7. Tesco Osterley - places for people to meet, mix and relax
8. Tesco Osterley - Design proposals (the forms)
9. Tesco Osterley - a vibrant mix of uses
10. Tesco Osterley - a new heart for the community
11. Local traffic reassignment
12. Future improvements to local transport connections
13. Sustainable development objectives
14. Nature & biodiversity
15. Local infrastructure & economic benefits
16. Community plan
17. Next steps

After viewing the exhibition forms, attendees were invited to complete a feedback form. The feedback form consisted of four sections which sought to capture residents thoughts on: the local environment, community facilities, local transport and the design proposals.

Map of attendees who provided their postcodes



4.5 Public Exhibition 2: Findings

Attendees were given the opportunity to provide feedback by completing a feedback form that was divided into four key sections (Local Environment, Community Facilities, Local Transport and Design Proposals).

Each section asked attendees to either: indicate their priorities for that particular theme, indicate whether they agreed with a particular statement or design aspect, and then finally space to provide open comments.

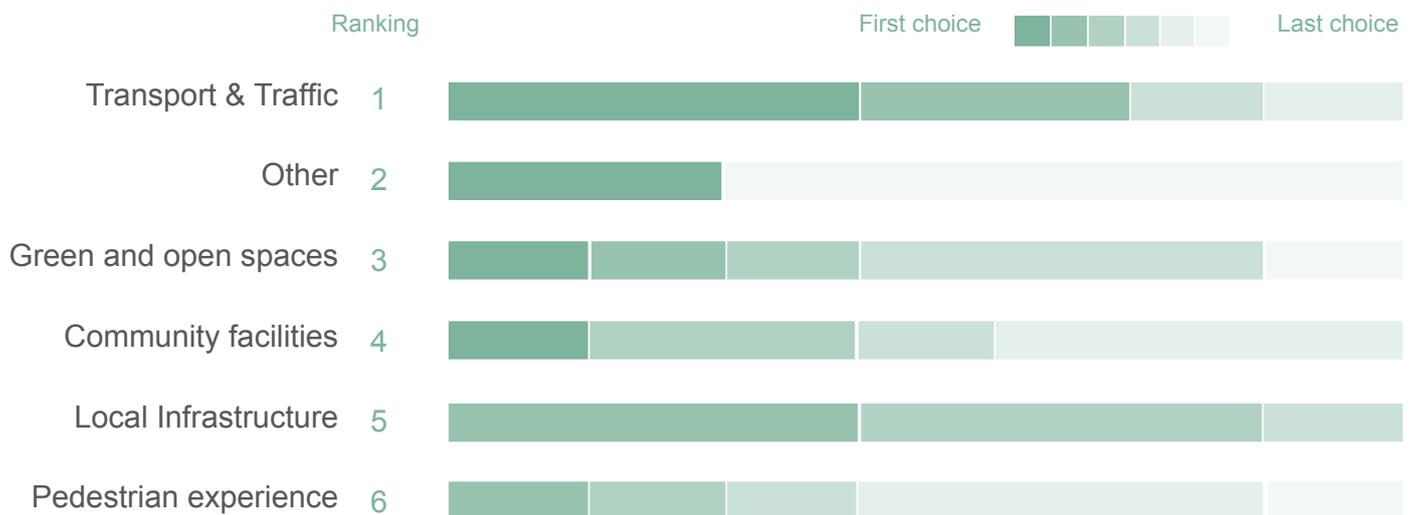
The quantitative data was counted and represented in graphs. Each individual comment was read and recorded, and then collated to a particular theme. Comments which covered similar themes were then grouped together which allowed key areas of interest or concern to be identified.

A total of seven feedback forms were completed, the results of which are summarised below.

RESPONSES BY QUESTION

Local Environment

Q1. What do you think is the most important for your area?
(number in order of priority with 1 being highest)



Respondents generally felt that transport & traffic and local infrastructure were most important. The need for a larger doctor's surgery was quoted as a reason for local infrastructure being important. Other areas people felt was important to discuss was "tall buildings".

4.5 Public Exhibition 2: Findings

Q2. Do you have any ideas for green initiatives or events that could be held to bring the community together?

Respondents were particularly keen on initiatives which would encourage residents to meet together and socialise, there was also some emphasis on creating opportunities for different communities to mix together.

“Electric car charging points”

“Community festivals”

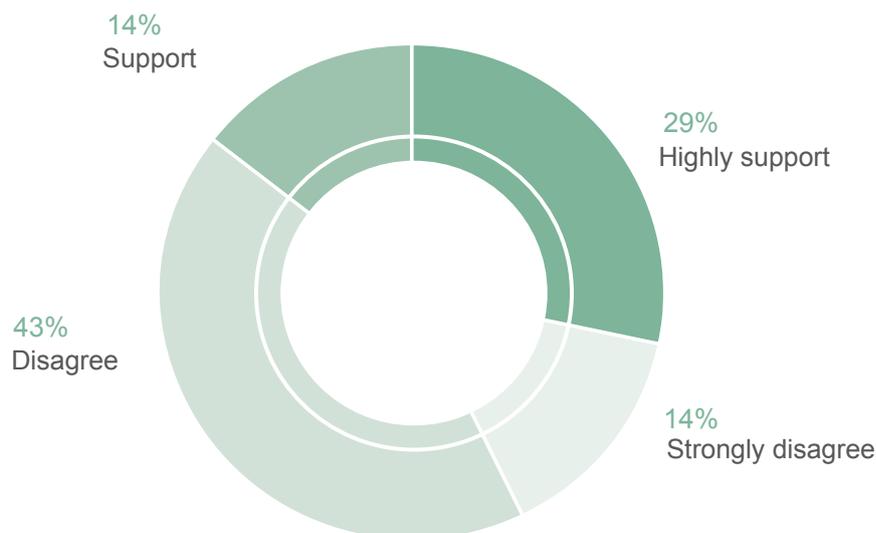
“A space that is accessible to all”

“Maintenance for existing poor quality green spaces”

“Ideas that evolve from within the community”

“Inter-ethnic congregations”

Q3. Do you think that ensuring there will be no net increase in parking is a helpful approach?



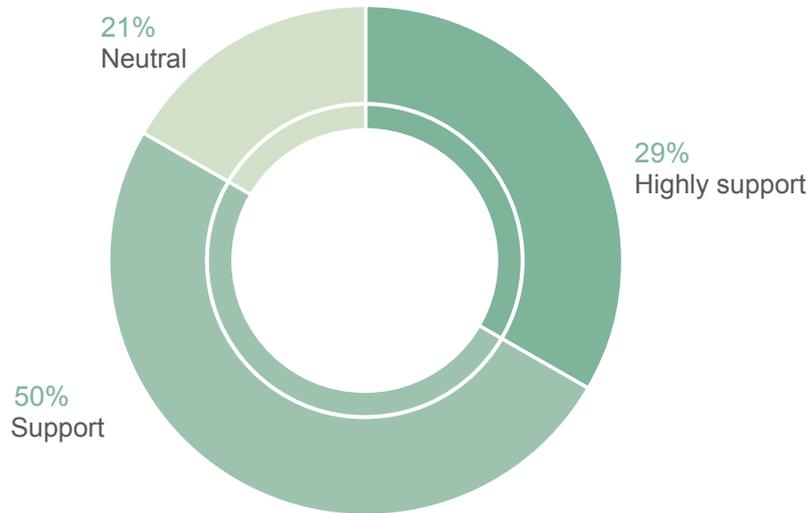
Total responses: 7

Respondents tended to disagree with this statement as they felt that it was inevitable that new residents would still want to own cars, further the scale/pace of development in the area would increase demand for cars. Respondents were interested in understanding ways the developer could encourage people to take on more sustainable modes of transport.

4.5 Public Exhibition 2: Findings

Local Environment (continued)

Q4. Do you agree with the improvements to pedestrian and cycle paths?

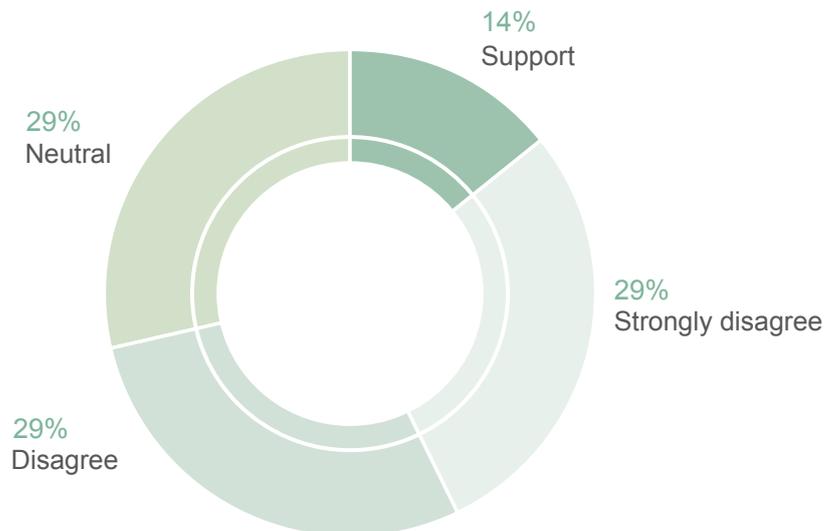


Total responses: 6

Respondents feel that it is important that priority is given to improving pedestrian routes to make them wider, safer and more pleasant. One respondent mentioned their support for segregated cycle lanes. One respondent also mentioned that traffic and congestion should not detract from the benefits that can come from improved pedestrian and cycle routes.

The Design Proposals

Q1. Do you support the proposed approach to architecture?

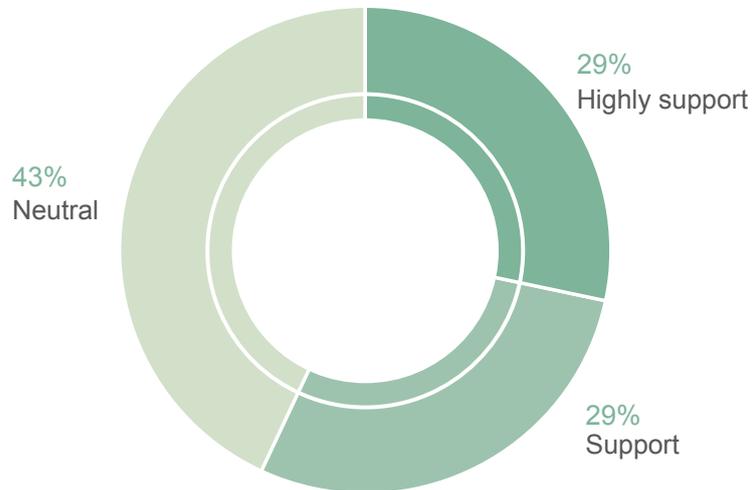


Total responses: 7

Some respondents were neutral as they felt they could not provide comments on the architecture style. Others raised concerns about the height and scale.

4.5 Public Exhibition 2: Findings

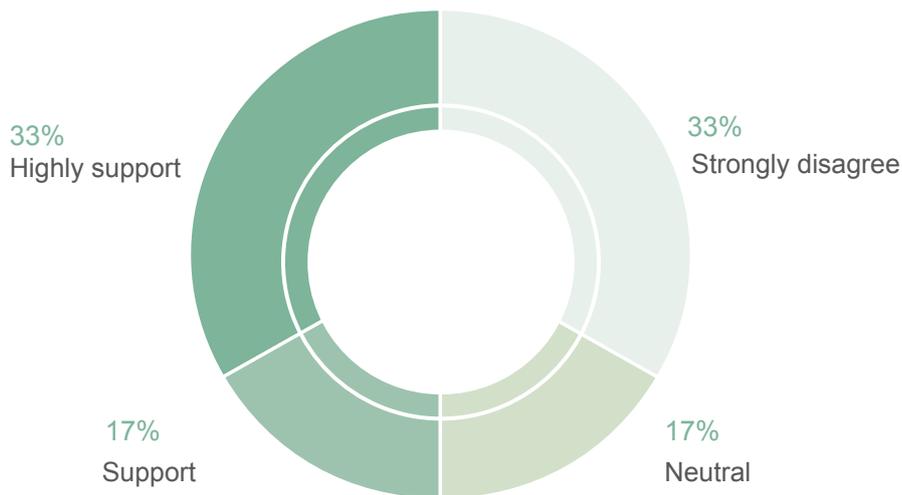
Do you support the new green spaces and habitat for wildlife?



Total responses: 7

There was strong support for more green spaces and new habitats. Some people were interested to find out how these spaces could be managed and maintained.

Q3. Do you support the ground floor, community and amenity space?



Total responses: 6

There was support for the proposed ground floor uses as it was acknowledged that this can bring about benefits to the community. It was also mentioned by some that efforts should be made to support local/independent businesses. Respondents also feel strongly that efforts should be made to ensure that ground floor uses are preserved for community use and do not become fast food outlets or betting shops.

4.6 Public Exhibition 2: Summary of Feedback

Other Feedback Received

Further comments were submitted via the project email following the events. These included responses from resident groups: OWGRA, Brentford Community Council and the Isleworth Society. Two local residents also submitted comments. Further feedback received is summarised in the points below.

- There should be a greater mix in the apartment sizes provided, and adequate provision of family homes.
- More clarification was requested on which future transport improvements were approved and the time-scales for these being delivered
- Some respondents were concerned that the building heights are not in keeping with the local character
- Open spaces should be provided that allow younger children (not just teenagers) to play
- Open spaces should be protected from air pollution, and where possible the open spaces should be off-setting any pollution created from the development

Conclusions and Key Feedback Themes

From the analysis of the feedback form responses and further comments, it was determined that people's main concerns and areas of interest remained the same from the previous public exhibition.

Many attendees arrived at events particularly interested to better understanding how the development would impact the local transport network. There was strong support for the no net increase in traffic which is proposed, however many felt it would be difficult to shift behaviours.

There was also an interest in understanding more around the building heights with some concerns on how the taller buildings would suit the local context.

Overall, the key feedback themes can be summarised as:

- Transport and traffic: Although there is strong support for the 'no net increase in traffic', respondents feel the developer should do more in assuring the community how this will be delivered.
- Open spaces and landscaping: this continued to be a key topic of interest for respondents. However, during this round of exhibitions, respondents commented that these spaces should be safeguarded from pollution.
- Height and scale: As the design concepts evolved from the first exhibition, attendees were shown more detail on the proposed overall massing, as a result there was an increased level of interest in the building heights and overall scale of the development. Many respondents felt that the local heritage should be conserved, and the development should be respectful to that.

4.6 Public Exhibition 2: Summary of Feedback

Responding to Feedback

Following the second public exhibition, key design moves were taken to incorporate some of the comments that were raised. The key changes related to access, movement, legibility of spaces and buildings forms.

The updated masterplan following the exhibition moved away from having a large central building. This was replaced with an access point further west of the site, allowing for a more legible entrance with clear and identifiable routes. This further responds to feedback which had been consistently received from event attendees around pedestrian accessibility being crucial for the new development.

The scale and massing of buildings on Syon Lane and adjacent to Macfarlane Lane were reduced to provide a better transition between existing properties in Syon Lane and the taller buildings towards the centre and north of the site.

The design team also refined the characteristics of the new public spaces that are to be provided, with a clearer distinction between the more vibrant Clearing surrounded by mixed-uses and the new green space within the Meander.

Further updates to the proposals which helped to aid a more enjoyable and accessible pedestrian environment included:

- Colonnades introduced at key corners helping to identify and accommodate the pedestrian movement from Grant Way to the Bolder Academy.
- Improved wayfinding in a more rational and legible manner.
- Further strengthening of the frontages along MacFarlane Lane.
- The Meander landscaped area was defined and refined to allow a clear view of the Gillette Clock Tower, which could act as a point of reference. This is in direct response of concerns around the new development overshadowing key local heritage assets, and ensuring the Tower is retained as a prominent feature and is celebrated through the design proposals.

4.7 Public Exhibition 3

Hosting an Online Exhibition

The third and final public exhibition was largely held digitally with exhibition boards displaying information on the final proposals being shared on the project website. Local residents had the opportunity to view and comment on the proposals for two weeks between 14 August and 28 August. Flyers advertising the exhibition were sent to households within the consultation boundary.

Opportunities to meet and talk through the proposals with the project team were also provided. The project mailbox and phone-line also remained open during this period for residents to submit any queries or further comments.

EXHIBITION CONTENT

1. Context
2. Vision
3. Summary of feedback to date
4. The bigger picture
5. Key benefits to the community
6. Tesco Osterley – Key benefits
7. Tesco Osterley – Approach
8. Tesco Osterley – Forms
9. Tesco Osterley – Landscaping
10. Homebase Brentford – Key benefits
11. Homebase Brentford – Approach
12. Homebase Brentford – Forms
13. Local Infrastructure
14. Transport Connections
15. Environmental Strategies
16. Next Steps

Collecting Feedback on the Final Proposals

The digital exhibition invited local residents to complete a short feedback form, a total of two responses from local residents within the “TW7” area were collected and a brief summary is provided below.

“Overall, do you like the proposals for the Syon Lane Future masterplan?”

- Really like - 2
- Like - 0
- Neutral - 0
- Dislike - 0
- Really dislike - 0

“Overall, do you think that the Syon Lane Future masterplan will benefit the local community?”

- Strongly agree - 1
- Agree - 1
- Neutral - 0
- Disagree - 0
- Strongly disagree - 0

Respondents shared additional comments which focused around their excitement for the scheme and the benefits they believe it will bring the local area. They also showed some interest in the process of being able to move into the development in the future.

During the two week consultation period for the final exhibition, further comments and queries were raised through the project mailbox. In some instances, the project team arranged one-to-one phone calls with residents who had specific queries or concerns. A total of eight residents got in touch via the project email and the St. Edward Homes project team spoke personally to a total of three residents.

A summary of the comments received are provided below:

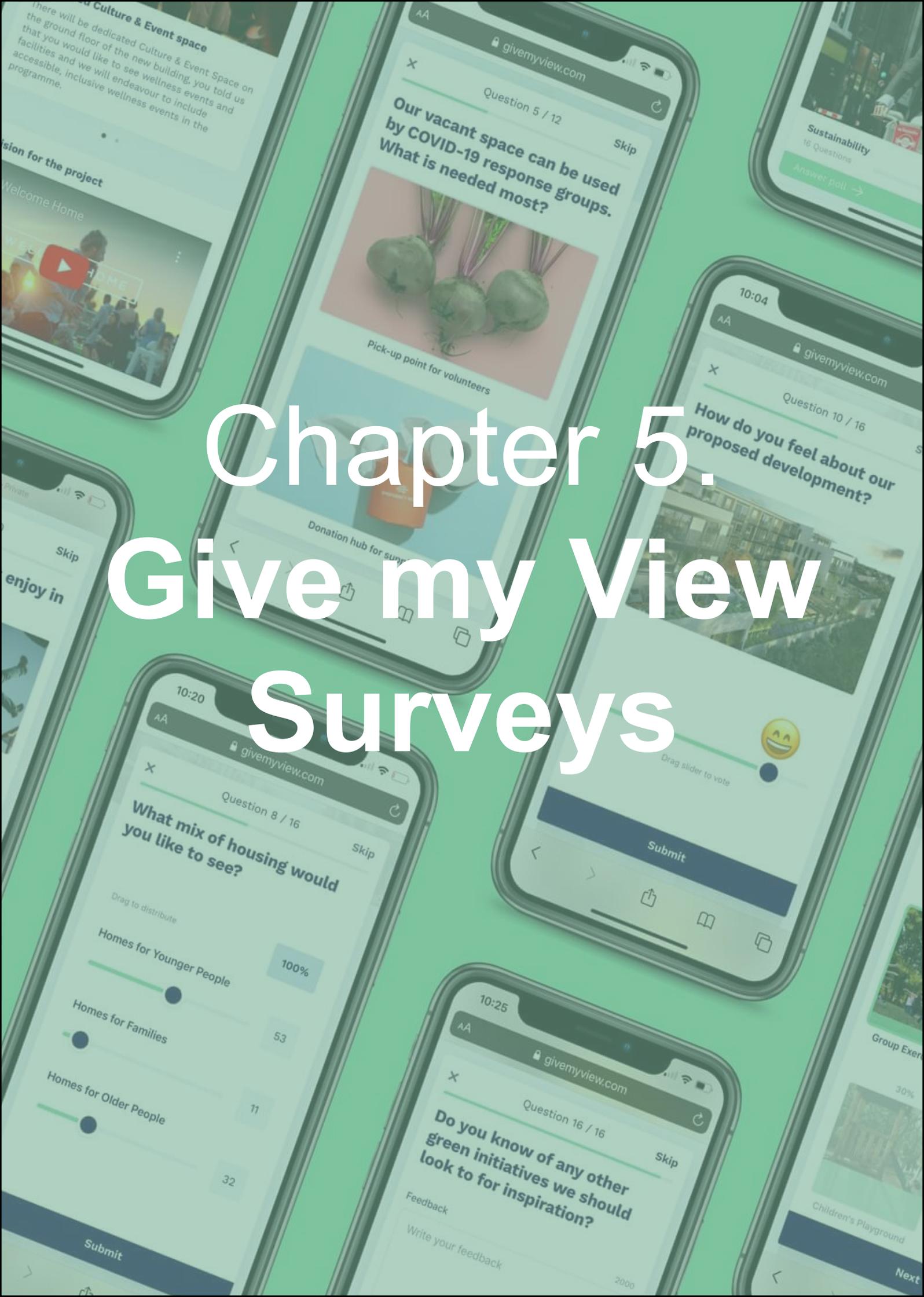
- Some local residents would like to move into the new homes within the development and are interested in better understanding the process of going about this.
- Some local residents are interested in understanding the mix of homes that will be made available (e.g. the number of 1,2 and 3+ bed homes).
- Affordable housing was mentioned by some local residents who want to ensure that the

developer commits to any agreed levels. One residents feels the affordable housing level could be increased further.

- One local resident shared concerns about traffic in the area and requested further information on the traffic mitigation measures.
- One local resident shared concerns over the building heights and wanted assurances that this would not negatively impact the local area (e.g. through loss of sunlight or wind tunnels etc.).

Examples of display materials shared on an online exhibition

Chapter 5. Give my View Surveys



... Culture & Event space
... there will be dedicated Culture & Event Space on
... the ground floor of the new building, you told us
... that you would like to see wellness events and
... facilities and we will endeavour to include
... accessible, inclusive wellness events in the
... programme.

... sion for the project
Welcome Home

givemyview.com
Question 5 / 12
Skip
Our vacant space can be used
by COVID-19 response groups.
What is needed most?

Pick-up point for volunteers
Donation hub for supplies

Sustainability
16 Questions
Answer poll →

10:04
givemyview.com
Question 10 / 16
How do you feel about our
proposed development?

Drag slider to vote
Submit

10:20
givemyview.com
Question 8 / 16
Skip
What mix of housing would
you like to see?
Drag to distribute
Homes for Younger People 100%
Homes for Families 53
Homes for Older People 11
32
Submit

10:25
givemyview.com
Question 16 / 16
Skip
Do you know of any other
green initiatives we should
look to for inspiration?
Feedback
Write your feedback

Group Exer
30%
Children's Playground
Next

5.1 Give my View Surveys

Built-ID's 'Give my View' platform uses interactive surveys that target hard to reach groups to ensure diverse communities have the opportunity to influence aspects of the proposals.

Two rounds of surveys managed by Built-ID were run alongside the public exhibition events. The first round of surveys took place in October 2019 with the second and final round taking place in February 2020. Each round of polling were live for a minimum of three weeks. An overview of the survey consultation is detailed below.

DEFINITION OF KEY TERMS

- **Unique voters:** These are the individuals that engaged with the Syon Lane Future Give My View across both rounds of surveys.
- **Visits:** These are the number of times members of the public have arrived on the Give My View site. People can visit the site multiple times, however they cannot vote more than once (this also explains why there is larger number of visits compared to votes)
- **Digital marketing targeting:** Give My View targeted the community within a 3 kilometre radius of the Homebase Brentford and Tesco Osterley sites. This means that anyone who lived, studied, worked or travelled through these areas were part of the target audience and could therefore be shown an ad. Other than location, there were no restrictions targeting the audience by demographics as to not exclude anyone from answering the surveys. This approach ensured that feedback was received from a diverse group of people who have a relationship to the site, and not only those who live there.

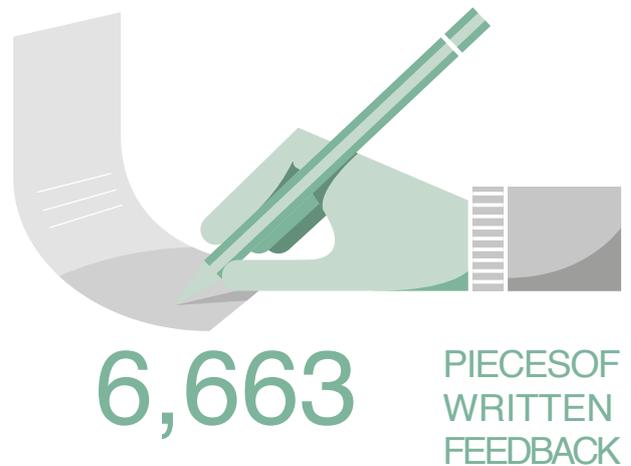
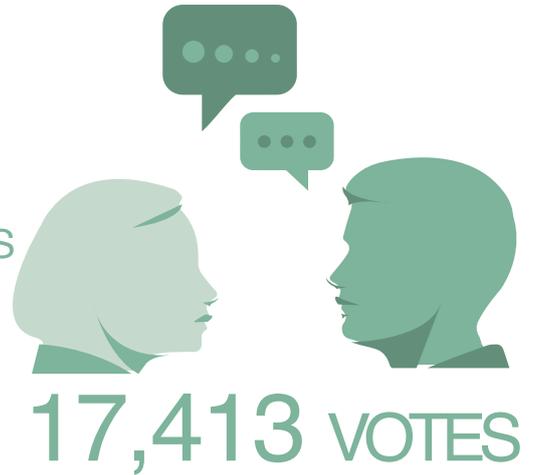
- **Written feedback:** This is the written and detailed feedback collected in the surveys. Most questions within Give My View can be answered anonymously. However, there is an option to provide detailed written feedback. This requires an email address and a postcode so Give My View or St. Edward Homes Limited could follow-up with an open dialogue with the individual.

THE AIMS OF THE SURVEYS:

These aims were consistent for both the first and second round of surveys, however for the second round of surveys, respondents were asked to provide more open commentary on the key themes that were identified from the first round of surveys.

- Gain a general understanding of people's relationship to the area
- Understand how they feel the development could improve the area
- Identifies insights into the Syon Lane community's priorities
- Identify positive ways in which the community can be impacted by St. Edward Homes Limited's future plans.

Built-ID is an award-winning digital engagement provider known for their 'Give my View' platform, which allows project information to reach a large number of people. A digital media marketing campaign was conducted twice for two rounds of surveys. This involved an advert inviting comments and feedback which were targeted to the social media pages of people who live, work or frequently travel around the Homebase Brentford and Tesco Osterley sites. A total of 493,663 people were reached (165,279 during the first round and 328,384 during the second).



KEY FEEDBACK THEMES:



**COMMUNITY
INTEGRATION**



**GREEN
SPACES**



**DESIGN
THOUGHTS**



**TRANSPORT
SUGGESTIONS**

SUMMARY OF KEY THEMES ACROSS BOTH SURVEYS:

Community Space and Green Areas

It is clear the community is very focused upon making the most of the greenery within public spaces, whether this is through introducing a community garden or picnic area. Green areas are also seen as a means to improving air quality or an essential part of well-being, greenery and natural elements should therefore be maximised as much as possible.

Local Environment

Air Quality is a strong concern with the vast majority of respondents naming this as an issue. To help alleviate this concern there were a number of suggestions brought forward for the project team to consider:

- The desire for more planting, could green walls be utilised throughout the development?
- Improving pedestrian access
- Providing better alternatives to cars.

Local Transport

The majority of people who live or visit the area prefer to walk, however mentioned areas such as the underpass on Great West Road creating an unfriendly pedestrian environment. Suggestions that were put forward included repainting the underpass and upgrading the lighting.



1



2



3



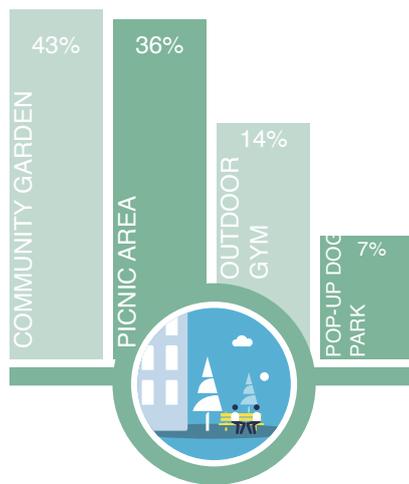
4

Examples of the Give my View mobile interface

5.2 Give my View Survey: Key Findings

SURVEY1:COMMUNITYSPACE SURVEY2:LOCALENVIRONMENT SURVEY3:LOCALTRANSPORT

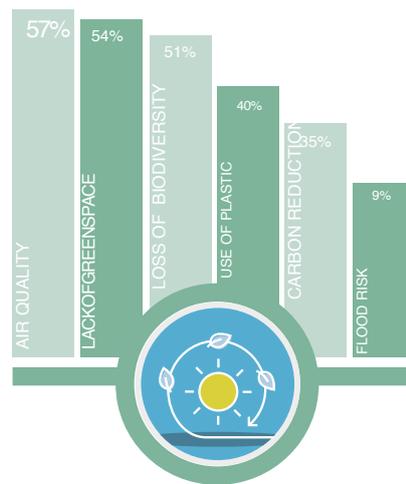
WHATWOULDBEYOURPREFERRED USEOFTHEDVELOPMENT'SNEW GREEN & OUTDOOR SPACE?



COMMUNITY GARDEN

Total responses: 638

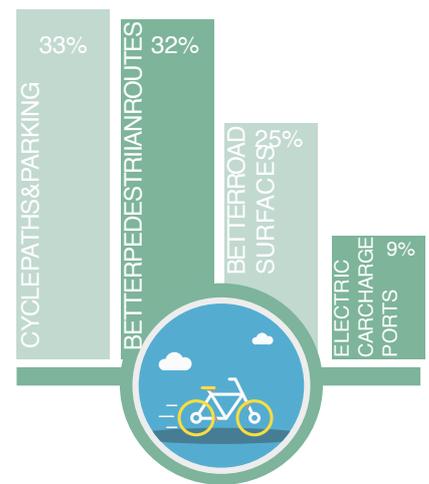
WHICHOFTHEBELOWAREYOURTOP ENVIRONMENTAL ISSUES?



AIR QUALITY

Total responses: 411

WHAT WOULD YOU PREFER TO SEE IN THE PROPOSED NEW DEVELOPMENT?



CYCLE PATHS & PARKING

Total responses: 347

COMMUNITYSUGGESTIONS

'IT'S IMPORTANT TO MAINTAIN THE WIDE GREEN OPEN SPACES BUT AT THE SAME TIME PROVIDE FACILITIES'.

REGULAR EVENTS THAT BRING THE COMMUNITY TOGETHER. FETES, SALES, TABLES, ECT.

'A COMMUNITY OPEN THEATER AND FILM SCREENING, BAKING WORKSHOPS FOR ALL AGES AND ENTERTAINMENT AND CARE FOR THE ELDERLY'.

'GIVE THE YOUNGSTERS SOMEWHERE SAFE TO HANG OUT, SKATE PARK, CAFE, INDOOR AREA, MUSIC HUB.'



Above are some of the insights gained from the second round of surveys, this reflects the main areas of community interest from both the first and second round of surveys.



Chapter 6. Community Liaison Group

6.1 Forming a Community Liaison Group

Throughout the project, regular meetings with the Community Liaison Group were arranged. The meetings were attended by St. Edward Homes Limited, members of the design team and members of the Soundings consultation team. Each meeting involved a presentation from a member of the design team on specific themes relating to the masterplan. This was followed by an open discussion around the materials that were presented with an opportunity to raise any questions or concerns.



First CLG meeting, December 2019

A Community Liaison Group (CLG) was established in the initial stages of the consultation process, with an inaugural meeting held in November 2019. The purpose of the CLG was to act a continuous sounding board throughout the consultation period. A total of eight local residents and seven local organisation groups joined the CLG.

KEY FEEDBACK SUMMARY:



TOPICS COVERED:

TRANSPORT/
TRAFFIC

ARCHITECTURE

OPEN SPACES

LANDSCAPE

CONSULTATION



6.2 CLG Meeting 1 - Community and Local Identity

CLG Meeting 1 - 6th December 2019

Agenda:

- Introduction to the CLG
- Masterplan opportunities
- Findings and engagement so far
- Workshop: community & identity

Attendees

Project team:

- St. Edward Homes Limited
- Soundings
- JTP
- Patel Taylor (architects for Homebase Brentford)

CLG members:

- Representatives from Tesco, Nishkam School, OWGRA, HRA, Brentford Voice and Hanuman Hindu Temple
- 2 local residents

Summary of Findings and Comments raised

The purpose of the discussion was to understand more about what assets or initiatives were valued within the community and where gaps in community provision could be identified. The following is a summary of the thoughts and ideas that were collated during the discussion:

Local activity and sports:

CLG members felt that there is currently a good provision of formal sports facilities in the area, however there is a lack of informal activities which do not require the cost of a membership. This was particularly an area of concern for young people, as members felt strongly that there should more space for children and teenagers to meet and play informally.

Furthermore, members raised that community space provided along with the new Tesco store could be used to facilitate community gatherings, also adding that the space should be multi-functional and consider how the needs of the community may change in the coming years.

Events:

Members felt that there was a general lack of event or celebration spaces within the local area and expressed that the development could support summer events, shows and fairs. It was discussed that the location of the site could provide a link and a place to meet for the neighbouring cul-de-sac communities.

6.3 CLG Meeting 2 - Traffic and Transport

CLG Meeting 2 - 17th December 2019

Agenda:

- Meet the architect: Patel Taylor
- Transport presentation from Royal HaskoningDHV
- Transport mapping exercise

Attendees

Project team:

- St. Edward Homes Limited
- Soundings
- Royal HaskoningDHV
- Patel Taylor (architects for Homebase Brentford site)

CLG members:

- Representatives from Heston Resident's Association, OWGRA, Hanuman Hindu Temple and Brentford Voice
- 1 local resident

Summary of findings and comments raised

Following an update from the architects on the Homebase Brentford site, Royal HaskoningDHV gave a presentation on the transport proposals for the overall masterplan.

During the presentation, key transport proposals were presented such as:

- A no-net increase in traffic across the whole masterplan area
- An ambition to provide 0.25 parking spaces per household therefore resulting in

no net increase in the level of parking per household

- An introduction of a free car club membership scheme membership of reduce.

Members welcomed the proposals to introduce more sustainable modes of transport or to reduce car usage on the site, although raised that it may be difficult to change some people's behaviours and dependency on cars.

Members expressed an interest in understanding how they can lobby to influence how s106 and CIL funds are spent on local transport improvements.

Following the transport presentation, members shared their experiences of the local area during a mapping exercise. The points raised were mainly related to the poor pedestrian experience around the site. Particularly around MacFarlane Lane and Grant Way which CLG members reported as being unsafe as a result of fast vehicles moving through the area.

6.4 CLG Meeting 3 - Open Spaces and Play

CLG Meeting 3 - 14th January 2020

Agenda:

- Recap of previous CLG meeting
- Meet the landscape architects: Murdoch Wickham
- Workshop discussion/mapping exercise

Attendees

Project team:

- St. Edward Homes Limited
- Soundings
- JTP
- Murdoch Wickham

CLG members:

- Representatives from OWGRA,
- 4 local residents

Summary of findings and comments raised

Representatives from Murdoch Wickham gave a presentation on the landscaping approach being taken on the site. The presentation covered the overall approach being taking to landscaping on site which included:

- Creating playable landscapes that support active lifestyles
- Successful examples of previous schemes such as Woodberry Down
- A sustainable resident-led approach to maintaining spaces and;
- An aspiration to deliver a variety of interesting landscaped areas at different levels
-

Following the presentation, Soundings facilitated a workshop discussion which was aimed at gathering the CLG members overall reaction to the proposals that were presented, and to also gather their ideas on how the landscape proposals could be enhanced and bring greater benefits to the local community. Their responses included:

- Having a children's play area is vital
- Gradients can be used to create active spaces which require minimal landscaping.
- Landscape should recognise climate change - use tree canopies and inclusion of water to aid cooling in summer months
- Should see this as an opportunity to improve the ecological state of the site
- Ensure that green spaces are well-maintained and kept
- Have discussions with Goals about strengthening links through their field and beyond
- A community growing garden with space for picnics and BBQs

6.5 CLG Meeting 4 - Exhibition Preview

CLG Meeting 4 - 25th February 2020

Agenda:

- Consultation to date
- Tesco Osterley - exhibition content (building massing and heights, landscaping, community and retail mix and site connectivity)
- Homebase Brentford - exhibition content (landscaping, building massing and heights, traffic and servicing considerations)

Attendees

Project team:

- St. Edward Homes Limited
- Soundings
- JTP
- Patel Taylor (Architects for Homebase Brentford site)

CLG members:

- Representatives from Brentford Community Council, Heston Resident's Association and OWGRA; and
- 4 local residents.

Summary of findings and comments raised

This meeting was intended as an exhibition preview with the purpose of providing a high-level presentation of the development proposals and to continue to demonstrate how resident feedback had been taken onboard.

Architects for both the Tesco Osterley and Homebase Brentford site gave a brief update as to where the design proposals had been developed up to.

The CLG members comments in response to this are summarised below:

- The design team should think carefully about who they label as the 'community' and be clear which community they are referring to
- There is a need for large family homes in the area, the Tesco Osterley site should provide a suitable amount of these
- There is some concern that infrastructure improvements are happening at a slower rate than development. Members would like to be assured that transport improvements will start to be delivered before development takes place
- There was some concern that the scheme may overshadow the Gillette building
- Podium parking at Kidbrook scheme (designed by Murdoch Wickham?) is a good example to follow
- One member suggested that cargo bikes can be used to disperse delivery packages instead of delivery vans - this will reduce the number of vehicles on site
- The cycle paths need to provide a buffer not only from cars, but also water, wash and litter
- One member explained that the building heights proposed will result in the sites neighbours having a similar view to what they currently have in that the residential houses on Syon Lane gradually step up into the taller commercial buildings (e.g. Sky)

6.6 CLG Meeting 5 - Architecture and Landscape

CLG Meeting 5 - 18th June 2020

Agenda:

- Consultation to date
- Tesco Osterley: design and block principles, development of a design code and landscaping
- Homebase Brentford: building facades and massing, landscaping

Attendees

Project team:

- St. Edward Homes Limited
- Soundings
- JTP Architects
- Murdoch Wickham
- Patel Taylor (Architects for Homebase Brentford site)

CLG members:

- Representatives from OWGRA
- 2 local residents.

Summary of findings and comments raised

This was the first CLG meeting which was held virtually following the social distancing measures that were put in place in March 2020. The meeting was held via the video conferencing platform, Zoom where we shared a presentation on the architectural design and landscaping for the site.

JTP gave a presentation which set out the intention to develop a design code. The design code is intended to be a list of mandatory elements that the development must adhere to and will assure the local community and Hounslow Council that the quality of the scheme is of a high standard.

CLG members showed particular interest in understanding the impact the development would have on key views in the area and it was agreed that a further session would be held to share this detailed information.

CLG Members also raised concerns around the 12 2-storey town-houses being proposed along Oaklands Avenue and suggested to the design team to think further about the sensitivity to its immediate neighbours.

CLG members also expressed concerns over the next steps in the consultation process and suggested ways that information on the proposals could be shared with the wider community in a socially distanced manner (e.g. events at large school halls, or along outdoor railings).

6.7 CLG Meeting 6

CLG Meeting 6 - 13th August 2020

Agenda:

- Summary of Previous CLG Meeting
- Summary of the Give my View Process and Results
- Architecture and Landscape (including townscape views, building heights and elevations)
- Traffic and Transport Considerations
- Public Exhibition Overview
- Consultation Next Steps

Attendees

Project team:

- St. Edward Homes Limited
- Soundings
- Patel Taylor (architects)
- JTP (architects)
- Murdoch Wickham
- Built-ID
- Royal Haskoning DHV

CLG members:

- 2 Representatives of OWGRA and 2 local residents

Guests:

- 4 representatives of OWGRA and Ward Councillor Unsa Chaudri

Summary of Findings and Comments Raised

This meeting took place in August via the video conferencing platform, Zoom. The meeting was intended as a preview to the final exhibition that was held August 2020. The purpose of this meeting was to take CLG members through the

information submitted as part of the planning application, allowing them the opportunity to get clarity on any details of the proposals.

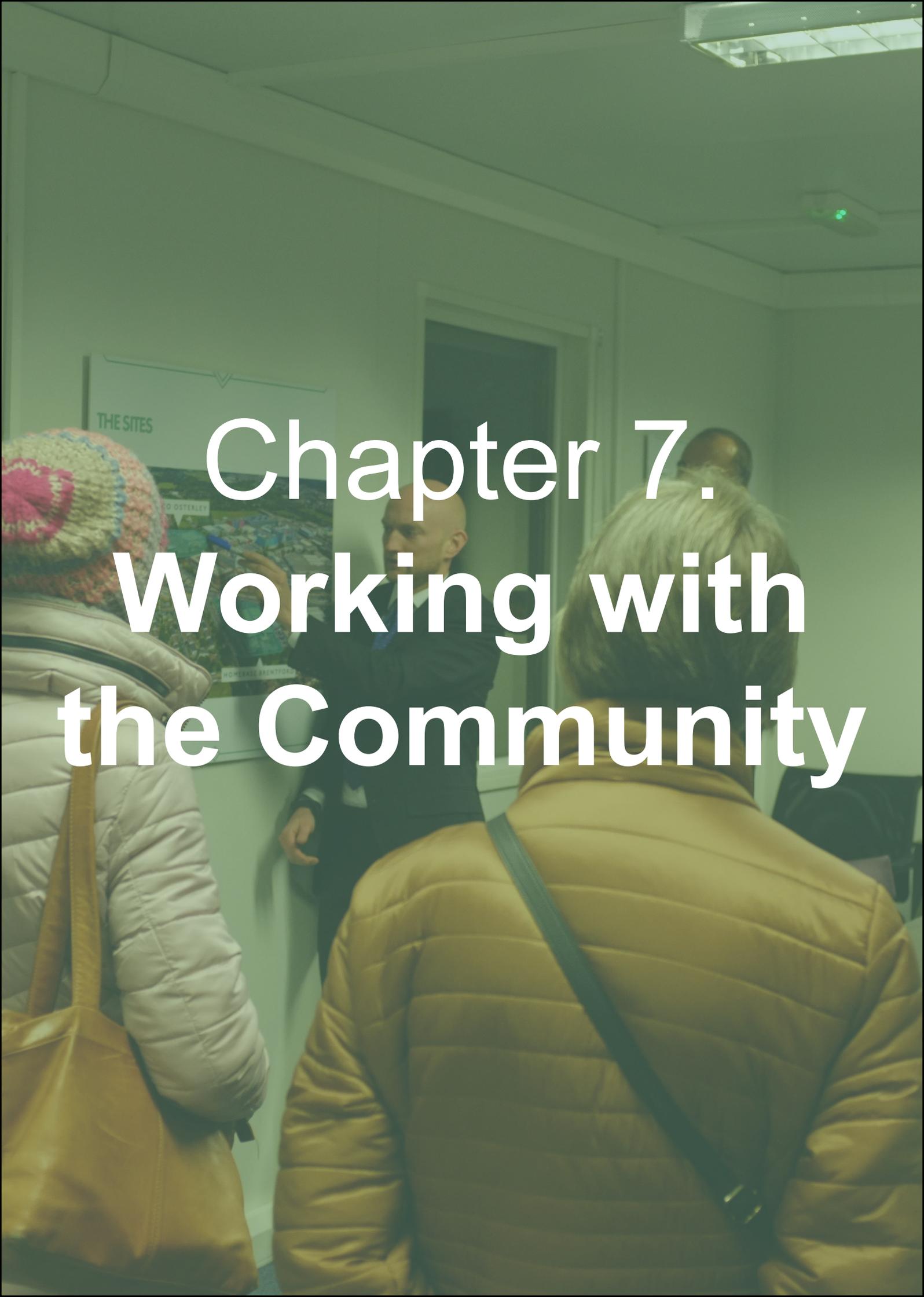
This meeting was also an opportunity for CLG members to provide input on how the third and final public exhibition will take place.

The meeting involved a presentation from Built-ID with explanation of the 'Give my View' online surveys and the key findings from the two rounds of surveys.

The meeting also involved a presentation on the key design changes that had been made following consultation and an overview of the transport proposals for the whole Syon Lane Future masterplan area.

A summary of the feedback provided by the CLG at the meeting is provided below.

- The responses from local residents should have more weight than responses from the wider community who may have completed an online survey
- Concerns over the development's impact on the local transport network and an keen interest in understanding how discussions with TfL have progressed.
- Many members were keen to understand how the development would achieve net-zero carbon
- Councillor Chaudri requested more information on engagement with the Met Police and how the developer plans to design out crime
- Some members requested that paper copies of the key documents that are submitted as part of the application are shared in accessible areas so residents can view them.

A photograph of a community meeting. In the center, a man in a dark suit is pointing at a large map or poster on a wall. The map is titled "THE SITES" and shows various locations, including "D OSTERLEY" and "HOMEBASE BRENTFORD". In the foreground, the backs of two people are visible: one wearing a white puffer jacket and a colorful knitted hat, and another wearing a yellow puffer jacket. The scene is indoors, likely a community center or office, with a white wall and a doorway in the background. The overall lighting is somewhat dim, and the image has a slightly greenish tint.

Chapter 7. Working with the Community

7.1 Community Engagement

WALK AND TALK

Overview

Two walk and talk events were held in which local residents were invited on a walkabout around the site with representatives from St. Edward, Patel Taylor and Soundings.

The purpose of the events was for local residents to discuss on the spot what currently works well and what doesn't, what concerns they have with the development and what they would like to see and where.

This was an opportunity for the design team to better understand what local residents liked and disliked about their neighbourhood. The findings from this exercise are documented below.

Attendance

Attendees had the opportunity join on a Thursday (19 November 2019) at 6pm to 8pm or on a Saturday (21 November 2019) at 11am to 1pm. There were a total of 12 attendees across both days.

Key feedback (see map on page 68)

1. There is an issue here with car thieves and racing at Tesco Osterley car park
2. Issues on MacFarlane Lane include:
 - Narrow pedestrian paths
 - Street light not functioning
 - Fears of the area being dangerous at night
 - Car thieves
 - A lack of landscaping and neglected green spaces
 - Issues with Japanese knot-weed
3. This is a neglected green space
4. This is an underused green space with problems around anti-social behaviour

5. There are concerns over road capacity, congestion and children safety. There is also a lack of pedestrian crossing

6. This area is also known as the Water Garden. It is not well used by local residents. This space is mainly used by Sky employees, and could be improved to promote more active use.

7. Grant Way is mainly used by Sky employees. There are safety concerns as attendees felt they could not use the pedestrian crossings here safely.

8. This is an underused green space. There is a small resting pavilion located here.



7.1 Community Engagement

DOOR KNOCKING

Overview

On Tuesday 12 November 2019, two representatives from the Soundings team carried out a door knocking exercise on residential properties surrounding the site. The door knocking took place from 1.30pm to 5.30pm.

A total of 125 doors were knocked on and 122 letters were delivered to local residents. A total number of 26 residents were engaged.

Residents along Syon Lane were particularly targeted as they lived directly opposite the site. The team found that overall there was already a high level of awareness around the proposals.

Residents shared their concerns about the development, which mainly focused on building heights and increased traffic. Residents were also invited to participate in the CLG or attend a walk & talk so as to share these concerns directly with the design team.

Some residents were excited to hear that new community facilities would be provided, as they felt there was a current lack in the area, particularly for families.

CONSULTATION CENTRE

At the beginning of the consultation process in October 2019, a dedicated consultation centre was opened and located within the Tesco Osterley car park.

The consultation centre was open every Tuesday (4pm - 8pm) and Saturdays (9am - 12pm).

The consultation centre was advertised on consultation flyers which were distributed to over 4,000 local residents and information on the centre and its opening times were also displayed in the Tesco store and on the project website.

Representatives from St. Edward were always present at the centre and available for members of the public to walk in, learn more about the proposals and ask any questions.

The consultation centre was also used to host events and meetings such as CLG meetings and a youth engagement workshop.

A total of 100 people visited the consultation centre since its opening in October.

Visitors were largely split between passers-bys who were intrigued to find out more about the project, understand the proposals, project timescales and how the developer would respond to key issues such as traffic and parking.

7.1 Community Engagement

YOUTH ENGAGEMENT

Syon Lane Future Youth Ambassador Programme

The Syon Lane Youth Ambassador Programme is the dedicated youth engagement aspect of the project which has been designed to create opportunities for young people who live or study in the local area to input into the development proposals, while also gaining access to professional experience in the workplace with the project's consultant team.

Following extensive desk-based research into groups in the area, Soundings contacted a total of 18 secondary schools and youth groups, inviting them to participate in the Programme.

The Programme was targeted towards young people aged 11-17 with a programme of events and workshops which would appeal to the different age groups.

For instance, an introduction to CV writing workshop was provided to younger students of Nishkam (outcomes of this workshop is summarised below), whilst a more in-depth job application and interview preparation workshop was offered to year 11/sixth form students.

Working with the Hounslow Youth Council

While preparing a youth engagement strategy, Soundings and St. Edward met with the organisers of the Hounslow Youth Council. The purpose of the meeting was to get input into how the Ambassador Programme would best benefit local young people and ensure they felt empowered and that they would make a tangible difference to the proposals.

This was then followed up with a presentation to members of the Youth Council in which Soundings and St. Edward shared an overview of the development proposals. Members of the Youth Council were interested in understanding

how St. Edward would ensure jobs and apprenticeships for local young people. Members of the Youth Council were also invited to participate in the Ambassador Programme.

Working with Nishkam School

The Ambassador Programme was launched on March 9th 2020 with a CV and Skills Workshop led by St. Edward's Community Liaison officers with support of Soundings. The workshop was attended by 14 Year 7 students from the local Nishkam School.

The aims of the workshop were to:

- Deliver a presentation which provided an overview of the Syon Lane project and the different pathways within the construction industry
- Demonstrate how to write and format a CV and cover letter
- Share examples of how to prepare for an interview with practice answering questions using the STAR method
- Inspire the students to understand and communicate their skills and qualities
- Encourage the students to start a career plan and set objectives.

7.1 Community Engagement

Workshop Outcomes

The workshop provided a forum for the students to share their future aspirations and discover career opportunities within the industry – examples students expressed an interest in areas including planning and design, marketing and construction

The students drafted a CV and cover letter based on their experiences from the subjects studied, and sports or clubs they are involved in at Nishkam School

The students worked as a team and had the opportunity to present their work, using this exercise to build their confidence in public speaking

Finally, students were given booklets to take home which contained CV writing and skills information, useful for future practice.

Next Steps

Due to the social distancing measures put in place as a result of the coronavirus pandemic in late March 2020, the continuation of the Youth Ambassador Programme was postponed.

The programme will resume as part of the ongoing consultation following planning submission.

There will be further opportunities for young people to participate in a CV workshop, and to input their ideas in to the proposals.

Through engagement with local youth groups, a number of potential ideas for future events and workshops were raised and will be considered moving forward. These include:

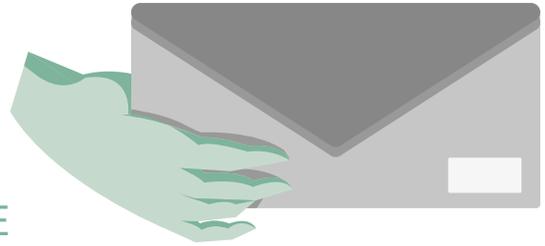
- A Youth Ambassador “Take Over Day” in which Ambassadors are invited to the St. Edward offices and are given the opportunity to attend meetings and take over decision making on certain aspects of the project
- Work experience and shadowing opportunities in the St. Edward offices, opportunities may also be provided across the business and not limited to the Syon Lane project team.
- Partnering with groups such as the Youth Council to share videos of the project site and development on their Instagram page
- An architecture design competition, giving local young people the opportunity to submit design ideas and talk these through with JTP

A summary of key figures from other forms of engagement that occurred during this consultation process such as walk and talks, door knocking, the dedicated consultation centre and youth engagement.

KEY FEEDBACK SUMMARY:



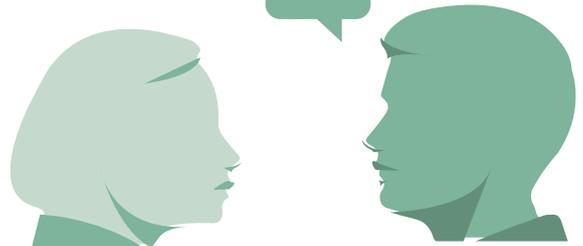
100
VISITORS TO THE
CONSULTATION
CENTRE



122 LETTERS
DELIVERED



11,000+
CONSULTATION
FLYERS POSTED



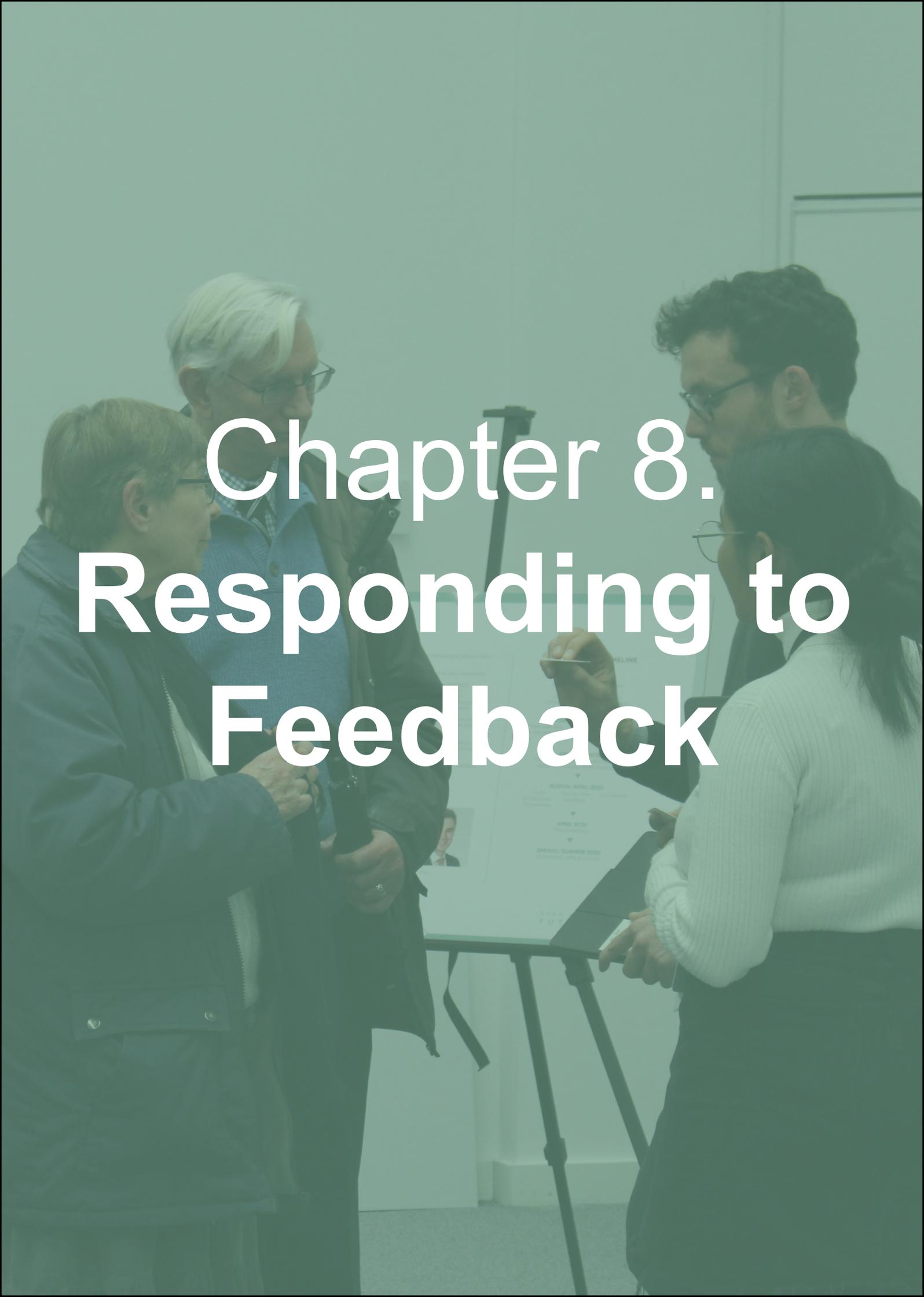
2 WALK AND
TALK EVENTS



125 DOORS
KNOCKED ON



18 SCHOOLS AND
YOUTH GROUPS
CONTACTED
(3 SCHOOLS AND YOUTH
GROUPS ENGAGED)



Chapter 8. Responding to Feedback

8.1 Responding to Resident Feedback

ARCHITECTURE



The theme of architecture and building design was highlighted as the one of five key themes. Respondents mentioned safety as a priority when discussing the architecture of the existing site with negative feelings towards the underpass. An environment to attract more environmental modes of transport were highlighted. Furthermore, there were discussions on more varied community facilities being available.

FEEDBACK RECEIVED	ACTION/RESPONSE
Architecture and Design	
<p>The existing underpass is unsafe due to issues around anti-social behaviour and rough sleeping. The environment is unattractive to pedestrians as there are regular clashes with cyclists.</p>	<p>Retain the underpass as a key pedestrian route, however enhance the area through better lighting and new paintwork. Issues around clashes with cyclists should also be alleviated with the introduction of segregated street cycleways as part the transport proposals for the development.</p> <p>The developer also sought to investigate alternatives to the underpass with TfL and Hounslow Council.</p>
<p>There is a current lack/limited offer of community facilities. The small parade of shops along Syon Lane could provide a more varied offer.</p>	<p>A cluster of mixed use retail and community facilities are proposed, these will support the introduction of cafés, restaurants, a community centre and also local independent shops.</p> <p>The details of which uses have deliberately left vague as this will be an area of ongoing community engagement to ensure the offer that is eventually provided is in direct respond to the most current local need.</p>
<p>The development should complement and respond to the local context.</p>	<p>Terraced townhouses have been introduced rather than blocks along most of the Syon Lane frontage to better respond to the context.</p>

8.1 Responding to Resident Feedback

TRANSPORTANDTRAFFIC



The theme of transport and traffic was highlighted as the one of five key themes. Respondents discussed the existing difficulty to navigate across the site due to a lack of vehicular management and lack of public realm. Suggestions on cycle management.

FEEDBACK RECEIVED	ACTION/RESPONSE
Transport and traffic	
<p>There needs to be a careful consideration to transportation and more cycle paths should be provided</p>	<p>Segregated cycle lanes are being introduced with associated landscaping. A new bus turnaorund facility is being re-provided which will increase accessibility and mobility around the site.</p>
<p>Some areas around the site are difficult to navigate for pedestrians, who can also feel unsafe due to fast vehicles and poor public realm</p>	<p>As much as possible, pedestrian priority areas have been introduced within the development and vehicle access reduced or restricted.</p> <p>The design proposals have gone through various iterations throughout the consultation process to ensure the best possible result which reflects the concerns of the local community.</p> <p>Clear and identifiable routes have been provided which will be supported by improved way-finding.</p> <p>In direct response to issues raised through engagement with local residents. Further changes have been introduced such as:</p> <ul style="list-style-type: none"> • Creating an access point to the west of the site, allowing for a more legible entrance with clear and identifiable routes. • Introducing colonnades at key corners helping to identify and accommodate the pedestrian movement from Grant Way to the Bolder Academy. • Strengthening of the frontages along MacFarlane Lane <p>These in addition to general public realm improvements to involve widening footpaths, street planting and improved lighting.</p>

8.1 Responding to Resident Feedback

LANDSCAPE



The theme of landscape was highlighted as the one of five key themes. Respondents mentioned a minimal use of existing green and open spaces, putting emphasis on a management of the landscaped areas to encourage activity and long term use.

FEEDBACK RECEIVED	ACTION/RESPONSE
Open space and landscape	
<p>Maintenance of landscaped areas should be carefully considered to ensure the long-term benefits for the local community.</p>	<p>Inform stakeholders that an Estate Management Plan will be put in place. This plan will cover the measures that will be taken to ensure that both the private residential and the public facing spaces are properly maintained.</p> <p>Members of the Community Liaison Group who showed particular interest in better understanding this, were shown examples of other Berkeley Group schemes (e.g. Woodberry Down) where similar systems had been put in place.</p>
<p>There are many green and open spaces which are currently underused or disused.</p>	<p>Plant over 400 new trees and implement a landscape-led masterplan strategy. Each landscape area bringing its own focused benefits whilst also forming part of the bigger picture.</p> <p>Enhance the biodiversity in the area and create stronger connections between the green spaces which are accessible by walking or cycling.</p>
<p>The Water Gardens is a nice local asset, however many people are unaware it exists and it is largely under-used.</p>	<p>Retain this aspect of the proposals, however and strengthen it so it can exist as its own character area. Further enhance this area by creating strong connections to other landscape areas and enhance the biodiverse environment through the introduction of features such as swales.</p>

8.1 Responding to Resident Feedback

CONSERVATION&HERITAGE



The theme of conservation and heritage was highlighted as the one of five key themes. Respondents supported the idea of preserving the local heritage.

FEEDBACK RECEIVED	ACTION/RESPONSE
Conservation & Heritage	
<p>The proposals should complement and celebrate the local heritage.</p>	<p>Initial response involved strengthening connections to local heritage assets such as the Gillette Clock Tower, ensuring it was easily accessible from the development. After further consultation and iterations of the designs, the massing was further refined to allow a clear view of the Gillette Clock Tower from a newly defined green space.</p> <p>The entire design process and design principles have also been consistently influenced by the local art-deco heritage within the architecture.</p>

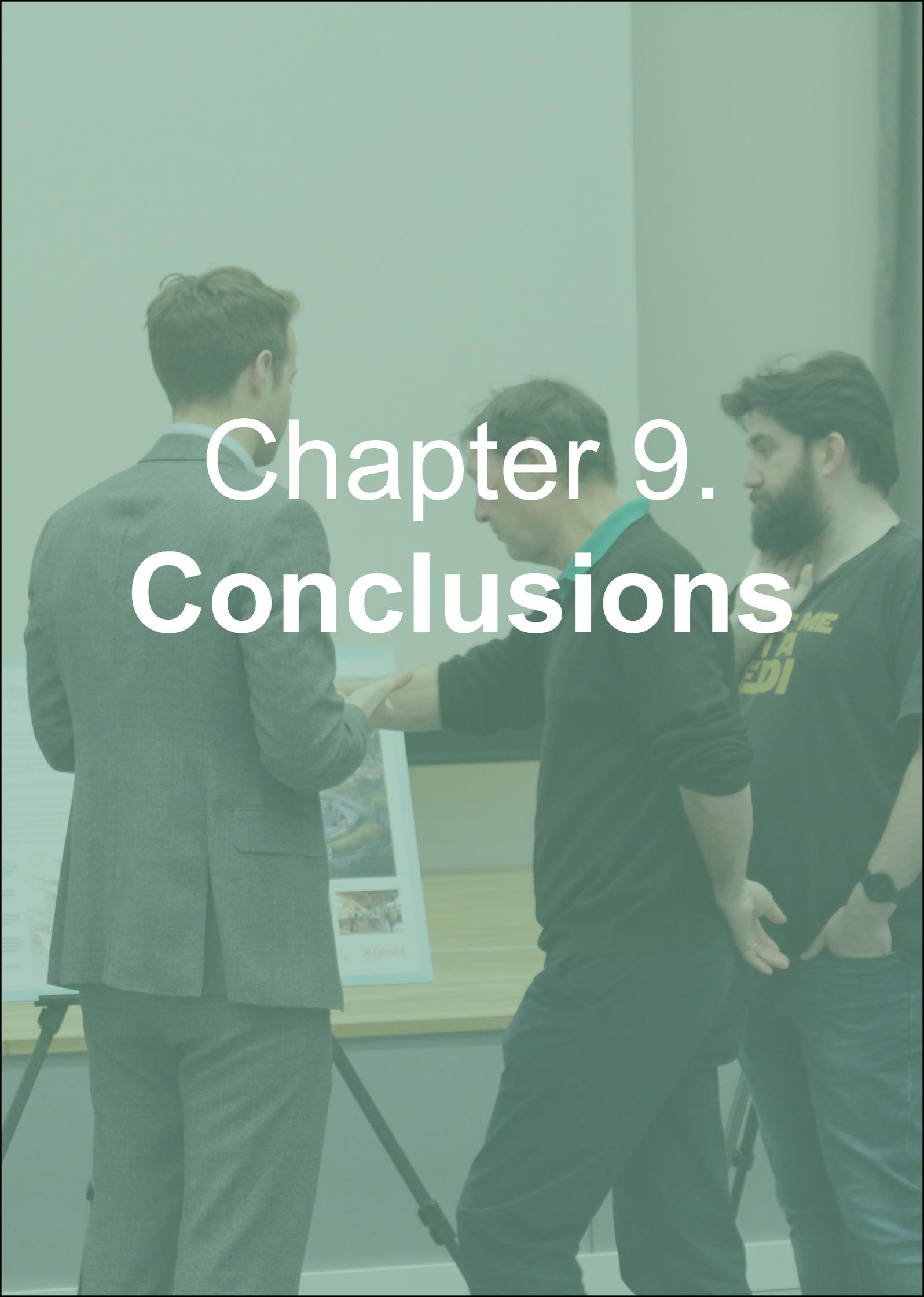
8.1 Responding to Resident Feedback

BUILDINGHEIGHTS



The theme of building heights was highlighted as the one of five key themes. Respondents expressed interest to understanding the scale of the proposed buildings and made comments for the scale not to detract from the design quality and the rest of the site.

FEEDBACK RECEIVED	ACTION/RESPONSE
Building Heights	
<p>There is an interest in better understanding building heights that are being proposed, further how these would impact the townscape views and complement the existing local context.</p>	<p>The designs have evolved with the input of a townscape consultant and the design team has sought to refine aspects of the proposals to ensure they respect key and strategic local views.</p> <p>Heights to the southern buildings, along Syon Lane and north of the site were reduced to lessen their impact upon local residents and views towards the Gillette Tower respectively. The concept of lower buildings to south and west was strengthened, with a height focus to the north-east of the site.</p> <p>In response to the character of the Great West Road, taller buildings have been positioned at key points to mark the new public spaces within the site, to play a positive role in signifying the creation of a new residential neighbourhood and wayfinding to new public spaces.</p>

A photograph of three men in a meeting. The man on the left is wearing a grey suit and is looking at a presentation board. The man in the middle is wearing a dark sweater and is pointing at the board. The man on the right is wearing a dark t-shirt with yellow text and is looking at the board. The presentation board has a picture of a building and the text 'St Edward'. The background is a plain wall.

Chapter 9. Conclusions

9.1 Conclusions

Over the approximately ten month consultation period, a number of opportunities were provided for local residents and stakeholders to: learn about the proposals, ask questions, provide feedback, voice concerns and speak directly with the project design team. These opportunities were provided in a number of in-person and online formats in order to aid accessibility and maximise engagement.

This has allowed St. Edward Homes Limited and the wider consultant team to gain a stronger understanding of the local context and the experiences of local residents and other stakeholders.

Throughout the consultation process, the project team has sought to incorporate local feedback and reflect these through the numerous amends made to the design proposals, wherever possible. Balancing this with a consideration to local and city-wide planning policies, along with other development-related considerations.

From the analysis of the findings from the consultation process, a number of clear priorities for the local community have been identified and will therefore shape the focus of future ongoing consultation.

It is clear the community strongly supports the landscaping proposals and the benefits it will bring to the area, they are keen to see these spaces thrive and be actively used for gatherings, events and socialising. There will be ongoing engagement, particularly through the Youth Ambassador Programme, on how these spaces can be work to the benefit of the whole community.

There is also support for the principle of a residential-led mixed-use development.

The local community feel strongly about the local heritage, and throughout the consultation period, have consistently commented on the

need for the development to respect and celebrate local heritage. JTP have responded to this through the various design iterations, and as the designs are further refined and become more detailed, this will be communicated to the local community along with continued consideration to the local context.

Heights and massing were also a key feedback theme, with local residents particularly concerned about the impact the development may have on local views, and if the heights proposed are suitable to the local context.

Transport and traffic was a key theme mentioned in the feedback. The local community strongly support a no net increase in traffic, a move towards a more pedestrian and cyclist friendly environment and an opportunity for significant reductions in traffic along Syon Lane. As discussions with TfL progress, this will be an area that St. Edward Homes Limited will seek to actively work with the community on, ensuring they remain updated on future transport improvement plans.

Open, transparent and regular communication with key stakeholders and invested local residents has ensured that those most interested have remained updated throughout the consultation process. Opportunities online, by phone, by post, in-person at an event or through the dedicated consultation centre have been provided for residents to see how feedback has been incorporated into the proposals, and to also discuss the rationale behind other design developments directly with the developer.

It is the intention of St. Edward Homes Limited to continue providing such opportunities for local residents post planning submission. This includes being available to speak to residents on their specific concerns and to continue to take onboard ideas or suggestions which could enhance further enhance the benefits of the proposed development.

9.2 Next Steps

Following the submission of this outline planning application, consultation and work with the local community will be ongoing with the aim of working collaboratively to further shape aspects of the proposals.

St. Edward are committed to continue working with the Community Liaison Group. Future meetings with the group will be arranged at relevant points in the project programme to share and discuss updates on design developments as they come forward.

The Syon Lane Youth Ambassador Programme was established with initial participation from students from Nishkam School and members of the Hounslow Youth Council. Further opportunities will be provided for other schools and youth organisations in the area to participate in the Programme.

A programme of events, workshops and work experience opportunities will be produced including a dedicated workshop with JTP architects focused at gathering input on how the proposals can benefit local young people, particularly around the use of open spaces.

The wider local community, including residents, businesses, charities/organisations will be able to stay updated on the progress of the Syon Lane Future project, through updates on the project website or through the distribution of newsletters/flyers which will be arranged at relevant points over the course of the post-planning programme.



Chapter 10. Appendix

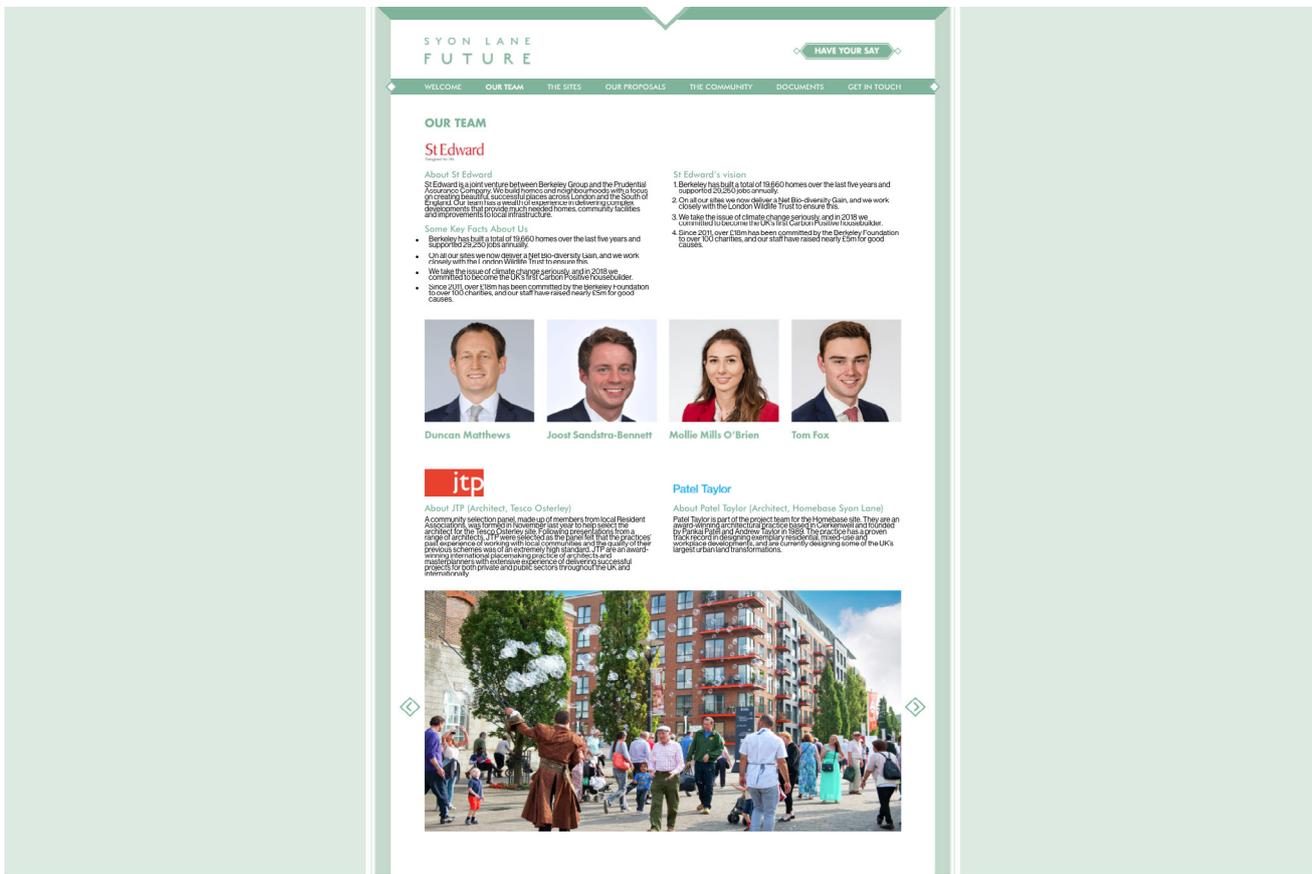
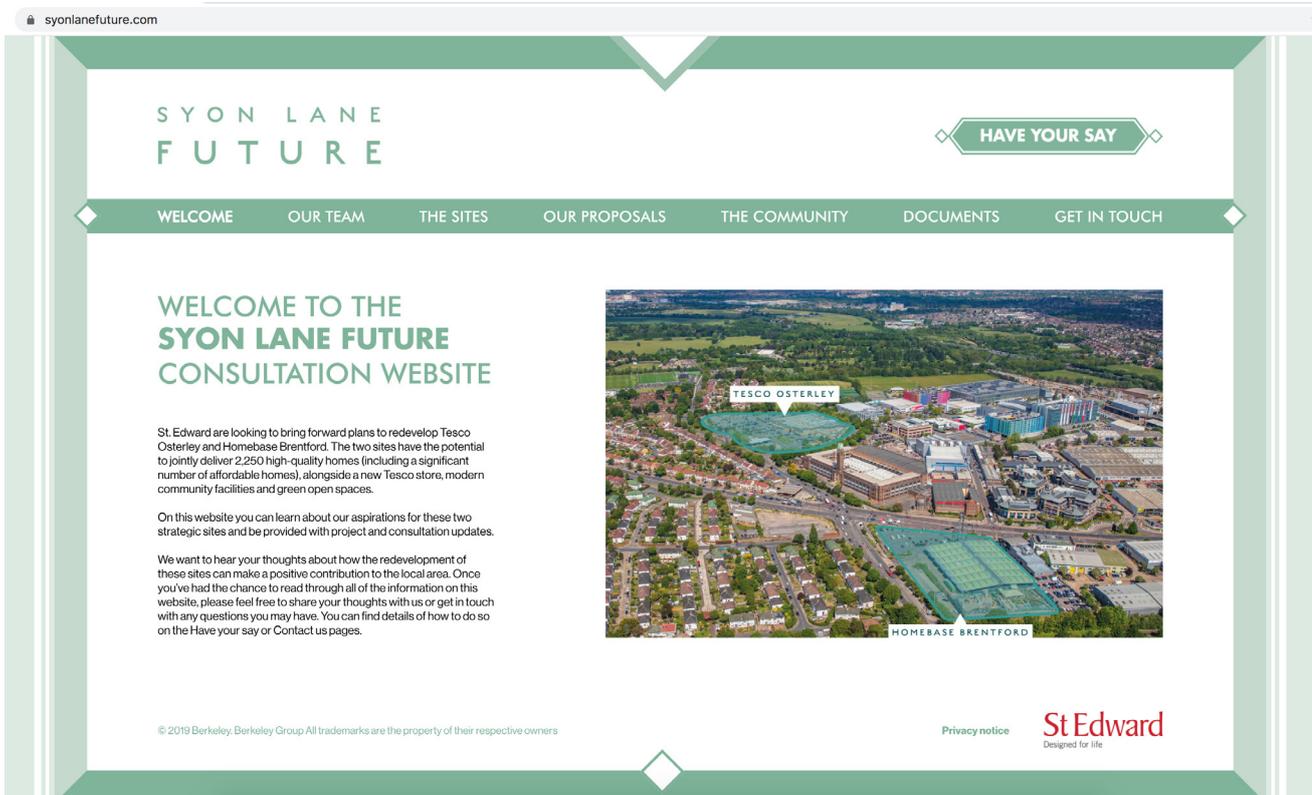
SYON LAN
FUTUR

CLG

- The role of the CLG
- What we want to achieve
- Working together collaboratively
- Ground rules

10.1 ENGAGEMENT MATERIAL

Syon Lane Future Project Website



SYON LANE FUTURE

Dear Resident,

SYON LANE FUTURE – TESCO & HOMEBASE REDEVELOPMENT PROPOSALS

As you may be aware, St. Edward Homes will be submitting plans to redevelop the Tesco Osterley and Homebase Brentford sites in Spring next year. As direct neighbours of the Homebase site, we are extremely keen to meet with you as you will no doubt care passionately about any proposals for its redevelopment.

St. Edward Homes are committed to addressing the shortage of good quality new private and affordable homes in London and the south of England. We are very proud of the industry-leading reputation we have built up over the past 40 years for placemaking and enhancing the communities in which we work. We ensure that the residential-led developments we deliver celebrate local heritage and also provide a wide range of further benefits such as work-spaces, restaurants, shops, cafes and public realm improvements.

We take our responsibilities seriously and are committed to the delivery of the sites. Our proposals will include on-site affordable housing for local people, a brand new Tesco store which will be relocated from its current location to the Homebase site, high quality architecture, increased biodiversity and landscaping, improved public realm, and carefully selected retail operators to contribute to our placemaking ethos. We will also work with residents and neighbours to form a community plan which benefits everyone.

Over the coming months, St Edward Homes will be hosting a range of public events aimed at listening to local resident's views on the proposals. These include walkabouts with local residents and setting up a Community Liaison Group. You can find more details on these events overleaf. We have also opened a dedicated consultation centre located in the Tesco car park next to the Timpsons. The opening times are 4.00pm – 7.00pm on Tuesdays and 9.00am – 12.00pm on Saturdays.

As a resident living within the immediate vicinity of the site, we would be delighted to speak with you on an individual basis to provide you with the opportunity to discuss any queries you may have relating to the regeneration and to have an informal chat directly with a member of the project team.

If you have any questions, or if you would like to arrange a 1-1 meeting or phone call at any time during the consultation process, please contact us using the details below.

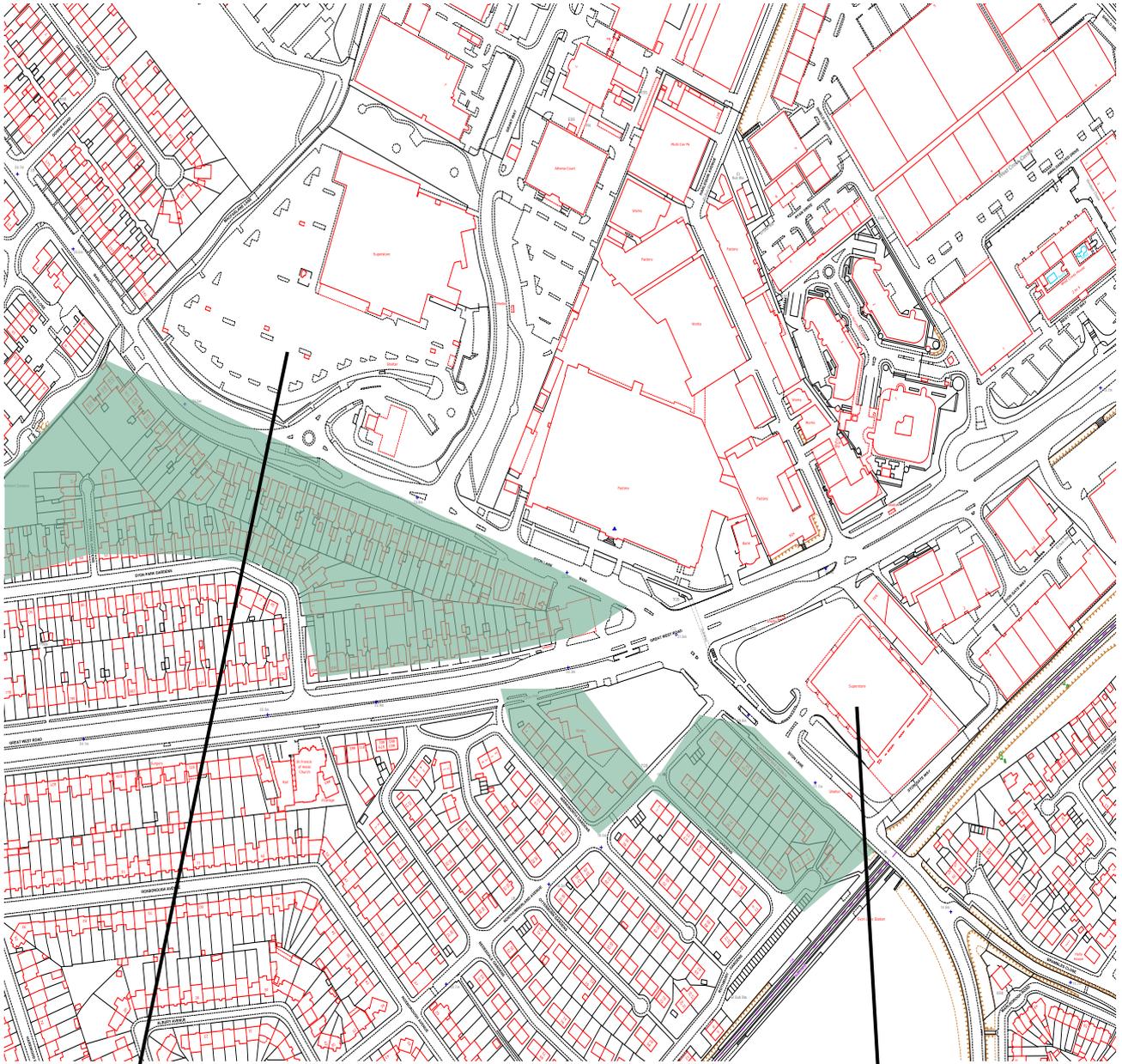
Yours faithfully,

The St. Edward Homes Project Team

-  syonlanefuture.com
-  hello@syonlanefuture.com
-  **020 3487 1887**
-  **Free Post Soundings (Consultation) Ltd**

St Edward
Designed for life

Map of households targeted during door knocking exercise



TESCO OSTERLEY

HOMEBASE BRENTFORD

Exhibition Boards from Public Exhibition 1

SYON LANE FUTURE

WELCOME TO OUR CONSULTATION

Hello and welcome to our public exhibition. We have organised the event today to start a discussion with local residents and community groups about the future of these two important strategic sites.

We want to hear your thoughts about how the redevelopment of these sites can make a positive contribution to the local area.

The aim of today's exhibition is to present our aspirations for each site at this early stage and to listen to what you have to say. Your views will help inform our scheme going forward.

Please take your time to read through all of the information on display and feel free to put any questions you might have to a member of the project team.



St Edward
Designed for life

SYON LANE FUTURE

ABOUT ST EDWARD

St Edward is a joint venture between Berkeley Group and the Prudential Assurance Company.

We build homes and neighbourhoods with a focus on creating beautiful, successful places across London and the South of England. Our team has a wealth of experience in delivering complex developments that provide much needed homes, community facilities and improvements to local infrastructure.

SOME KEY FACTS ABOUT US

- Berkeley has built a total of 19,660 homes over the last five years and supported 29,250 jobs annually.
- On all our sites we now deliver a Net Bio-diversity Gain, and we work closely with the London Wildlife Trust to ensure this.
- We take the issue of climate change seriously, and in 2018 we became the UK's first Carbon Positive housebuilder.
- Since 2011, over £18m has been committed by the Berkeley Foundation to over 100 charities, and our staff have raised nearly £5m for good causes.



Considerate Constructors
Over 70% of our sites have awards under the Considerate Constructors scheme. This compares to an industry average of 1%.



UK Green Building Council
We are a UK Green Building Council (UKGBC) Gold Leaf Member. We partner with them on their Advancing Net Zero programme for carbon in the built environment.



Management Today
In 2011 we were delighted to be awarded First across all sectors in Britain's Most Admired Companies. We were second in 2012 and again 2017.



Queens Award
Berkeley was the first housebuilder to be awarded the Queens Award for Sustainable Development in 2014.

St Edward
Designed for life

SYON LANE
FUTURE

ONE COMBINED VISION

We work with existing communities to create special places that are truly focussed on people and improving lives for everyone.

We want to create places that the local residents can be part of, and be proud of. While we may build the buildings, we believe it is the community that creates the place.

We believe the art of placemaking can be defined by four key ingredients:

- 1 We always put people first and start with a Vision for the community.
- 2 Then comes the place and we plan for the things that really matter to the community and create a real sense of place now and for years to come.
- 3 Good architecture is clearly important, but more so is the space between the buildings, the landscaping and public realm.
- 4 Finally we design the buildings around these.

OUR VISION

"To work with the **local community** to create a **social place** providing green space, homes and jobs for local people, whilst building on and embracing a **proud local heritage**"



1. PEOPLE FIRST



2. COMMUNITY



3. GREEN SPACES AND PLACES



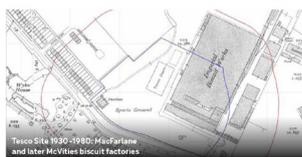
4. THEN THE HOMES

HOW TO CREATE A REAL COMMUNITY

St Edward
Designed for life

SYON LANE
FUTURE

LOCAL CONTEXT



OPPORTUNITY AREA

The London Plan designates the site within the Great West Road Opportunity Area. This aims to deliver a minimum of 7,500 new homes and up to 14,000 new jobs.

The London Borough of Hounslow has itself produced its own Plan for the Opportunity Area. This envisages seven new mixed-use quarters where new development will inject vibrancy, urban life and a new focus into this part of Hounslow.

At a local level, both sites are subsequently allocated for residential-led mixed-use development including high quality new homes and commercial spaces.



St Edward
Designed for life

SYON LANE
FUTURE

PEOPLE FIRST –
IMPROVING THE
PUBLIC REALM

The concept proposals have been developed and careful consideration has been given to placemaking.

We always start with the people. We will enliven and improve the streets around the site by creating activity and investing in the landscaping.

This will provide a more enjoyable and safe experience for all the people that walk from Syon Lane station to either the local schools or workplaces such as Sky.



1. New segregated cycle highway & footway
2. Potential improvements to existing underpass
3. Supermarket entrance plaza & amphitheatre with seating steps
4. Street trees
5. Raised planters with varied planting and tree buffer planting to adjacent roads
6. Improved finishes to footway

St Edward
Designed for life

SYON LANE
FUTURE

OSTERLEY
SITE OPPORTUNITIES

We have some very early ideas about how the new scheme concept will evolve, but we are keen to work with local communities to shape our plans to ensure we can deliver something of real benefit to existing and future residents.

Site opportunities:

- New public square for the local community including community spaces, shops, cafés and exercise or healthcare uses
- Significant high quality public realm of over 4 acres
- A new beautifully landscaped park featuring water, play space and public art
- Enhance existing water gardens
- New bus turnaround for improved bus network
- Better routes to Bolder Academy
- Connecting the community to the Sky Campus
- Reduction in traffic movements
- Efficient use of a brownfield site to deliver much needed new homes (circa. 1,650 of which 35% will be affordable homes) whilst safeguarding the green belt
- Affordable homes for local people



St Edward
Designed for life

SYON LANE
FUTURE

UNLOCKING THE WIDER REGENERATION

There is a unique opportunity to move the existing Tesco store into a new, and more modern store on the soon to be vacated Homebase site.

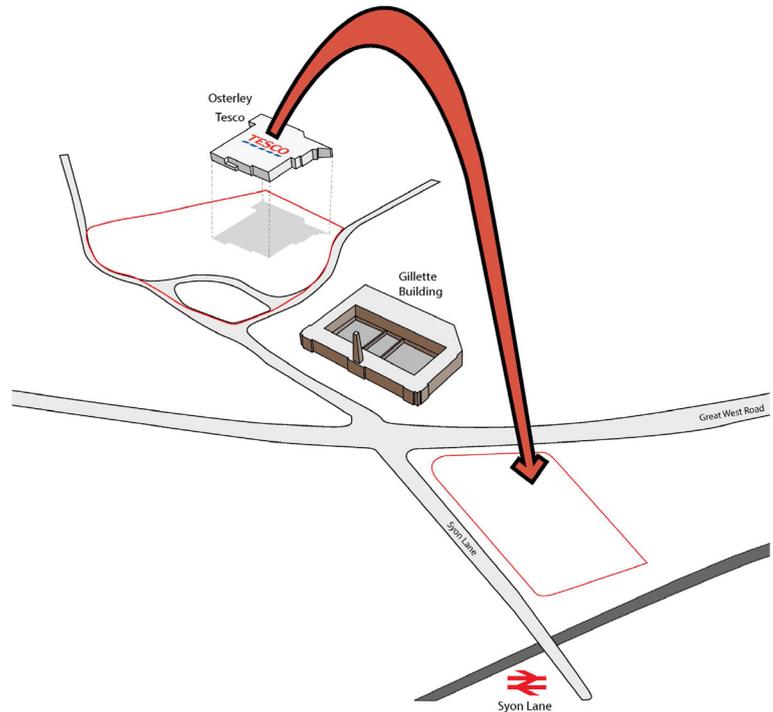
The new store will be built first on the Homebase site alongside new homes. This new Tesco store will take around 3 years to be built.

Once the new store is built, Tesco will then move its staff across and it will begin trading from the new store. This ensures that the Tesco store remains open at all times.

Construction will then begin on the former Tesco site and this will take around a further 8 years.

SUBJECT TO APPROVAL

- Stage 1: Remove Homebase
 - Stage 2: Build a new modern TESCO store on the now vacant Homebase site
 - Stage 3: Develop the former TESCO site
- This sequence allows for TESCO to remain open and operational throughout

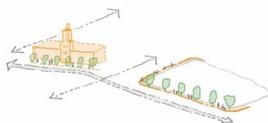


St Edward
Designed for life

SYON LANE
FUTURE

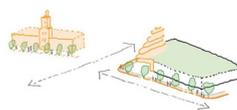
HOMEBASE DESIGN CONCEPT

The emerging proposals seek to wrap the Tesco store and car parking levels with a series of buildings that create a landmark destination in Brentford.



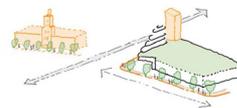
1. Improving streets and spaces

First we start with the people, ensuring the public realm is greener, safer, friendlier.



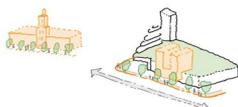
2. Celebrating the corner

Next we celebrate the corner with a building of iconic architecture that reflects the rich local heritage, and steps away to respect the Gillette building.



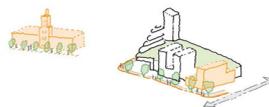
3. Addressing Great West Road

A feature building on the corner of the site creates a gateway into the Golden Mile, improving legibility and wayfinding.



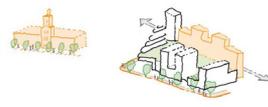
4. Addressing Syon Lane

Rotating these buildings addresses Syon Lane and provides activation to the street, as well as being considerate of neighbouring houses.



5. Marking the corner next to the station

It is important to create a focal point from the train station for both local residents and workers, and visitors to the Golden Mile.



6. Addressing Syon Gate Lane

Finally the design is completed by a series of buildings along the new Syon Gate Lane.

St Edward
Designed for life

SYON LANE
FUTURE

OSTERLEY
CONCEPT - A NEW PARK
FOR THE COMMUNITY

At the heart of our proposal will be a stunning park. This will be publicly accessible, combining a significant network of a park, piazzas, green streets and public shared surfaces.

We would be interested to know from you what kind of open spaces would you like the new park to include?

- Children's play space
- Outdoor gym
- Community gardens
- Picnic lawns
- Ecology gardens
- Wildflower meadows
- Water fountains
- Event space



St Edward
Designed for life

SYON LANE
FUTURE

**KEY BENEFITS TO
THE COMMUNITY**



DESIGNATED
COMMUNITY SPACES
DESIGNED BY YOU



NEW
COMMUNITY HEART /
PUBLIC SQUARE



3 ACRE
PUBLIC PARK



**NEW SHOPS, CAFES
AND RESTAURANTS,**
CREATING JOBS FOR THE
COMMUNITY



NEW HOMES FOR
EVERYONE IN AN
OPPORTUNITY AREA



BESPOKE
ARCHITECTURE



OVER £20M OF CIL AND S106 MONIES INVESTED
INTO **LOCAL INFRASTRUCTURE**



BETTER AND SAFER
ROUTES FOR
PEDESTRIANS



ADDRESSING
CLIMATE CHANGE AND
CARBON REDUCTION



A MODERN AND
SUSTAINABLE
TESCO STORE



OVER 7 ACRES
OF GREEN SPACE
FOR BIODIVERSITY



REDUCED
RETAIL PARKING AND
CAR MOVEMENTS



LONG TERM
PLACEKEEPING
& COMMUNITY PLAN

St Edward
Designed for life

SYON LANE
FUTURE

HOMEBASE DESIGN CONCEPT

GREENER, FRIENDLIER, SAFER - FROM SYON LANE STATION

KEY BENEFITS

- A modern Tesco store
- 400 customer parking spaces
- Improved public realm
- 500 new homes including affordable homes for local people
- 125 residential parking spaces
- Over 1 acre of new green space
- New community space overlooking Gillette Corner
- Iconic architecture and a landmark building



Building heights ranging from 9-16 storeys



St Edward
Designed for life

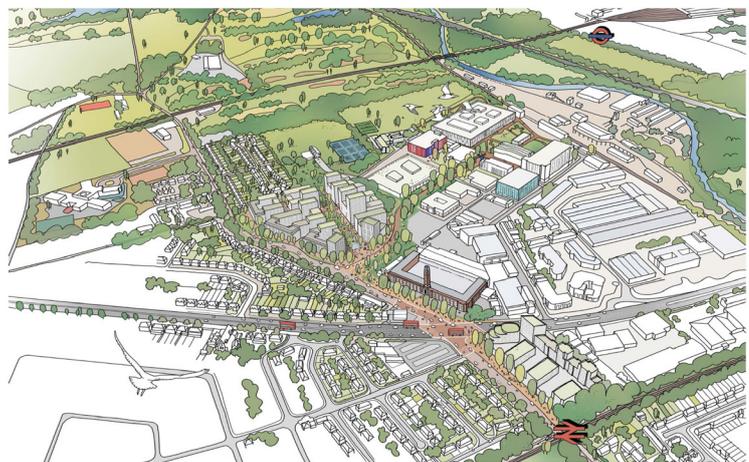
SYON LANE
FUTURE

OSTERLEY CONCEPT - A NEW HEART FOR THE COMMUNITY

We want to create a place with something for everybody. To achieve this we want to provide a vibrant social and cultural life in the new community with access to a range of health, education and leisure facilities.

As well as being a great new attraction for the area, this will help create new jobs, stimulate local investment and will support both new and existing residents.

- A new public square and shops
- New landscaped park and play space
- Quality new homes including affordable homes
- New community space...



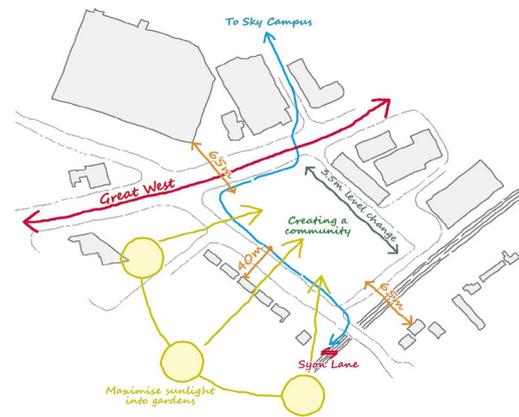
St Edward
Designed for life

SYON LANE
FUTURE

HOMEBASE

THE SITE

- 3.5 acres (1.7 ha)
- Homebase went into a CVA (Company Voluntary Arrangement) in August 2018
- The store is currently occupied under a temporary arrangement with the landlord
- 295 parking spaces
- No viable longer term future for the building
- Limited jobs and benefits to the local community



EXISTING SITE CONSTRAINTS:

- Inefficient use of land in a well located position
- Large level change across the site
- No activation along surrounding streets
- Poor pedestrian routes to the station
- Relationship to Gillette building
- Limited ecology and wildlife
- Regular fly-tipping and disturbances

St Edward
Designed for life

SYON LANE
FUTURE

HOMEBASE

EARLY STAGE DESIGN CONCEPTS TO GIVE YOU AN UNDERSTANDING OF WHAT OUR PROPOSALS COULD LOOK LIKE



BEFORE



AFTER (DAY)



AFTER (DUSK)



VIEW POSITION

St Edward
Designed for life

SYON LANE
FUTURE

COMMUNITY PLAN

BUILDING UPON THE EXISTING COMMUNITY

Our commitment to make a difference goes beyond our sites and the environment, to the communities where we develop.

Communities are about people; we provide places, space and opportunities the whole community can benefit from, and where people come together, meet and get to know their neighbours.

We will put together a Community Plan to establish community events - including social clubs, fetes and festivals, concerts, markets, health and wellbeing initiatives and other activities - that will help residents to form a community as well as draw in neighbours from the local area.

We have a long-term view and play an active role in ensuring that the stewardship, management and placekeeping is self-sustaining once the place is created.

Collaboration is key to success and helps us create high quality places that go on to be thriving communities.



JANUARY
Wellness Week
Residents' Committee
Social Committee



FEBRUARY
Introduction to Construction Event
Photography Club Competition



MARCH
Spring Arts & Crafts



APRIL
Easter Egg Hunt Syon Park
Residents' Committee
Social Committee



MAY
Osterley Park Sports Day



JUNE
Open Air Cinema Night



JULY
Osterley Festival



AUGUST
Fire Brigade Visit
Arts & Crafts Event
Summer Festival



SEPTEMBER
Wildlife Walk in the Water Gardens



OCTOBER
Halloween Arts & Crafts
Residents' Committee
Social Committee



NOVEMBER
Bonfire Night



DECEMBER
Decorate the Christmas Tree
Santa's Grotto

St Edward
Designed for life

SYON LANE
FUTURE

HOMEBASE –
THE NEW TESCO STORE

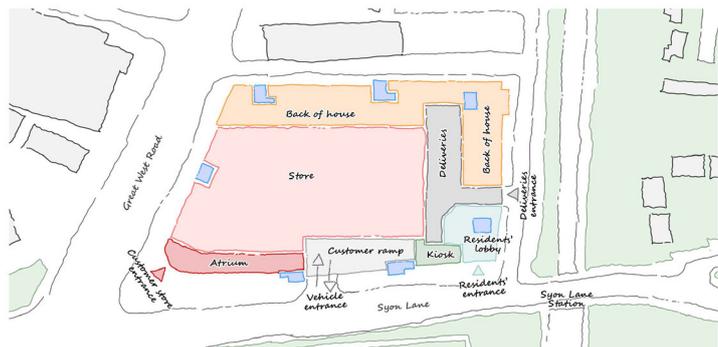
The relocation of the existing Tesco store onto the Homebase site will protect the future of the Tesco store and preserve existing jobs.

The new store will be reprovided at ground floor and will take up much of the site. It will have the same offering, however in a more efficient and sustainable layout.

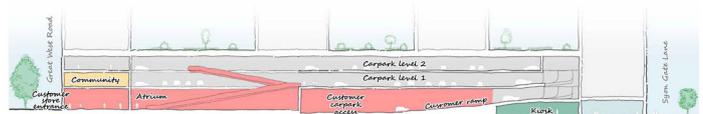
Customer parking will be spread across two levels above the new store. The level of customer parking will be reduced from 625 spaces to 400 spaces.

The petrol station that currently exists will be closed and will not be re-provided, reducing car movements.

There will also be a new café and a community space included in the store. The community offering is on the first floor and will have a prominent viewing point on the corner. We will welcome your views on the future use of this space.



Conceptual Site Plan



Conceptual Section View

St Edward
Designed for life

SYON LANE
FUTURE

HOME BASE

BEFORE



AFTER



VIEW POSITION

St Edward
Designed for life

SYON LANE
FUTURE

TIMESCALES AND NEXT STEPS

We hope you found the exhibition useful and informative.

We will be collating all the feedback we have received and, where possible, will take it on board ahead of submitting a planning application to the London Borough of Hounslow next year.

In the meantime, there will be further opportunities to meet, ask questions and give us your views about the development.

The team is opening a dedicated consultation centre in the Tesco, Osterley car park from Saturday 12 October.

Here you can meet the team, learn more about St Edward and our development proposals, and leave your feedback. The opening hours will be:

4.00pm - 7.00pm Thursdays
9.00am - 12.00pm Saturdays

MEET THE ST EDWARD TEAM



Duncan Matthews



Joost Sandstra-Bennett



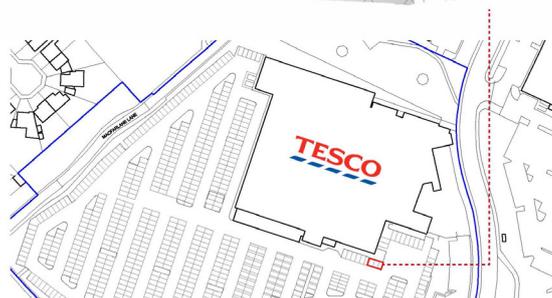
Peter Kuflik-Thackeray



Mollie Mills O'Brien



Tom Fox



Before you leave, please remember to leave your feedback with our colleagues.

Residents' voice and influence are at the forefront of building a sustainable community and St Edward is committed to creating an environment in which people work together to manage and improve their neighbourhood.

There are several ways to give us your comments:

- Feedback forms at this exhibition
- Call our Freephone line on 020 7729 1705
- Email us at hello@syonlanefuture.com
- Talk to a member of the project team here today
- Visit our website: www.giveyourview.com/syonlanefuture
- Come to any of our upcoming events

We hope to see you again soon.

St Edward
Designed for life

Feedback Form used at Public Exhibition 1

SYON LANE FUTURE



THANK YOU FOR ATTENDING OUR EXHIBITION TODAY.
WE WOULD BE GRATEFUL IF YOU COULD SPARE A MOMENT TO PROVIDE YOUR THOUGHTS.

THE LOCAL AREA

Q1: What is most important to you?
(Please select 3 options)

1. Local History and Heritage
2. Knowing your Neighbours
3. Wellbeing and Quality of Life
4. Feeling Safe
5. Local Facilities
6. Being part of Local Community Groups
7. Having a Voice in the Community
8. Adaptable Multi-use Public Space
9. Easily Accessible Streets
10. Integrating the Community
11. Creating Unique Places with Distinctive Character
12. Transport Links
13. Community Space

Q2: What are the priorities for your area
(please rate from 1 to 5 - with 1 being the most important)?

- Jobs and skills training
- The environment and Green space
- Improved Local & Community facilities
- New homes (including affordable homes)
- Improving local connections and transport links

Q3: What's your preferred way of getting around your local area? (tick box)

- Drive
- Public Transport
- Cycle
- Walk

Q4: How do you feel about existing pedestrian and cycle routes? Please let us know your thoughts.

*ok, but better walkways
& cycle routes are needed.*

Q5: Are you satisfied with the local facilities and community facilities in the area? Please let us know your thoughts.

*No, more restaurants, cafes
safe places to relax.*

NEW DEVELOPMENT

Q1: What would you like to see in the new developments? (tick box)

- New Public Green Spaces
- New Shops, Cafes, and Office space.
- Distinctive Character and Local Heritage
- Improved Transport Links
- New Community Space
- Affordable Homes
- Other _____

Q2: What concerns you most with new development in the area? (Please rate in importance from 1 to 6 - with 1 being the most important)

- Traffic impact
- Height and scale ✓✓✓
- Lack of public facilities
- Sufficient quantity of Affordable Homes
- Impact on local schools
- Impact of local healthcare

PLEASE CONTINUE OVERLEAF

SYON LANE FUTURE



Q3: Would you like to see local heritage reflected in the proposals? (tick box)

- Yes
- No
- Don't Mind

Q4: What would you like to see in new public outdoor areas? (tick box)

- Public Art
- Picnic Lawns and Seating
- Children's Play Space
- Water Features
- New Natural Habitats
- Adaptable Multi-use space

Q5: Would you like to see improved connections to the station?

- Yes
- No

COMMUNITY USES

Q1: What type of office and retail uses would most benefit you? (tick box)

- Fitness Studio
- Workspace
- Community Space
- Cafes & Restaurants
- Other _____

Q2: Which facilities does the area need most?
(Please rate in importance from 1 to 4 - with 1 being the most important)

- Healthcare: GP/Dentist
- Multi-purpose Hall
- Children's Park
- Nursery

Q3: What community events would you like to see? (tick box)

- Outdoor Screenings
- Temporary Art installations
- Local Farmers Market
- Seasonal Fetes and Festivals
- Nature walks
- Health & Wellbeing events

Q4: What kind of exercise would you be interested in? (tick box)

- High Intensity/ Crossfit Classes
- Multi-use Gym
- Yoga
- Spinning
- Running Club

KEEP IN TOUCH

Please note that we will not use your information for anything unrelated to the development proposals and that we will not share your information with any third party.

Name _____

Email address _____

Address _____

INTRODUCTION

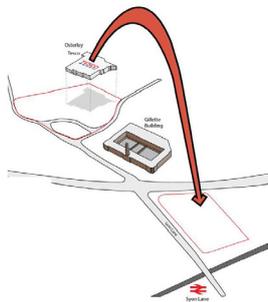
SYON LANE FUTURE

In 2019 St Edward reached an agreement with Tesco to relocate its Osterley store onto the Homebase, Brentford site, and redevelop both sites in partnership with the London Borough of Hounslow and the local community.

In October last year, we held an initial public consultation event and have since engaged in discussions with the local community. We have heard what local people currently value and also what they feel the regeneration could bring to the area, socially, environmentally and economically.

This second exhibition shares our new proposals for the two sites and how they have progressed, reflecting the feedback and conversations we have had with the local community.

St Edward and the project team will be in attendance at this exhibition and would be delighted to listen to your thoughts on the emerging proposals and discuss the Syon Lane masterplan.



SUBJECT TO APPROVAL

- Stage 1: Remove Homebase
 - Stage 2: Build a new modern TESCO store on the now vacant Homebase site
 - Stage 3: Develop the former TESCO site
- This sequence allows for TESCO to remain open and operational throughout.



SYON LANE FUTURE

St Edward
Designed for life

SUMMARY OF FEEDBACK TO DATE

YOU SAID

'YOU WOULD LIKE TO SEE TRANSPORT CONSIDERED CAREFULLY TO AVOID NEGATIVE IMPACTS'

'YOU WOULD LIKE TO SEE CAREFUL CONSIDERATION OF THE BUILDING HEIGHTS, PARTICULARLY IN RELATION TO ADJACENT RESIDENTS'

'YOU WOULD LIKE TO UNDERSTAND MORE ABOUT HOW THE IMPACTS ON LOCAL INFRASTRUCTURE SUCH AS HEALTH FACILITIES, SCHOOLS OR TRANSPORT ARE BEING CONSIDERED.'

'YOU WOULD LIKE TO SEE TRUE AFFORDABLE HOMES FOR LOCAL PEOPLE AND JOBS PRIORITISED FOR LOCAL WORKERS AND BUSINESSES'

'YOU WOULD LIKE TO SEE NEW PUBLIC GREEN SPACES CONSIDERED AS A PRIORITY FOR THE NEW DEVELOPMENT. THESE SPACES SHOULD ALLOW FOR THE CREATION OF NEW HABITATS, CHILDREN'S PLAY SPACES AND SPACES TO SOCIALISE'

'YOU WOULD LIKE TO SEE MORE COMMUNITY FACILITIES WHERE PEOPLE CAN SOCIALISE IN THE NEW DEVELOPMENT, SUCH AS CAFES, RESTAURANTS OR A LEISURE CENTRE'

WE WILL BE DELIVERING



NO NET INCREASE IN PARKING NUMBERS



15 CAR CLUB SPACES



OVER 3,000 CYCLING SPACES



IMPROVED BUS STANDS AND DRIVER FACILITIES



SAFER WALKING AND CYCLE ROUTES



LOWER BUILDINGS ADJACENT TO EXISTING PROPERTIES



TALLER ELEMENTS LOCATED TO LEAST SENSITIVE AREAS



BESPOKE, HIGH QUALITY ARCHITECTURE



CAREFUL CONSIDERATION OF KEY TOWN-SCAPE VIEWS



SPACE FOR A HEALTH FACILITY IN PARTNERSHIP WITH THE CCG



OVER €30M OF CL AND S106 MONIES INVESTED INTO LOCAL INFRASTRUCTURE



NEW COMMUNITY FACILITIES



NECESSARY IMPROVEMENTS TO LOCAL UTILITIES



UP TO 2100 HIGH QUALITY NEW HOMES FOR EVERYONE



33% AFFORDABLE HOMES FOR LOCAL PEOPLE



OVER 250+ JOBS FOR THE LOCAL COMMUNITY



BESPOKE EMPLOYMENT AND TRAINING PROGRAMMES FOR LOCAL PEOPLE



NATURE-LED MASTERPLAN SUPPORTED BY THE WILDLIFE TRUST



OVER 50% OF THE MASTERPLAN IS PUBLIC REALM



BOTH SITES WILL DELIVER A BIODIVERSITY NET GAIN



6 ACRES OF OPEN SPACE INCLUDING A NEW CIVIC SQUARE



400+ NEW TREES PLANTED



A VIBRANT NEW COMMUNITY HEART SURROUNDED BY MIXED USES



40,000 SQFT OF COMMUNITY AND FLEXIBLE COMMERCIAL RETAIL SPACE



10 YEAR TERM PLACEKEEPING AND COMMUNITY PLAN



COMMUNITY USE SPACE FOR USE BY LOCAL CHARITIES, SOCIAL ENTERPRISES OR COMMUNITY GROUPS



A BRAND NEW ACCESSIBLE AND SUSTAINABLE TESCO STORE

SYON LANE FUTURE

St Edward
Designed for life

TESCO OSTERLEY A NEW HEART FOR THE COMMUNITY

- NEW VIBRANT CIVIC SQUARE**
SURROUNDED BY COMMUNITY SPACES, CAFES, GATES AND EXERCISE AND HEALTHY USES
- 1KM PERIMETER TRAIL**
SET AROUND NEW NATURAL WATERCOURSES
- NEW BUS FACILITY & MOBILITY HUB**
TO IMPROVE CONNECTIONS
- 400 RESIDENTIAL PARKING SPACES**
- A REGENERATED AND RESTORED WATERGARDENS**
- SPACE FOR OUTDOOR COMMUNITY EVENTS**
AND ACTIVITIES TO INTEGRATE INTO THE LOCAL COMMUNITY
- 1600 NEW HOMES**
TARGET OF 50% WILL BE AFFORDABLE HOMES FOR LOCAL PEOPLE
- OVER 2,500 CYCLE SPACES**
- THE CREATION OF A NATURAL LANDSCAPE AND OVER 500 NEW TREES PLANTED.**
- SAFER AND GREENER ROUTES**
TO BOLDER ACADEMY, SKY AND SYON LANE STATION
- A SIGNIFICANT BIODIVERSITY NET GAIN**
- ELECTRIC VEHICLE CHARGING POINTS AND 15 CAR CLUB SPACES**



VIEW OF THE WATER GARDENS, ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

SYON LANE FUTURE **St Edward**
Designed for life

FUTURE IMPROVEMENTS TO LOCAL TRANSPORT CONNECTIONS



CROSSRAIL LINK

- New line with Southall (Crossrail) from the new Golden Mile Station
- Connect the local community to Crossrail
- Fast rail access to Central London and Heathrow
- Due to be operational in 2025



RAIL

- New West London Orbital line - Old Oak Common to Hounslow Overground Link
- This will link Mountlow's Syon Lane and Brentford Stations to Old Oak Common, Hendon and West Hampstead
- Direct connections to HS2 at Old Oak Common
- West London Orbital Phase 1 due to be operational in 2025




BUS

- The sites will support the expansion of bus services along and across the corridor
- E1 bus route extended to provide a new route to Ealing and Greenford
- H28 bus route extended and made more frequent to provide a better service
- The proposals for the Tesco site could include a bus turnaround to accommodate these new routes
- Subject to TfL consultation



WALK

- New Boston Manor Boardwalk will improve links between Boston Manor station and the Great West Road
- Better and safer pedestrian routes to key transport hubs with Tesco/Heronbridge regeneration
- Improve pedestrian access across the Great West Road



CYCLE

- Provision of over 3,000 cycle spaces across the two sites
- Boston Manor Cycle route improvement
- Connections to Central London
- Cycleway 9 to run from Kensington Olympia to Hounslow town centre

- Key**
- Connections to New Old Oak Common station
 - Piccadilly and District Underground lines
 - Crossrail
 - Southall Crossrail link to Golden Mile station
 - National Rail
 - Boston Manor boardwalk
 - Boston Manor cycle route improvement
 - Current E1 bus route
 - Proposed E1 extension
 - Current H28 route
 - Proposed H28 route
 - Cycle Superhighway
 - H91 route

SYON LANE FUTURE **St Edward**
Designed for life

Exhibition Boards from Public Exhibition 2 (continued)

THE TEAM

WHO ST EDWARD ARE

St Edward is joint venture between Berkeley Group, London's leading mixed-use developer, and M&G Investments.

We build homes and neighbourhoods with a focus on creating beautiful, successful places across London and the South of England. Our team has a wealth of experience in delivering complex developments that provide much needed homes, community facilities and improvements to local infrastructure.



Considerate Constructors
Over 70% of our sites have awards under the Considerate Constructors scheme. This compares to an industry average of 11%.



UK Green Building Council
We are a UK Green Building Council (UKGBC) Gold Leaf Member. We partner with them on their Advancing Net Zero programme for carbon in the built environment.



Management Today
In 2011 we were delighted to be awarded First across all sectors in Britain's Most Admired Companies. We were Second in 2012 and again 2017.



BUILDING AWARDS
Awarded Housebuilder of the Year at the Building Awards



CIRA BIG BIODIVERSITY CHALLENGE AWARDS 2018
For our innovative approach to net biodiversity gain



BETTER SOCIETY AWARDS
Berkeley Group was awarded the Carbon Reduction or Offset Programme of the Year in 2019



SUSTAINABLE HOUSEBUILDER OF THE YEAR
The Berkeley Group was crowned Sustainable Housebuilder of the year at the Housebuilder Awards 2019



JTP
Architects: Tesco Osterley

A community selection panel, made up of members from local Resident Associations, was formed in November last year to help select the architect for the Tesco Osterley site. Following presentations from a range of architects, JTP were selected as the panel felt that the practices' past experience of working with local communities and the quality of their previous schemes was of an extremely high standard. JTP are an award-winning international placemaking practice of architects and masterplanners with extensive experience of delivering successful projects for both private and public sectors throughout the UK and internationally.

Patel Taylor

PATEL TAYLOR
Architects: Homebase, Syon Lane

Patel Taylor were chosen to lead the design on the redevelopment of the Homebase site as they have extensive experience in masterplanning, residential and commercial mixed-use developments as well as buildings for education and culture. The practice has designed over 15,000 homes in London and are currently working on some of the city's largest urban regeneration projects at London Dock, White City Living and Twelvewoods Park.

SYON LANE
FUTURE

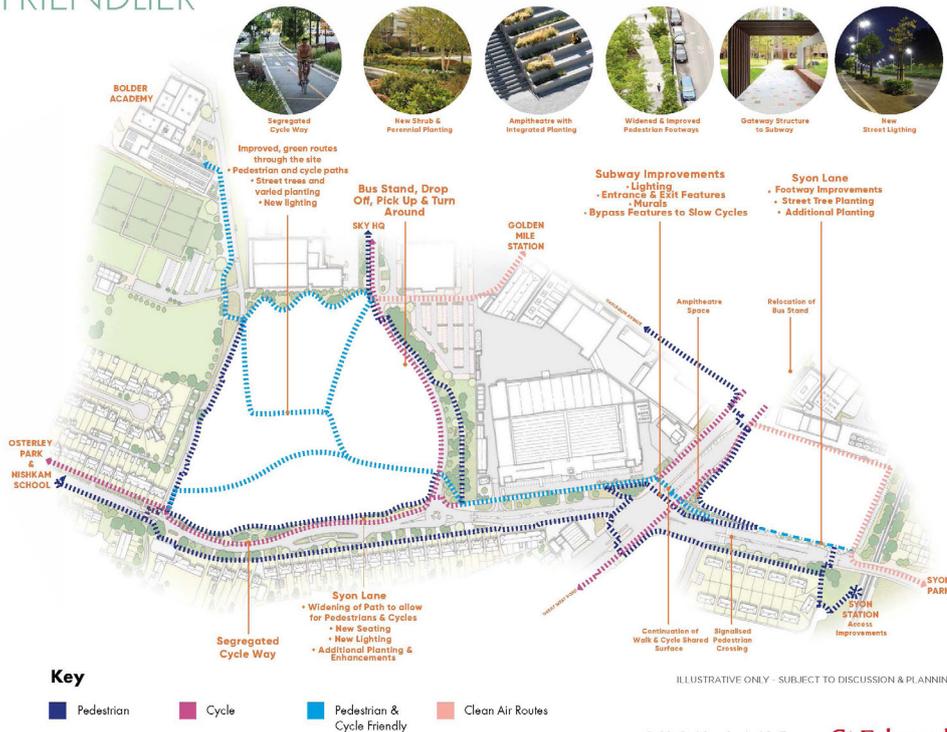
St Edward
Designed for life

LINKS WITH THE LOCAL NEIGHBOURHOOD GREENER, SAFER, FRIENDLIER

Our masterplan approach starts with the people. We will enliven and enhance the streets around the two sites by improving connections, creating activity and investing in the public realm.

The masterplan proposals will seek to:

- Widen and improve footpaths to make friendlier streets
- Introduce segregated cycle lanes
- Reprovide a new bus turnaround facility with modern driver facilities
- Provide lighting to improve safety
- Plant over 400 new trees and flower beds to make greener routes more pleasant to use
- Improve the existing underpass
- Provide flexible retail uses to create activity



SYON LANE
FUTURE

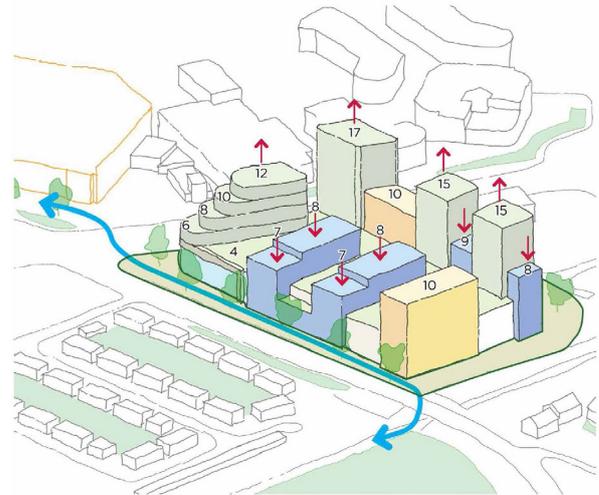
St Edward
Designed for life

HOMEBASE WHAT WE SHOWED YOU LAST TIME

- Homebase went into a CVA (Company Voluntary Arrangement) in August 2018 and the store is currently under a temporary arrangement with the landlord.
- The current site offers limited jobs and benefits to the local community, and regularly suffers from fly-tipping and antisocial activity.
- Last time we showed you our proposals for a mixed use scheme on the site. This included a Tesco store at the ground floor, two levels of retail parking above the store and new homes placed on top.
- The relocation of the existing Tesco store onto the Homebase site will protect the future of the Tesco store and preserve existing jobs.
- We will enliven and improve the streets around the site by investing in the landscaping and creating activity, providing a greener, more enjoyable and safer experience for the community.
- There will be a new café and community space included in the new Tesco store.



ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING



ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

RESPONDING TO YOUR FEEDBACK

Following resident and stakeholder feedback the key amendments to the design proposals are:

- The public realm along Syon Lane has been redesigned to make the pedestrian journey safer and more enjoyable.
- Reduction to 470 new homes, including affordable homes for local people.
- Increased provision of larger apartments for families with children to help support a mixed and balanced community.
- Reduction in height of the buildings along Syon Lane from 9 to 7 storeys.
- Redesign of the architecture along the Great West Road to more positively respond to the local context and mark Gillette Corner.

SYON LANE
FUTURE

St Edward
Designed for life

SUSTAINABLE NOW AND IN THE FUTURE

The Berkeley Group is committed to minimising carbon dioxide emissions both now and in the future in order to reduce our impact and contribution to climate change. We recognise our responsibility to manage environmental impacts, adapt to changing climate conditions and also to limit energy costs for residents, enhancing wellbeing and helping to manage local air quality.

Our objectives are aligned with the Mayor of London's plans to build a sustainable London for the future and TfL's 'Healthy Streets' approach has been embedded in the design. By introducing a wealth of new plant life, green open spaces and green buildings, we will increase biodiversity in the area, as well as respecting and enhancing the unique ecology of Brentford and Osterley, and the heritage of the area.

DESIGN

 ALL BUILDINGS WILL SUPPORT LOW CARBON LIVING	 PASSIVE DESIGN TO OFFSET OVER-HEATING
 RESIDENTIAL BUILDINGS WILL TARGET ZERO CARBON EMISSIONS WITH VERY GOOD FABRIC EFFICIENCY	 COMMERCIAL SPACE WILL BE FLEXIBLE AND ENERGY EFFICIENT
 ZERO EMISSION AIR SOURCE HEAT PUMPS PROVIDING HEATING AND HOT WATER	 PV PANELS TO PROVIDE RENEWABLE ENERGY
 INTERNAL RECYCLING FACILITIES IN ALL HOMES	 EFFICIENT FITTINGS TO REDUCE INTERNAL WATER CONSUMPTION TO 105 LITRES PER PERSON PER DAY
	 NEW HOMES TO BE DESIGNED FOR THERMAL COMFORT AND TO MINIMISE RISK OF OVER-HEATING

TRAVEL

 NO NET INCREASE IN CAR PARKING	 OVER 3,000 NEW CYCLE SPACES
 57% REDUCTION IN RETAIL PARKING NUMBERS	 TESCO CAR PARK DESIGNED FOR FUTURE ALTERNATIVE USE
 ELECTRIC VEHICLE CHARGING FACILITIES	 PROVISION OF CAR CLUB BAYS
 IMPROVED AND NEW BUS STANDS	 GREENER PEDESTRIAN AND CYCLE ROUTES

SYON LANE
FUTURE

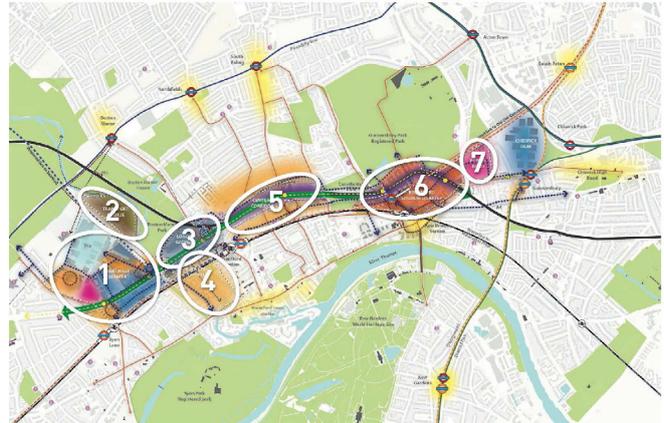
St Edward
Designed for life

THE BIG PICTURE

OPPORTUNITY AREA

The London Plan, produced by the Mayor of London and the GLA, designates the two sites within the Great West Road Opportunity Area. This aims to deliver a minimum of 7,500 new homes and up to 14,000 new jobs over the next 10 years.

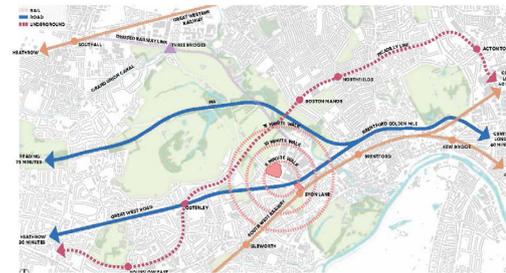
The London Borough of Hounslow has also produced its own Plan for the Opportunity Area to inject vibrancy, urban life and a new focus into this part of Hounslow. Within the Plan both sites are allocated for residential-led mixed use development including high quality new homes and commercial spaces.



The Golden Mile Opportunity Area

THE WIDER CONTEXT

The Syon Lane Future masterplan is closely located to excellent public transport connections, amenities, parks and open spaces.



Site's existing rail & road connections



Site's proximity to green space across Osterley and Brentford

SYON LANE FUTURE **St Edward**
Designed for life

TESCO OSTERLEY A NATURE LED APPROACH

- 10.6 acre site sits between the large industrial buildings of the Great west road and the green of Osterley Park
- Currently occupied by a large Tesco Extra superstore, 625 parking spaces and petrol filling station
- The Tesco store was built in 1993 and is no longer suited to modern requirements
- 77% of the site is hard standing providing limited ecological or community value
- Regular fly-tipping and disturbances



DESIGN PROPOSALS SPACES FOR CONNECTING COMMUNITIES

The vision is to deliver a landscape-led masterplan which is linked to three key principles: To Protect, Enhance and Connect.



A PLACE TO PROTECT
...the local views of the Gillette Tower as a celebrated local landmark

A PLACE TO ENHANCE
...the mature boundary planting environments, drawing it into the masterplan as a connected sequence of different spaces

A PLACE TO CONNECT
...existing communities to explore New Public Spaces and routes, offering places designed for varying uses and users.



ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

SYON LANE FUTURE **St Edward**
Designed for life

HOMEBASE

PEOPLE FIRST – HIGH QUALITY-LED PUBLIC REALM

The concept proposals have been developed further with careful consideration given to placemaking, enhancing the public realm around the site and making pedestrian and cycle routes greener, safer and friendlier.

KEY BENEFITS

- Stepped amphitheatre at the entrance to the Tesco store
- New segregated cycle highway and widened footpaths
- Potential improvements to existing underpass
- New clear air routes around the site
- Over 40 new street trees to create tree lined avenues
- Raised planters with vibrant planting and seating
- Improved feature paving to footpaths
- Improvements to local Air Quality through improved public realm and substantial greening of the site
- Green roofs to support local biodiversity and manage rainwater runoff



ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

SYON LANE FUTURE **St Edward**
Designed for life

NATURE AND BIODIVERSITY

St Edward understands it's responsibility to the spaces in which we build. In the face of a global ecological crisis, we are committed to help nature's recovery across all of our new developments. As such, St Edward has made it policy that we create a net biodiversity gain where ever we are- an approach that ensures habitats for wildlife are enhanced and our development sites are more biodiverse than before we arrived.

Once farmland, today the Homebase and Tesco sites hold very little ecological value, with the majority of land covered by tarmac. Our proposals seek to bring biodiversity to the Great West Road and create a nature recovery network across the developments. We are working closely with the London Wildlife trust, landscape architects and ecologists to deliver ecologically rich and biodiverse places on these two sites.



NATURE



THE WATER GARDENS: A PERMANENT WETLAND FOR OSTERLEY

Our proposals seek to revive the 'Water Gardens' as a beautiful, public open space to be enjoyed by people and nature alike.

With a permanent, naturalistic pond the restored Water Gardens will create a place for socialising as well as a pedestrian friendly link between Grant Way and MacFarlane Lane. The design

for the Water Gardens will be developed in close partnership with the London Wildlife Trust to promote biodiversity and contribute towards addressing local climate change issues.

Proposals will include the planting of naturalistic trees, shrub, marginal and aquatic plant species to promote wildlife and

to provide for urban greening, cooling, pollution capture and carbon sequestration.

The lake will additionally function as part of the site-wide, sustainable, surface water drainage, retaining rainwater during inclement weather events.

SYON LANE FUTURE **St Edward**
Designed for life

ONE COMBINED VISION

We work with existing communities to create special places that are truly focused on people and improving lives for everyone.

We want to create places that local residents can be part of, and be proud of. While we may build the buildings, we believe it is the community that creates the place.

We believe the art of placemaking can be defined by four key ingredients:

- 1 We always put people first and start with a Vision for the community.
- 2 Then comes the place and we plan for the things that really matter to the community and create a real sense of place now and for years to come.
- 3 Good architecture is clearly important, but more so is the space between the buildings, the landscaping and the public realm.
- 4 Finally we design the buildings around these.

OUR VISION

"To work with the **local community** to create a **social place** providing green space, homes and jobs for local people, whilst building on and embracing a **proud local heritage**"



1. PEOPLE FIRST



2. COMMUNITY



3. GREEN SPACES AND PLACES



4. THEN THE HOMES

HOW TO CREATE A REAL COMMUNITY

SYON LANE
FUTURE

St Edward
Designed for life

TESCO OSTERLEY PLACES FOR PEOPLE TO MEET, MIX AND RELAX

THE CLEARING



THE WATER GARDENS



THE MEANDER



THE COPSE



ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

SYON LANE
FUTURE

St Edward
Designed for life

HOMEBASE MODERN RETAIL AND COMMUNITY SPACE

THE RELOCATION

- The new Tesco store will be provided at ground floor and will take up much of the site.
- It will be a similar offering, however in a more efficient and sustainable layout to benefit the local community.
- There will be 400 retail car parking spaces.
- There will also be a new café and a community space included in the store.
- The community offering is on the first floor and will have a prominent viewing point on the corner.
- Additional jobs will also be created through site management, gardening and concierge staff.
- There is a retail space for a local shop on Syon Lane which will be flexible so it can be tailored to the needs of the local community.
- For all residents the main entrance to the scheme will be through a central concierge on the opposite corner to Syon Lane Station.



ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

SYON LANE
FUTURE

St Edward
Designed for life

LOCAL INFRASTRUCTURE AND ECONOMIC BENEFITS

The combined developments will gradually provide homes for up to 4,500 new residents over the next 15 years, with the following effect on local infrastructure.

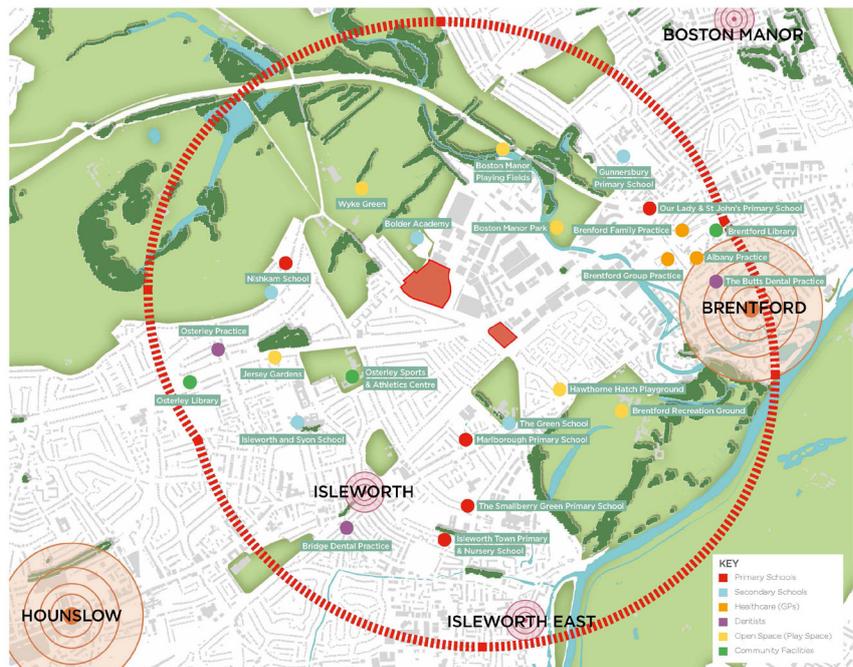
THE SCHEMES WILL PROVIDE THE FOLLOWING:

- 7,000 sqft of community space across both sites
- Space provided for GP surgery on the Tesco site
- 6 acres of public open space
- 2 acres of play space
- CIL contributions to fund primary and secondary school improvements
- Over 250 new jobs
- 800 construction jobs over the build programme
- 40 apprenticeship opportunities for local young people

What is CIL?

CIL stands for Community Infrastructure Levy. This is a contribution that all new developments must pay to support infrastructure improvements throughout the Borough.

The money can be used to fund transport, school, hospital, highway and other health and social care improvements. Both developments will generate around £30m of CIL which will be invested back into local infrastructure improvements.



SYON LANE
FUTURE

St Edward
Designed for life

SUMMARY OF FEEDBACK TO DATE

HOW HAS THIS HELPED INFORM YOUR VISION?

We have learnt a lot from the local community and the thoughts and ideas we have heard have made a valuable contribution to be shaping our proposals so far.



Syon Lane consultation cabin



Public exhibition 1, October 2019



Resident Walk and Talk, November 2019



CLG Meeting, December 2019



CLG Meeting, December 2019



SYON LANE
FUTURE

St Edward
Designed for life

TESCO OSTERLEY DESIGN PROPOSALS – THE FORMS

The buildings are arranged to sensitively respond and unify the setting of the adjacent suburban housing, local green spaces, and the large factories along the Great West Road.

The proposals will incorporate a mix of houses and flats with courtyard blocks and, range in height from two storeys through to seventeen storeys.

A mix of houses and a range of apartments will be provided to attract first time buyers, young professionals, families with small children and downsizers, to support a mixed and balanced community.

Along Syon Lane, a mix of six storey apartment buildings and two storey houses will respond to the shoulder heights of the Gillette building and the residential buildings positioned on the other side of the Lane.

The building heights will then step up to the northeast corner of the site towards the large buildings of the Great West Road and the Sky Campus.

The building forms and reduced scale of the building footprints, allow permeability and routes through the site.



Massing that respects the sensitive edges of Syon Lane & Oaklands Avenue



Building heights ranging from 2-17 storeys



Illustrative view along Syon Lane



FORMS THAT RELATE
...a central geometry aligned with the Commercial footprint to the north of the site

FORMS THAT CONSIDER
...the increase in scale across the site, from domestic to commercial

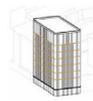
FORMS THAT ADDRESS
...their spaces, whether a playful geometry of buildings in landscape or code breaker buildings addressing civic space

SYON LANE
FUTURE

St Edward
Designed for life

HOMEBASE ICONIC ARCHITECTURE ALONG THE GREAT WEST ROAD

A COLLECTION OF FIVE BUILDINGS

 <p>1) Block A Celebrating the corner</p> <ul style="list-style-type: none"> Addressing Gillette Corner Creating a prominent corner Stepping away from the Gillette Corner to respect the Gillette Building in key views 	 <p>2) Block B1 Celebrating the Great West Road</p> <ul style="list-style-type: none"> Creating a gateway into the Great West Corridor Improving legibility and wayfinding Marking the changing grain 	 <p>3) Block B3 & B3 Creating an articulated skyline</p> <ul style="list-style-type: none"> Messing away from sensitive context Creating an articulated skyline 	 <p>4) Block C Marking the station arrival</p> <ul style="list-style-type: none"> A focal point from the station Marking the corner from Syon Lane station 	 <p>5) Block D & E Addressing Syon Lane</p> <ul style="list-style-type: none"> Mindful of surrounding context Buildings perpendicular to Syon Lane to maximise daylight and sunlight Step backs to minimise impact 					
<p>Primary Material</p>  <p>Blue Brick</p>	<p>Secondary Materials</p>  <p>White brick, bronze metal, white metal</p>	<p>Primary Material</p>  <p>Blue Brick</p>	<p>Secondary Materials</p>  <p>Bronze metal, white metal</p>	<p>Primary Material</p>  <p>Red Brick</p>	<p>Secondary Materials</p>  <p>White brick, cream brick, bronze metal, white metal</p>	<p>Primary Material</p>  <p>Brown Brick</p>	<p>Secondary Materials</p>  <p>White brick, bronze metal, white metal</p>	<p>Primary Material</p>  <p>Cream Brick</p>	<p>Secondary Materials</p>  <p>White brick, bronze metal, white metal</p>



VIEW TOWARDS GILLETTE CORNER. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING



VIEW OF RESIDENT GARDENS. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING



VIEW LOOKING ALONG SYON LANE. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

SYON LANE
FUTURE

St Edward
Designed for life

COMMUNITY PLAN

BRINGING THE COMMUNITY TOGETHER

Our commitment to make a difference goes beyond our sites and the environment, to the communities where we develop.

Communities are about people; we provide places, space and opportunities the whole community can benefit from, and where people come together, meet and get to know their neighbours.

COMMUNITY FUND

There will be a community fund for local initiatives and community groups, and support valuable local services and programmes.

COMMUNITY PLAN

St Edward will initiate the implementation of a Community Plan to help encourage the effective development of a thriving new neighbourhood, where people love to live. Community plans not only help create communities within a new development but also help to integrate these emerging communities with existing local ones through organisation of regular community events throughout the year.

EMPLOYMENT AND SKILLS PLAN

St Edward will implement an Employment and Skills Plan to help maximise local employment opportunities and improve local skills levels.



JANUARY
Wellness Week
Residents' Committee
Social Committee



FEBRUARY
Introduction to Construction Event
Photography Club Competition



MARCH
Spring Arts & Crafts



APRIL
Easter Egg Hunt Syon Park
Residents' Committee
Social Committee



MAY
Osterley Park Sports Day



JUNE
Open Air Cinema Night



JULY
Osterley Festival



AUGUST
Fire Brigade Visit
Arts & Crafts Event
Summer Festival



SEPTEMBER
Wildlife Walk in the Water Gardens



OCTOBER
Halloween Arts & Crafts
Residents' Committee
Social Committee



NOVEMBER
Bonfire Night



DECEMBER
Decorate the Christmas Tree
Santa's Grotto

SYON LANE
FUTURE

St Edward
Designed for life

HOMEBASE ICONIC ARCHITECTURE ALONG THE GREAT WEST ROAD

A COLLECTION OF FIVE BUILDINGS

 <p>1) Block A Celebrating the corner</p> <ul style="list-style-type: none"> Addressing Gillette Corner Creating a prominent corner Stepping away from the Gillette Corner to respect the Gillette Building in key views 	 <p>2) Block B1 Celebrating the Great West Road</p> <ul style="list-style-type: none"> Creating a gateway into the Great West Corridor Improving legibility and wayfinding Marking the changing grain 	 <p>3) Block B3 & B3 Creating an articulated skyline</p> <ul style="list-style-type: none"> Massing away from sensitive context Creating an articulated skyline 	 <p>4) Block C Marking the station arrival</p> <ul style="list-style-type: none"> A focal point from the station Marking the corner from Syon Lane station 	 <p>5) Block D & E Addressing Syon Lane</p> <ul style="list-style-type: none"> Mindful of surrounding context Buildings perpendicular to Syon Lane to maximise daylight and sunlight Step back to minimise impact 					
<p>Primary Material</p>  <p>Blue Brick</p>	<p>Secondary Materials</p>  <p>White brick, bronze metal, white metal</p>	<p>Primary Material</p>  <p>Blue Brick</p>	<p>Secondary Materials</p>  <p>Bronze metal, white metal</p>	<p>Primary Material</p>  <p>Red Brick</p>	<p>Secondary Materials</p>  <p>White brick, cream brick, bronze metal, white metal</p>	<p>Primary Material</p>  <p>Brown Brick</p>	<p>Secondary Materials</p>  <p>White brick, bronze metal, white metal</p>	<p>Primary Material</p>  <p>Cream Brick</p>	<p>Secondary Materials</p>  <p>White brick, bronze metal, white metal</p>



VIEW TOWARDS GILLETTE CORNER. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING



VIEW OF RESIDENT GARDENS. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING



VIEW LOOKING ALONG SYON LANE. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING

SYON LANE FUTURE **St Edward**
Designed for life

COMMUNITY PLAN

BRINGING THE COMMUNITY TOGETHER

Our commitment to make a difference goes beyond our sites and the environment, to the communities where we develop.

Communities are about people; we provide places, space and opportunities the whole community can benefit from, and where people come together, meet and get to know their neighbours.

COMMUNITY FUND

There will be a community fund for local initiatives and community groups, and support valuable local services and programmes.

COMMUNITY PLAN

St Edward will initiate the implementation of a Community Plan to help encourage the effective development of a thriving new neighbourhood, where people love to live. Community plans not only help create communities within a new development but also help to integrate these emerging communities with existing local ones through organisation of regular community events throughout the year.

EMPLOYMENT AND SKILLS PLAN

St Edward will implement an Employment and Skills Plan to help maximise local employment opportunities and improve local skills levels.



JANUARY
Wellness Week
Residents' Committee
Social Committee



FEBRUARY
Introduction to Construction Event
Photography Club Competition



MARCH
Spring Arts & Crafts



APRIL
Easter Egg Hunt Syon Park
Residents' Committee
Social Committee



MAY
Osterley Park Sports Day



JUNE
Open Air Cinema Night



JULY
Osterley Festival



AUGUST
Fire Brigade Visit
Arts & Crafts Event
Summer Festival



SEPTEMBER
Wildlife Walk in the Water Gardens



OCTOBER
Halloween Arts & Crafts
Residents' Committee
Social Committee



NOVEMBER
Bonfire Night



DECEMBER
Decorate the Christmas Tarts
Santa's Grotto

SYON LANE FUTURE **St Edward**
Designed for life

SUMMARY OF FEEDBACK TO DATE

KEY FEEDBACK - EXHIBITION 1 & CLG

Summarised below, are the key issues that were raised by residents at our first public exhibition.

TRANSPORT & TRAFFIC

The impact on transport links and traffic was a prominent concern for local residents. We found that many people prefer to travel by car because of poor standards in the public transport provision. There are also concerns about safety, congestion and pollution around cycle paths. Residents told us that they would like to see better pedestrian routes and traffic calming measures.



HEIGHT
People expressed an interest in understanding more about the building heights.



PARKING
Parking is a significant concern, in particular ensuring adequate parking spaces are available for Tesco customers and new residents.



A PLACE TO SOCIALISE
Local people want to see a development that will provide new places to socialise. Restaurants, cafes and community/leisure facilities were popular choices among residents.



COMMUNITY FACILITIES
Many people expressed that the current local healthcare provisions are overstretched, and therefore feel that providing new health care facilities in the new development is key.



GREEN AND OPEN SPACES
There is a strong desire for the new development to provide a variety of public green and open spaces. People also said that they want these spaces to allow for children's play and other social activities.

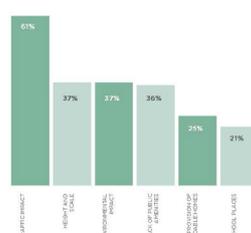


INFRASTRUCTURE
People wanted assurance that the area can accommodate the two developments.

KEY FEEDBACK: ONLINE SURVEYS

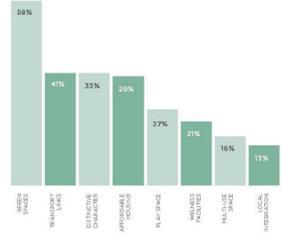
Below are some of the insights we gained from our first round of surveys through the 'Give my View' platform.

WHAT CONCERNS YOU MOST WITH THE NEW DEVELOPMENT?



Total responses: 1110

WHAT WOULD YOU LIKE TO SEE IN THE PROPOSED NEW DEVELOPMENT?



Total responses: 1110

COMMUNITY SUGGESTIONS

'PUBLIC SPACES THAT BRING ALL SECTIONS OF THE COMMUNITY TOGETHER AND REFLECT THE DIVERSITY OF THE AREA - CAFES, PLAY SPACES FOR CHILDREN, SEATING FOR OLDER PEOPLE'

'A PLACE WHERE LOCAL CHARITIES OR ORGANISATIONS CAN BOOK A ROOM OR SPACE TO USE FOR THEIR ACTIVITIES'

'MORE DOCTORS AND DENTIST SURGERIES. ALSO MORE OF A COMMUNITY FEEL WITH CAFES AND SHOPS'

'WOULD BE GOOD TO UNDERSTAND HOW THE PROPOSALS WILL REDUCE THE POTENTIAL IMPACT OF TRAFFIC THIS DEVELOPMENT MAY HAVE'

'AFFORDABLE HOUSING, GREEN SPACES, TREES AND PEDESTRIAN ONLY AREAS'

SYON LANE FUTURE

St Edward
Designed for life

TESCO OSTERLEY A VIBRANT MIX OF USES

The Syon Lane Future proposals create more than just new homes. The site is intended to be a place for people to live, shop, work and play.

- A new civic square delivering that much needed community heart where local farmers markets, performances, outdoor screenings and events will all be held.
- 40,000 sqft of commercial space to serve the local community
- Mixed uses to include a community facility, space for a GP, gym, workspace, bars and restaurant.
- These spaces will be designed with sufficient flexibility to future proof and allow it to be easily adaptable to respond to commercial needs.
- We will continue to determine through consultation with the community what uses are most desired

YOU SAID

'A DECENT SIZE SUPERMARKET, NICE RESTAURANTS, CAFES AND SHOPS. REGULAR FESTIVALS, LIVE MUSIC, PLACES TO WALK DOGS, COMMUNITY CLEAR UP EVENTS.'

'COMMUNITY HUB BASE SO THAT THERE IS A GOOD SENSE OF BELONGING AND TOGETHERNESS.'

'OUTDOOR SEATING AREAS, PLAY AREAS FOR THE CHILDREN BOTH BIG AND SMALL...GPS ARE MOST DEFINITELY NEEDED'

'WE DEFINITELY NEED SOME DECENT CAFES / EATERIES IN THE AREA...SOME CLASSY PLACES TO MEET FRIENDS, ETC. FOR BREAKFAST, BRUNCH, LUNCH, OR JUST A COFFEE AND A PASTRY.'

'BRING THE COMMUNITY TOGETHER'



PLAN OF THE CLEARING. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING



VIEW OF THE CLEARING. ILLUSTRATIVE ONLY - SUBJECT TO DISCUSSION & PLANNING



SYON LANE FUTURE

St Edward
Designed for life

LOCAL TRAFFIC REASSIGNMENT

PARKING LEVELS

The redevelopment of the two sites will **not** lead to an increase in parking levels.

EXISTING PARKING

Existing Tesco Site
Retail Parking - 625 spaces

Existing Homebase Retail
Parking - 295 spaces

**TOTAL EXISTING RETAIL
PARKING SPACES - 925 SPACES**

PROPOSED PARKING

Proposed Tesco Retail Parking
- 400 spaces

**TOTAL PROPOSED RETAIL
PARKING SPACES - 400 SPACES**

RESIDENTIAL PARKING

Total Existing Residential
Parking - 0 spaces

Proposed Residential Parking
on the Tesco Site - 400 spaces

Proposed Residential parking on the
Homebase Site - 125 spaces

**TOTAL EXISTING RESIDENTIAL
PARKING SPACES - 0 SPACES**

**TOTAL PROPOSED RESIDENTIAL
PARKING SPACES - 525 SPACES**

RETAIL & RESIDENTIAL PARKING COMBINED

**TOTAL EXISTING COMBINED PARKING
SPACES (RETAIL & RESIDENTIAL)**

925 SPACES

**TOTAL PROPOSED COMBINED PARKING
SPACES (RETAIL & RESIDENTIAL)**

925 SPACES

57%

Reduction in Retail
parking numbers

0

No net increase
in parking levels
across the two
sites

25%

Low provision
of residential
car parking

3000+

Cycle spaces
across the two
sites

REASSIGNMENT OF TRAFFIC

Whilst there will be no net increase in parking levels, the relocation of the Tesco store to the Homebase site will produce a redistribution of traffic from the North to the South of the Great West Road.

Additionally the petrol station will not be re-provided in the new proposals.

To assess this impact on journey times through the Gillette corner, we are producing a computer simulated model to show future traffic flows with both developments in place.

The entire process of creating the models and assessing the data produced is reviewed, approved and signed off by TFL to confirm that the outcomes and results are accurate representations.

Stage 1	Surveys of existing traffic flows through Gillette Corner	<input checked="" type="checkbox"/>
Stage 2	Base model - Creation of computer simulated model showing the existing flow of vehicles through Gillette Corner	<input checked="" type="checkbox"/>
Stage 3	TFL approval and sign-off of Base Model	<input checked="" type="checkbox"/>
Stage 4	Future model - Creation of computer simulated model showing the future flow of vehicles through Gillette Corner with both developments in place	In Progress
Stage 5	TFL approval and sign-off of the Future Model	In Progress

Following TFL and London Borough of Hounslow approval of the Future Model we will share these with you and the local community.

SYON LANE
FUTURE

St Edward
Designed for life

NEXT STEPS

We hope you found the exhibition useful and informative.

We will be collating all the feedback we have received and, where possible, will take it on board ahead of submitting a planning application for each site to the London Borough of Hounslow this year.

The Homebase application will be a detailed application as the Tesco store will be built first.

The Tesco, Osterley Application will be an outline application as the redevelopment of this site will not begin until the new Tesco store is complete.

This enables the Tesco store to remain open and operational throughout.

Before you leave, please remember to leave your feedback with our colleagues. Residents' voices and influence are at the forefront of building a sustainable community and St Edward is committed to creating an environment in which

people work together to manage and improve their neighbourhood.

There are several ways to give us your comments:

- Fill out a feedback form at this exhibition
- Call our Freephone line 020 7729 1705
- Email us at hello@syonlanefuture.com
- Visit www.givemyview.com/syonlanefuture
- Come to any of our upcoming CLG events

You can also drop in to our dedicated consultation centre in the Tesco, Osterley car park from Saturday 6 March.

Here you can meet the team, learn more about St Edward and our development proposals, and leave your feedback.

The opening hours are 4.00pm - 7.00pm Tuesdays, and 9.00am - 12.00pm Saturdays.

We hope to see you again soon.

MEET THE ST EDWARD TEAM



Duncan Matthews



Joost Sandstra-Bennett



Mollie Mills O'Brien



Tom Fox

CONSULTATION TIMELINE

OCTOBER 2019

First exhibition: early concepts, local context, design
Opening of consultation cabin
Online consultation platform launch

NOVEMBER - JANUARY 2020

Two walk and talk events One-to-one meetings CLG events

FEBRUARY 2020

Youth ambassador programme launch
Second exhibition: draft masterplan

MARCH/APRIL 2020

Youth Ambassador Programme One-to-one meetings CLG events

APRIL 2020

Third Exhibition

SPRING/SUMMER 2020
PLANNING APPLICATION

SYON LANE
FUTURE

St Edward
Designed for life

Feedback Form from Public Exhibition 2

SYON LANE FUTURE

PUBLIC EXHIBITION | FEBRUARY 2020
FEEDBACK FORM

1 LOCAL ENVIRONMENT

1.1. Having seen the proposals today, what do you think are the most important? (please number in order of priority with 1 being highest)

- | | |
|--|--|
| <input type="checkbox"/> Local infrastructure | <input type="checkbox"/> Transport & traffic |
| <input type="checkbox"/> Community facilities | <input type="checkbox"/> Pedestrian experience |
| <input type="checkbox"/> Green and open spaces | <input type="checkbox"/> Other |

1.2. Do you have any ideas for any green initiatives?

2 COMMUNITY FACILITIES

2.1. What do you think the community facilities could be used for?

.....

2.2. Do you have any ideas for events which can be held that bring the community together?

.....

3 LOCAL TRANSPORT

3.1. Do you think that ensuring there will be no net increase in parking is a helpful approach?

- Yes No Not sure

And do you have further comments?

3.2. Do you agree with the improvements to pedestrian and cycle routes?

- Yes No Not sure

And do you have further comments?

3.3. Do you have any further ideas on how to improve the local pedestrian or cycle routes?



4 THE DESIGN PROPOSALS - Homebase

4.1. Do you like the proposed approach to architecture?

- Yes No Not sure

And why?

4.2. Do you like the green and open spaces?

- Yes No Not sure

And why?

4.3. Do you like the ground floor, community and amenity spaces?

- Yes No Not sure

And why?

5 THE DESIGN PROPOSALS - Tesco

5.1. Do you like the initial architecture styles you have seen today?

- Yes No

And why?

5.2. Do you like the considerations that have been made to the green and open spaces?

- Yes No Not sure

And why?

5.3. Do you like proposed use of the ground floor for community and amenity spaces?

- Yes No Not sure

And why?

6 ABOUT YOU

Name Postcode

Address

Email (for project updates)

How did you hear about today's event? (please tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Flyer | <input type="checkbox"/> After visiting consultation centre |
| <input type="checkbox"/> Social media/online | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Resident's association | <input type="checkbox"/> Other |



Example of presentation slides used at Nishkam workshop (continued)



Agenda

Berkeley
Designed for life

St Edward
Designed for life

- Berkeley St Edward and our developments
- Property development cycle
- Subjects relevant to construction careers
- Employability skills: CV tips and interview techniques

What is your favourite subject?



Land & Planning

Geography, History, Economics



Design & Technical

Design Technology,
Maths, Physics, Art



Build & Construction Management

Management, Business
studies, Maths



Finance & Commercial

Maths, Business Studies,
Economics



HR, CSR & Sustainability

Law, Humanities, Sociology,
PSHE and Citizenship,
Geography, Biology



Marketing

Graphic Design, Sociology,
Art, English

Careers in construction



Example pages of the booklet used during the Nishkam workshop

BERKELEY ST EDWARD
**FUTURE EXPLORERS
EMPLOYABILITY SKILLS
WORKBOOK**



DEVELOPING FURTHER EMPLOYABILITY SKILLS

FUTURE EXPLORERS EMPLOYABILITY SKILLS

DEVELOPING FURTHER EMPLOYABILITY SKILLS:

Skills can be acquired, developed and improved over time with practice or experience. Below is a list of some of the actions you can take to improve your employability skills.



WRITING

- Writing up a project, an essay, or for the school newspaper
- Writing a report of your work experience placement
- Writing a letter to obtain sponsorship or raise funding for an event



ADAPTABILITY

- Having a weekend job while studying
- Helping a friend in need
- Going out of your comfort zone to help complete a task



PROBLEM SOLVING

- Creative solutions to coursework problems
- Chess, computing, role playing
- Overcoming obstacles to achieve an ambition
- Identify key issues in a task and developing creative and innovative solutions
- Using facts when tackling an issue or a challenge
- Showing that you can approach problems from different angles



PLANNING AND ORGANISING

- Planning a trip with friends
- Managing a various subject essays at the same time
- Organising events (sport, charity, and concert)
- Students' representative activities
- Plan your revision timetable



SPEAKING/ LANGUAGE

- Joining a drama group
- Debating in class
- Showing visitors around your school
- Presenting in class
- Speaking a different language at home



TEAMWORK

- Working on a group project
- Fund-raising
- Team sports
- Duke of Edinburgh's Award
- Playing or singing in a band
- Collaborating with other people to achieve a goal
- Contributing to team projects
- Working with people who may offer different skills and have different perspectives to you



INITIATIVE

- Getting relevant work experience
- Volunteering
- Taking after-school classes to improve your grades
- Starting a new student group or activity



LEADERSHIP

- Leading a group project
- Chairing a student society
- Captaining a sports team
- Being an after school club helper
- Air training corps
- Students' representative activities

Example pages of the booklet used during the Nishkam workshop (continued)

CV & INTERVIEW TIPS

FUTURE EXPLORERS EMPLOYABILITY SKILLS

CV & INTERVIEW TIPS

COVER LETTER

Your cover letter should be short and highlight to the employer why you are worth interviewing for the job. It does not need to be too detailed, but should include enough information for the employer to get an idea of who you are and why you would be a good fit for the position.

LETTER WRITING BASICS

- Employer's address top left
- Your address and details top right
- Date under your address

Start off with "Dear" followed by the name of the person you're writing to. Use their name if you know it (you could call the employer to find out). If you don't know and can't find out, address it to 'Hiring Manager'.

INTRODUCE YOURSELF

Reference the job title, where the job was advertised, and say a little bit about yourself and why you're applying for the job.

SKILLS AND EXPERIENCE

Explain why your experience proves you would be good at the job, and a good fit for their company. Think about why the employer should hire you, what skills that you wrote down earlier fit the role best?

Don't just list your skills: keep it brief and remember to make this relevant to the role - in our cover letter example, we focus on communications and teamwork skills which are useful in a customer service job.

SIGNING OFF

It is polite to thank the reader for taking the time to read your application. Use 'sincerely' when signing a formal letter.



DEVELOPING FURTHER EMPLOYABILITY SKILLS

FUTURE EXPLORERS EMPLOYABILITY SKILLS

DEVELOPING FURTHER EMPLOYABILITY SKILLS:



NEGOTIATING

- Staff-student liaison committee
- Asking your parents for a reward such as a lift to a friend's house in exchange for chores
- Convincing your classmates to take a lead role in group tasks



PERSUADING

- Arguing your case in class
- Getting club members to turn up for events
- Fundraising for a local charity
- Having a sales job during holiday time



NETWORKING

- Attending careers fairs and speaking with employers
- Speculative applications for work experience and jobs



RESEARCH

- Researching for coursework in the library
- Student journalism
- Finding out about different careers through work shadowing



DECISION-MAKING

- Deciding what subjects to select for GCSEs, A levels or to do an apprenticeship
- Targeting appropriate customers in a sales job



LISTENING

- Part-time work in a people-facing role
- Debate club
- Focus on the way people say things, they will give clues as to how you should respond



DEVELOPING FINANCIAL CAPABILITY

- Help your family or friends with the weekly household shopping
- Part-time job handling money
- Keeping track of your own money via an app
- Saving up for something you want

Examples of presentation slides from Community Liaison Group Meeting 1



SYON LANE
FUTURE

Community Liaison Group (CLG)

3 December 2019

SYON LANE
FUTURE

Community Liaison Group (CLG) meeting | 3 December 2019

Opportunities for the Homebase site

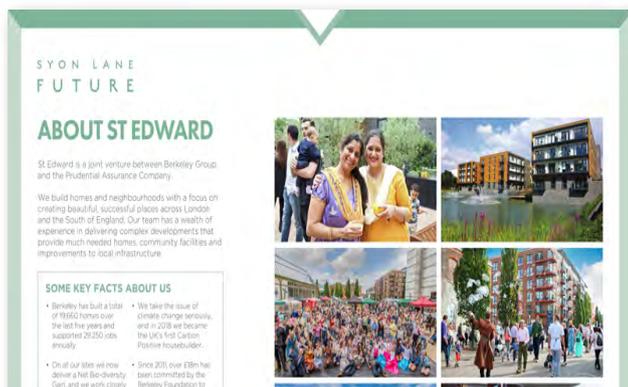
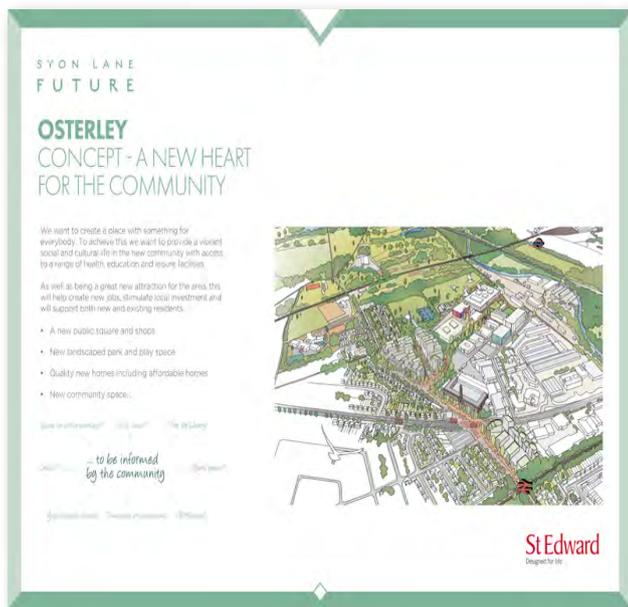
KEY BENEFITS

- . A modern Tesco store
- . 400 customer parking spaces
- . Improved public realm
- . 500 new homes including affordable homes for local people
- . 125 residential parking spaces
- . Over 1 acre of new green space
- . New community space overlooking Gillette Corner
- . Iconic architecture and a landmark building



Examples of presentation slides from Community Liaison Group Meeting 1 (continued)

SYON LANE FUTURE Community Liaison Group (CLG) meeting | 3 December 2019



SYON LANE FUTURE Community Liaison Group (CLG) meeting | 3 December 2019

Public Exhibition (November 2019)

As part of the ongoing consultation process for the Syon Lane Future project, a public exhibition was held on 3 October and 8 October, 6pm-9pm. These were attended by 87 people in total.

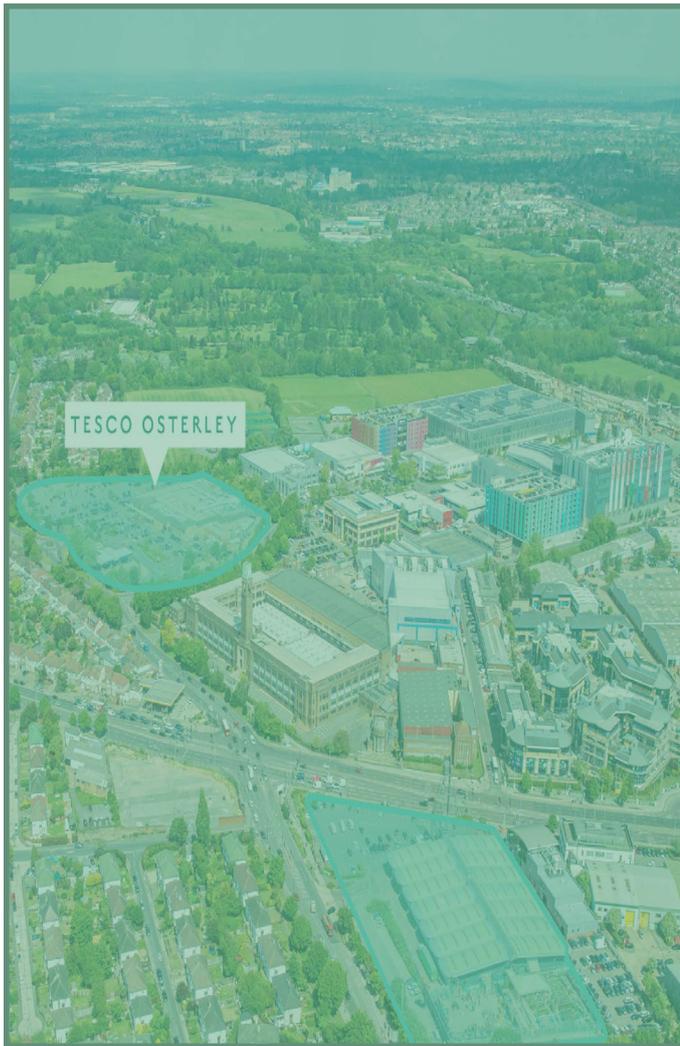
What is most important to you?



Opportunities for the Tesco site

KEY BENEFITS

- New public square for the local community including community spaces, shops, cafés and exercise or healthcare uses
- Significant high quality public realm of over 4 acres
- A new beautifully landscaped park featuring water, play space and public art
- Enhance existing water gardens
- New bus turnaround for improved bus network
- Better routes to Bolder Academy
- Connecting the community to the Sky Campus
- Reduction in traffic movements
- Efficient use of a brownfield site to deliver much needed new homes (circa. 1,650 of which 35% will be affordable homes) whilst safeguarding the green belt
- Affordable homes for local people



SYON LANE
FUTURE

Community Liaison Group (CLG)

17 December 2019



SYON LA
FUTURE

CLG RECAP

- 1st workshop held on 3rd December, 6pm - 8pm
- Theme: Community and identity
- 11 CLG attendees
- Representatives from: OGWRA, Tesco, Nishkam School, HRA, Brentford Voice, Hanuman Hindu Temple and local residents

Examples of presentation slides from Community Liaison Group Meeting 2 (continued)

SYON LANE
FUTURE

Community Liaison Group (CLG) meeting | 17 December 2019



Local activity and sports

- . Good provision & variety of sports clubs but issues with under-use out of hours and high cost
- . There is a lack of informal activities and play environments, especially for very young children
- . Participants suggested multifunctional space for both the 'old' and new communities to come together (e.g. cafe, gardening events)
- . Local facilities such as Library are underfunded and not fulfilling the purpose they used to.
- . Participants suggested that future development should take into consideration the demands of those living in the area 20 years from now
- . Lack of gyms with swimming pools in the area
- . Create a place which offers different activities for different parts of people's daily routines

SYON LANE
FUTURE

Community Liaison Group (CLG) meeting | 17 December 2019



Events

- . Lack of event or celebration space within the local area
- . Thornbury Road market and Christmas market and The Brentford Festival are good examples
- . Participants suggested that development could link to Osterley Park summer events, shows and fairs
- . Global companies surrounding the site could input more into the community

Community spaces

- . Participants felt that there could be more provision for community spaces and meeting rooms
- . A multi-function space would be fantastic to prompt a greater sense of community

Examples of slides from Community Liaison Group Meeting 3



SYON LANE
FUTURE

Community Liaison Group (CLG)

14 January 2020

SYON LANE
FUTURE Community Liaison Group (CLG) meeting | 14 January 2020



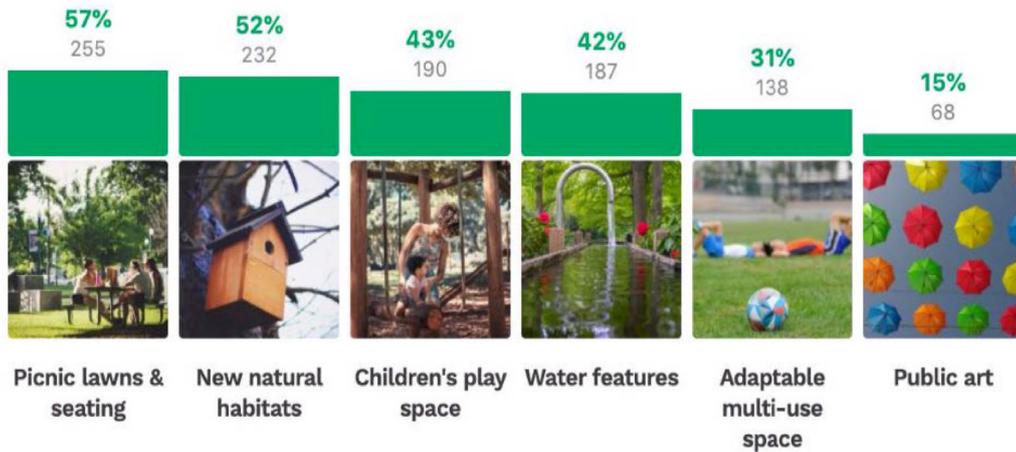
What residents said...

- Concerns about queues in to Tesco car park
- Public transport accessibility is poor
- Pedestrian crossings need to work more efficiently
- Syon Lane station is crowded with pedestrians during peak times
- Pedestrians often clash with cyclists at underpass
- A4/Gillette Corner: important ambulance route, requires comprehensive reconfiguration

Feedback so far - BuildID poll

58% would like to see green spaces in the proposed new development

What people would like to see in new public outdoor areas:



Feedback so far - walk and talks



Key Issues

- underused green spaces
- flytipping
- poor street lighting
- uneven surfaces
- lack of landscaping
- undermaintained spaces
- lack of pedestrian paths and crossings
- antisocial behaviour

SYON LANE
FUTURE

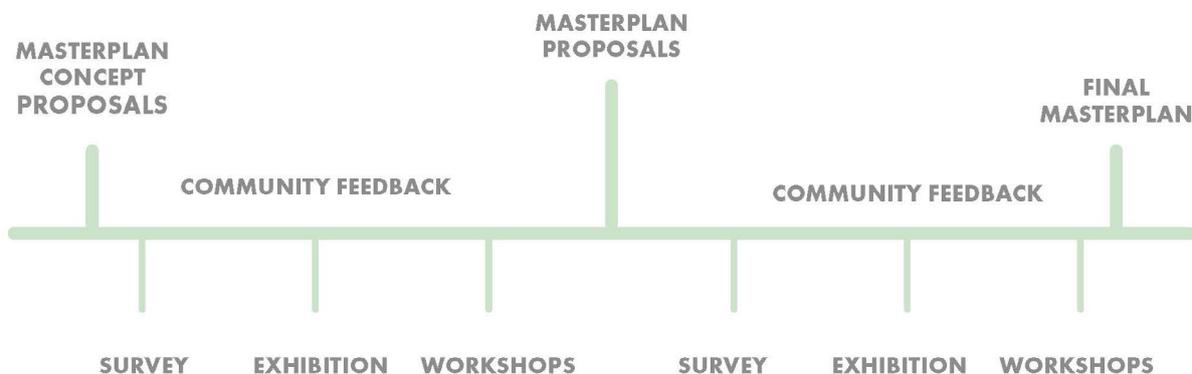
AGENDA

- + WELCOME AND INTRODUCTIONS
- + CONSULTATION TO DATE
- + LATEST TESCO SITE PROPOSALS
- + LATEST HOMEBASE SITE PROPOSALS
- + TRANSPORT
- + NEXT STEPS

SYON LANE
FUTURE

CONSULTATION PROCESS TO DATE

WHERE WE ARE TODAY



SYON LANE
FUTURE

KEY AREAS OF FOCUS FROM THE FIRST EXHIBITION

Suggested areas for the masterplan to respond to:

Transport Links	10	
Local Facilities	10	
Wellbeing and Quality of Life	9	
Feeling Safe	9	
Community Space	4	
Local History and Heritage	3	
Knowing your Neighbours	3	
Easily Accessible Streets	3	
Adaptable Multi-use Public Space	3	
Creating Unique Places with Distinctive Character	2	
Integrating the Community	1	
Having a Voice in the Community	1	
Being part of Local Community Groups	0	

SYON LANE
FUTURE

WHAT WE ARE PRESENTING TODAY

+ FIRST PROPOSALS FOR THE TESCO SITE

- WHERE YOUR FEEDBACK HAS INFORMED IDEAS
- WHERE YOUR FEEDBACK HAS INFORMED SOLUTIONS

+ REFINED PROPOSALS FOR THE HOMEBASE SITE

- WHERE DETAILED DESIGN HAS RESPONDED TO YOUR FEEDBACK
- WHERE YOUR FEEDBACK HAS INFORMED SOLUTIONS

Example presentation slides from Community Liaison Group 5



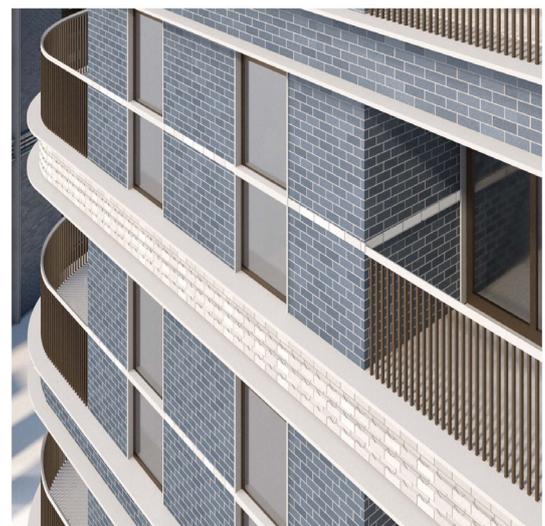
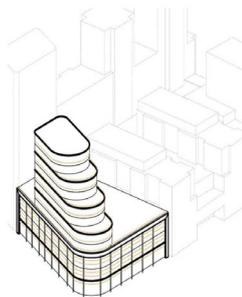
SYON LANE
FUTURE

Community Liaison Group (CLG)

Thursday 18 June 2020

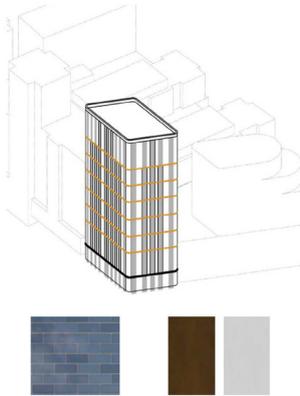
SYON LANE
FUTURE Community Liaison Group (CLG) Meeting | 18 June 2020

Architectural styles: update



Building A
Proposed facade option with bronze vertical metal baulstrades

Example presentation slides from Community Liaison Group 5 (continued)



Building B1
Proposed facade option with bronze vertical metal baulstrades

Spaces

Precedents

A Day In The Landscape
AM ← → PM

The Clearing



The Meander



The Water Gardens



Examples of draft exhibition boards for Public Exhibition 3



