



**MAIDA HILL
NEIGHBOURHOOD PLAN
2023-2040
CONSULTATION STATEMENT**



**Submission Version
August 2024**

MAIDA HILL NEIGHBOURHOOD FORUM

www.maidahillforum.org.uk

 @maidahillforum

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1. INTRODUCTION

About this document

- 1.1 This Consultation Statement is submitted to Westminster City Council together with the Maida Hill Neighbourhood Forum's proposed Neighbourhood Plan.
- 1.2 The Consultation Statement:
 - contains details of the persons and bodies who were consulted about the proposed Neighbourhood Plan
 - explains how they were consulted
 - summarises the main issues and concerns raised by the consultees
 - describes how these issues and concerns have been considered or addressed in the proposed Neighbourhood Plan.

About Maida Hill Neighbourhood Forum

- 1.3 The Maida Hill Neighbourhood Forum is a community group that brings together the views of residents and businesses to speak with a collective voice about current issues and future developments in Maida Hill.
- 1.4 More than 13,000 people live in Maida Hill. It has an ethnically diverse population and a broad socio-economic mix with a strong sense of local community. The Forum is working with local people (residents and workers) to create a friendly and flourishing space and are committed to developing the area into a thriving and positive, healthy and happy community. The aim is to develop an environmentally and socially conscious Neighbourhood Plan for the benefit of everyone.

MAIDA HILL WARD

HAVE A GO!

Things that should be improved



2. ENGAGEMENT ACTIVITIES 2016 - 2023

Who were consulted

- 2.1 Maida Vale Neighbourhood Forum consulted widely with local residents, voluntary sector organisations, Harrow Road retailers and Westminster City Council before preparing a draft Neighbourhood Plan.

How they were consulted

- 2.2 The Neighbourhood Plan has been strongly influenced by ideas, suggestions and feedback received from the community during a series of engagement events and meetings, as detailed below (see 2.4-2.9).
- 2.3 People were made aware of each of the engagement events through:
- Posters displayed in key locations and flyers delivered to all addresses in the neighbourhood (for AGMs only)
 - Notification, in the form of email, sent directly to the full list of contacts signed up to receive emails from the Forum
 - Updates posted by the Forum on various social media channels, including Facebook and Twitter ('X')
 - Updates to the Forum's website.
- 2.4 **Placecheck walkabouts (2016)**
The Maida Hill Neighbourhood Forum's Committee organised two Placecheck walkabouts with local residents in October and November 2016. Around 50 people attended the two events, each lasting over two hours. The aim was to observe and gather views on the neighbourhood's strengths, weaknesses, as well as priorities for improvements.

Attendees were asked to mark on the neighbourhood map the things / locations / features / buildings & spaces that they liked, disliked and where they thought priorities for improvements were.

The Forum also piloted the Online Placecheck tool, with over 300 ideas and comments recorded on the online map, including those transferred from paper maps used during the walkabouts.

These provided a sound basis for further work on analysing and grouping views and ideas, and identifying key objectives, draft policies and projects for the

Neighbourhood Plan. These engagement results were presented at subsequent meetings and engagement events.



Figure 1: Flyers used to advertise Placecheck walkabouts in 2016



Figure 2: Attendees at the start of the first Placecheck walkabout

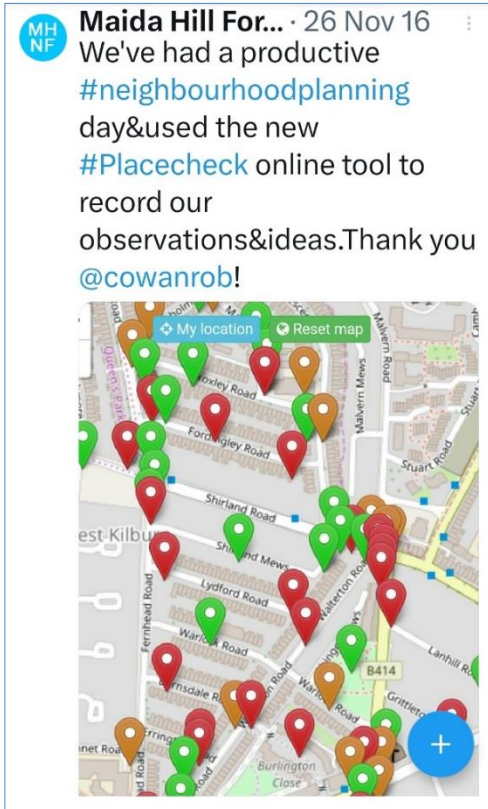


Figure 3: A Twitter post inviting people to the first walkabout and showing the areas to be covered by four groups (left) and a snapshot of the Placecheck Online Tool with comments marked during the walkabouts

2.5 **Harrow Road Area Workshops (2017-18)**

In April 2017 and February 2018 Westminster City Council run a couple of day-long stakeholder workshops and evening public meetings working closely with Maida Hill and Westbourne Neighbourhood Forums, and the Queen’s Park Community Council. The purpose of these events was to identify and discuss key issues of relevance to all three community organisations, and to feed into their Neighbourhood Plans. The ideas and proposals generated during these events also fed into Westminster City Council’s Harrow Road Place Plan and its placeshaping and regeneration programme.

All four events were attended by a number of Maida Hill Neighbourhood Forum’s members and the relevant ideas generated at the events fed into the emerging Maida Hill Neighbourhood Plan.

Westminster City Council
Westminster City Hall
64 Victoria Street
London SW1E 6QP

020 7541 8000
westminster.gov.uk


City of Westminster

Harrow Road Public Meeting

Westminster City Council want to produce a document to guide developers' planning applications and to influence the council's planning decisions. We want this to reflect the views and aspirations of the community so are holding a public meeting to understand local views and opinions.

As the map below displays, the primary focus will be on parts of the Harrow Road and Woodfield Road areas. The aim is to understand the key issues and reflect this in the document to ensure that future developments meet the aspirations of the local community and benefit the people who live, visit and work in the area.

If you would like to attend (or have any questions) please contact Patrick Ransom by 25th April using pransom@westminster.gov.uk.



Who: Members of the public
When: 7-9pm 27th April
Where: WECH Community Centre (entrance from Chantry Close, off Elgin Avenue)

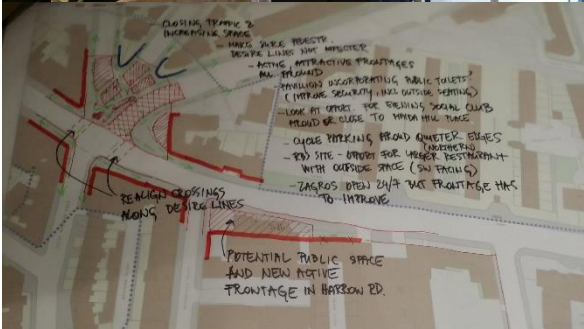


Figure 4: Flyer advertising the first Harrow Road public meeting organised by Westminster City Council, and photos taken during the stakeholder workshops and public meetings held in 2017 and 2018.

2.6 Maida Hill Planning Workshop (2017)

The Maida Hill Neighbourhood Forum continued the exploration of ideas for key location identified through the previous engagement sessions at the Planning Workshop in December 2017. Ten locations were discussed, and high level proposals drawn by a group of attending Maida Hill residents and the Forum's Committee members.



Figure 5: Flyer advertising the Planning Workshop in December 2017 and a photo of one of the groups during the workshop.

2.7 **Marble House and Lydford Estate walkabout (2018)**

A walkabout of two key housing estates in the neighbourhood – Marble House and Lydford Road estates – was held in the Summer of 2018. Around 20 members of the Forum’s Committee and Maida Hill residents attended and contributed their thoughts on topics such as priority environmental improvements, safety and anti-social behaviour and access to and through the estates.



Figure 6: Photos from the walkabout in Lydford Estate (left) and Marble House estate (right)

2.8 **Annual General Meetings (AGMs) and Public Meetings (2016-2023)**

Since the start of its activities in 2016, the Maida Hill Neighbourhood Forum held AGMs every year, save for the first year of Covid lockdown (2020). The 2021 and 2022 AGMs took place online, while the others took place either at Walterton and Elgin Community Homes (WECH) Community Centre or the Emmanuel Church in Harrow Rd. Each meeting was attended by 40-60 local residents, business owners and workers in the area.

All AGMs were combined with Public Meetings, including interactive engagement sessions to gather ideas for the Neighbourhood Plan and collate views on the policies and projects drafted to date. Below is a selection of communication materials and photos from a few AGMs.

The image shows two flyer designs. The left flyer is for the Maida Hill Neighbourhood Forum Public Meeting and AGM, held on Saturday 15 October 2016 at the WECH Community Centre. It includes contact information and an invitation to participate in shaping the area. The right flyer is a survey form titled 'MAIDA HILL NEIGHBOURHOOD PLAN' asking for the top three issues to be addressed in the plan. It includes a list of three numbered points and a thank you message.

Figure 7: Flyer advertising the 2016 AGM, including a short survey asking for views on top Neighbourhood Plan priorities



Figure 8: Photos of the 2016 AGM



Figure 9: Public engagement session that took place immediately after the 2016 AGM



Figure 10: Photos of the 2017 AGM which was combined with an interactive engagement session to gather views on the early draft of Neighbourhood Plan policies and projects

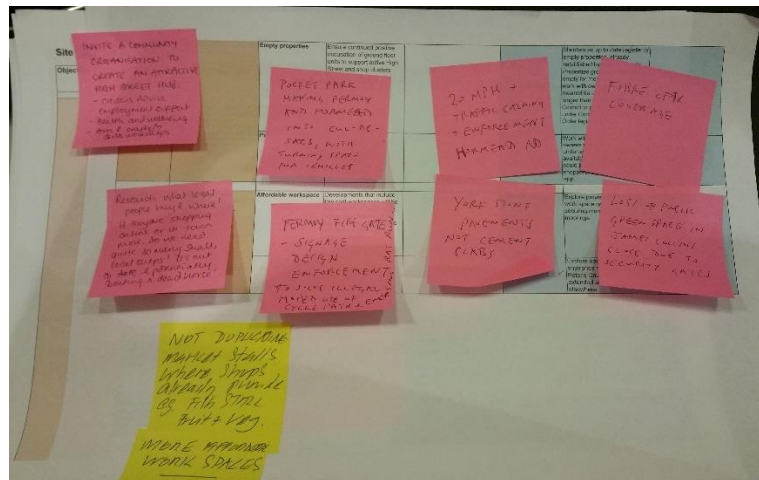
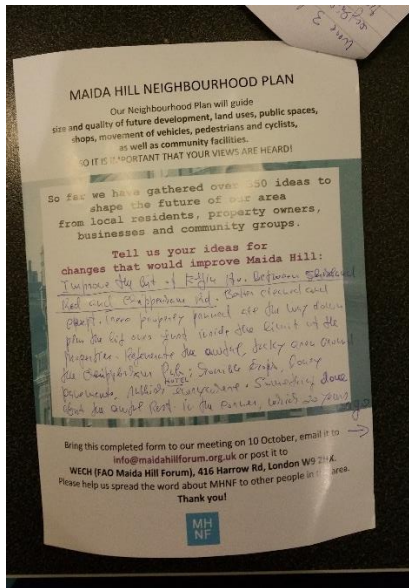


Figure 11: Examples of feedback received during the AGM / Public Meeting in 2017



MAIDA HILL NEIGHBOURHOOD FORUM

Let's talk about Maida Hill

MONDAY 22 MAY 2023
7:00* - 9:00pm
at Emmanuel Church
389E Harrow Rd, London W9 3NA

Public Meeting and AGM

We are a group of local people, working to make our neighbourhood better.

Join us for an update on plans for local spaces and developments, and have your say.

www.maidahillforum.org.uk @maidahillforum

We will also be electing the next Forum committee** and want to make it easier to **get involved**. To find out more, please email us at: info@maidahillforum.org.uk

* Meeting will open from 6:45pm for informal chat.
** Send nominations by Saturday 20 May 2023 to info@maidahillforum.org.uk.

WHAT WE DO

Maida Hill Neighbourhood Forum exists to create a Neighbourhood Plan for Harrow Road Ward, as well as to give a view on planned developments locally, keep people informed and try to improve the area.

Planning and development	Local information	Improving the area
 <ul style="list-style-type: none"> • Creating a Neighbourhood Plan • Commenting on planning applications • Campaigning 	 <ul style="list-style-type: none"> • "Maida Hill Matters" newsletter • Local listings • Twitter chat 	 <ul style="list-style-type: none"> • Sports coaching • Design workshops • Small green spaces

All activities depend on volunteers

Monday 22 May 2023 (7:00 - 9:00pm)

Sign up to our newsletter to find out more about your area:
www.maidahillforum.org.uk



PTO for AGM info!

Figure 12: Flyer advertising the 2023 AGM and including information about the Forum's key activities and discussion topic

AGM presentation
JON HERBERT
 Troy Planning + Design
 29 March 2022

Maida Hill Neighbourhood Plan

WHY DO A NEIGHBOURHOOD PLAN? A POWERFUL TOOL FOR 'PLACEMAKING'

- Neighbourhood Development Plans: a way of giving 'power' to local people
- Must be land use related; but can include a wider manifesto to influence change – can be about more than new development
- No set format; can be very simple or very complex
- Must be in conformity with national and local planning policy
- Can effect very real change
- Can bring about positive planning and community cohesion
- Can draw out the benefits of change
- Expressing the community's aspirations for change

WHAT CAN IT AFFECT?

- Green Spaces
- Heritage buildings
- Development management
- Community aspirations
- Urban revitalisation
- Local character

POLICY RELATIONSHIP CHAIN OF CONFORMITY

- England: National Planning Policy Framework
- London: London Plan
- Borough: Westminster City Plan
- Maida Hill: Maida Hill Neighbourhood Plan

- Policy compliance
- Do not duplicate
- **Keep it simple, focused and local**

@troy_planning

NEIGHBOURHOOD PLANNING IN ENGLAND A GROWING MOVEMENT – GREAT PROGRESS

As of February 2022:

- 3,084 Applications
- 3,013 Areas designated
- 1,339 have been made
- 404 currently at formal consultation / Examination

By contrast:

- 70% of LPAs have a post NPPF Local Plan
- 10% of these more than five years old
- 15% of LPAs cannot demonstrate a five year supply of housing land

There are more 'made' neighbourhood plans than adopted Local Plans

@troy_planning

NEIGHBOURHOOD PLAN PROCESS CAN BE LENGTHY – SO IMPORTANT TO FOCUS

1. Background Studies
2. Early engagement
3. Developing strategies and identifying emerging ideas
4. Internal consultation on emerging ideas
5. Prepare draft plans
6. Pre-submission consultation
7. Regional and national legislation
8. Local Planning Authority Consideration
9. Neighbourhood Plan
10. Examination
11. Referendum
12. Neighbourhood Plan
13. Monitoring

@troy_planning

CONSULTATION A COLLABORATIVE PARTICIPATION PROCESS

Public participation process

Supported by ongoing consultation with statutory consultees

@troy_planning

MAIDA HILL SPECIFIC POLICIES AND PROJECTS

- Retain important community facilities, and support provision of 'missing' facilities – What facilities and where? Do they cater for all?
- Support vitality, quality and mix of uses in local centres – Are 'everyday needs' provided for?
- Require high-quality design in new development, reflecting local character – What are the best qualities of existing buildings that should be reflected in new development?
- Improve quality of public spaces and provision of greenery - How can streets and spaces be made safer and greener? Are there opportunities for new areas of greenery?
- Support walking and cycling – How can we make it easier for people of all ages and abilities to move around the area?

@troy_planning

"Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."

Jane Jacobs

Figure 13: Presentation by Troy Planning (the Forum's planning consultants) shown at the 2022 AGM



Current state of play

- Long list of ideas generated through extensive consultation pre-Covid
- Covid led to a pause in plan-making
- Review of ideas post-Covid
- Assessment of ideas against London Plan and WCC City Plan (i.e.: what is the space for the Neighbourhood Plan and what can it influence)
- Consultation to ask whether ideas remain relevant
- Production of draft Plan now with WCC for review
- Draft Plan supported by a Design Guide and Code

Draft policies and projects include:

Supporting a street greening programme

Greenery

- Protect existing green spaces
- Support improvements to existing green spaces
- Support provision of well-designed green space in new development that can be enjoyed, safely, by all
- Introduce pocket parks, parklets, tree planting and raingardens

Draft policies and projects include:

Supporting provision of the full range of community facilities across Maida Hill

Community uses

- Retain and seek improvements to community facilities
- Welcome new community facilities where they are well integrated with development and flexible, allowing multiple use and activities.
- Support provision of new affordable workspace and affordable housing within the Plan area, including making better use of empty homes

Draft policies and projects include:

Supporting a network of vibrant local centres

A network of vibrant centres providing for day-to-day needs

- Limit presence of betting shops, hot food takeaways and shisha bars in local centres
- Support good design, including new shopfronts and conversions
- Mixed-use developments should avoid conflicts (e.g.: noise / odour) between uses
- Better management of parking and delivery

Draft policies and projects include:

Supporting improvements to public space

Public realm

- Improve the quality of public space in centres / at key junctions
- Support improved access to the canal where opportunities arise
- Support measures that improve air quality, including the re-use and retrofit of existing buildings to high sustainability standards

Draft policies and projects include:

Supporting active travel initiatives

A network of safe streets and spaces supporting access for all

- Support improved opportunities for walking and 'wheeling', including new cycle routes
- Provision of a network of 'mobility hubs' providing non-car transport choices
- Support car free development
- Support ideas for play streets and homezones

Draft policies and projects include:

A design guide has been prepared that supports policies and projects in the Plan around:

- Design principles for new development
- Preserve and enhance local heritage assets
- Building heights
- Creating safer places for all through design

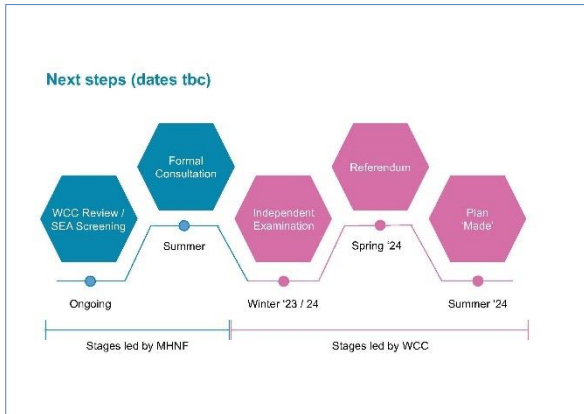


Figure 14: Presentation by Troy Planning shown at the 2023 AGM

2.9 WECH Summer Festivals (2021 - 2023)

The Maida Hill Neighbourhood Forum participated in three consecutive annual WECH Summer Fairs 2021-2023. In the first year, the consultation focused on reconnecting with local people post-Covid lockdown, adding to and refining the ideas gathered through previous engagements and sharing information about the Forum’s activities at the time. The 2022 and 2023 events were used to consult local people on the emerging draft Neighbourhood Plan.

In 2023 the Summer Fair consultation took place in the form of a stall that was situated next to a display of historical photographs of sites of local interest. Members of the Forum’s Committee took turns to greet attendees throughout the four-hour long event, provide information about the Forum and the emerging Plan. Attendees were invited to fill in questionnaires having been taken through consultation material (see Figures 16 and 17) and after discussing points raised.



Figure 15: Two of the Maida Hill Neighbourhood Forum’s Committee Members leading consultations at the 2021 Summer Fair (left) and the Forum’s stand at the 2023 Summer Fair (right)

Community Facilities

Please let us know what community facilities there are in Maida Hill which we should seek to protect from loss.

--

Please let us know if there are any community facilities missing from the area which should be provided.

--

Place Quality

Please let us know if there are any streets, spaces or specific locations which you think would benefit from street greening, including new tree planting or pocket parks for example.

--

Please let us know what you think the best characteristics and qualities of the buildings and public spaces in Maida Hill are, and which new development should respect and respond to (This might, include, for example, the appearance of buildings, materials used, height, mix of uses, greenery etc)

--

4

Ideas Set 3: Design

		Are these ideas heading in the right direction?		
		Yes	No	Not Sure
3A	Require new development to reflect the best design qualities and characteristics of the area, including the prevailing heights of existing buildings			
3B	Conserve and enhance important local heritage features and buildings			
3C	Reduce carbon emissions through the reuse and retrofitting of existing buildings rather than redeveloping these			

Ideas Set 4: Public Space

		Are these ideas heading in the right direction?		
		Yes	No	Not Sure
4A	Protect local green spaces from loss			
4B	Support street greening through new tree planting, pocket parks and parklets			
4C	Where opportunities allow, to open up access to the Canal			

Ideas Set 5: Movement

		Are these ideas heading in the right direction?		
		Yes	No	Not Sure
5A	Encourage new development to be car-free			
5B	Encourage measures that support safe walking and cycling			
5C	Support the creation of liveable neighbourhoods that minimise the volume and speed of through traffic, creating greener, safer streets for all			

3

Emerging Ideas

Based on earlier feedback a set of policy ideas have been prepared. These are presented in the tables below.

Please let us know whether these are heading in the right direction, or not.

Ideas Set 1: Local Centers

		Are these ideas heading in the right direction?		
		Yes	No	Not Sure
1A	Support a mix of retail, commercial and community uses in our local centres where they do not harm residential amenity.			
1B	Restrict the further loss of pubs from the area			
1C	Restrict the spread of betting shops, hot food takeaways and shisha bars across the area			

Ideas Set 2: Community

		Are these ideas heading in the right direction?		
		Yes	No	Not Sure
2A	Identify important local facilities which should be protected			
2B	Support and encourage the provision of new community facilities in the area			
2C	Support proposals for provision of affordable workspace			

2

MAIDA HILL NEIGHBOURHOOD PLAN QUESTIONNAIRE: SUMMER 2022

The Maida Hill Neighbourhood Forum is a community group that brings together the views of residents and businesses to speak with a collective voice about current issues and future developments in Maida Hill.

The Forum is working on a Neighbourhood Plan. This will help capture local views to put in place policies that shape and influence future development in Maida Hill. The policies will be used to inform and determine planning applications. It is important that the Neighbourhood Plan reflects your ambitions and views.

Work began on the Neighbourhood Plan before Covid, with many ideas and suggestions put forward for the area at earlier consultation events. We are now recommencing work on the Neighbourhood Plan.

The ideas previously put forward have been summarised and are presented on the following pages. We'd like to know if these are still relevant and heading in the right direction, or whether you have other ideas that should be considered.

You can return this questionnaire to:

WECH, 36a Selbourne House, Elgin Avenue, Westminster W9 3ET

or by completing online via the Forum website:

<https://www.maidahillforum.org.uk>

Please respond by 10 September 2022

Thank you!

Please tell us about yourself

Are you (please tick all that apply):

A resident of Maida Hill	<input type="checkbox"/>	Visiting Maida Hill	<input type="checkbox"/>
An employee in Maida Hill	<input type="checkbox"/>	A business or organisation in Maida Hill	<input type="checkbox"/>
Other (please state)	<input type="checkbox"/>		

How old are you (please tick only one):

Under 18	18-25	26-35	36-45	46-55	56-65	Over 65	Would rather not say
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1

Other Comments

Do you have any other comments, ideas or suggestions for inclusion in the Plan?

Keep in touch

If you would like to be kept updated on the Neighbourhood Plan please provide your email address:

Data Protection

Data is being collected by Troy Planning and Design on behalf of the Maida Hill Neighbourhood Forum. Data in this questionnaire will be analysed to inform the content of the Neighbourhood Plan. Anonymous data may be shared as evidence that the Plan reflects the aspirations of the community. Email addresses will only be used as stated and will not be shared with third parties.

5

Figure 16: Questionnaire used at the 2022 Summer Fair to gather local feedback

MH NF MAIDA HILL NEIGHBOURHOOD PLAN

Your Maida Hill

Please use a sticky note to mark up any specific actions or opportunities you would like to see addressed in the Neighbourhood Plan. These might, for example, include places for street greening, improvements to streets and public spaces, important buildings or uses.



To find out more:
 website: www.maidahillforum.org.uk
 email: info@maidahillforum.org.uk
 twitter: @maidahillforum

Survey:
 Please scan to complete the survey online

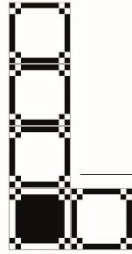


MH NF MAIDA HILL NEIGHBOURHOOD PLAN

Place Quality

Use a sticky note to let us know if there are any streets, spaces or specific locations which you think would benefit from street greening, including new tree planting or pocket parks for example.

Use a sticky note to let us know what you think the best characteristics and qualities of the buildings and public spaces in Maida Hill are, and which new development should respect and respond to (this might, include, for example, the appearance of buildings, materials used, height, mix of uses, greenery etc)



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 Please scan to complete the survey online

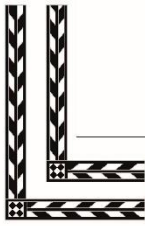


MH NF MAIDA HILL NEIGHBOURHOOD PLAN

Community Facilities

Use a sticky note to let us know what community facilities there are in Maida Hill which we should seek to protect from loss.

Use a sticky note to let us know if there are any community facilities missing from the area which should be provided.



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Survey:
 Please scan to complete the survey online



MH NF MAIDA HILL NEIGHBOURHOOD PLAN

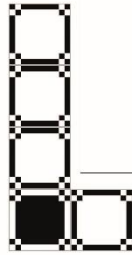
Ideas set 5: Movement

Are these ideas heading in the right direction? Please place a green sticky dot against those you agree with, and a red against those you don't.

- 5A Encourage new development to be car-free
- 5B Encourage measures that support safe walking and cycling
- 5C Support the creation of liveable neighbourhoods that minimise the volume and speed of through traffic, creating greener, safer streets for all.

Do you have other ideas?

If you have any comments or suggestions for consideration in the Neighbourhood Plan, please write on a sticky note and place here:



To find out more:
 website: www.maidahillforum.org.uk
 email: info@maidahillforum.org.uk
 twitter: @maidahillforum

Survey:
 Please scan to complete the survey online



MH NF MAIDA HILL NEIGHBOURHOOD PLAN

Ideas set 3: Design

Are these ideas heading in the right direction? Please place a green sticky dot against those you agree with, and a red against those you don't.

3A	Require new development to reflect the best design qualities and characteristics of the area, including the prevailing heights of existing buildings
3B	Conserve and enhance important local heritage features and buildings
3C	Reduce carbon emissions through the reuse and retrofitting of existing buildings rather than redeveloping these


Ideas set 4: Public Space

Are these ideas heading in the right direction? Please place a green sticky dot against those you agree with, and a red against those you don't.

4A	Protect local green spaces from loss
4B	Support street greening through new tree planting, pocket parks and parklets
4C	Where opportunities allow, to open up access to the Canal

To find out more:
 website: www.maidahillforum.org.uk
 email: info@maidahillforum.org.uk
 twitter: @maidahillforum

Survey:
 Please scan to complete the survey online



MH NF MAIDA HILL NEIGHBOURHOOD PLAN

Ideas set 1: Local Centres

Are these ideas heading in the right direction? Please place a green sticky dot against those you agree with, and a red against those you don't.

1A	Support a mix of retail, commercial and community uses in our local centres where they do not harm residential amenity
1B	Restrict the further loss of pubs from the area
1C	Restrict the spread of betting shops, hot food takeaways and shisha bars across the area


Ideas set 2: Community

Are these ideas heading in the right direction? Please place a green sticky dot against those you agree with, and a red against those you don't.

2A	Identify important local facilities which should be protected
2B	Support and encourage the provision of new community facilities in the area
2C	Support proposals for provision of affordable workspace

To find out more:
 website: www.maidahillforum.org.uk
 email: info@maidahillforum.org.uk
 twitter: @maidahillforum

Survey:
 Please scan to complete the survey online



MH NF MAIDA HILL NEIGHBOURHOOD PLAN

Welcome

The Maida Hill Neighbourhood Forum (MHNF) was launched in April 2016. It is a community group that brings together the views of residents and businesses to speak with a collective voice about current issues and future developments in Maida Hill.


The Forum is working on a Neighbourhood Plan. This will help capture local views to put in place policies that shape and influence future development in Maida Hill. The policies will be used to inform and determine planning applications. It is important that the Neighbourhood Plan reflects your ambitions and views.

The area defined as Maida Hill is based on the Harrow Road ward (as at 2020).

We aim to develop an environmentally and socially conscious Neighbourhood Plan for the benefit of everyone.

Work began on the Neighbourhood Plan before Covid, with many ideas and suggestions put forward for the area at earlier consultation events. We are now recommencing work on the Neighbourhood Plan and summarise the main ideas emerging from those events.


We'd like to know if these are still relevant and heading in the right direction, or whether you have other ideas that should be considered.



Maida Hill Neighbourhood Plan Area

To find out more:
 website: www.maidahillforum.org.uk
 email: info@maidahillforum.org.uk
 twitter: @maidahillforum

Survey:
 Please scan to complete the survey online



MH NF MAIDA HILL NEIGHBOURHOOD PLAN

Next Steps

We will continue to work with you to shape the Neighbourhood Plan for Maida Hill.




All comments and feedback received during this consultation will be used to help inform the draft Neighbourhood Plan and which we will ask for your views on.

Once finalised, the Neighbourhood Plan will be submitted to Westminster City Council for independent examination and referendum.

The referendum entails a public vote during which those people of voting age residing in Maida Hill will be asked whether the Neighbourhood Plan should 'come into force'.

If more than 50% of voters are in favour of the Neighbourhood Plan it will then become planning policy and must be considered when determining planning applications for change and development in Maida Hill.

Please do let us know your views - this is an exciting opportunity to become involved in shaping the future of the area and creating a Plan for the community by the community.

To find out more:
 website: www.maidahillforum.org.uk
 email: info@maidahillforum.org.uk
 twitter: @maidahillforum

Survey:
 Please scan to complete the survey online




Figure 17: Display material used at the 2022 Summer Fair

Main issues and ideas raised

2.10 Key messages received from the consultation activities were:

- There is a **strong sense of community** and cultural identity in the area, which should be reflected in the range and mix of uses to support everyday life and community cohesion. The area should strive to be safe and inclusive. This should also extend to opportunities for local people to live and work in the area, with affordable workspace being accessible to the local community.
- The **quality and appearance of local shopping areas and public spaces** should be improved. Within these areas, uses that meet the needs of the community should be provided. The presence of betting shops, fast food outlets and shisha bars should be minimised.
- There is a **lack of greenery and green space in the area**. Opportunities should be taken to protect the green spaces that do exist, enhance enjoyment of these, including for example, access to the Canal, and to provide new areas of green space. New green spaces could be provided through new development or through introduction of street trees and pocket parks.
- New **development should be of an exceptional design quality** and reflect the key qualities of the area, including the heights, densities and architectural features of buildings in Maida Hill. Existing buildings should be reused in preference to redevelopment, with conversions undertaken sensitively, particularly in respect of any shops that are converted into new homes.
- Proposals should **support higher standards of sustainability** across the area and encourage people to walk and cycle.

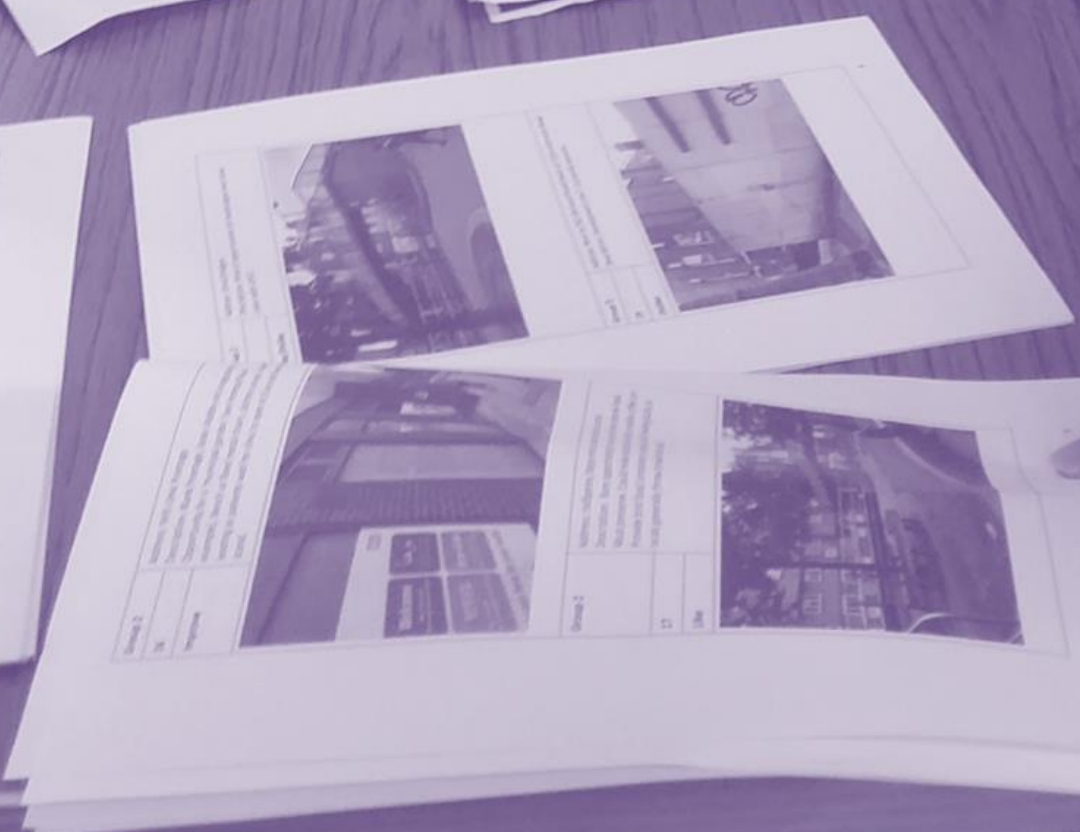
How these issues and ideas have been considered or addressed

2.11 The comments, views and ideas received through the engagement events informed the vision and objectives for the Neighbourhood Plan, as well as the policies and projects that flow from them.

Appendices 1-3 contain more detailed information about the feedback received during the engagement events in the period 2016-23 (pre-Regulation 14).



10/10/10
10/10/10
10/10/10



3. REGULATION 14 CONSULTATIONS

Introduction

- 3.1 The formal Regulation 14 consultation of the pre-submission version of the draft Maida Hill Neighbourhood Plan took place for a period of seven weeks between 4 October and 21 November 2023. Informal consultation was also undertaken at events on 20 August and 14 September 2023. This section of the Consultation Statement presents a summary of the process followed and feedback received.
- 3.2 People were made aware of the consultation period through:
- The Public Meeting and AGM of the Forum in May 2023, providing an update on the status of the draft Plan and forthcoming consultation
 - Publication of posters and flyers to advertise consultation and various drop-in events (see Figure 1 to 20)
 - Notification, in the form of email, being sent directly to statutory consultees, as advised by Westminster City Council, and the full list of contacts signed up to receive emails from the Forum
 - Updates posted by the Forum on various social media channels, including Twitter ('X') (see 21 and Figure 22).
 - Updates to the Forum website (see Figure 23).
- 3.3 The above material encouraged people to view the draft Plan online and in person, with summary display material made available to view at four public drop-in events, including:
- Informal consultation event at the WECH Summer Festival on 20 August 2023
 - Informal consultation event at the Ashmore play street on 14 September 2023
 - Consultation event at the Maida Vale Library on 16 October 2023
 - Consultation event at 2 Fernhead Road on 2 November 2023.
- 3.4 Members of the Neighbourhood Forum's Committee were in attendance at these events to answer any questions and talk people through the material and Plan as required. The display material is included in Appendix 4 of this Consultation Statement.
- 3.5 In addition to the drop-in events, the Plan and supporting material were available to view at Maida Vale Library for the duration of the consultation period.

- 3.6 People were encouraged to provide feedback via an online survey which was also available in print format for those wishing to complete by hand. The online survey could be accessed via the website of the Maida Hill Neighbourhood Forum. A copy of the print version of the survey is included in Appendix 5 of this Statement.
- 3.7 Statutory consultees notified of the consultation included:
- Equality and Human Rights Commission
 - Historic England
 - Natural England
 - The Coal Authority
 - Environment Agency
 - Greater London Authority
 - Transport for London
 - Westminster City Council.
- 3.8 A copy of the email sent to statutory consultees to notify them of the consultation is included in Appendix 6 of this Consultation Statement.
- 3.9 In addition to the above, Neighbourhood Forums adjacent to Maida Hill were also notified. These comprised:
- Queen’s Park Community Council
 - Westbourne Neighbourhood Forum.
- 3.10 Various groups and organisations in the Maida Hill area were notified as part of the general email sent to all email contacts of the Maida Hill Neighbourhood Forum.



MAIDA HILL NEIGHBOURHOOD FORUM

Let's talk about Maida Hill

MONDAY 22 MAY 2023

7:00*- 9:00pm

at Emmanuel Church

389E Harrow Rd, London W9 3NA

Public Meeting and AGM

We are a group of local people, working to make our neighbourhood better.

Join us for an update on plans for local spaces and developments, and have your say.

www.maidahillforum.org.uk  [@maidahillforum](https://twitter.com/maidahillforum)

We will also be electing the next Forum committee** and want to make it easier to **get involved**. To find out more, please email us at:

info@maidahillforum.org.uk

* Meeting will open from 6:45pm for informal chat.

** Send nominations by Saturday 20 May 2023 to info@maidahillforum.org.uk.

Figure 18: Leaflet advertising the Public Meeting and AGM of the Forum which provided updates on the draft Plan and where opportunities to raise awareness of the consultation were taken



Maida Hill Neighbourhood Plan consultation meetings

Maida Hill Neighbourhood Forum are discussing
the draft Neighbourhood Plan

**on Mon 16th Oct at Maida Vale library, Sutherland Avenue,
W9 (6:00 to 7:30pm) &**

**on Thurs 2nd Nov at 2 Fernhead Road, W9
(6:00 to 7:30pm)**

The draft **Neighbourhood Plan** sets out policies to guide our Council's planning decisions on major changes to Maida Hill. It also includes aims for project work to improve the neighbourhood.

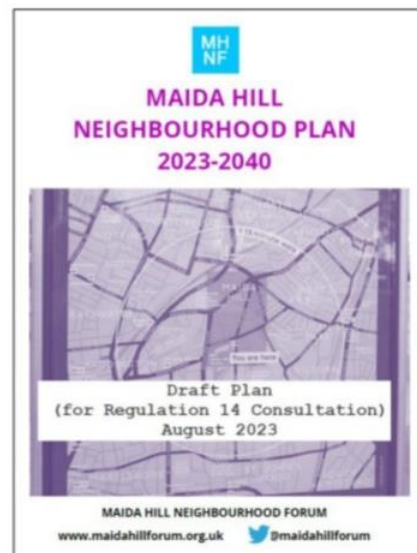
If you want to discuss action to:

- Protect and improve community facilities
- Protect parks and introduce new green areas
- Prevent overdevelopment
- Allow careful implementation of roof terraces
- Improve walking and cycling
- Adapt our streets to climate change

then join us at one of the meetings, or

read up more at www.maidahillforum.org.uk
(latest news section)

or email info@maidahillforum.org.uk



Maida Hill Neighbourhood Forum

Maida Hill Neighbourhood Forum (MHNF) is a voluntary group of residents and businesses in the area. Active since 2015, it is endorsed by Westminster City Council.

Figure 19: Leaflet inviting people to attend a Neighbourhood Plan drop-in event and respond to consultation

Find out more about the local Neighbourhood Forum and discuss a preview of our new Neighbourhood Plan. If this plan is approved, it will mean more funding and opportunities for this area, so it is important you know about it. OFFICIAL CONSULTATION - have your say!

Thursday 2 November 6pm - 7:30pm
2 Fernhead Road (next door to the cafe)
Hot chocolate and doughnuts provided!

MH
NF



Figure 20: Leaflet inviting people to Neighbourhood Plan drop-in event during the consultation period



Maida Hill Forum W9
@maidahillforum

Our Draft Maida Hill Neighbourhood Plan is ready for all local residents and businesses to review and comment on. Consultation sessions will take place on 16/10 and 02/11. Join us and spread the word! #MHNP #MaidaHill maidahillforum.org.uk/latest-news/13...



Maida Hill Neighbourhood Plan consultation meetings

Maida Hill Neighbourhood Forum are discussing
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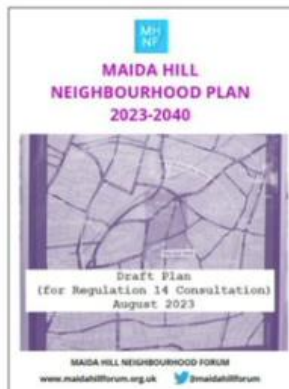
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👤 Cllr Tim Roca and 2 others

10:32 PM · Oct 11, 2023 · 388 Views



Figure 21: Social media post (on the Forum's Twitter account), encouraging people to participate in the consultation

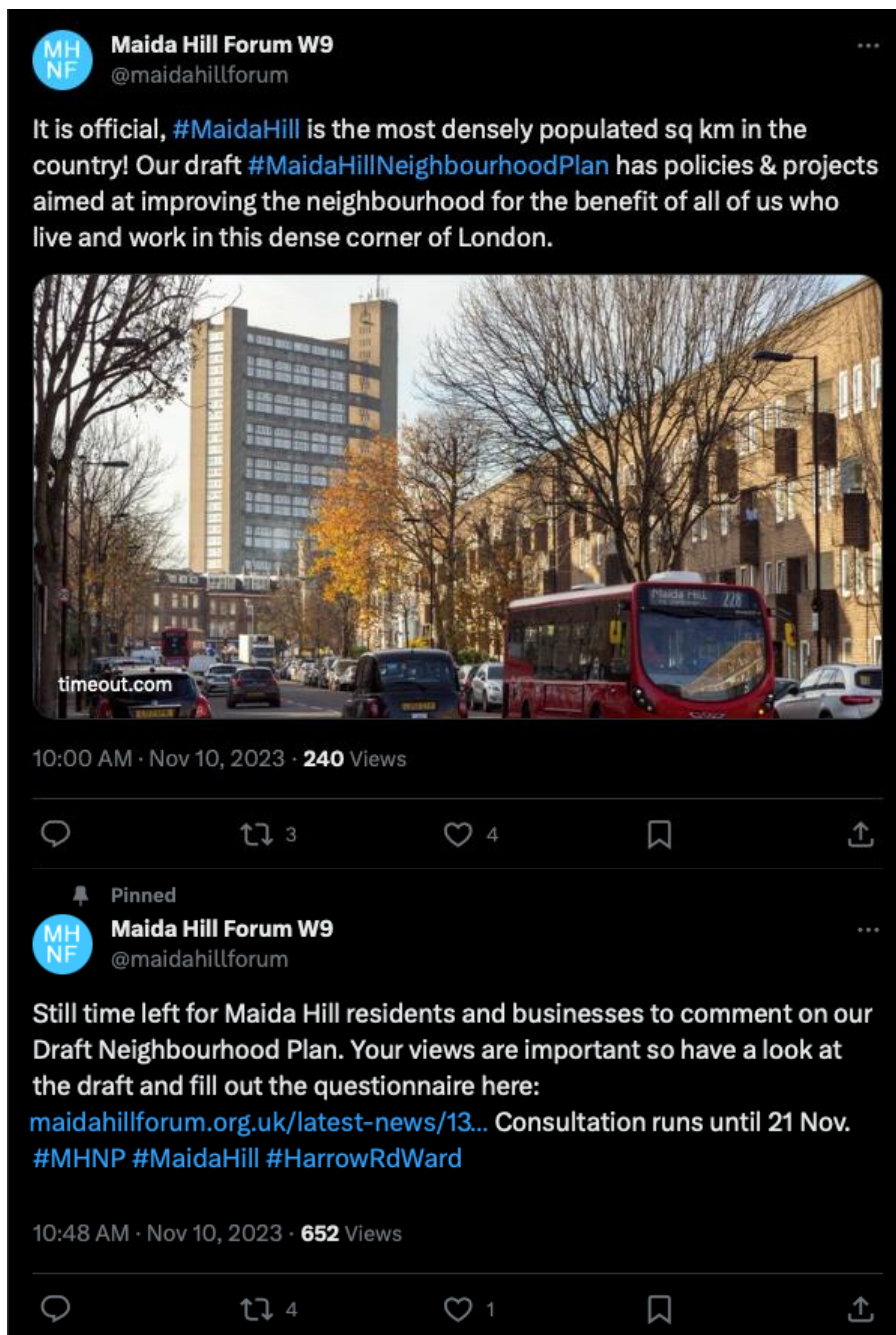


Figure 22: Various social media posts (on the Forum's Twitter account), encouraging people to participate in the consultation

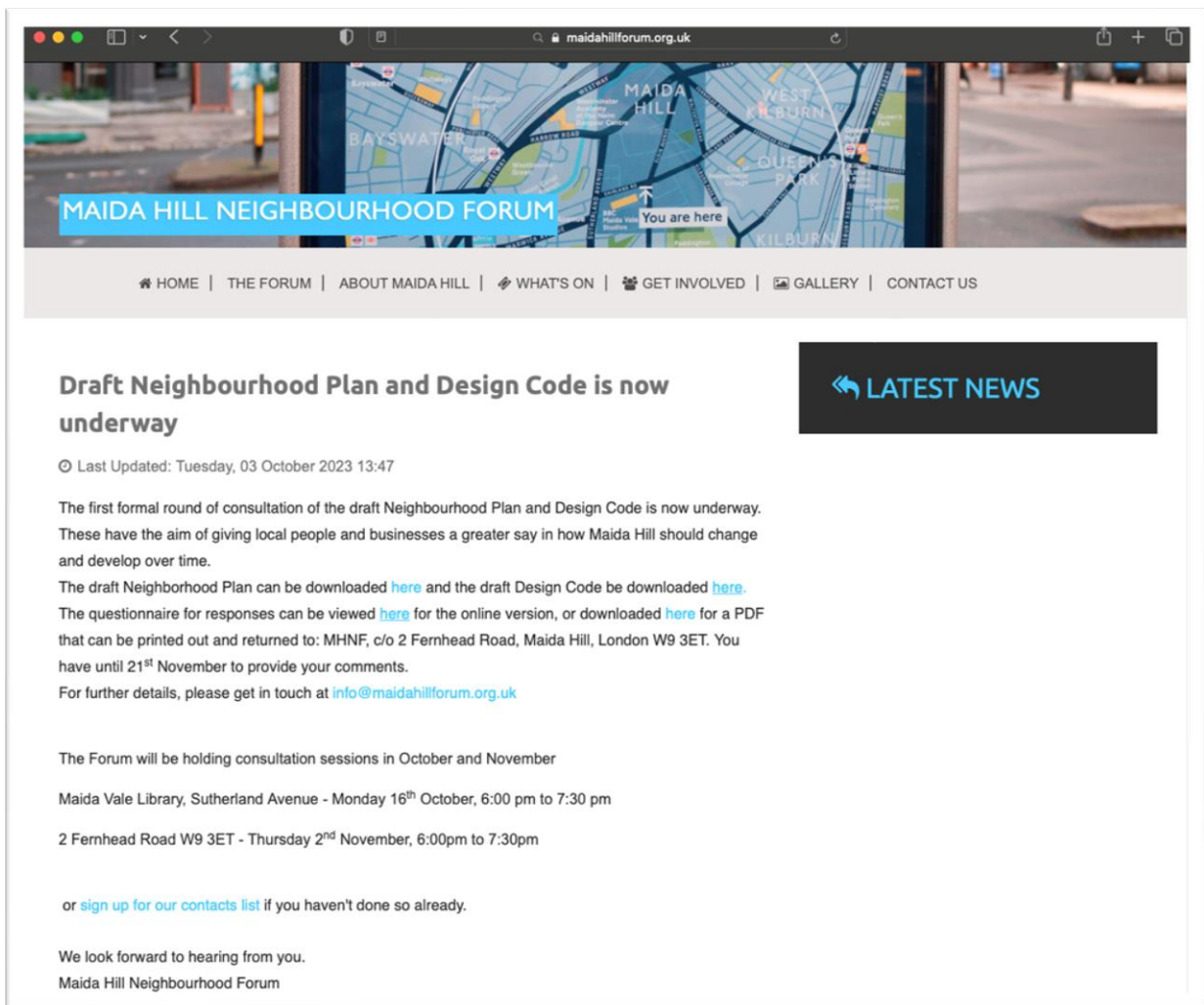


Figure 23: Screenshot from the Maida Hill Neighbourhood Forum's website during the consultation period

Responses

- 3.11 Responses were received from a mix of residents, including people who live and work in the area, as well as from the statutory consultees and other organisations.
- 3.12 Responses were received from the following statutory consultees and organisations:
- Environment Agency
 - Natural England
 - Transport for London
 - Westminster City Council
- 3.13 Responses were received both to the online version of the Regulation 14 Consultation survey as well as in writing, by email and letter. Comments were also captured at the drop-in events.

- 3.14 Comments made in response to policies are summarised in the following parts of this report, presented according to the section of the Neighbourhood Plan in which they appear.
- 3.15 Responses made by the Steering Group to the comments received are presented in *italics* and highlighted in light grey shaded text (as per this sentence).
- 3.16 In so far as surveys were completed and preferences expressed, each of the sections below includes a chart indicating how strongly respondents supported policies in the draft Plan.

Community (section 5 of the Plan)

- 3.17 Respondents to the survey were asked to 'score' each policy on a scale of 1–5, with 1 representing strongly disagree, and 5 representing strongly agree. The chart below (Figure 24) summarises the level of support by those who completed that part of the survey. This indicates a good level of support for the Community policies in the Plan, with a score of 4 or more for each policy indicating strong agreement for each.



Figure 24: Chart displaying overall 'score' from survey responses to the Community policies

- 3.18 Comments made at drop-in events and on survey forms suggested that existing social and community facilities, such as St. Peters Church, should be protected from loss, and that new facilities in the area should be provided for the community.
The comments are noted and are reflected in Policy MHC1 of the draft Plan.
- 3.19 Comments noted there are problems with the maintenance of Housing Association properties and that it should be easier to contact those responsible for ensuring that improvements and repairs are made. It was also suggested

that there should be more affordable homes for purchase in the area, and that there should be an empty homes register.

The comments are noted. Reference to maintenance is appreciated. Simplifying the means to contact appropriate bodies to carry out repairs is beyond the scope of a Neighbourhood Plan, though is an area of concern that should be monitored. In terms of the stock of affordable housing, the Partial Review of the Westminster City Council's City Plan is looking into matters of delivery and are not necessary to duplicate in the Neighbourhood Plan. The draft Plan does support initiatives that seek to reduce empty homes at Project MHe, as well as proposals from community land trusts and similar for affordable homes in perpetuity (Policy MHC3).

Town centres (section 6 of the Plan)

- 3.20 The chart below (Figure 25) summarises the level of support for the Town centres policies in the draft Plan. All received a score of four or more, indicating strong agreement for each of the policies.

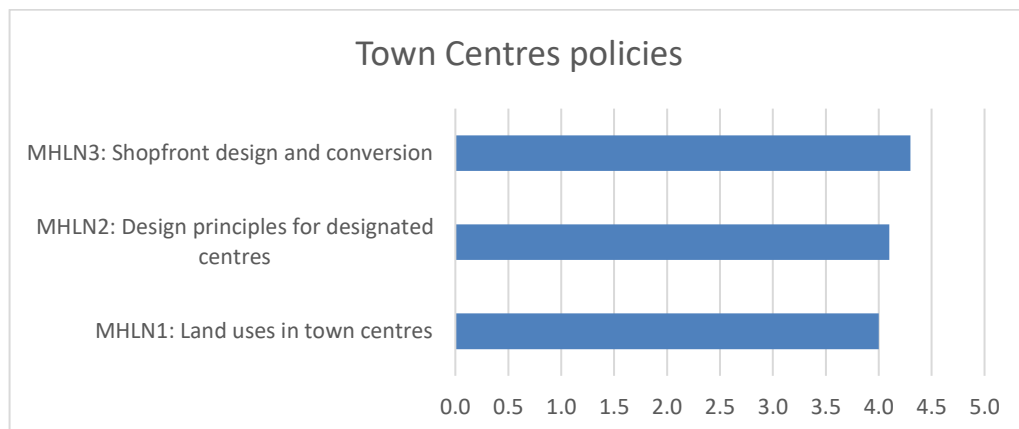


Figure 25: Chart displaying overall 'score' from survey responses to the Town centres policies

- 3.21 Comments made at drop-in events and on survey forms suggested that empty retail units, including those on Harrow Road, could be made better use of, including pop-up studios for local artists and makers.
- This is noted. Policy MHLN1 as drafted already includes reference to temporary use of vacant / empty units, which could include studio space. Policy MHC2 supports the delivery of affordable workspace in the area and Project MHD welcomes the reuse of empty buildings for affordable workspace.*
- 3.22 Comments pointed to the need for an association to be established to co-ordinate action in the centres.
- There is already a Harrow Road Retailers Association. The Forum is keen to liaise with the Association with regards to initiatives in the centres. This is referenced in Project MHg in the draft Plan.*

- 3.23 Comments also said that more should be said in the Plan about the sale of vaping products in the area.
In so far as it is able to, the draft Plan sets out policies in respect of appropriate uses in the centres, including concerns in respect of fast-food, shisha bars and betting shops. Further change at the national level is required to address matters associated with vaping.
- 3.24 Westminster City Council said that Policy MHLN1 (Land uses in town centres) excludes certain sub-classes of Use Class E, even though these are appropriate in residential areas, and that because the Plan area falls within the North West Economic Development Area, which is considered suitable for employment uses, the draft Policy could not be implemented effectively.
The policy in the draft Plan is to be reworded to allow for employment uses in residential areas (Class E). The policy as drafted notes that schemes should be designed carefully to avoid conflicts between different uses. This, alongside Westminster City Plan and London Plan policy, should help maintain and improve quality of life whilst also allowing for economic growth.
- 3.25 In terms of Policy MHLN2 (Design principles for designated centres), Westminster City Council questioned whether the policy should also include reference to the retention and refurbishment of existing buildings as opposed to redevelopment.
Policy MLE1 of the draft Plan sets out an approach to the re-use and retrofit of existing buildings and it is not considered that this needs to be duplicated in Policy MHLN2. However, the response from Westminster City Council notes that retrofit and refurbishment can also help contribute to some of the design objectives (around building lines and heights for example) and thus wording will be introduced into the policy to support this.
- 3.26 Transport for London said they welcomed Part 2 of Policy MHLN2 and, specifically, the part of the policy supporting improvements to the quality of the public realm.
The comments, which express support for the Policy, are noted by the Forum's Committee. No change is required based on this.
- 3.27 Although not a policy, Transport for London also wrote to say that they welcomed Project MHi (Delivery and parking strategy), and specifically those aspects of the project seeking to explore opportunities to rationalise space used for parking and deliveries, and how these might provide potential for areas of new greenery and outdoor seating.
This is a project, as opposed to a policy, and it is intended that this will be further developed over time in partnership with Transport for London and other parties as appropriate. The expression of support for the idea is noted and welcomed by the Forum's Committee.

Design and quality (section 7 of the Plan)

- 3.28 The chart below (Figure 26) summarises the level of support for the Design and quality policies in the draft Plan. With the exception of Policy MHD2, all received a score of four or more, indicating strong agreement for each of the policies. Although the overall score for Policy MHD2 was less than this, it was still in excess of three, thus indicating overall agreement to the policy.

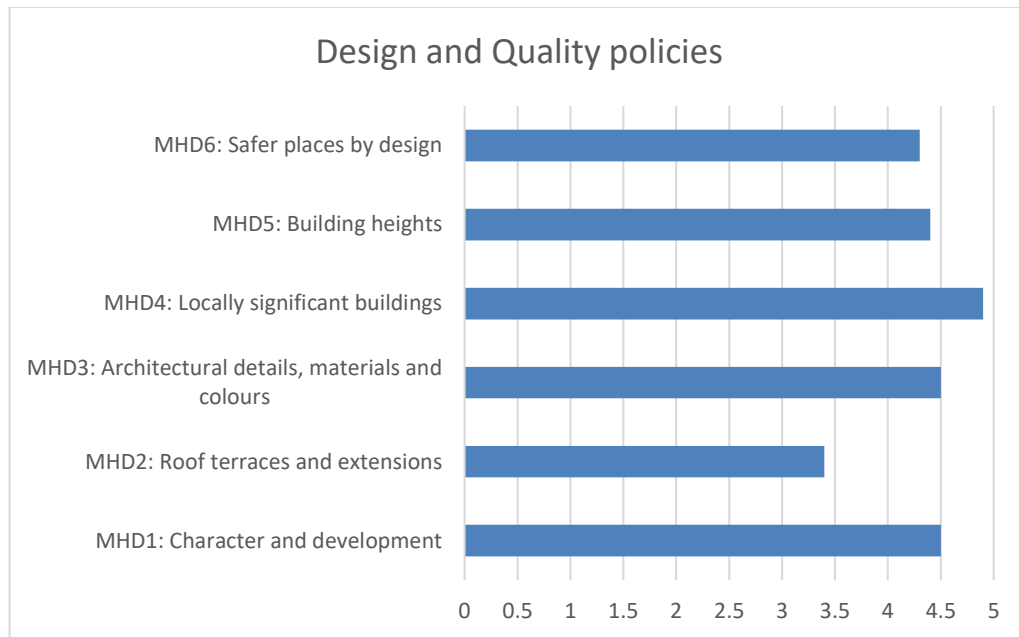


Figure 26: Chart displaying overall 'score' from survey responses to the Design and quality policies

- 3.29 Comments made at drop-in events and on survey forms suggested that mansard roof extensions should be resisted as the density of the area should not be increased.

The design policies in the draft Plan, associated with the Design Code, do not preclude mansard roofs, but seek to ensure they are appropriate in scale and form with the character of the area. It is to be noted that the provision of mansard roof extensions may not equate to creation of additional homes and population, and thus an increase in density.

- 3.30 Comments expressed concern about roof extensions, terraces and impact on amenity.

This is addressed in Policy MHD2 in the draft Plan.

- 3.31 Some comments also expressed a preference for gated developments, perceiving these to be safer environments.

This perception, whilst appreciated, is not reflected in research underpinning an approach to Safer by Design. The draft Plan advocates good practice approaches to

urban design, building form, layout and movement networks to support safer places through passive surveillance.

- 3.32 Westminster City Council questioned whether Policy MHD2 should discuss extensions to pitched roofs and, in Policy MHD3, whether the preference for retaining and refurbishing existing buildings (rather than redeveloping them) could be restated.

Policy MHD2 is based upon the Design Code that sits alongside the Neighbourhood Plan and which draws out key points for the Plan area. The policy doesn't preclude extensions to pitched roofs, but does state that extensions should reflect the character of the area. Policy MHD3 as currently drafted includes reference to the reuse of existing buildings but additional text will be added to make clear that this is the preference.

- 3.33 Westminster City Council suggested revised wording for Policy MHD4 (Locally significant buildings) and the supporting text, providing clarity and alignment with the City Plan and NPPF.

Comments are noted and changes are to be made to the Plan as advised.

- 3.34 Westminster City Council also suggested some revised wording for Policy MHD5 to allow for some flexibility in heights in order to support an approach to gentle densification in line with the City Plan. It is also suggested that a map of existing heights is included alongside the Policy.

Comments are noted. The wording as drafted in the Policy is not considered to restrict gentle densification, but for this to be undertaken in such a way that reflects local character. Minor wording amendments are to be made to the policy to clarify this. A Plan will also be provided (reproducing that contained within the Design Code).

- 3.35 Transport for London wrote to say they welcome Policy MHD6 (Safer Places by Design), but also suggested that reference could be made to the need for night-time safety, particularly for women and girls, stating that routes for walking and cycling should be designed so they are safe for use (and perceived to be safe for use) by all members of the community.

Whilst the draft Plan does make reference to creation of safe routes within the current policy, as well as in Policy MHS1 (Active and healthy travel), comments in respect of spaces being safe at night for women and girls is noted, and amendments will be made to the draft Plan to incorporate this.

Public realm (section 8 of the Plan)

- 3.36 The chart below (Figure) summarises the level of support for the Public realm policies in the draft Plan. All received a score of four or more, indicating strong agreement for each of the policies, with policies associated with new green spaces (MHP2) and access to the canal (MHP3) receiving the highest possible level of support from those who completed the survey.

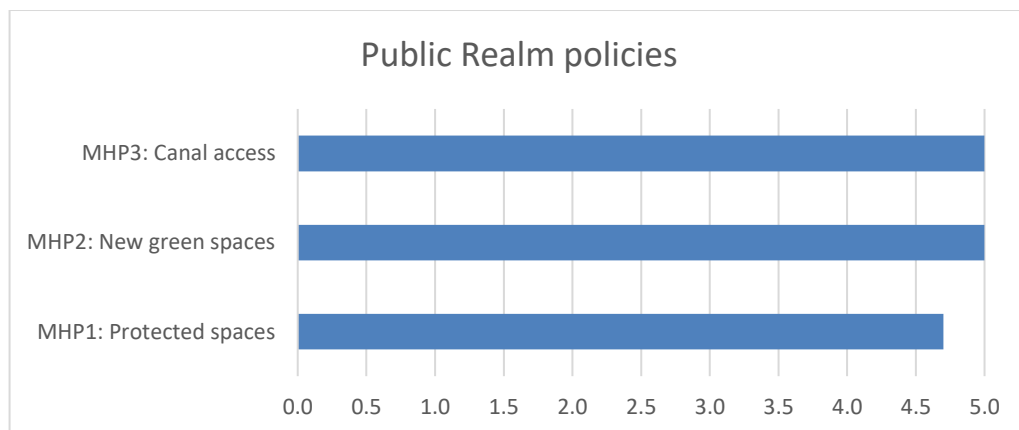


Figure 27: Chart displaying overall 'score' from survey responses to the Public realm policies

- 3.37 Comments made at drop-in events and on survey forms suggested that it is important that the Market Place is thriving and a safe place for all. *This is reflected in the aspirations in the draft Plan (and initiatives currently being taken forward by Westminster City Council) as well as policies in respect of safer by design (MHD6).*
- 3.38 Comments suggested that better care should be taken of the public realm, that there is regular maintenance of the canal footpaths, timely management of graffiti, rubbish and fly-tipping. *These concerns are all acknowledged, although are not strictly land-use policy issues. However, the draft Plan, at Project MHI, for example, includes aspirations in respect of the maintenance and appearance of the public realm.*
- 3.39 Comments suggested that the idea of parklets is good, but that antisocial behaviour should be avoided. It was also requested that the term parklets is defined. *A definition will be provided in the glossary. Text in the draft Plan in relation to parklets and any new green space or area of seating says that it should be considered within the scope of 'safer by design'.*
- 3.40 Comments expressed support for rain gardens to help manage and minimise the risk of surface water flooding, that people should not pave over front gardens, and that the quality of the sewerage system needs improving.

Support for raingardens is noted. In terms of paving over front gardens, this is subject to permitted development rights. However, and as per the comments from Westminster City Council, a project will be introduced into the draft Plan to encourage de-paving of areas of hard standing and retention of permeable surfaces. The quality of the sewerage system is for Thames Water to address, though inclusion of raingardens and other initiatives will help relieve the pressure on the sewerage system.

- 3.41 Westminster City Council provided some general comments on the status of various public realm projects in the area and their alignment with aspirations in the draft Plan. It was also suggested that, given the issue of surface water flooding in the area, that the draft Plan could include a policy on this. *Whilst the issue of localised flooding is a concern in the Plan area, it is not considered necessary to include a policy on provision of sustainable drainage systems (SuDS) as this would duplicate the City and London Plan. It is also noted that the Government is to make delivery of SuDS mandatory in 2024 through changes to the Flood and Water Management Act 2010. However, and as Westminster City Council notes in their comments, there may be opportunities for other initiatives in the area to promote flood resilience, such as removing areas of hard surfacing and disconnecting downpipes etc. Not all of these are subject to planning policy and instead represent projects that property owners may bring forward. Support for this will be expressed through a project in the Neighbourhood Plan.*
- 3.42 Transport for London did not provide any specific comments on policies in this section of the draft Plan but did write to say they welcomed identification of projects MHk (Public realm projects), MHn (Pocket parks and parklets), and MHo (Raingardens and street tree planting). In terms of Project MHk, Transport for London suggested that they would support detailed proposals that encourage active travel whilst taking into account bus operations and infrastructure, and that an approach to 'Healthy Streets' should be adopted for the area, as well as consideration given to the 'Vision Zero' objective for road safety. *The expression of support from Transport for London for these projects is noted and the Forum's Committee hopes that opportunities will arise to help develop these further in partnership with Transport for London and other relevant partner organisations. The Healthy Streets approach is supported and is referred to in the draft Plan (in Section 9: Sustainable access), although, as suggested, Project MHk will be updated to be explicit in making reference to this, as well as Vision Zero and other initiatives being taken forward by Transport for London and the Greater London Authority along Harrow Road.*

Sustainable access (section 9 of the Plan)

- 3.43 The chart below (Figure 28) summarises the level of support for the Sustainable access policies in the draft Plan. All received a score of three or more, indicating agreement for each of the policies.

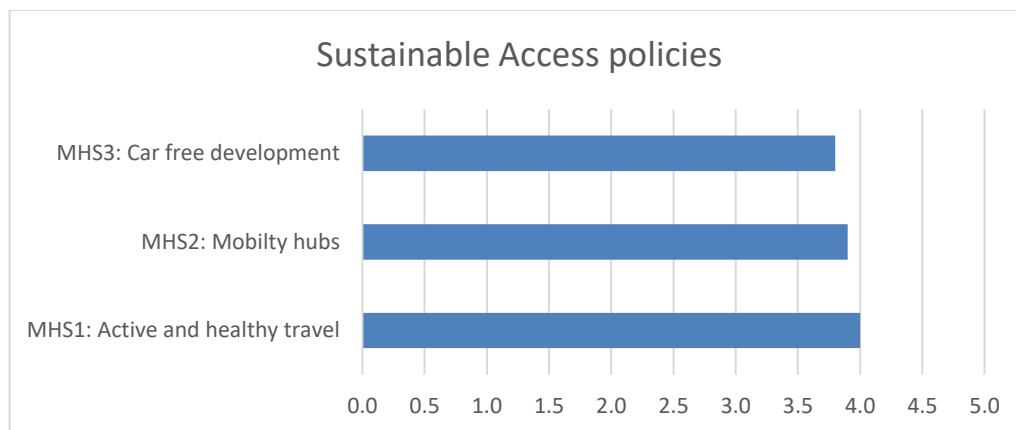


Figure 28: Chart displaying overall 'score' from survey responses to the Sustainable access policies

- 3.44 Comments made at drop-in events and on survey forms suggested that 'blocking' streets to vehicular movement (as per policy MHS1 and Project MHq) could cause congestion elsewhere, and that this would not be welcome. *The draft Plan promotes a wide range of travel choices and options, and good design of these such that they become safe and attractive propositions for use. It is hoped that this will lead to a reduction in local traffic movements. The intention in the draft Plan is not to cause congestion, but to remove the potential for 'rat-running through residential streets', and thus retaining through traffic on main streets which are designed for that type of movement. This aspiration reflects analysis prepared by Transport for London, as referenced in the draft Plan in Section 9, and would need to be subject to further assessment.*
- 3.45 Comments suggested that the one-way operation of streets around Elgin Avenue, Great Western Road and Harrow Road should be reviewed, and that proposals which make it more difficult for residents and visitors to park would be objected to. *Any change to street design and operation would be subject to further assessment and could, as suggested in Project MHq, take the form of trial projects to explore potential solutions prior to implementation. This would allow scope for projects to be redesigned and configured as appropriate. In terms of visitor and resident parking, it is recognised that many people will continue to own and use a car. The Plan does not seek to stop this, but instead seeks to support opportunities that make other forms of movement safer and more attractive for people of all ages and abilities.*

- 3.46 Comments suggest that [i] illegal parking on Harrow Road is a problem and [ii] that efforts to improve cycling conditions, particularly on Chippenham Road and Harrow Road, would be welcome.
The comments are noted and are reflected in the draft Plan in Projects MHi and MHq respectively.
- 3.47 The response from Transport for London welcomed inclusion of Policy MHS1 (Active and healthy travel), though suggested that it be amended to clarify that the provision of cycle parking for different uses should be in line with the London Plan standards.
This is noted and the Policy will be amended accordingly.
- 3.48 Transport for London welcomed Policy MHS2 (Mobility hubs) though suggested Part 1 of the policy appears incomplete as it is not clear how cars would form part of a mobility hub. The approach set out in Part 2 (replacing car parking spaces with mobility hubs) is also welcomed by TfL. However, TfL also suggested that opportunities should be taken to improve existing cycle hire facilities and how these might be supplemented.
The suggestions from Transport for London are noted and amendments are to be made to the draft Plan and supporting text to note that opportunities that seek to improve existing facilities will be welcome.
- 3.49 Transport for London also welcomed Policy MHS3 (Car free development), noting it is consistent with the London Plan and Westminster City Plan.
This is noted by the Steering Group. No further changes are required to the draft Plan based on this.
- 3.50 In addition to comments on the policies summarised above, Transport for London also stated that they welcome inclusion of Project MHq (Active, healthy and liveable neighbourhoods) and Project MHi (Garden Streets, Homezones and Play Streets) within the draft Plan. In respect of Project MHq, Transport for London said that, at the current time, a cautious approach will need to be taken with regard to e-scooters and other micro-mobility solutions as use of these travel options are only currently subject to a trial project.
This is noted by the Forum's Committee and reference will be made to reflect this in the project box. As a project, the Committee welcomes the opportunity to work with Transport for London and other partners to further develop these ideas over time.

Environment (section 10 of the Plan)

- 3.51 The chart below (Figure) summarises the level of support for the Environment policy in the draft Plan. This received a score greater than four, indicating strong agreement to it.

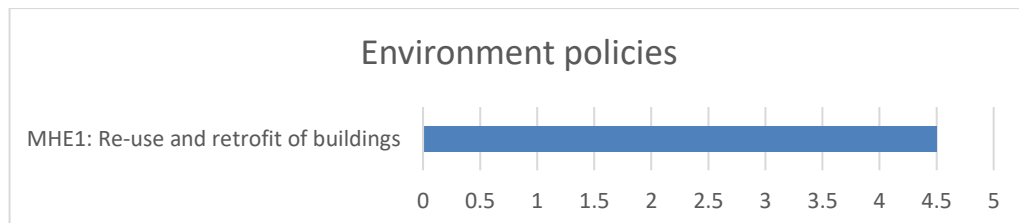


Figure 29: Chart displaying overall 'score' from survey responses to the Environment policies

- 3.52 Comments made at drop-in events and on survey forms expressed support for low-carbon development and improvements to air quality. It was suggested that connections could be made with the Queen's Park Community Council who are progressing several initiatives on climate change matters.

Support for the policy is noted, as is reference to the work of the Community Council. Reference will be made in Project MHs in the draft Plan to working with other community groups as well as Westminster City Council.

- 3.53 Comments also suggested that more should be done to improve the air quality in existing buildings.

This is reflected in Policy MHE1 in respect of the re-use and retrofit of buildings. Westminster City Council is also undertaking a partial review of the City Plan, within which retrofit and environmental standards will be addressed.

- 3.54 Westminster City Council suggested that the policy could include some revised wording to help bring clarity, that more information on what would be required in a Sustainable Design Statement could be provided, and that, beyond energy efficiency, the policy might also be set in the context of wider climate and environmental improvements to help contribute to safe and healthy homes.

Comments are noted, with text in the policy and supporting text to be amended.

Other comments

- 3.55 In addition to the comments on specific chapters and policies in the Plan, as outlined above, other responses were received and points of relevance made. A summary is included below.

- 3.56 The comments from Westminster City Council identified a series of typographical errors, including numbering of Policy titles, to be updated. Points

of clarification were highlighted, as well as wider funding streams that might be available (other than the Neighbourhood portion of CIL) to help deliver identified projects.

The comments are helpful and are to be reflected in amendments to the draft Plan.

- 3.57 It was also noted that informal comments previously provided on earlier drafts of the Plan had been incorporated in the Regulation 14 version. Furthermore, Westminster City Council provided several comments on the Design Code sitting alongside the draft Plan, with the primary comment being the need to review codes in respect of roof terraces and extensions to ensure they do not conflict with other guidance.

The version of the Code made available for consultation at the Regulation 14 stage had been subject to comment from Westminster City Council and sought to reflect advice provided earlier in the process. The Code will be reviewed for internal consistency and compatibility with wider guidance.

- 3.58 Natural England confirmed receipt of the notification of consultation but did not provide any specific comments on the draft Plan.

This is taken, by the Forum's Committee, to mean that Natural England is supportive of and has no issue with the Plan as drafted.

- 3.59 The Environment Agency confirmed receipt of the notification of consultation. They provided a copy of their standard Neighbourhood Plan advice, but did not include any specific comments on the draft Plan.

This is taken, by the Forum's Committee, to mean that the Environment Agency is supportive of and has no issue with the Plan as drafted.

- 3.60 In addition to comments summarised in previous sections, the response from Transport for London specifically stated 'we commend you on some of the innovative approaches put forward in the Plan to improve the public realm, reduce vehicle domination and prioritise active and healthy travel'.

Summary

- 3.61 Consultation on the Regulation 14 draft of the Maida Hill Neighbourhood Plan lasted for seven weeks.
- 3.62 Considerable efforts were made to raise awareness of the consultation period and to encourage people and organisations to view the material and respond to this.
- 3.63 Use was made of social media and a series of drop-in activities to display material and provide people with opportunities to respond.
- 3.64 Notification of the consultation was sent directly to the statutory consultees, nearby Neighbourhood Forums and to those who signed up to receive emails from the Maida Hill Neighbourhood Forum.

- 3.65 Responses were received from a mix of residents and statutory consultees.
- 3.66 There was a good level of support for the Plan and policies within it. Where comments have been received, these were generally helpful and, in the case of the statutory consultees, represented, in the main, phrasing and clarifications to help strengthen the Plan.

“The documents read well, their layout is effective, and there is clear narrative of why policies are considered necessary. Maps contained in the documents are also effectively used”



Figure 30: Comment from Westminster City Council on the Regulation 14 consultation version of the Maida Hill Neighbourhood Plan (image silhouette designed by macrovector_official / Freepik; www.freepik.com)

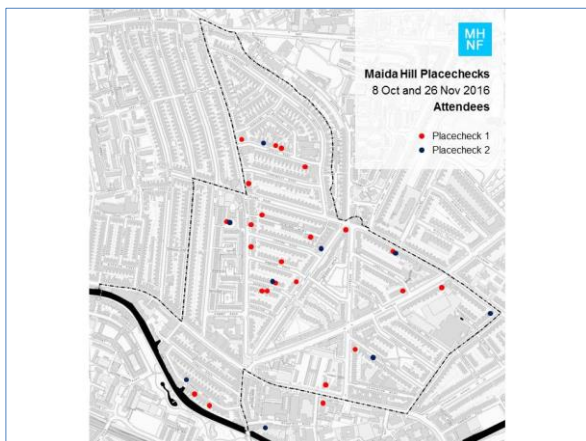
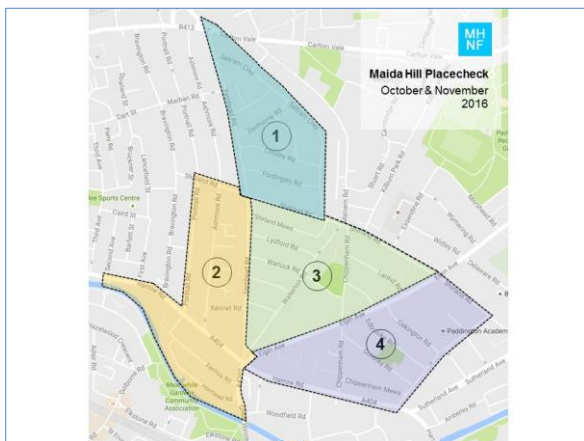


APPENDIX 1: SUMMARY OF ENGAGEMENT FEEDBACK PRESENTED AT 2017 AGM



MHNF activities to date

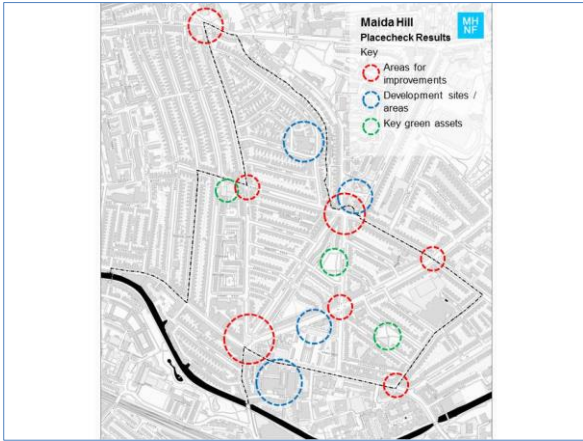
- Set up web site
- Issue regular Newsletter
- Carried out two Placecheck rounds of walks in October and November 2016, attended by over 50 people
- Represented neighbourhood at Harrow Rd Community Steering Group since February 2017
- Took part in Woodfield Rd / Harrow Rd workshop and public event in April 2017
- Additional engagement via emails / flyers and at public meeting in October 2016
- Gathered over **350 comments / ideas** via Placecheck, postit notes, flyers and email
- Used online mapping to identify specific areas of concern
- Analysed all ideas gathered to date under 4 themes



Examples of things we marked

- Buildings and spaces that are important for the neighbourhood and should be protected or improved (pubs, college, important built heritage)
- Empty buildings / potential development sites
- Important local businesses – protect, support
- Potential improvements to shops & the market
- Traffic issues – missing crossings, speed of traffic
- Protection of and improvements to green spaces
- Quality of public realm
- Street cleanliness / rubbish dumping issues

MHNF online Placecheck



MHNF comments

General

- **Avoid any kind of piecemeal approach** - the impact on the whole area needs to be considered when planning new buildings rather than allowing one-off developments
- More truly **affordable homes and workspaces** needed
- More **pocket parks/small public spaces**
- More **public access to the canal** and explore opportunities for more **pedestrian bridges**
- **Rooftop gardens, wall gardens, balconies** - maximise greening wherever possible. Think about where a rooftop garden could incorporate a cafe/bar or play area accessible by the public
- Encourage **places where people can meet** - to give opportunities for socialising and entertainment eg cinema



MHNF comments

- Include **activity centres** - eg **swimming pool/gym/climbing walls** - could be outside
- Protect existing **distinctive architectural features** and ensure any new building enhances existing features
- More **imaginative development designs** that are not simply aimed at maximising profit; more developments of character rather than bland copies of buildings that are springing up around London
- **Seek inspiration from around the world** - look at the best modern development ideas to see what might work here
- Use the **GVA Scoping and Data** information commissioned by WCC in 2015 where appropriate - in any proposals.



MHNF comments

Harrow Rd

- **Prevent further concentration of fast food and betting shops**; encourage more varied, **better and bigger shops**
- Provide more urban furniture in key locations (eg benches to rest while shopping)
- **Address problem of unattractive shop fronts** incl shutters; **traditional shop fronts** preferred; **open up and enhance frontages**, include **seating, more green, make more welcoming**.



MHNF comments

Maida Hill Market

- **Underused, but attractive space**; it needs to be **cleaned and its use rethought**
- **Introduce better traffic management measures** across the market (current signs not enough)
- **Consolidate bicycle parking**
- **Improve frontages** all around the market (incl garden walls of residential properties and shop fronts)
- Ensure access to **public toilets and water supply** for traders



Space in front of Sainsbury

- **Needs improving, decluttering**, remove fencing and ramps that are currently a barrier to movement across the space, introduce **more green, benches, bicycle stands**
- **Make sure there is a safer, direct pedestrian crossing** to the Market

MAIDA HILL NEIGHBOURHOOD PLAN

Our Neighbourhood Plan will guide future development in the area in terms of land uses, quality and quantity of development and public spaces, shops, movement of vehicles, pedestrians and cyclists, or the range of community facilities. It is important that we get your views on what it should cover.

My **top three issues** to be addressed in the Maida Hill Neighbourhood Plan*

- 1.
- 2.
- 3.

*Please be as specific as you can regarding the location and nature of proposed changes.

Bring the completed form to our meeting on 15 October or post it to: WCH (PAO) Maida Hill Forum, 416 Harrow Rd, London W9 3JK. Please help us spread the word about MHNF to other people in the area. Thank you!

MH NF



Working groups

Working group	Description
Housing, design and development	New developments / empty properties New and existing housing - potential development sites, improvements to existing stock, affordable housing Design, heritage Planning issues / neighbourhood planning Public art
Shops, market and workspaces	Shops, retail & market - shop fronts, shisha cafes, attracting new businesses Employment - work spaces / hubs, offices, other employment sites
Community facilities and events	Young people - what is in place for young people, what is needed Facilities for older people - what is in place, what is needed Facilities for people with disabilities Education - schools, pre-school facilities Health & sports - issues, centres Community centres and other facilities - what is in place, what is needed Pubs & social - what we have, saving our remaining pubs, enlivening our social scene and night life Carnival - work with Carnival organisations, build on our Carnival heritage
Public spaces, traffic and transport	Green spaces, public spaces & streets - opportunities for improving our streets and corners, potential pocket parks, street trees, lighting, canal Clean streets - action on dumping, prevention ideas, monitoring Transport & pollution - traffic, public transport and parking issues, pollution, improving our roads and transport Crime and policing
Communications	Forum website - help keep the website lively and up to date - be a local reporter/food critic/photographer/programmer Social media Leaflets, posters

Emerging policy ideas
Housing, design, development

Housing

- Fully supported housing provision
- Tenure blind housing
- Unoccupied homes
- Affordable housing delivery

Design and heritage

- Retention of existing buildings
- Significant built heritage
- Local list
- High quality, responsive design
- Neighbourhood area character study
- Development density / height
- Gated developments
- Replacement doors and windows
- Design / finish / facades



Emerging policy ideas
Housing, design, development

- Repair / maintenance of properties
- Satellite dishes
- Estate agents signs

Land use

- Diversity of uses
- Community facilities
- Meanwhile use
- Land speculation
- Concentration of uses
- Change of use – shops and offices to residential



Emerging policy ideas
Shops, market and workspace

Shopping areas

- Appearance and upkeep of shopfronts, high street and shop clusters
- Use of shutters
- Harrow Rd Retailers' Association
- Diversity of retail / services offer on Harrow Rd and in other shop clusters
- Empty properties
- Parking for shoppers



Workspace

- Affordable workspace

Emerging policy ideas
Community facilities and events

Community safety

- Designing out crime
- CCTV coverage
- Police presence

Community cohesion and diversity

- Community hubs
- Flexible community spaces
- Pubs
- Use of existing facilities
- Facilities for children and young people
- Leisure and sports
- Community support services



Emerging policy ideas
Community facilities and events

Culture

- Cultural / entertainment premises
- Events

Informed and empowered community

- Communications
- Diversity in decision making
- Community engagement in planning process



Emerging policy ideas
Public spaces, traffic and transport

Streets and public spaces

- Street clutter
- Maintenance of public spaces
- Pocket parks / small public spaces
- On-street waste storage, problem reporting services
- Maintenance of privately owned outside areas



Green neighbourhood

- New green spaces
- Existing green spaces
- Tree planting



The canal

- Public access to canal

Emerging policy ideas
Public spaces, traffic and transport

Sustainable modes of transport

- Pedestrian crossing facilities
- Cycle parking in new developments
- Cycle parking in existing areas
- Convenient and safe cycle routes
- Cycle hire
- Zero car developments
- Parking for and management of deliveries to businesses
- Traffic speed management



Environmental sustainability

- Air pollution
- Electric vehicles

Emerging policy ideas
Site specific policies

- Westminster College site, Saltram Crescent
- Edbrooke Road Gardens
- Tamplin Mews Gardens
- Elgin Avenue / Shirland Road junction
- Shirland Road / Kilburn Park Road / Chippenham Road / Malvern Road / Walterton Road / Saltram Crescent junction
- Carlton Vale / Kilburn Lane / Fernhead Rd / Saltram Crescent junction
- Harrow Road
- Maida Hill Square



APPENDIX 2: POLICY & PROJECT IDEAS GATHERED 2017-2019

Housing - Design - Development

Objective	Objective description	Policy title	Policy description	Notes	Project title	Project description	Notes	
Housing	The Plan will support delivery of a diverse range of good quality housing to serve all sections of community, particularly affordable housing.	Fully supported housing provision	Housing to be encouraged but not where it replaces provision that enables people to work, learn and enjoy themselves. Residential provision must be supported by other provision - e.g. schools, shops, offices etc.	Explore Article 4 Directions to prevent office to residential conversion which is currently allowed via national policy.				
		Tenure blind housing	Any social housing must be fully integrated in the scheme - no "poor doors", separate blocks.					
		Unoccupied homes	Residential developments that include mechanisms for preventing properties being unoccupied for long periods of time will be favourable.	Explore mechanisms with the Council.	Unoccupied homes	Explore further mechanisms for preventing / minimising properties being empty for long periods.	Additional tax for owners?	
					Affordable housing delivery	Explore mechanisms for delivering affordable housing other than through private sector. Explore whether expansion of WECH / replication of its delivery & management model possible.	Housing Cooperatives, Community Land Trusts...	
Design and heritage	The Plan will support developments that contribute to creating high quality, attractive environment, protecting and enhancing important local built heritage.	Retention of existing buildings	Preference will be given to retention of existing buildings and heritage features that contribute positively to the neighbourhood character.					
		Significant built heritage	Significant local buildings to be protected and enhanced. Their use to be appropriate to their structure and the immediate surrounding environment.		Local list	Create and maintain a list of locally significant buildings and spaces that should be protected and enhanced.	Suggested so far: the boxing club, the RBC and Barclays Banks, the Carlton Pub, The Chippenham	
		High quality, responsive design	All new developments must be of high quality, respond to and positively contribute to their local context in terms of scale, massing, architectural style, materials. Important heritage features	"We would not say no to buildings that make your soul sing." Expand on this policy to add detail to existing Westminster policies.		Neighbourhood area character study	Carry out a local area character study and develop guidance on how new developments should respond / contribute to local character.	
		Development density / height	Developments with proposed density / heights in excess of those predominant in their immediate urban context will only be permitted if of exceptional design quality, and if they deliver significant community benefits.	Reinforce this with a list of locations where taller buildings would be most appropriate?				
		Gated developments	Creation of large, inward-looking, impermeable gated developments will not be acceptable.		Gated developments	Work with land owners and residents associations to open pedestrian and cycling access through existing gated estates, to create safe routes and more inviting and active frontages facing surrounding streets.		
		Replacement doors and windows	Replacement windows and doors on period properties to be in keeping with the original architectural style of the building and the area. Use of UPVC windows to be strongly discouraged.					
		Design / finish / facades	Facades of quality to be preserved. General good quality of design will be required.	Check Westminster policies and whether this is duplication.				
		Repair / maintenance of properties	All new developments must have a sound maintenance and repairs plan.	Check Westminster policies and whether this is duplication.	Repair / maintenance of properties	Work with local land / property owners to make sure regular maintenance of their properties carried out. Better enforcement by WCC of repairs notices.		
		Satellite dishes	Existing regulations should be applied.	This policy only worth keeping if it adds to the existing policy by Westminster, for example consider more stringent policy e.g. installation of satellite dishes on front facades throughout the neighbourhood will be resisted.	Satellite dishes	Work with local land / property owners and residents associations to make sure any satellite dishes that are no longer in use are removed from buildings.		
					Estate agent signs	Work with Westminster Council to extend Regulation 7 Direction to prevent installation of estate agents advertising boards without express consent - identify areas where this should apply in the meantime work with Council and estate agents in the area to ensure prompt removal of boards following sale and adherence to existing guidance by Council in terms of size and position of boards.		
Land use	The Plan will support delivery of a full range of facilities necessary for a sustainable neighbourhood and will protect and enhance the area's social and economic vibrancy.	Diversity of uses	Provision of facilities for work, learning and leisure is protected and further provision encouraged.	Identify gaps in provision of services in the neighbourhood. E.g. social hub for older people, youth centre				
		Community facilities	Any loss of community facilities will not be permitted - replacement like for like in new developments required.		Meanwhile use	Meanwhile use of empty properties and sites awaiting development will be encouraged. Priority should be given to community uses. Local community should be involved in making decisions on appropriate meanwhile use.		
					Land speculation	Explore with council how a surcharge for selling land with permission can be introduced.		
		Concentration of uses	Concentrations of fast food and betting shops will be resisted.	Consider specifying further - e.g. no more than 3 in a row or within any 100m of frontage or similar?	Concentration of shisha bars	Liaise with Retailers Association, and community groups from diverse backgrounds including mosques to improve and promote understanding of needs, concerns and wishes of local communities about increasing number of shisha bars in the area. Find out out what the issues are about shisha smoking in public and work with Retailers Assoc and Local Business Association to explain and encourage shisha establishments to respect wishes of broader local community.		
		Change of use - shops to residential	Conversion of ground floor shops and offices into residential use in Harrow Road and smaller local activity centres will be resisted.	Explore with Council how this can be done - Article 4 Directions, extension of Town Centre designated area (primary and secondary shop frontages etc.).				

Shops - Market - Workspace

Objective	Objective description	Policy title	Policy description	Notes	Project title	Project description	Notes
Shopping areas	The Plan will support proposals for improving the vibrancy, attractiveness and diversity of shopping areas.				Appearance and upkeep of shopfronts, high street and shop clusters	Freeholders and leaseholders must keep their buildings in good condition, including interior and exterior. Work with Retailers Association to include penalties for negligent owners.	
					Use of shutters	MHNF and Harrow Rd Retailers Assoc to support and encourage shops/businesses to remove shutters e.g. help approach insurance companies on behalf of High St businesses to assure them this is safe, low crime area and ask for mass reduced insurance.	
					Harrow Rd Retailers Association	All Retailers to be encouraged to join Harrow Rd Retailers Association or form an affiliated Retailers Association (if not in Harrow Road). Retailers Association to develop programme of improvements and advice for shopkeepers/businesses, as well as promotion of the area.	
		Diversity of retail / services offer on Harrow Rd and other shop clusters	Proposals for new retail / businesses will only be permitted providing that they enhance and benefit the area in terms of diversity of offer.	Suggestions include: Community supermarket Units that involve production / making as well as selling e.g. bakery, clothes mending, IT/phone mending, electrical repair shop, shoe repair, furniture repairmaking, crafts At least some high street brands No more betting shops or fast food outlets. Big branded shops eg. M&S & Waitrose Banks and cash points	Diversity of retail / services offer on Harrow Rd and other shop clusters	Encourage existing businesses to diversify their offer, include more specialist / niche offer.	
					Attracting businesses / employers to Maida Hill	Update of internet/ broadband connections	
		Empty properties	Ensure continued positive occupation of ground floor units to support active High Street and shop clusters			Maintain an up to date register of empty properties, already established by MHNF's Empty Properties group. If properties empty for more than 3 months work with owners to introduce meanwhile use. If unoccupied longer than 1 year work with Council to purchase the property under Compulsory Purchase Order legislation.	
		Parking for shoppers				Work with land / property owners to identify if any underused parking spaces available so that more spaces could be dedicated to visitors / shoppers. Develop local parking app.	
Workspace	The Plan will support delivery of affordable workspace in the area.	Affordable workspace	Developments that include low cost workspaces will be encouraged. Provide more mixed use / flexible use spaces which could include affordable workspace as demand arises.		Affordable work space	Explore provision of affordable work space on canal boats incl securing more permanent moorings.	
					Affordable work space	Explore how the not-for-profit enterprise hub model used at St Peter's Church could be extended and replicated elsewhere.	

Community Facilities - Events

Objective	Objective description	Policy title	Policy description	Notes	Project title	Project description	Notes	
Community safety	The Plan will support measures to improve community safety.	Designing out crime	All developments in the area should include design features that minimise opportunities for anti-social behaviour, crime and fear of crime, building on the principles of Secured by Design Guide. These measures shouldn't include aggressive deterrents such as spikes and sloping benches.					
					CCTV coverage	Improve the CCTV coverage and street lighting on existing streets - work with Westminster Council and the police to establish priority locations.		
					Police presence	Increase police presence in the neighbourhood, introduce a police / safety shop or stand at Maida Hill Square.		
Community cohesion and diversity	The Plan will include a range of policies and proposals for securing community cohesion and diversity	Community hubs	Protect and maintain community hubs and create new hubs.	Hubs to protect incl Yaa Centre, Lydford Community Hall, WECH Community Centre; creation of new social hub /community café near Maida Hill Square included in Maida Hill Sq policy				
		Flexible community spaces	Create flexible multi-use spaces for the whole community.		Flexible community spaces	Seek opportunities for provision of community spaces in empty buildings / parts of buildings as meanwhile or permanent use.		
		Pubs	Prevent disappearance of pubs and encourage opening of new ones.	List pubs to be protected. So far suggestions include: The Chippenham, The Squirrel and Need Arms.				
					Use of existing facilities	Open existing community / 3rd sector facilities to the public -schools, community and church halls, charities...	Suggestions so far: Queen Elizabeth School playground, Kennet West Skill Centre, Flamboyant Carnival Charity front garden	
		Facilities for children and young people	Protect existing play / games spaces	List existing play/games areas.				
		Leisure and sports	Provide new play / games facilities and social hubs for young people in new developments incl reuse of existing buildings.	Focus provision on facilities for young people e.g. skate park, climbing wall, Connexions centre, indoor leisure use				
					Community support services	Provide an advice service for people with problems	Specify this further...	
Culture	The Plan will aim to encourage and preserve cultural aspects of the area.	Cultural / entertainment premises	Developments will be expected to contribute to increasing the amount of space for leisure and cultural pursuits, including theatre, cinema, dance space, rehearsal space, music studios.					
					Events	Organise more community events / entertainment in public buildings and public spaces.	Suggestions so far: Silent disco, entertainment events on the canal - on boats and in public spaces by the canal	
Informed and empowered community	The Plan will support measures to build an informed and empowered community in the neighbourhood.				Communications	Develop better ways of communicating using street displays & newsletters, and a Maida Hill online community hub / engagement platform.	Suggest locations for community notice boards, improvements to online information dissemination etc.	
					Diversity in decision making	Ensure that all sections of the community are represented in decision making on issues that matter for the area. Ensure diverse range of residents and businesses involved in the Neighbourhood Forum activities and represented on its Committee. Ensure transparency of community engagement processes including the neighbourhood planning process.		
		Community engagement in planning process	Applicants for locally significant developments will be required to consult with Maida Hill Neighbourhood Forum at pre-application and application stages.					

Public Spaces - Traffic - Transport

Objective	Objective description	Policy title	Policy description		Project title	Project description	Notes
Streets and public spaces	The Plan will support delivery of well maintained, clean and attractive streets and public spaces in the area.	Street clutter	New developments to contribute to improving the quality, functioning and appearance of public and semi-public spaces and aim to reduce street clutter.			Reduce street clutter and improve appearance and upkeep of public and semi-public spaces such as entrances to estates. This to include appearance of garden walls and hoardings facing streets / public spaces.	
					Maintenance of public spaces	Maintain public areas incl pavements and public spaces to good standard, incl regular reporting and liaison sessions with residents and businesses.	Role for the Forum?
					Pocket parks / small public spaces	Identify opportunities for and create small public spaces and pocket parks to address deficiency of public / green space in the neighbourhood.	Suggestions so far include: - Kennet Close / Ashmore Rd corner - Marylands Road & Goldney Road corner - small park beside canal at the end of Homhead Rd - Warlock Rd / Chippenham Rd corner - Chippenham Rd / Elgin Av junction, in front of William Hill - Elgin Av / Chippenham Rd corner, in front of St Peter's Church - Halfpenny Steps mini park by canal - 65 Homhead Road - Femhead Rd / Barnsdale Rd corner - Femhead Rd / Errington Rd corner - Femhead Rd / Croxley Rd corner
					Improve facilities for on-street waste storage, problem reporting and collection services	Improve on-street waste storage areas and maintain cleanliness of these areas. Create enclosures for waste containers where possible. Priority for improvements should be given to prominent locations on street corners or facing public spaces (example Chippenham Rd / Warlock Rd corner). Work with the Council on a better online reporting & response system; and to run campaigns to inform residents and businesses on waste collection issues.	This is high density area with predominant housing type being flats, therefore more outside waste storage space needed.
					Improve maintenance of privately owned outside areas	Improve maintenance of privately owned outside areas incl cutting back of overgrown planting affecting access on pavements, clearing of rubbish etc	Engage local schools, community organisations, residents associations, gardening clubs etc
Green neighbourhood	The Plan will support measures to enhance green character of the neighbourhood, create new green spaces, protect and enhance the existing	New green spaces	All new developments must identify opportunities for increasing the amount of green space and planting additional trees, shrubs and plants.				
		Existing green spaces	Protect and maintain existing green spaces in the area incl Edbroke Rd Gardens and Tamplin Mews Gardens.	Include map of important local green spaces.	Existing green spaces	Improve the quality of, range of facilities and access to existing green spaces and explore with land owners possibilities to introduce more public access to larger green spaces within private estates / residents owned gardens (eg Shirland Mews Gardens, Burlington Close Gardens, WECH etc)	
					Tree planting	Plant trees and increase green coverage in streets and public spaces. Community to be fully involved in decisions on priority areas.	Work with Westminster Council, 3rd sector organisations, residents associations and local businesses.
Canal	The Plan will support improvements to public access and use of the canal as a major asset in the area.	Public access to canal	New developments along the canal must actively explore opportunities to improve public access to canal and provide new foot/cycle bridges. This to be assessed as part of package of contributions to the local area.	Consult wider community on this, rationale = the only footpath on south side, so the only access via bridges	Public access to canal	Explore opportunities for new foot/bridges and generally to improve access to the south side of the canal. Improve community facilities along the towpath.	Work with Westbourn Forum, Queen's Park, Community Council, Westminster Council and voluntary sector
Sustainable modes of transport	The Plan will support walking, cycling and use of public transport as the preferred modes of transport in the area.				Pedestrian crossing facilities	Improve pedestrian crossing facilities and traffic signal management at key junctions and in proximity to community facilities (including schools, health centres, shops) identified by the community.	Locations suggested so far: Femhead / Shirland roundabout, Femhead / Saltram junction by St Luke's School
		Cycle parking in new development	All new developments should include internal cycle parking, including visitor parking wherever possible. For small developments on street cycle parking should be provided.				

Site specific policies

Policies for these sites to be developed further at next public meeting in Dec 2017.

Objective	Objective description	Policy title	Policy description	Notes	Project title	Project description	Notes
		Westminster College Site, Saltram Crescent	Ideas so far: Existing building shall be retained including significant internal and external architectural features retained. A mix of uses on this site will be permitted, to include education, childcare, health, community use, arts/culture, as well as workspace and residential on upper levels. Significant opportunity for affordable housing. Ground floor should be dedicated to non-residential uses. Open space around the building will be protected and public access to parts of it included.				
		Edbrooke Rd Gdns	Ideas so far: Protect against development.			Ideas so far: Create dog-free area. Improve play area. Make area safer (address drug use problem).	
		Tamplin Mews Gdns	Ideas so far: Protect against development.			Ideas so far: Provide more benches. Improve lighting on surrounding streets. Cut down trees around edges.	
		Elgin Av / Shirland Rd junction	Ideas so far: Active, outwards facing uses with outdoor seating on corners. Frontages should be as transparent as possible. Historic features should be restored such as the corner entrance on NW side of junction (currently a grocery shop).			Ideas so far: Shop owners to improve pavements in front of their premises. Parking should not be permitted on pavements including on privately owned land	
		Shirland Rd / Kilburn Park Rd / Chippenham Rd / Waltherton Rd / Saltram Crescent junction	Ideas so far: Create a proper neighbourhood hub including a range of restaurants, cafes, a pub, shops. Save community facility at The Chippenham & make sure historic features in the interior preserved.			Ideas so far: Council to act promptly on any illegal development / use of buildings in this area. Declutter streets. Improve shop fronts and forecourts. Stop parking of vehicles on pavements in front of shops. Improve waste storage arrangements.	
		Carlton Vale / Kilburn Lane / Fernhead Rd / Saltram Crescent junction				Ideas so far: Simplify junction to improve safety for pedestrians and cyclists. Improve wide pavements with more low planting, seating, tree pruning. Introduce pedestrian crossing in front of St Luke's School.	
		Harrow Rd				Ideas so far: More benches along the shopping area for elderly to rest. Improve paving in shopping area. Improve shop forecourts and shopfronts respecting historic features. More parking on Harrow Rd to slow traffic.	
		Maida Hill Square	Ideas so far: Encourage more cafes and restaurants around the market, building on the growing cafe culture; encourage al fresco dining and evening dining. Look for opportunities to create a social hub at or near the square.			Ideas so far: Re-think design and current usage e.g. move stalls away from Zagros side and allow more tables for Maida Hill Cafe Gallery. Introduce the same landscape treatment on both sides of Elgin Av, incl forecourt in front of Sainsbury's and exRBS. Create child friendly safe zone including permanent hopperscotch, noughts and crosses, chess board etc. Include an educational display e.g. history of area, environment etc. Keep public / disabled toilet, free of charge Make the space more warm and inviting with tree lights. Provide tables and chairs for those who wish to play games. Find storage for folding tables and chairs to be used for games. Introduce a trial for an evening market and evening uses around the market and in Harrow Rd.	Wide crossing between the two sides of Elgin Av. Improve appearance of fences / walls and gardens facing the square. Bike stands grouped around the edges of the square, on both sides of Elgin Av. Introduce hire bike station on the square. Seating, more green and rubbish bins needed in front of Sainsbury's/exRBS. Close car access from Fernhead and Waltherton Rd. WCC tree department to prune and maintain trees twice a year to enhance usability of the area. Organise training events (e.g. cooking lessons) for young people on the square. Involve adjacent businesses in proposals and consultation. Research successful markets and successful use of similar spaces

APPENDIX 3: SUMMARY OF FEEDBACK RECEIVED AT 2022 AGM

What are the best qualities of existing buildings that should be reflected in new developments?

- Basements
- Community uses
- Communal gardens
- Decorative features e.g. curved cornices
- Small blocks
- Remove 'trashy' adverts and shop signage
- Quality doors and lighting with porch lighting
- Low rise buildings
- Gardens
- Clean stonewall and brick walls
- Sky scape elegance
- Greenery, trees, flowering plants for pollinators
- Decorative and interesting building materials (not glass)
- Inclusion of art works / sculptures
- Art deco features on the Zagros building
- The RBS building dome, would make a good restaurant with outdoor space
- Building height

How can we make it easier for people of all ages to move around the area?

- Provide more seats and benches
- Reduce traffic flow/speed in residential streets that are used as 'cut throughs' (such as Goldney Road and Edbrooke Road), particularly near schools. Ideas include introducing new speed bumps, one way streets, and narrowing points.
- Park benches dotted around so people can have lots of places to sit /pause. Would also help isolated people have somewhere to say hello.
- Good street lighting, and good indirect light from domestic porch lights
- New cycle lanes
- Find the cobbles on Woodfield Road difficult
- Better cycling facilities particularly on Shirland Road towards Brent, and along Ilbert Road
- Better traffic management
- Stepped/dropped curbs
- Additional one way system to calm speeding and cut through (Edbrooke Road and Goldney Road)

- Bring back 414 bus route, plus more bus routes to other parts of London
- Benches around the streets to stop and chat

How can we improve our green spaces?

- Maintain separate dog friendly areas
- Use artificial grass
- Have more green spaces
- Introduce more plants for pollinators to attract them
- Put planters in every available space e.g. in empty corners
- Westminster Council low-budget gardeners are not of a high standard
- Introduce more creative / low maintenance plants
- Create wildflower patches for pollinators and birds
- Plant flowering trees and shrubs which provide nectar, fruits and seeds for birds and pollinators
- Help people to green their own areas
- Encourage green initiatives
- Identify spaces (walls, paths or pavements) that can be 'greenified' in any way, however small
- Protect mature trees
- Develop mini allotments
- Introduce large planters across residential roads near school that block off traffic to non-residents and reduce traffic cut throughs that endanger children's lives – similar to what they have in Brent
- More dog poo bins
- Create a forest with trees and real earth
- Allocate specific areas of our parks as dog free
- More speed bumps in side roads

Do our present community facilities cater for our needs?

- More facilities for young people – volleyball and basketball areas
- Return the Lydford Tenants Hall to the Community
- Return the Portgate Hall to the Community
- More accessible adult education

Are our everyday needs provided for in our shopping areas

- Need more police officers to patrol the area
- Need a better priced supermarket
- There is very little diversity of offer
- Only low quality supermarkets, organic supermarkets should be introduced
- Refuse planning permission for all betting shops
- Would like to see more independent shops
- Wine bar needed
- Better bakers needed
- What is happening to the Chippenham Pub?

Other comments

- There are opportunities for more green space on Hormead Road and on the Lydford Estate
- On Hormead Road – the ‘Pan Park’ has been removed by the council, ongoing work to try and recover it, further opportunity for a community greening initiative
- There is a lot of potential on the Lydford Estate for greening improvement, potential project idea here for flower planting. There are apparently a lot of ‘leftover spaces’ which could accommodate planters and parklets.
- There is £8000 in CIL money to go towards parklets
- Idea for any parklets – introduce native plants.

APPENDIX 4: REGULATION 14 CONSULTATION DISPLAY MATERIAL

This appendix includes copies of display material used at the drop-in consultation events, which summarised the content of the Plan and policies within it.

MAIDA HILL NEIGHBOURHOOD PLAN

*August 2023 consultation on
the draft plan by the Maida
Hill Neighbourhood Forum
(MHNF)*



www.maidahillforum.org.uk

info@maidahillforum.org.uk

1

MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Welcome

Thank you for viewing the Neighbourhood Plan consultation material.

The material presented here summarises the policies, and projects, in the draft Neighbourhood Plan. These have been informed by comments and ideas put forward in previous consultation events.

The Neighbourhood Plan is the first of its kind to have been prepared for our area. The purpose of neighbourhood planning is to give local people and businesses a greater say in how the places they live and work should change and develop over time. The Neighbourhood Plan covers all of Maida Hill, as outlined in red in the map on the right.

Your views are now formally sought on the draft Plan and policies within it. Consultation is open until end of October 2023. Please do let us have your views by then.

All the documents you need can be found on our Forum's website, and a link to the online response form for your feedback – www.maidahillforum.org.uk

Any comments or questions, please email us at info@maidahillforum.org.uk



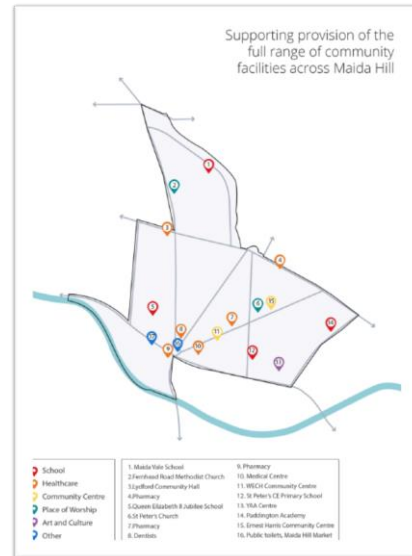
2

MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Content of the Plan

- The Neighbourhood Plan is not the same as the City of Westminster's City Plan. That sets out the main framework for the whole area, while this Plan focusses on Maida Hill's needs and characteristics
- The Neighbourhood Plan does not allocate land for development but does recognise that if development does happen, then it must reflect the best qualities and characteristics of the area, and deliver benefits to the community
- The Neighbourhood Plan includes policies that seek to influence future changes to streets and shops. It also includes aspirations on public investment, including improved infrastructure. They are projects towards which applicants and other funding partners might contribute



3

MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Vision

The policies in the Neighbourhood Plan are framed by an overarching vision and set of objectives. These have evolved in response to what local people have told us is important to them.

Vision

Maida Hill has a distinctive history and urban character with a mix of Victorian terraces and 20th century housing estates at a high but gentle density, and with a network of small but well used green spaces. It has good transport links, with Harrow Road functioning as a local high street and Maida Hill Square as its main public space.

Maida Hill is known for its ethnically mixed and socioeconomically diverse community, founded on decades of community activism and trailblazing resident led housing action. The area played an important role in the history of 20th century music, and provided a home for a number of iconic, arts and cultural organisations.

This Plan seeks to retain and protect these positive features, while facilitating environmental improvements and responses to the climate change, new jobs, renewed cultural vibrancy, an attractive and economically successful high street, and sustainable regeneration serving all sections of Maida Hill community, in the years ahead.

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MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Objectives

Objective 1: Community

To maintain a strong sense of community, foster social inclusiveness and support opportunities for local businesses and SMEs

Objective 2: Town centres

To support a network of local services and facilities that provide for the day-to-day needs of the local community

Objective 3: Place quality

To deliver high quality design in development that is distinctively 'Maida Hill'

Objective 4: Public space

To retain and deliver new areas of greenery, safe and attractive open space

Objective 5: Movement

To create an environment that makes it safe and easy for people to move about by foot and by bike

Objective 6: Low carbon

To support initiatives that make Maida Hill resilient to the effects of climate change

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MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Policy themes: Community

Policies in the draft Plan seek to:

- Protect and improve community facilities, and encourage new facilities (in particular, centres for children and young adults)
- Encourage affordable housing, and affordable workspaces
- Protect pubs, and encourage new pubs (where in appropriate areas)
- Improve CCTV coverage and street lighting
- Improve communications between public organisations and residents



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MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Policy themes: Town Centres

Policies and projects in the draft Plan seek to:

- Avoid building heights that are inconsistent with the prevailing heights of adjacent buildings
- Promote good quality shopfront design and conversion
- Encourage initiatives that improve pedestrian routes, such as more green space and opportunities for outdoor seating and dining
- Avoid the proliferation or over concentration of betting shops and hot food takeaways in Maida Hill
- Develop an empty property register



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MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Policy themes: Design and Quality

Policies and projects in the draft Plan seek to:

- Encourage design qualities within type of the character area it is located in as defined in the Maida
- Ensure that roof terraces do not result in the alteration of traditional roof forms
- Ensure that roof extensions respect the prevailing character, including materials and height, of their locality
- Encourage good practice on design features that improve public safety (such as visually open pedestrian routes)
- Protect locally significant buildings (such as the former Welford & Sons Dairy in Shirland Road)



8

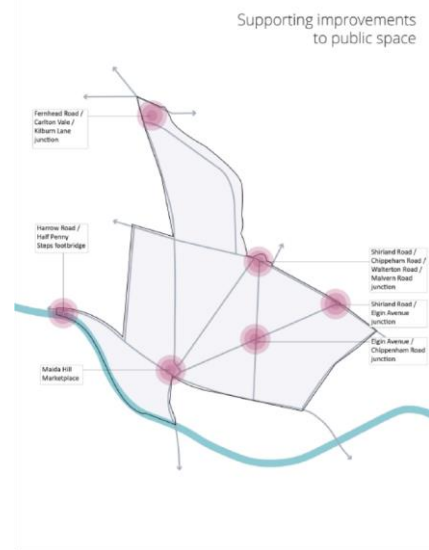
MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Policy themes: Public realm

Policies and projects in the draft Plan seek to:

- improve the setting of local and neighbourhood centres, and the quality of the public realm within them
- enhance the quality of green spaces and facilities within them, including work with WCC and partners to explore the installation of “Parklets” to provide small areas of greenery
- support roof gardens and green walls so long as suitable measures mitigate any potential adverse impacts
- take opportunities to provide public views and public access to the Grand Union Canal



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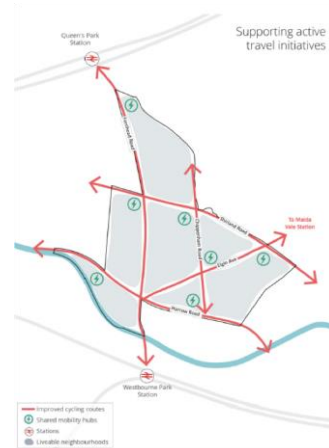
MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Policy themes: Sustainable access

Policies and projects in the draft Plan seek to:

- Support the ‘active, healthy and liveable neighbourhoods’ concept, restricting the potential for through traffic to divert away from main distributor routes onto smaller streets and residential roads
- Proposals for major residential and commercial development are expected to include plans which make clear how they encourage walking and cycling
- The Plan identifies potential locations for new and or improved walking and cycling routes, and the Forum is keen to explore the design and delivery of these
- High quality design mobility hubs that connect to green spaces will be supported



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MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

Policy themes: Environment

Policies and projects in the draft Plan seek to:

- Encourage action to retain, refurbish and sensitively retrofit existing buildings, improving the sustainability of existing buildings
- Promote opportunities through development to introduce greenery into the public realm
- Promote delivery of greener streets throughout Maida Hill, particularly where this will help manage and mitigate localised flooding issues
- Measure, monitor and introduce strategies to reduce air pollution within Maida Hill



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MAIDA HILL NEIGHBOURHOOD PLAN

Initial consultation on the draft plan

How to respond

Thank you for viewing the consultation material.

Please do let us know what you think about the draft Plan by completing the questionnaire.

The questionnaire can be completed online via the Maida Hill Neighbourhood Forum website: www.maidahillforum.org.uk

Alternatively, you can complete a paper version of the questionnaire and return to MHNF, c/o 2 Fernhead Road, Maida Hill, London, W9 3ET

You can also contact us by email: info@maidahillforum.org.uk

The consultation period runs until 31st October 2023

MH
NF

Making the Plan

We will review all comments and prepare a revised Plan for submission to Westminster City Council later this year.

The Council will re-consult on the Plan and appoint an independent examiner to review it. They will advise if the Plan should proceed to a referendum or not.

At the referendum, everyone of voting age living in the Plan area will have a chance to say if the Neighbourhood Plan should be adopted ('made').

If more than 50% of people who turn out to vote are in favour of the Plan being made it can then be used to inform and determine planning applications as well as opportunities for future investment across the area.

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APPENDIX 5: REGULATION 14 SURVEY

This appendix includes a copy of the print version of the survey made available during the Regulation 14 consultation exercise.

Maida Hill Neighbourhood Forum

DRAFT NEIGHBOURHOOD PLAN

REGULATION 14 CONSULTATION: FEEDBACK FORM

PLEASE RETURN BY 21st November 2023

The draft Maida Hill Neighbourhood Plan has been informed by and responds to comments made during earlier consultation events. We are now seeking your views on the draft Plan.

The draft Plan includes a series of proposed policies that will help shape future change and development in Maida Hill. These are highlighted in light blue boxes throughout the Plan and prefixed with the words 'Policy MH'.

The draft Neighbourhood Plan also includes a series of wider projects and ideas for change in Maida Hill. They are highlighted in yellow boxes and prefixed with 'Project MH'.

Your comments will be read and considered carefully and may result in modifications to the draft Plan before it is submitted to Westminster City Council. There will then be a further consultation on the final draft Neighbourhood Plan ahead of the independent examination.

Before you complete this questionnaire please take the time to familiarise yourself with the draft Plan. This is available online via the Maida Hill Neighbourhood Forum website:

www.maidahillforum.org.uk

The questionnaire can be completed and returned online. This form can also be returned by email, to:

info@maidahillforum.org.uk

Alternatively, the form can be returned by post:

MHNF
c/o 2 Fernhead Road, Maida Hill, London, W9 3ET

Thank you very much for your time and feedback



Maida Hill Neighbourhood Forum

DRAFT NEIGHBOURHOOD PLAN

PROPOSED POLICIES

Please circle the number which most closely reflects your views:

1: strongly agree 2: agree 3: neither agree nor disagree 4: disagree 5: strongly disagree

Policy Reference	Proposed Policies – Community	Please circle one number per row				
MHC1	Social and community facilities	1	2	3	4	5
MHC2	Affordable workspace	1	2	3	4	5
MHC3	Affordable housing	1	2	3	4	5
Policy Reference	Proposed Policies – Town Centres	Please circle one number per row				
MHLN1	Land uses in town centres	1	2	3	4	5
MHLN2	Design principles for designated centres	1	2	3	4	5
MHLN3	Shopfront design and conversion	1	2	3	4	5
Policy Reference	Proposed Policies – Design and quality	Please circle one number per row				
MHD1	Character and development	1	2	3	4	5
MHD2	Roof terraces and extensions	1	2	3	4	5
MHD3	Architectural details, materials and colours	1	2	3	4	5
MHD4	Locally Significant Buildings	1	2	3	4	5
MHD5	Building heights	1	2	3	4	5
MHD6	Safer places by design	1	2	3	4	5
Policy Reference	Proposed Policies – Public realm	Please circle one number per row				
MHP2	Protected spaces	1	2	3	4	5
MHP3	New Green spaces	1	2	3	4	5
MHP4	Canal access	1	2	3	4	5
Policy Reference	Proposed Policies – Sustainable access	Please circle one number per row				
MHS1	Active and healthy travel	1	2	3	4	5
MHS2	Mobility hubs	1	2	3	4	5
MHS3	Car free development	1	2	3	4	5
Policy Reference	Proposed Policies – Environment	Please circle one number per row				
MHE1	Re-use and retrofit of buildings	1	2	3	4	5



Maida Hill Neighbourhood Forum

DRAFT NEIGHBOURHOOD PLAN

COMMENTS

If you have any comments or suggested modifications please add them here, stating the section of the draft Plan or Policy to which they refer:

Section of Plan / Reference	Comment

Please continue on a separate sheet if necessary



Maida Hill Neighbourhood Forum

DRAFT NEIGHBOURHOOD PLAN

YOUR DETAILS

Please note that fields marked with a [*] are required

Name [*]	
Organisation	
Address [*]	
Post Code [*]	
Email address	

Are you (please tick all that apply) [*]

A resident of Maida Hill [*]	<input type="checkbox"/> Yes <input type="checkbox"/> No
An employee in Maida Hill [*]	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other (please indicate)	

How old are you (please only tick one) [*]

Under 18	18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	Over 65	Would rather not say

CONSENT

We need to store your personal information in order to receive your comments.

A summary of comments will be made publicly available. Please note that any other personal information provided will be confidential and processed in line with the Data Protection Act 1988 and General Data Protection Regulations. Maida Hill Neighbourhood Forum will process your details in relation to the preparation of this document only.

Please confirm whether you agree to the following:

I consent to Maida Hill Neighbourhood Forum storing my personal data for the purposes of this Neighbourhood Plan consultation [*]	<input type="checkbox"/> Yes <input type="checkbox"/> No
---	--



APPENDIX 6: REGULATION 14 NOTIFICATION

A copy of the email sent to the statutory consultees to advise them of the consultation, and to invite response, is presented in this appendix.

From: MHNF Information <info@maidahillforum.org.uk>

Sent: 04 October 2023 21:29

To: info@maidahillforum.org.uk

Subject: Consultation on the Maida Hill (London W9) Neighbourhood Plan

Dear Colleague

Formal consultation (Regulation 14, Town and Country Planning, England, Neighbourhood Planning Regulations) of the Maida Hill Neighbourhood Plan

I am now pleased to advise that the formal consultation (Regulation 14, Town and Country Planning, England, Neighbourhood Planning Regulations) of the Maida Hill Neighbourhood Plan runs until 21st November.

The Neighbourhood Plan and accompanying consultation material is available to view online via the MHNF website:

<https://maidahillforum.org.uk/latest-news/131-draft-neighbourhood-plan-and-design-code-is-now-underway.html>

Two consultation events are also being held where you can find out more.

These will be held at Maida Vale library and the council workspace at 2 Fernhead Road on the following days:

Maida Vale library, Sutherland Avenue - Monday 16th October, 6:00pm to 7:30pm

2 Fernhead Road W9 3ET - Thursday 2nd November, 6:00pm to 7:30pm

If you would like to make representations, please complete the online survey accessible via the MHNF. Alternatively, you can download the survey form from the website and return by hand or post:

c/o 2 Fernhead Road, Maida Hill, London, W9 3LL

Representations can also be submitted by email, to info@maidahillforum.org.uk.

Regards,

Chair, Maida Hill Neighbourhood Forum

Maida Hill Neighbourhood Plan Forum

Neighbourhood Plan for Maida Hill 2023-2040

Consultation Statement

(Submission version: August 2024)



<https://www.maidahillforum.org.uk/>
info@maidahillforum.org.uk