



JULY 2020

B&Q Cricklewood, Broadway Retail Park

Statement of Community Engagement

Iceni Projects Limited on behalf of
Montreaux

July 2020

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ON BEHALF OF
MONTREAUX

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**B&Q Cricklewood, Broadway Retail
Park**
STATEMENT OF COMMUNITY ENGAGEMENT

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APPENDICES

- A1. COPY OF WEBSITE (WWW.BANDQCRICKLEWOOD.CO.UK)
- A2. EVENT FLYER
- A3. PROJECT UPDATE NEWSLETTER
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1. INTRODUCTION

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Icen Projects Limited on behalf of Montreaux in support of a of an outline planning application for B&Q, Cricklewood, Broadway Retail Park, NW2 1ES (the Site).
- 1.2 Montreaux aim to deliver a residential-led mixed-use development that will deliver a vibrant new neighbourhood offering new homes, jobs, public space, play facilities and landscaped public realm, as well as improved pedestrian and cycle connections.
- 1.3 This report provides a record of the community engagement process and findings, setting out an overview of how the masterplan has responded to feedback. The appendices to this report contain a record of publicity and consultation material produced during the consultation and engagement process.
- 1.4 The pre-application consultation has included the following activities:
- A project website has been developed to share information and updates on the proposals (www.bandqcricklewood.co.uk). A screen grab of the project website can be found in Appendix A1.
 - A dedicated consultation email address and phone number has been established, providing a point of contact to discuss the proposals.
 - Meetings with the London Borough of Barnet (LBB) ward councillors for Child's Hill to discuss the proposals, including Councillor Anne Clarke, Councillor Peter Zinkin, and Councillor Shimon Ryde;
 - Email correspondence with the following local amenity and resident groups offering meetings to discuss the proposals:
 - Cricklewood Business Association
 - NorthWestTWO Residents' Association
 - Cricklewood Groves Residents' Association
 - The Railway Terraces Residents' Community Association
 - Mapesbury Residents' Association
 - Fordwych Residents' Association
 - Golders Green Estate Residents' Association
 - Cricklewood Town Team
 - Cricklewood Community Forum

- Clitterhouse Farm Project

10 invitations were accepted and meetings held with the following:

Community Stakeholder	Date	Location
The Railway Terraces Residents' Community Association	03.10.19	The Clayton Crown Hotel
Cricklewood Business Association	11.11.19	The Clayton Crown Hotel
Cricklewood Town Team	08.01.20	Ashford Place
Cricklewood Community Forum	08.01.20	The Clayton Crown Hotel
NorthwestTWO Residents' Association	10.01.20	The Clayton Crown Hotel
Cricklewood Groves Residents' Association	21.01.20	The Clayton Crown Hotel
Fordwych Residents' Association	23.01.20	The Clayton Crown Hotel
The Railway Terraces Residents' Community Association	29.01.20	The Clayton Crown Hotel
Councillor Peter Zinkin, Councillor Shimon Ryde, Service Director of Planning and Building Control at LBB and Planning Manager at LBB	13.07.20	Virtual meeting held via video call
NorthwestTWO Residents' Association, Councillor Anne Clarke, Councillor Lia Colacicco and Councillor Arjun Mitra (on behalf of the GLA Assembly Member for Camden and Barnet).	17.07.20	Virtual meeting held via video call

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- A two-day drop-in public consultation was held on Sunday 2nd and Monday 3rd February 2020 at Ashford Place, attended by 143 local people. The event was advertised with 5,298 A6 flyers delivered door-to-door to addresses in Barnet, Brent and Camden. The flyers were also left at key community venues, and a digital version was emailed directly to key community/resident stakeholder groups who then circulated it to their networks and posted it on community websites and their social media accounts. A copy of the flyer can be found in Appendix A2.
 - A project update newsletter including a summary of feedback from the drop-in public consultation was emailed in May to ward councillors, key community groups and residents who shared their contact details at the drop-in event in February. The project website was also updated in line with this information. A copy of the newsletter can be found in Appendix A3.

1.35 The aims and objectives of the consultation process were to:

- Understand needs and aspirations of stakeholders.
- Raise awareness and provide information regarding the project.
- Be accessible and informative to the local community.
- Facilitate dialogue between local communities and the project team.
- Collect feedback from local communities regarding the proposals to inform design development.

1.36 Overall the feedback on the proposals were constructive. People understood and welcomed the community benefits including the public space, landscaped areas and enhancements to Cricklewood Green. However, there was a lot of concern by a significant majority of those consulted related to the height of the proposed buildings, particularly the 25-storey building. Other frequently raised concerns included the impact of the proposals on congestion as well as the pressures that an increase in population due to the proposed development would have on the local social infrastructure.

1.37 The following high-level key themes and impressions were raised during consultation and engagement:

- The height of the new buildings
- The number of homes
- Maintaining the character of Cricklewood
- The need for coordination between other proposed developments in the local area to ensure consistent character of the built environment
- Traffic congestion
- The increase in population the proposed development would bring and the impact this would have on the local social infrastructure

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- Support in principle for an alternative to the current Site
 - Positive feedback on the proposed public space and landscaped areas
 - Support for enhancements to Cricklewood Green
 - Positive feedback on the potential community uses for the new town square

1.38 The applicant has undertaken a consultation programme which has followed guidance on pre-submission consultation as set out in the 2019 National Planning Policy Framework (NPPF) and the 2014 National Planning Practice Guidance (NPPG).

1.39 The project team remains committed to ongoing engagement with the local community and will continue to maintain dialogue with residents, elected members, third party stakeholders and members of the public as appropriate.

2. DESCRIPTION OF DEVELOPMENT

- 2.1 This Statement of Community Engagement (SCE) has been produced in support of a detailed planning application for:

Outline planning application (including means of access with all other matters reserved) for the demolition of existing buildings and comprehensive redevelopment of the Site for a mix of uses including residential C3 and flexible commercial and community floorspace in uses classes A3/B1/D1 and D2; car and cycle parking; landscaping; and associated works.

- 2.2 The details of the consultation and the methodology within this document aim to satisfy the revised National Planning Policy Framework (NPPF) 2019, which encourages engagement in pre-application discussion with local authorities and local communities to ensure detailed awareness of emerging proposals. The NPPF states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”¹

¹ National Planning Policy Framework (2019), p. 13

3. SITE AND SURROUNDINGS

- 3.1 The 2.88 ha site is located in Cricklewood within the Child's Hill Ward of the LBB and is bound by Kara Way and Campion Terrace to the north, national railway lines and Cricklewood railway station to the east, Cricklewood Lane to the south and Cricklewood Broadway to the west which has been subject to change in recent years.
- 3.2 The Site is located in the Brent Cross Cricklewood growth area which is one of the largest regeneration schemes in Europe and is designated within the Cricklewood and Brent Cross Opportunity Area which seeks to deliver 10,000 new homes (London Plan 2016). The London Plan recognises that the area has significant potential for wider economic development, new housing and regeneration, capitalising on public transport improvements including Thameslink and the Northern Line upgrade.
- 3.3 Currently the brownfield site is occupied by a range of retail outlets, including a large B&Q store, Pound Stretcher and Tile Depot. Existing built form on site largely consists of warehouseing buildings to the south-western aspect. To the northern and eastern aspects of the Site are made up of car parking associated with the existing retail outlets. The greenspace to the front of the B&Q retail store is listed as an Asset of Community Value, known as Cricklewood Green.

4. COMMUNITY STAKEHOLDER MEETINGS

4.1 The following section provides a record of the feedback gathered during community stakeholder meetings between October 2019 and July 2020.

4.2 An email was sent to 10 community stakeholder groups to offer a meeting to discuss the proposals. These groups included:

- Cricklewood Business Association
- NorthWestTWO Residents' Association
- Cricklewood Groves Residents' Association
- The Railway Terraces Residents' Community Association
- Mapesbury Residents' Association
- Fordwych Residents' Association
- Golders Green Estate Residents' Association
- Cricklewood Town Team
- Cricklewood Community Forum
- Clitterhouse Farm Project

4.3 7 of the 10 groups took up the invitation to a meeting. The community stakeholders were briefed on the emerging site masterplan by way of drawing the key masterplan approaches on tracing paper overlaid onto an aerial view of the Site. Approaches included pedestrian connectivity, public space, play facilities and vehicular movements. Initial sketches of Cricklewood Green and the public space, the green link and play facilities, prepared by the landscape architects were also presented, together with indicative layouts for various uses on the proposed public space.

The Railway Terraces Residents' Community Association

4.4 The project team first met with representatives from the Railway Terraces Residents' Community Association on Thursday 3rd October 2019 where they were presented initial sketches of the proposals. The project team met again with representatives from the Railway Terraces Residents' Community Association at 6.30pm on Wednesday 29 January 2020 where they were presented two townscape views of the development from the Railway Terraces.

4.5 The height of the proposed development was the main concern expressed by the representatives with emphasis on the impact of the proposed development from the Railway Terraces.

4.6 Key topics and comments from the meetings included:

- Concern about the height of the proposed buildings, with particular emphasis on the view of the Site from the Railway Terraces.
- Concern about the number of homes
- Impacts of the development on the security of the Railway Terraces
- The potential to improve the verge/hedge between B&Q Cricklewood and Campion Terrace to improve biodiversity and provide greater privacy to the Railway Terraces
- Site maintenance and security once the existing commercial uses have closed
- Problems with anti-social behaviour on the existing site
- The need for toilet facilities close to the proposed playground
- Uses of the proposed public space
- The need for coordination between developments to ensure consistent character of the built environment
- New connections and routes across the Site
- Fully inclusive pedestrian and cycling infrastructure
- Mitigation for any construction impacts on the Railway Terraces such as dust and noise
- Concern about the proposed closure of the nearby medical centre and the need for more health facilities locally
- The design quality of the new homes
- Concerns homes being left empty once purchased
- A preference for no on site car parking as a part of the proposals
- The need for an active frontage on Cricklewood Lane
- Support for the proposed town square and potential community uses such as events

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- The development should be publicly accessible with no gates
 - Use of open spaces for community planting
 - The need for sport facilities locally and whether this could be provided as a part of the community space
 - The aspiration for more chain retailers
 - The need for coordination between developments to ensure consistent character of the built environment
 - Maintaining the character of Cricklewood

Cricklewood Business Association

- 4.7 The project team met with representatives from Cricklewood Business Association on Monday 11 November 2019. The meeting was attended by local business and community representatives including Cricklewood Town Team, Cricklewood Community Forum, the Clayton Crown Hotel, one of the Site's ward councillors, Councillor Anne Clarke and other local businesses. The meeting took place at the Clayton Crown Hotel which is close to the Site.
- 4.8 The project team briefed the group on the proposals for the Site and were shown an initial sketch of Cricklewood Green and the public space.
- 4.9 Key topics and comments from the meetings included:
- Debate around the increased footfall the proposed development might bring and the positive impacts this might have on local businesses
 - Support for the proposed town square the town square
 - Discussion around the development being car free

Cricklewood Town Team

- 4.10 The project team met with two representatives from Cricklewood Town Team at 10am on Wednesday 8 January 2020. The meeting took place at Ashford Place, a community centre close to the Site.
- 4.11 Overall, feedback on the proposals was generally positive with the discussion mainly focused on the proposed public space and community use. The height of the proposed development was the main concern expressed by the representatives.

4.12 Key topics of conversation included:

- Ownership and management of the proposed public space
- The size of the proposed public space
- The reduction in the current parking levels provided by the Site, particularly for older people attending bingo
- The height of the proposed buildings
- The lack of community facilities and public space in the area
- An aspiration for Cricklewood to have a thriving market
- Delivery timeline and phasing
- The infrastructure and flexibility of the proposed town square space and the rights to use it
- Enhancements to Cricklewood Green
- Ownership and rights to Depot Approach
- The need to coordinate construction activities with other landowners

4.13 The representatives of the Cricklewood Town Team made some specific requests and suggestions for consideration by the project team:

- A commitment to a co-design process with the local community for any improvements or enhancements to Cricklewood Green
- Can co-management of the public space with the community be fixed to ensure it is delivered?
- The local community has little access to storage space in the town centre to be able to store equipment for community events. Access to a suitable space on this site would be not only useful but also unlock the potential for community events on the public space.

Cricklewood Community Forum

4.14 The project team met with the chair of the Cricklewood Community Forum at 2pm on Wednesday 8 January 2020. The meeting took place at the Clayton Crown Hotel which is close to the Site.

4.15 Overall feedback was positive, and the redevelopment of the Site was welcomed.

Key topics and comments from the meeting included:

- Project delivery timelines
- The reduction in parking and the challenge of behavioural change for people visiting Cricklewood town centre

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- The distribution of height across the Site – stepping down in height to the west and north of the Site was appreciated
 - The opportunity to linking with the new, albeit small, public space at the junction of Cricklewood Lane and Cricklewood Broadway
 - Ensuring the local community are genuinely involved in the activation of the proposed public space
 - Current antisocial behaviour problems on the Site

NorthwestTWO Residents' Association

- 4.16 The project team met with representatives from NorthwestTWO Residents' Association at 10am on Friday 10 January 2020. The meeting took place at the Clayton Crown Hotel which is close to the Site.
- 4.17 Whilst the redevelopment of the Site was welcomed in principle there was considerable concern for the height of the proposed buildings.

Key topics and comments from the meeting included:

- Timescales for B&Q's closure and whether B&Q would be occupying any of the commercial space
- The amount of resident parking provided on-site and how it is allocated
- Ensuring new residents without a dedicated parking space within the development don't use the wider area to park their vehicle
- The amount of affordable housing and other housing tenures
- The impact that the increase in population as a result of the development would have on local social infrastructure, particularly health facilities
- Whether a GP would be able to take some of the commercial space on site and the view of the project team on the proposed closure of the nearby medical centre
- Vehicular access to the Site
- Facilities and infrastructure on Cricklewood Green to support community events
- Concerns about the height of the proposed buildings
- Potential uses for the proposed public space
- Opportunities for community space within the development
- The need for coordination between developments to ensure consistent character of the built environment

Cricklewood Groves Residents' Association

- 4.18 The project team met with six representatives from Cricklewood Groves Residents' Association at 6.30pm on Tuesday 21 January 2020. Councillor Anne Clarke, who is chair of the group was one of the six in attendance. The meeting took place at the Clayton Crown Hotel which is close to the Site.
- 4.19 Overall, feedback on the proposals was constructive with support for the proposed public space, landscaping and playground.
- 4.20 The height of the proposed development was the main concern expressed by the representatives including Councillor Anne Clarke. The height of the buildings was commented on as being out of character with Cricklewood.
- 4.21 Key topics and comments from the meeting included:
- Potential uses of the proposed public space
 - Management and maintenance of the landscaped spaces
 - The amount of new homes and residents
 - The amount of affordable housing
 - Shared garden and communal spaces for all residents, particularly those in the affordable housing
 - Concerns about the height of the proposed buildings
 - Levels across the Site
 - The amount and location of resident parking provided on site and how it is allocated
 - The impact on local social infrastructure, particularly health facilities
 - Whether a GP would be able to take some of the commercial space on site and the view of the project team on the proposed closure of the nearby medical centre
 - A lack of facilities locally for existing residents such as restaurants, cafes and supermarkets
 - Shops and commercial units on site, particularly the potential for a basket food store
 - Changes to the local rail transport, specifically the newly approved station at Brent Cross West and what impact that might have on Cricklewood station
 - The opportunity to retain sufficient land for a second entrance to the rail station should this become a priority for Network Rail
 - Proposals for green roofs on the development
 - The need for coordination between developments to ensure consistent character of the built environment

Fordwych Residents' Association

- 4.22 The project team met with representatives from Fordwych Residents' Association at 6.30pm on Wednesday 29 January 2020. The meeting took place at the Clayton Crown Hotel which is close to the Site.
- 4.23 There was positive feedback on the proposed public space, landscaping and playground, but the height of the proposed development, particularly the 25-storey building, was the main concern expressed by the representatives.
- 4.24 Key topics and comments from the meeting included:
- Uses of the proposed public space
 - The amount of new homes
 - The expected increase in population
 - Concerns about the height of the proposed buildings
 - Timescales for B&Q's closure
 - The amount of affordable housing
 - The amount and location of resident parking provided on site and how it is allocated
 - The impact on local social infrastructure such as health facilities
 - The opportunity to retain sufficient land for a second entrance to the rail station should this become a priority for Network Rail

NorthwestTWO Residents' Association, Councillor Anne Clarke, Councillor Lia Colacicco and Councillor Arjun Mittra on behalf of the GLA Assembly Member for Camden and Barnet

- 4.25 The project team met with Councillor Anne Clarke, Councillor Lia Colacicco, Councillor Arjun Mittra (on behalf of the GLA Assembly Member for Camden and Barnet) and representatives from NorthwestTWO Residents' Association at 9am on Friday 17 July 2020. The meeting took place virtually via a video call.
- 4.26 Key topics and comments from the meeting included:
- The distribution of the height across the Site as being out of character with Cricklewood
 - The management and maintenance of the public open spaces
 - Not to focus solely on the negative aspects of Cricklewood Town Centre when thinking about the design proposals

5. DROP-IN PUBLIC EXHIBITION

- 5.1 A drop-in public exhibition was held on Sunday 2 February 2020 11am - 3pm and Monday 3 February 2020 3.30pm - 7.30pm at Ashford Place, a community centre close to the Site.
- 5.2 A total of 143 people attended – 91 on the Sunday and 52 on the Monday.
- 5.3 The event was advertised with 5,298 A6 flyers delivered door-to-door to addresses in Barnet, Brent and Camden. The flyers were also left at key community venues, and a digital version was emailed directly to key community/resident stakeholder groups who then circulated it to their networks and posted it on community websites and their social media accounts. A copy of the flyer can be found in Appendix A2.
- 5.4 The exhibition contained 7x A1 and 4 x A0 boards. The boards were titled:
- Welcome
 - Project introduction
 - Our team
 - The site
 - Landscape and public realm strategy
 - Emerging site masterplan
 - A town square for Cricklewood
 - An enhanced Cricklewood Green
 - A place to play and relax
 - Green connections
 - Height and massing
- 5.5 Reductions of the exhibition boards can be found in Appendix A4 of this report and are available for download from the project website (www.bandqcricklewood.co.uk)

Feedback Form Findings

- 5.6 A feedback form was provided for people to complete at the event or take away and email or post (free of charge) back to Icení Engagement. A total of 39 completed feedback forms were received. Respondents can often make several different points when answering a question. Therefore, when

processing the feedback, the responses were separated out by different issues. For example, a comment such as “I like the public spaces but who will look after them” is a supportive comment about the public spaces and a concern related to maintenance. Once analysed, the 39 completed feedback forms included 265 individual comments.

5.7 The feedback on the proposals was generally constructive. People understood and welcomed the community benefits including the public space, landscaped areas and enhancements to Cricklewood Green.

5.8 However, there was concern by a significant majority of those that attended the event related to the height of the proposed buildings, particularly the 25-storey building. Other frequently raised concerns included the impact of the proposals on existing local congestion problems. A considerable number of those who attended were also concerned about the impact that the increase in population would have on the local social infrastructure.

5.9 The following are the feedback form responses received at the event. These have been divided up into themes.

Q1. What do you consider the biggest challenge for the local area?

5.10 36 people answered this question with 78 pieces of individual feedback. The main themes identified across the 78 individual comments are outlined below:

- 17 comments stated that traffic and congestion is the biggest challenge for the local area.
- 11 comments stated that overdevelopment is the biggest challenge for the local area. Of the 11 comments, 7 comments highlighted concerns about increased footfall and population growth that the development might bring whilst the remaining 4 comments mentioned overdevelopment in the area more generally.
- 10 comments raised concerns about strain on the local social infrastructure mostly mentioning a need for more schools or school places and health facilities.
- 8 comments stated that the lack of local green or public spaces is the biggest challenge for the local area.
- Despite the question asking respondents to consider the biggest challenge for the local area, 7 comments directly referred to the height and density of the proposals. These comments mainly stated that the height and massing of the proposed buildings are out of character with Cricklewood.
- 4 comments stated that construction impacts are the biggest challenge for the local area.

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- 4 comments stated that a lack of leisure and retail facilities and employment spaces are the biggest challenge for the local area.
 - 3 comments stated that antisocial behaviour is the biggest challenge for the local area.
 - 3 comments stated that a lack of car parking spaces is the biggest challenge for the local area.
 - 2 comments stated that a lack of affordable housing is the biggest challenge for the local area highlighting a need for housing for key workers and young people.
 - 2 comments stated that pollution is the biggest challenge for the local area.
 - 2 comments stated that public transport is the biggest challenge for the area mentioning a need for increased capacity and connections.

Q2. What do you like about the proposals?

5.11 35 people answered this question with 69 pieces of individual feedback. Despite the question asking respondents to comment on what they like about the proposals, 12 of the 69 comments highlighted what respondents disliked about the proposals. The main themes identified across the 69 individual comments are outlined below:

- 19 comments stated that the greenery/open space was the respondent's favourite thing about the proposals.
- 12 comments stated that the new public space was the respondent's favourite thing about the proposals.
- 6 comments stated that the change in use of the current site was the respondent's favourite thing about the proposals.
- 5 comments stated that the proposed community uses were the respondent's favourite thing about the proposals.
- 3 comments stated that the provision of affordable housing was the respondent's favourite thing about the proposals.
- 3 comments stated that the provision of amenity space including balconies and play spaces was the respondent's favourite thing about the proposals.
- 2 comments stated that the reflection of local building materials in the proposals, especially brick was the respondent's favourite thing about the proposals.
- 2 comments stated that the new connections and routes across the Site was the respondent's favourite thing about the proposals.

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- 2 comments stated that that reserving land for an additional entrance to Cricklewood station should this become a priority for Network Rail was the respondent's favourite thing about the proposals.

5.12 Despite the question asking respondents to comment on what they like about the proposals, 12 of the 69 comments highlighted what respondents disliked about the proposals. The main themes identified across these comments are highlighted below:

- 4 of the 12 comments highlighted concerns about the height, density and number of homes included as a part of the proposals.
- 2 of the 12 comments questioned how Cricklewood Green, the new public open spaces and public spaces would be maintained.
- 2 of the 12 comments raised concerns around rights to light and any potential overshadowing impacts.

Q3. Is there anything that you would like to change about the proposals?

5.13 38 people answered this question with 70 pieces of individual feedback. The main themes identified across the 70 individual comments are outlined below:

- 28 comments raised concerns about the height of the buildings, particularly the 25-storey building.
- 8 comments highlighted the need for the proposals to be in keeping with the character of Cricklewood.
- 5 comments focused on the density of the proposals mainly commenting on scale of the buildings and the number of homes as out of keeping with the local area.
- 4 comments mentioned the retail and commercial offer of the proposals highlighting a need for shops, pubs, restaurants.
- 4 comments highlighted a need for investment in Cricklewood station including a new station entrance.
- 4 comments focussed on improving the design of the public realm such as incorporating more Cricklewood Sheep into the proposals as well as providing public toilets close to the proposed play spaces.
- 3 comments focussed on parking with two requesting more parking and the other comment requesting no parking on site.

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- 3 comments felt the design proposals could be of higher quality.
 - 2 comments requested more community space as a part of the proposals.
 - 2 comments requested live/workspaces as a part of the proposals.
 - 2 comments focused a perceived need for increased local infrastructure to support the development including schools and doctors' surgeries.

Q4. Any other comments.

5.14 32 people answered this question with 48 pieces of individual feedback. The main themes identified across the 48 individual comments are outlined below:

- 7 comments focussed on the height of the proposed buildings.
- 7 comments focused on overcrowding and infrastructure and any pressure that an increase in population might place on schools, health facilities, roads and the public transport network.
- 4 comments focussed on the retail offer of the Site, with some highlighting the loss of B&Q and others suggesting a need for shops and cafes as a part of the new development.
- 4 comments focussed on the local Kara Way playground area and the proposed new playground, highlighting a need for a boundary or fence between the playgrounds and the Railway Terraces. The need for access to toilets was also highlighted.
- 3 comments commented on the number of new homes and how this impacted on the scale of the development.
- 3 comments asked questions about construction logistics and the phasing of the development.
- 3 comments mentioned the current anti-social behaviour on the existing site.
- 3 comments highlighted a need for investment in Cricklewood station including a new station entrance.
- 2 comments questioned who would be responsible for the maintenance of the open and public spaces including Cricklewood Green.
- 2 comments made suggestions for entertainment spaces such as a bandstand on the new public space.
- 2 comments mentioned the need for coordination between developments to ensure consistent character of the built environment.

Conversations at the event

5.15 Team members at the exhibition made notes of the conversations they had with attendees. The following is a list of common themes and impressions, in no particular order, that were discussed:

- Concerns about the height of the proposed buildings, particularly the 25-storey building
- Positive feedback on the proposed public space and landscaped areas
- Support for enhancements to Cricklewood Green
- Positive feedback on the potential community uses for the new town square
- The lack of existing green spaces locally
- Support for increased cycle routes
- Support for the new playground
- Support for keeping and increasing the 'Cricklewood Sheep' public artwork
- Consideration of the infrastructure and flexibility of the proposed public space
- Whilst most were pleased with the proposed 'car free' development, others felt more parking spaces should be provided
- The closure of B&Q which was considered a useful shop for residents
- The impact of construction on congestion
- The impact of new residents on local social infrastructure
- Maintaining the character of Cricklewood
- The need for coordination between developments to ensure consistent character of the built environment
- Those who talked about building materials expressed a preference towards brick and references to the local built character
- The wider context of development locally and the perception that it is overdevelopment
- A need for public toilets near to the new playground and public space
- Security and anti-social behaviour
- The construction timeline
- Construction impacts on immediate neighbours
- The protection of pedestrians during construction
- A need to consider Cricklewood's homeless and traveller communities

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- The opportunity to retain sufficient land for a second entrance to Cricklewood station should this become a priority for Network Rail
 - Encouraging wildlife and biodiversity
 - Sustainability of the proposed development
 - Improvements to the local transport network

6. RESPONSE TO FEEDBACK & NEXT STEPS

6.1 The most common topics and themes raised during the consultation, together with the project team's response to these issues can be found in the table below.

Theme / Issue	Project team response
Height	<p>The Site sits in the Brent Cross and Cricklewood Opportunity Area. The Opportunity Area Planning Framework accepts the need for higher density development to support regeneration.</p> <p>The buildings across the Site will be a range of heights, from 3 to 25 storeys. The height of the buildings is in part driven by the public realm aspirations, delivering a new town square and maintaining 50% of the Site area as publicly accessible. We have endeavoured to arrange the variation in height across the Site, responding sensitively to neighbouring homes and boundaries.</p>
Traffic congestion	<p>A full traffic impact assessment will be submitted with the planning application. Low levels of parking are proposed to mitigate impacts caused by the proposed development. The proposed development will see an 80% reduction in both HGV's and cars accessing the Site, which is significant. In addition, the closure of the car park entrance on Cricklewood Lane will help reduce traffic congestion in the area.</p>
Social infrastructure	<p>The proposed development will provide S106 contributions to the LBB to support local social infrastructure such as education, health, and highways.</p> <p>The development will be designed to be sensitive to the surrounding area whilst being of a sufficient scale to deliver improved infrastructure, significant open spaces and increased openness for the Site and the wider area. The scale enables it to meet its own infrastructure and service needs, while also delivering other community benefits.</p>
Maintaining the Character of Cricklewood	<p>In designing the proposals, the architects have carefully reviewed nearby buildings, particularly building materials and brick patterns to develop a design that is sensitive whilst also delivering an appropriate, modern redevelopment.</p>

Community space	The proposals include an element of community space including storage space for community use.
Public space	The proposed development will include significant new town square for Cricklewood immediately next to Cricklewood Green, capable of hosting markets, concerts and other community events. Montreaux are exploring how community involvement in the management of the public space can be integrated into any planning approval.

6.13 The project team remains committed to engaging with the local community and stakeholders. The following outlines next steps for continued engagement with stakeholders:

- Continued engagement with Child's Hill ward councillors.
- Continued engagement with those that get in touch regarding the proposals over the coming weeks.

7. CONCLUSION

7.1 This Statement of Community Engagement (SCE) has been produced in support of a detailed planning application for:

Outline planning application (including means of access with all other matters reserved) for the demolition of existing buildings and comprehensive redevelopment of the Site for a mix of uses including residential C3 and flexible commercial and community floorspace in uses classes A3/B1/D1 and D2; car and cycle parking; landscaping; and associated works.

7.2 Pre-application consultation as required by the Localism Act 2011, NPPF 2019 and NPPG has been undertaken with key political and third-party stakeholders relevant to the Site. These have included:

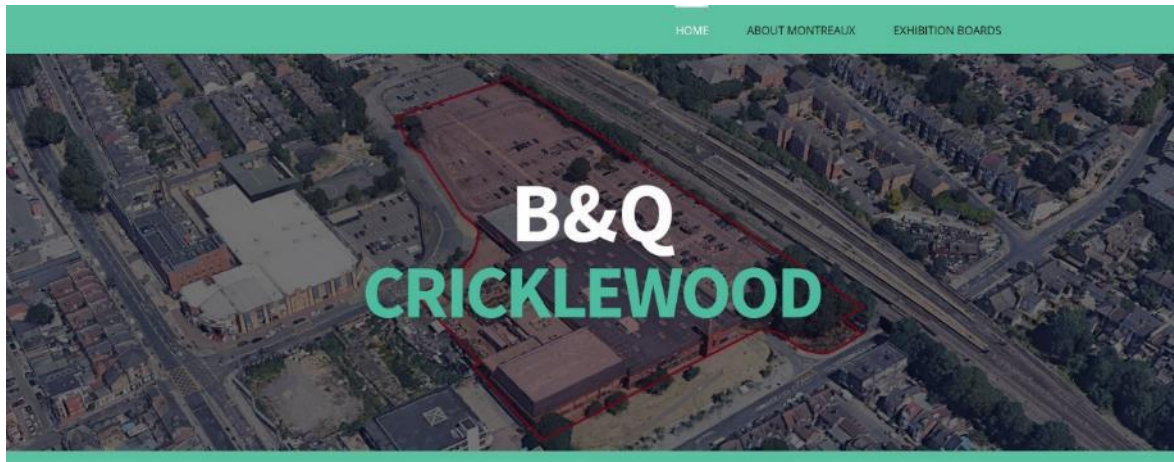
- LBB ward councillors for Childs Hill, including Councillor Anne Clarke, Councillor Peter Zinkin, and Councillor Shimon Ryde.
- Local resident and amenity groups, including:
 - Cricklewood Business Association
 - Cricklewood Town Team
 - Cricklewood Community Forum
 - NorthwestTWO Residents' Association
 - Cricklewood Groves Residents' Association
 - Fordwych Residents' Association
 - The Railway Terraces Residents' Community Association
- Local residents and businesses via a drop-in public exhibition and flyer circulated to 5,298 local addresses.

7.3 Montreaux has actively informed the local community of the development proposals and has undertaken consultation activities including meetings with local stakeholders and a drop-in public exhibition.

7.4 The project team have reviewed all feedback received during the consultation process and, where practical, has amended the proposals in preparation for a planning application.

7.5 The project team remains committed to engaging with the local community and stakeholders.

A1. COPY OF WEBSITE (WWW.BANDQCRICKLEWOOD.CO.UK)

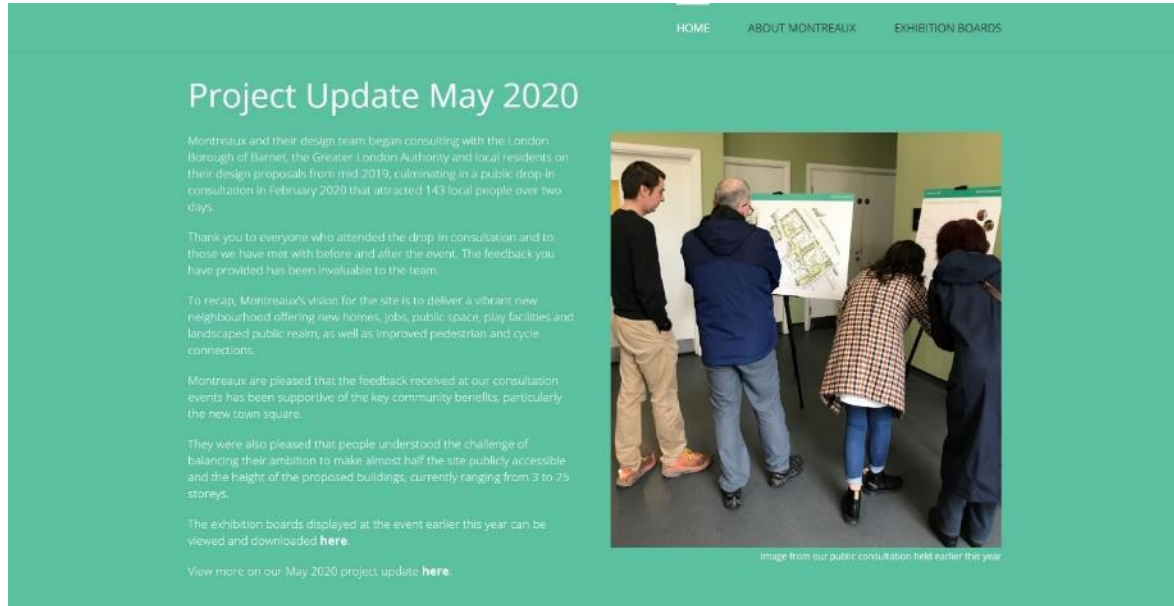


Welcome

Welcome to our consultation website for the proposed redevelopment of B&Q Cricklewood.

You can find out about the emerging proposals for the site below or from the **exhibition boards** that were presented at our public consultation earlier in 2020.

Please do get in touch with us if you have any questions via the contact details at the bottom of this page.



A2. EVENT FLYER



Invitation to a public consultation
on the redevelopment of
B&Q, Cricklewood Lane

B&Q Cricklewood

Montreaux would like to invite you to have your say at a public consultation on the initial design proposals for their residential-led redevelopment of B&Q, Cricklewood. The proposed development aims to provide a significant amount of public realm including a new town square, landscaped open spaces and play facilities for the local community to enjoy.

This event will be held at

Ashford Place, 60 Ashford Road, NW2 6TU

on

**Sunday 2 February
between 11am and 3pm**

**Monday 3 February
between 3.30pm and 7.30pm**

For more information about the consultation please
contact us at

info@bandqcricklewood.co.uk

020 8049 6970

www.bandqcricklewood.co.uk



MONTREAUX

A3. PROJECT UPDATE NEWSLETTER

MONTREAUX



B&Q Cricklewood Update

This newsletter has been produced to provide an update on the proposals for the redevelopment of B&Q Cricklewood.

B&Q sold their 6.8-acre Cricklewood site to developers Montreaux in 2019.

Montreaux and their design team began consulting with the London Borough of Barnet, the Greater London Authority and local residents on their design proposals from mid-2019, culminating in a public drop-in consultation in February 2020 that attracted 143 local people over two days.

Thank you to everyone who attended the drop-in consultation and to those we have met with before and after the event. The feedback you have provided has been invaluable to the team.

To recap, Montreaux's vision for the site is to deliver a vibrant new neighbourhood offering new homes, jobs, public space, play facilities and landscaped public realm, as well as improved pedestrian and cycle connections.

Montreaux are pleased that the feedback received at our consultation events has been supportive of the key community benefits, particularly the new town square.

They were also pleased that people understood the challenge of balancing their ambition to make almost half the site publicly accessible and the height of the proposed buildings, currently ranging from 3 to 25 storeys.

Next Steps

Montreaux are still keen to hear from local residents and businesses as they work towards making a planning application for the site that they hope to submit to the London Borough of Barnet in the summer.

If you would like to get in touch to discuss the proposals further please do not hesitate to get in contact by emailing info@bandqcricklewood.co.uk or calling us on 020 8049 6970.

The proposed development will include:

- Circa 1,100 new market, rental and affordable homes providing a range of housing options, including 35% affordable housing.
- A significant new town square for Cricklewood immediately next to Cricklewood Green, capable of hosting markets, concerts and other community events.
- Enhancements to Cricklewood Green such as new seating and pathways to connect to the new town square, that will be designed in partnership with the local community.
- New workspace and a café/restaurant facing onto the new town square bringing more people to the area to help support local shops and businesses.
- Places for children to play throughout the public realm and a new public play area towards the north of the site.
- Community space, potentially next to the public play area.
- New and improved pedestrian and cycle connections through the site.
- The closure of vehicular access from Cricklewood Lane to help improve congestion locally.
- A significant reduction in parking on site from what is currently provided to further help reduce congestion in the area.
- Car clubs, electric charging points and high levels of secure cycle parking for residents and visitors to help promote sustainable modes of transport.
- 10% of the new homes to be designed for wheelchair users who will also have priority for a designated parking space.
- The space to create a second entrance to the train station from the west should public transport providers decide to undertake this.


Artists' impression of the enhancement to Cricklewood Green and the new town square



A4. EXHIBITION BOARDS

MONTREUX B&Q Cricklewood

Welcome



This event presents the initial design proposals for B&Q Cricklewood.

We look forward to hearing your thoughts.

Photographs and video may be taken at this event. Please speak to a member of staff if you do not wish your image to be used.

MONTREUX B&Q Cricklewood

Project introduction



Introduction

Welcome to the first public consultation for B&Q Cricklewood.

Following a rationalisation of business operations, B&Q sold the 6.6 acre site to Montreux in 2019. The existing B&Q store is scheduled to close in summer 2020.

Montreux has already met with local residents and community groups to understand their aspirations for the site. This feedback has helped shape the proposals presented here that aim to regenerate the site and deliver a significant new public space next to Cricklewood Green.

Our vision is to deliver a vibrant new neighbourhood offering new homes, jobs, public space, play facilities and landscaped public realm, as well as improved pedestrian and cycle connections.

Our timetable

We are currently consulting on our design proposals with the London Borough of Barnet, the Greater London Authority and other stakeholders. This consultation will help inform the next stage of design development.

We will be hosting further public consultation events over the next few months, with the aim of submitting a planning application in spring.

Your feedback

We welcome your comments on the exhibition material which will inform design development as we prepare to submit a planning application later this spring.

If you could complete a feedback form it would be greatly appreciated.

Keep in touch

Please let us know if you would like to be added to our mailing list.

You can keep up to date with how the project is progressing and find details of other consultation events on our website.

www.bandqcricklewood.co.uk
info@bandqcricklewood.co.uk
 020 8049 6970

February 2020

The site



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The B&Q Cricklewood site is 6.8 acres and wholly owned by Montreux. The site includes the area of land between Cricklewood Green and the railway bridge but does not include Jewson Builders Merchants.

The site is accessed by vehicles from Cricklewood Lane and Depot Approach. The current site masterplan proposes to close the entrance from Cricklewood Lane to vehicles.

The site also provides informal pedestrian connections across the site. These will be dramatically improved with the proposals.

A large proportion of the existing site is surface level parking providing over 200 spaces, which together with the HGV's accessing the site to service the site means there are over 4,500 vehicular trips per day.

The proposed reduction in car parking and the type of commercial uses on site will significantly reduce the number of vehicles accessing the site each day, helping to reduce congestion and improve air quality in the wider area.

February 2022

Our team



Montreux

At Montreux, our mission is simple; to deliver exceptional residential and mixed-use property developments across London and southern England.

With extensive industry experience, the team at Montreux has an in-depth working knowledge of creating inspiring places to live, work and enjoy.

Montreux acquired the B&Q Cricklewood site at Broadway Retail Park, London NW2 in 2019 and aim to deliver a first class mixed use development of circa 1,100 new homes and commercial space.

EPR Architects

EPR Architects is an award-winning practice with a well-established reputation for quality architecture, masterplanning and interior design thanks to our extensive experience delivering an array of building typologies across workspaces, leisure and leisure sectors.

From our central London and Wroclaw studios, our experienced team of over 200 talented people collaborate to produce vibrant and inventive architecture in response to our clients' unique requirements. This approach, understanding and experience has ensured our continuous association with many of the country's leading clients.

We pride ourselves on delivering sustainable, stimulating environments – often collaborating with renowned artists and interior designers to push brief boundaries with bold, bespoke design solutions whilst championing the need for public art.



Montreux Instagram: Home, B&Q



EPR Architects Instagram: Courtyard, B&Q

Landscape and public realm strategy



3. The tales

- Urban exploration and art
- Ecological story and education
- Play trail with reference to local tale

2. The glades

- Community platforms of different scale and uses for residents, neighbours and locals
- Variety of atmospheres and light levels
- Biophilia and wellbeing

1. The Woods

- Reference to the site history and neighbourhood
- Crickled design language



The landscaping proposals have been inspired by how the area has developed over time and the original source of the name Cricklewood.

74% of the proposed masterplan is public realm comprising 46% as landscaped public open space and 26% of footways, highways and car parking.

The table below shows the breakdown of different areas of the site:

Area (approx. % of the site)	Total proportion of the site
Landscaped public open space	46%
Residents' shared garden	8%
Residents' shared roof space	10%
Roof terrace	8%
Infrastructure*	20%
*Space that incorporates items that vehicles, roads and car parking	

Key dates & events in the development of the area:

- 13th century: first settlement
- 17 and 18th century: farm land over cleared woodland
- 1870: railway and station
- 1900: "Cricklewood Park" with streets named after trees and the arrival of first factory in the area
- 1914: Cricklewood Broadway shopping parade in "Metropolitan electric" style
- 1915-1930: North expansion for industry (Aircraft, telephone, film studio, cars, etc.)

Site plan of proposed development

Emerging site masterplan



- Key elements of our proposed site masterplan area:**
- A signifiant new public square and town square for Cricklewood
 - 46% of the site as landscaped public realm accessible to everyone
 - Enhancements to Cricklewood Green
 - Play spaces and facilities for the wider community
 - New and improved pedestrian and cycle connections through the site
 - Over 1,100 new market, rental and affordable homes providing a range of housing options
 - 10% of the new homes to be designed for wheelchair users who will also have priority for a designated parking space
 - Car clubs and extensive secure cycle storage to encourage sustainable forms of transport
- Key to site masterplan:**
- ① Public square / town square
 - ② Enhanced Cricklewood Green
 - ③ New playground
 - ④ Land safeguarded for a new station (subject to Network Rail)
 - ⑤ Residents' garden
 - ⑥ Green link
 - ⑦ Potential pedestrian crossing (subject to approval with the landowner)



A town square for Cricklewood



The residential-led masterplan for B&Q Cricklewood will create a fantastic new public space, or town square that will be capable of hosting a range of community events from open air cinema to visits by the blood donation truck.

The space will be designed to have all the necessary infrastructure to support events - electrical, water points, nearby storage, etc.

We also intend to work, when the time is right, with existing established uses, such as the current market on Cricklewood Lane, to enhance and expand their offer.

We hope that the new square will become a focal point for new and existing residents, the local community, people working in the area, shoppers and visitors.



February 2022

An enhanced Cricklewood Green



Montreaux are committed to funding enhancements to Cricklewood Green in partnership with the local community.

Enhancements could include:

- New paths and ramps to provide pedestrian access to the proposed public space.
- Integrated seating and other street furniture.
- New planting and
- Public art.

Any proposals for Cricklewood Green would be subject to community consultation and agreement with the council.



February 2022

A place to play and relax



View looking south-west from courtyard off the playground to the station

The proposed development seeks to provide a range of spaces for young people to play or relax, 40% of the site will be landscaped public realm.

Play elements such as logs, posts and boulders will be integrated throughout the development.

In addition there will be a new play area towards the north of the site with facilities for younger children, complementing the offer of the existing Kara Way Playground across the road.

The new play area will include interactive, fun and exciting elements for children to enjoy.

Places to sit will surround the play area providing space for parents to relax and watch while their children play and for people to meet and relax during the day and evening.



Photograph images of play equipment

Green connections



View looking north-west from courtyard off the playground to the station

The proposed development will create new landscaped pedestrian and cycle connections that connect to the wider area, providing better access to Cricklewood Station.

The public realm will include a green tree-lined avenue, south to north through the site connecting the new public space and Cricklewood Green to the new and existing play facilities.

This new space will be a welcoming and relaxing environment in which to walk, run and explore. Its features might include:

- Places to sit;
- Areas of grass;
- New trees in a variety of different species;
- Bird and bat boxes, and bug hotels;
- Play spaces and equipment; and
- Extensive landscaping and planting



Photograph images of play equipment



Photograph images of play equipment



Photograph images of play equipment



Photograph images of play equipment



Height and massing



Artwork of the proposed development showing the height and massing



The proposed strategy for height is to concentrate the taller elements close to the railway lines with the tallest, 25 storeys, next to Cricklewood Station.

Heights step down as the buildings meet the surroundings, with 3 storeys closest to the Kara Way Playground and 9 storeys to match the recently consented 'Co-op' development.

All buildings will be designed to be residential in look and feel, using materials that reference the local built character.



Proposed mix of buildings

