

THE MAYFAIR NEIGHBOURHOOD FORUM

CONSULTATION STATEMENT

SUBMISSION DOCUMENT

FEBRUARY 2018

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1. INTRODUCTION

- 1.1 This Consultation Statement summarises the details of the consultation process that the Mayfair Neighbourhood Forum (MNF) has undertaken as part of the development of the Mayfair Neighbourhood Plan (MNP), as set out in the Neighbourhood Planning (General) Regulations 2012 ("the Regulations").
- 1.2 The Steering Group of the MNF first began work on the preparation of the MNP following designation of the Mayfair Neighbourhood Area (MNA) in January 2014 and has undertaken a series of public consultations, as outlined below, including a formal six-week public consultation on the Plan as required by the Regulations. Further detail in relation to each consultation is contained within the individual reports annexed to this document.
- 1.3 The consultations identified a range of issues which have all been recorded, considered and, where appropriate, addressed as part of the development of the draft MNP.

2. PUBLIC CONSULTATION SUMMARY

2.1 Set out below is a summary of the consultation events that have taken place since the designation of the MNF. For full details on each consultation, please see the individual reports annexed to this Statement.

Introductory Session (12 March 2014)

2.2 All members of the Forum were invited to attend an introductory session on the Forum and the preparation of neighbourhood plans. This session was hosted by the MNF Steering Group together with Tibbalds, the planning consultants retained by the MNF to advise on the preparation of the MNP. This session included a general question and answer session.

Steering Group Workshop (19 June 2014)

2.3 This workshop was run by Tibbalds and focussed on identifying the issues relevant to the preparation of the MNP. Having identified the key topics from the workshop, Tibbalds consolidated these into a number of subject areas which could be taken forward to public consultation. These topic areas were housing, local retail and amenity, waste, community services, night time economy, public spaces and traffic.

Public Consultation Event (17 July – 20 July 2014)

2.4 The 2014 public consultation was held during Summer in the Square, a public community event held in Grosvenor Square. A tent was set up for 4 consecutive days with boards displaying the topic areas identified at the June 2014 workshop and passing members of the public were encouraged to provide their comments on these topics. A focussed evening event was also held on Wednesday 16 July to which members of the Forum were invited.

2.5 The 2014 consultation event was promoted through email and via the Forum's website.

2.6 A total of 251 responses were received and the key findings were as follows:

- (a) Traffic management concerns, particular related to the interface between pedestrians, cyclists and vehicles.
- (b) The importance of open spaces and better utilisation of public spaces.
- (c) Waste management concerns including irregular collection services and rubbish left on streets.
- (d) Empty homes across Mayfair and the provision of affordable housing.

- (e) The need for and retention of service amenity uses balanced against the provision of luxury retail.

2.7 The Consultation Report prepared for the 2014 Consultation event is attached at Appendix 1.

Annual General Meeting (March 2015)

2.8 The Steering Group presented a set of objectives that had been produced following the July 2014 public consultation event to the members of the Forum.

2.9 The AGM was promoted via email and the Forum's website, with the objectives being made available online following the AGM.

Public Consultation Events (June – July 2015)

A survey was prepared comprising the objectives identified from the June 2014 public consultation. A number of consultation events (15 events across 12 days) were then held across Mayfair during June and July 2015 where people were asked to complete the survey and provide their feedback. The Consultation Report prepared for the 2015 Consultation event is attached at Appendix 2.

2.10 The survey was also promoted via distribution to contacts of the Directors of the Steering Group, the Forum's social media network, and was made available online.

2.11 A total of 381 survey responses were received, with 81% of respondents agreeing with the identified objectives. An additional 200 new members signed up to the Forum, with total membership reaching 400 at July 2015.

2.12 Key themes which, whilst generally supported, received lower levels of support than others were identified for further review by the Steering Group. These were:

- (a) Ensuring a balanced range of housing
- (b) Encourage the retention and provision of new and existing office floorspace
- (c) Improve amenity in public squares by reducing commercial events and facilitating cultural and community activities.
- (d) Focussing night-time economy away from residential areas
- (e) Ensuring no net loss of visitor, residential or commercial parking spaces.
- (f) Protecting existing and future residents from the impact of night-time economy.

- 2.13 The Forum decided not to pursue some of these themes through to the draft Plan (e.g. housing and parking spaces), whilst others were refined and taken forward.

Public Consultation (July 2016)

- 2.14 Following the feedback received during the 2015 consultation event, the Forum turned the objectives into policy recommendations which were then consulted on. During the July 2016 Public Consultation, respondents were asked to indicate how important they considered each policy recommendation to be out of 5 (1 being not at all and 5 being very important).
- 2.15 2 days of public consultation took place in Grosvenor Square on 12 and 13 July 2016. An evening event was also held on 13 July with invitations sent to both residents and workers within Mayfair. An additional week of online consultation was also held.
- 2.16 The survey was promoted via an 'e-shot' to members, distribution to contacts of the Directors of the Steering Group and the Forum's social media network, as well as online.
- 2.17 A total of 131 survey responses were received, with 97.20% of the policy recommendations receiving an average rating of 3 (out of 5) or higher. Forum membership was again increased, with total membership reaching 602 at August 2016.
- 2.18 The Consultation Report prepared for the 2016 Consultation event is attached at Appendix 3.

Regulation 14 Statutory Consultation (13 June – 1 August 2017)

Following the level of support given to the draft policy recommendations, the Forum prepared the draft Mayfair Neighbourhood Plan. The consultation which took place during June and August 2017 was carried out to seek the wider community's views on the draft MNP and to accord with the requirements of Regulation 14 of the Neighbourhood Planning (General) Regulations 2012.

- 2.19 The Consultation Report prepared for the 2017 Consultation event is attached at Appendix 4.
- 2.20 The Consultation took place from 13 June 2017 to 1 August 2017. Respondents were asked to indicate whether they Strongly Agreed, Agreed, Don't Know, Disagreed or Strongly Disagreed with the draft policies and were encouraged to leave further comments, if they wished.
- 2.21 During that time the MNF publicised the consultation via:
- (a) Hosting and attending a number of events taking place during the consultation period, including hosting a stand at Summer in the Square and attending the Residents' Society of Mayfair and St James's Summer Garden Party;
 - (b) An online social media campaign;

- (c) Delivery of 10,000 postcards to addresses within the MNA; and
 - (d) An article published in the Mayfair Times
- 2.22 Details of each of the above are contained in the full report annexed to this Statement.
- 2.23 The consultation materials were promoted via an 'e-shot' to the Forum's membership, social media network, and via the Forum's re-branded website. Hard copies were made available throughout the consultation period at the Mayfair Library, 25 South Audley Street and Gieves and Hawkes, 1 Savile Row. The consultation materials were also directly sent to Westminster City Council, Statutory Consultees and representatives of other community and amenity groups.
- 2.24 A total of 179 completed questionnaires were received. Responses were also received from Westminster City Council, the GLA, Historic England, Thames Water and Transport for London.
- 2.25 Overall, the feedback received was largely positive and the policies were well-received. The most diverse views from the questionnaire came in response to policies MGS3 Green Spaces, MTR Tyburn Retail Opportunity Frontage and MC Commercial.
- 2.26 The Forum decided not to undertake any further consultation on policies MTR or MC as it was felt that the comments received could be adequately addressed through revisions made to the Plan.

Green Spaces Consultation (27 October – 15 November 2017)

- 2.27 The responses received during the Regulation 14 Statutory Consultation in relation to the Green Spaces Policies (MGS1-3), and in particular Events in Green Spaces (MGS3) did not demonstrate a single strong consensus on the drafting of this policy. The Forum did not consider that it had received conclusive evidence from the community to proceed with this policy, as currently drafted, and made the decision to undertake a further, discreet, round of consultation on this policy alone. A report on the extended consultation is included within the 2017 Consultation Report attached at Appendix 4.
- 2.28 The Green Spaces Consultation took place from Friday 27 October to Wednesday 15 November 2017. Respondents were asked to indicate whether they Strongly Agreed, Agreed, Don't Know, Disagreed or Strongly Disagreed with a set of statements which reflected the wording of the draft Events in Green Spaces Policy. Respondents were also asked to leave further comments, if they wished.
- 2.29 The Forum publicised the consultation via an 'e-shot' to the Forum's membership, social media network, and via the Forum's re-branded website. Hard copies were made available at the Mayfair Library.

- 2.30 The Forum received a total of 122 responses to the Green Spaces Consultation. A full summary and breakdown of the responses received is set out in the attached “Extended Consultation Report”.
- 2.31 The results of the consultation indicated that:
- (a) Community events were supported;
 - (b) Commercial events should be subject to some form of monitoring and control; and
 - (c) there was not overall support for events to only take place during the months of October to March.
- 2.32 As a result of the Green Spaces Consultation, the Forum has amended policy MGS3 of the Mayfair Neighbourhood Plan to states that events which are not for a local community uses should only take place during the months of September to May. In addition, any events which use more than 40% of the green space should not exceed 40 days in any calendar year.

General Meeting (November 2017)

- 2.33 During the General Meeting in November 2017, the Steering Group outlined the process through which the draft Mayfair Neighbourhood Plan has been developed, together with summarising the key points and amendments which had been made following the consultation events.
- 2.34 The AGM was promoted via email and the Forum's website.

3. **STAKEHOLDER CONSULTATION**

3.1 The Forum has sought to engage with a number of local stakeholders and local authorities during the preparation of the draft Mayfair Neighbourhood Plan. These meetings are summarised below:

- Baroness Couttie (11 Nov 2016)
- TfL (11 Aug 2016 & 19 Dec 2016)
- The Royal Parks (25 Jan 2017)
- New West End Company (1 Aug 2016)
- Heart of London (7 Sept 2016)
- Regent Street Association (7 Sept 2016)
- Peabody Estate (16 Jan 2017)
- Other Neighbourhood Forums:
 - Belgravia, Victoria & Knightsbridge (16 June 2016, 18 July 2016, 12 Sept 2016 & 1 Nov 2016)
 - Marylebone, Soho, St James's, FitzWest (2 Mar 2017 & 7 Apr 2017)
- Representatives of Mayfair Residents' Association and Residents' Society of Mayfair and St James (14 July 2017, 19 July 2017, 10 August 2017)

4. WESTMINSTER CITY COUNCIL CONSULTATION

4.1 The Forum has liaised with Westminster City Council (WCC) throughout the preparation of the Mayfair Neighbourhood Plan. This has been carried out through email and letter correspondence, as well as meetings on a number of occasions. The engagement with WCC is set out below:

- (a) 27 April 2016 – Initial meeting with WCC officers to discuss progress with the Neighbourhood Plan.
- (b) 7 October 2016 – The Forum submitted an early draft of the Mayfair Neighbourhood Plan to WCC for its comment.
- (c) 17 November 2016 – Meeting with WCC to review feedback on the initial draft of the Plan. Followed up by letter from WCC of the same date.
- (d) 25 November 2016 – A table of further comments was received from WCC which the Forum responded to on 27 January 2017.
- (e) 1 February 2017 – Meeting with WCC to review additional feedback received.
- (f) 27 March 2017 – Further comments and suggested amendments to draft Plan received from WCC which the Forum responded to on 13 April 2017.
- (g) 25 May 2017 – Meeting with WCC to review further comments and suggested amendments received.
- (h) 1 August 2017 – WCC submitted a formal response to the draft Mayfair Neighbourhood Plan during the Regulation 14 Consultation which the Forum responded to in writing on 30 October 2017.
- (i) 31 October – The Forum submitted its SEA and HRA Screening Report to WCC for comment. To date, no comments have been received from WCC on that.

5. STRATEGIC ENVIRONMENTAL AND HABITAT REGULATIONS ASSESSMENT

- 5.1 On 18 December 2017, the Forum submitted a Strategic Environment Assessment and Habitat Regulations Assessment Screening Report to the statutory bodies (the Environment Agency, Natural England and Historic England) in accordance with the Environmental Assessment of Plans and Programmes Regulations 2014, in order to consider whether the Mayfair Neighbourhood Plan would have significant environmental effects.
- 5.2 The Forum's Screening Report summarised the effects of the Mayfair Neighbourhood Plan and concluded that it was not considered that the Plan would have any significant environmental effects. The Screening Report will be submitted to Westminster City Council as part of the evidence base for the Mayfair Neighbourhood Plan.
- 5.3 When consulted on the draft Neighbourhood Plan during the Regulation 14 Consultation, Historic England welcomed the content of the draft Mayfair Neighbourhood Plan and the inclusion of heritage as part of the overarching vision, the objectives and policies relating to new development, design and heritage. Responses were not received from the Environment Agency nor Natural England.
- 5.4 The statutory bodies were requested to provide their comments on the screening report by 26 January 2018 and copies of the responses received are attached at Appendix 5.
- 5.5 Natural England advised that there are unlikely to be significant environmental effects from the proposed plan.
- 5.6 The Environment Agency confirmed that they identified no major constraints within the Mayfair Neighbourhood Area and were pleased to see the policies relating to climate change and waste.
- 5.7 Historic England provided their comments on the Forum's screening report and concluded that:

"[T]he three options for transforming Park Lane that are referred to in Ppolicy MPL1: Transforming Park Lane all have the potential to have significant effects on the historic environment"

"To our knowledge these potential environmental effects are unlikely to have been tested in previous environmental assessments, given the existing policy framework that the Neighbourhood Plan will be set within. For these reasons, while we agree that the environmental impact would depend on the exact scheme that might finally come forward, in our view the scale of change envisaged and promoted by this Neighbourhood Plan triggers the need for SEA."

- 5.8 The Forum disagrees with Historic England.
- 5.9 When determining whether a plan is likely to have significant environmental effects¹, an authority is to take into account various criteria². These criteria including considering “the degree to which the plan or programme sets a framework for projects and other activities”³ (emphasis added).
- 5.10 For a plan to be considered to set a “framework” it must at least limit the range of discretionary factors which are to be taken into account when making a decision, or place some kind of constraint, condition or rules on the development of land⁴.
- 5.11 Whilst the Mayfair Neighbourhood Forum is a “Plan” for the purposes of the Regulations and the SEA Directive, Policy MPL1: Transformation of Park Lane, does not set a “framework” in that context.
- 5.12 Policy MPL1 does not contain criteria, conditions or detailed rules which guide the way Westminster City Council should determine any future application which proposes transformational change to Park Lane. The policy requires financial contributions secured by way of Section 106 Agreements to go towards analysing and modelling either one of three proposed solutions, or variants to them.
- 5.13 There is nothing within Policy MPL1 which places limits on the type of development which could be brought forward in relation to Park Lane, neither does it place conditions on any applicant who is successful in securing consent.
- 5.14 The Forum does not therefore consider that Policy MPL1 is likely to have significant environmental effects.

¹ Pursuant to paragraph 9(1) of the Environmental Assessment of Plans and Programmes Regulations 2004/1633 (“the Regulations”).

² Set out in Schedule 1 of the Regulations.

³ Schedule 1, Part 1 of the Regulations.

⁴ *R (on the application of HS2 Action Alliance Limited) (Appellant) v Secretary of State for Transport and another (Respondents)* [2014] UKSC 3 per Lord Sumption at paragraphs 120 – 124.

6. **SUMMARY OF AMENDMENTS MADE TO THE MAYFAIR NEIGHBOURHOOD PLAN**

6.1 Following the June/July 2017, October 2017 consultation and further comments received from Westminster City Council, the Forum reviewed the feedback received and amended the draft Mayfair Neighbourhood Plan to address the comments raised.

6.2 A summary of the amendments made is set out below:

Policy / Paragraph No.	Summary of Amendment
Para 1.3.9	Updated to reflect the progress and amendments made to the City Plan.
MPR1(ii)	Amendment made to encourage pocket parks and play areas.
MPR1(iii)	Amendment made to identify regular closures of retail streets
Para 2.1.5	Updated to reflect the production of the Mayor's "Healthy Streets for London" document.
Para 2.1.6(ii)	Amendment made to reflect feedback received on improving pedestrian routes.
Para 2.1.6(v)	Amendment made to include encouragement of electric bus routes.
Para 2.1.9 and 2.1.10	Amendment made to reflect feedback received relating to pedestrianisation across Mayfair.
Para 2.2.4	Amendment to address consultation feedback on management of events in Green Spaces.
MGS1.1	Policy clarified to address comments from WCC.
MGS3	Amendments to reflect consultation feedback : (i)(C) Events which are not for a Local Community Use should only be held during September to May; (i)(D) Events taking up more than 40% of green space should not exceed 40 days in any calendar year; and (iii) Cross subsidy not to apply for Local Community Events.

Para 2.2.9	Amendment made to reflect feedback received regarding protests within public squares.
Para 2.2.11	Amendments reflect the results of extended consultation on Green Spaces.
Para 2.3.9 – 2.3.10	Amendment made to encourage urban beehives and supporting the initiatives of the Wild West End.
MSG1, MSG2, MSG3	Amendments made to clarify and strengthen policy following comments received from WCC
Para 3.2.2 and MTR	Amendments made to reflect desire for Tyburn to be retail-led, but also contain additional mixed-uses.
Para 3.2.6	Amendments made seeking encouragement of small units which service and support local communities and creative industries.
MPL1	Amendment made to identify that contributions are to be secured via s.106 Agreements.
Para 3.2.19 and 3.2.20	Additional detail inserted to address feedback from WCC and TfL.
MR3.1	Inclusion of Weighhouse Street.
Para 4.2.6	Removal of wording applying particular recognition to residential use in West Mayfair.
Para 4.2.9	Insertion to reflect feedback that residential use should be recognised across Mayfair.
MRU1	Amendment to address comments by WCC.
Para 4.2.11 and MRU2	Insertion clarifies location of much of Mayfair's residential floorspace and seeks to achieve well respected design which reflects the relevant area of Mayfair.
MRU2.2 and 2.3	Policies amended to become Mayfair-wide, rather than specific to West Mayfair.
Paras 4.2.12 – 4.2.14	Amended to reflect the revisions made to policies MRU2.2 and 2.3.

MRU3.1 and para 4.2.15	Amended to address comments made by WCC. Policy now encourages new retail and entertainment uses where they complement the nearby residential communities and character of the area. Supporting text amended to reflect this change.
MRU4	Policy amended to address comments made by WCC.
Para 4.2.18	Amendments to clarify requirements sought within Construction Management Plans and the justification for that.
Para 4.3.8	Text amended to reflect changes to application of character areas in respect of commercial policy.
Para 4.4.9	Clarification made to objective of policy.
Para 4.4.11	Text relating to article 4 direction removed to reflect changes in legislation.
Para 4.5.6	Amendments made to clarify supporting text.
MSD1	Inclusion of suggestion for policy to address sufficient food waste storage.
Para 5.1.3	Clarification of design requirements following consultation feedback.

7. CONCLUSION

- 7.1 The Mayfair Neighbourhood Forum has undertaken multiple and detailed consultation through the preparation of the Plan in order to ensure that the policies meet objectives and values which reflect the wishes and views of the local resident, worker and visitor community of Mayfair.
- 7.2 The Forum has sought to fully engage with representatives from across the Community, together with local authorities and statutory consultees.
- 7.3 The result of this engagement has resulted in the Forum preparing a final draft of the Mayfair Neighbourhood Plan to be submitted to Westminster City Council.
- 7.4 This report fulfils the requirements for the Consultation Statement, set out in Regulation 15(2) of the Neighbourhood Planning Regulations 2012.

APPENDIX 1
2014 Consultation Report

MAYFAIR

Neighbourhood Forum

NEIGHBOURHOOD PLAN

REPORT OF COMMUNITY CONSULTATION-STAGE 1



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1. INTRODUCTION

- 1.1 The Mayfair Neighbourhood Forum ("the Forum") is a business and residential neighbourhood forum with the statutory right to create a Neighbourhood Plan outlining general planning policies on development and land use in the neighbourhood. The Forum was formally designated by Westminster City Council on 10 January 2014 in relation to the Mayfair Neighbourhood Area; a map of the designated Neighbourhood Area is attached at **Appendix 1**.
- 1.2 The Forum appointed Tibbalds Planning & Urban Design in March 2014 to assist in the process of producing a neighbourhood plan for Mayfair ("the Neighbourhood Plan").
- 1.3 The Forum is formally governed by a Constitution and is guided by a diverse range of local stakeholders ("the Steering Group") which is made up of 9 members: 4 residents, 4 business members and a business Chair. The current Steering Group is made up of the following people:

Will Bax	Business, Grosvenor (Chair)
Nigel Hughes	Business, Grosvenor
Bob Dawson	Business, Crown Estate
Tim Taylor	Business, Forsters LLP
Beverley Aspinall	Business, New West End Company
Mike Dunn	Resident
Anthony Lorenz	Resident
George Hammer	Resident
Currently vacant. Previous member was Ron Whelan (since resigned)	Resident

2. INTRODUCTORY SESSION TO FORUM MEMBERS

- 2.1 An introductory session was held on 12 March 2014. This took place from 6.30pm – 8pm and was hosted at the offices of Forsters LLP (31 Hill Street W1J 5LS).
- 2.2 All Members of the Forum (at that date) were invited to the session. The event was also attended by Tom Kimber from Westminster City Council. The purpose of the session was to provide an update to those who had previously expressed an interest in the Mayfair Neighbourhood Forum and to discuss the Forum's plans on preparing the Neighbourhood Plan.
- 2.3 The event began with an overview/update report from Will Bax, the chair of the Forum, providing members with an update of the key topic areas identified by the Steering Group a copy of which is attached at **Appendix 2**.
- 2.4 This was followed by a presentation given by Tibbalds to introduce the concept of neighbourhood planning to the Members. A copy of this presentation is attached at **Appendix 3**.
- 2.5 This was followed by a general question and answer session, which included questions on the powers of the Forum, the scope of the Neighbourhood Plan, timescale and further public consultation.

3. STEERING GROUP WORKSHOP EVENT

- 3.1 A workshop was held with the Forum's Steering Group on 19 June 2014.
- 3.2 The workshop was run by Tibbalds and started with Tibbalds providing a presentation on the neighbourhood planning process and the statutory requirements for the production of the Neighbourhood Plan. A copy of that presentation is attached at **Appendix 4**.
- 3.3 Many issues and ideas had been previously raised by members of the Forum in initial meetings and workshops. The session focused on elaborating and extending these topics. Working through each topic heading, the Steering Group were invited to put forward their comments on the relevant issues and these were noted down by Sue Rowlands from Tibbalds.
- 3.4 The following table sets out the issues that were raised for each topic heading:

<p><u>Affordable Housing</u></p> <ul style="list-style-type: none">• We need key worker housing in Mayfair (but not for those that are not economically active).• Having less affordable houses makes Mayfair lack a proper sense of community.• The expensiveness of the local amenities and wealth in Mayfair can isolate residents with a lower income.• There is no space in Mayfair to deliver social housing.• It is quicker and easier to ask developers for payment for offsite affordable housing developments.• By delivering smaller units Mayfair will become more affordable for the general population.
<p><u>Begging</u></p> <ul style="list-style-type: none">• Mayfair should have a zero tolerance policy on begging.• Beggars should be offered work in exchange for money.• Mayfair should raise money for homeless organisations to address the issue of rough sleepers.
<p><u>Refuse</u></p> <ul style="list-style-type: none">• Waste management should be co-ordinated throughout the area.• Existing controls should be enforced and new conditions/licences enforced through new leases.• Electric vehicles should be used to collect waste.• Strategies that re-use waste to create energy should be investigated.
<p><u>Traffic</u></p> <ul style="list-style-type: none">• TFL have agreed to make a transport model of Mayfair.• Rickshaws and similar vehicles create noise and obstruct the carriageway.

- Areas that allow fast movement of cars are being used as ‘racetracks’.
- Introducing payment for night time parking could damage the local economy, however, it would promote active and sustainable methods of travel.
- Mayfair needs a better strategy for cycling and more cycle parking.
- The level of car parking for residents is sufficient.

Air Quality/Environment

- Air conditioning units are often placed in inappropriate locations. These are often unattractive and create unwanted noise.
- There is a lack of street level greenery.
- Private greenery such as window boxes add positively to the street scene.
- Sustainable building and management (electric vehicles to collect rubbish, composting, green roofs, recycling etc) are important.

Heritage

- It is important to preserve historic land uses in Mayfair.
- Westminster City Council do a good job of managing and preserving historic buildings in Mayfair.
- The heritage value of streets and public realm is as valuable as the buildings themselves.
- Certain ‘special’ areas require in-depth conservation assessments to preserve their character.

Local Amenities

- The local shops do not cater for day to day needs (such as buying a pint of milk).
- There are not enough small businesses such as chemists.
- Special Interest Areas such as Cork Street, Saville Row, Bond Street and Shepherd Market should be protected.

Hotels

- Hotels are important for Mayfair.
- Future hotels should be of a 5 star standard to enhance the wider area.
- Serviced apartments are not appropriate as they create transient community and noise in residential areas.
- New hotels should not take away existing public resources.
- Hotels can be more appropriate than empty residential accommodation.

Public Realm

- More wholly pedestrianised areas would create more crime and anti social behaviour.

- Parking outside expensive shops is essential to deter theft and mugging of customers.
- Less cars would create a quieter more pleasant environment.
- Green areas should continue to be protected.
- Improvements to green spaces should be encouraged.
- Commercial uses such as restaurants are beginning to dominate the public realm.
- Outdoor dining, eating and smoking past 11pm disturbs residents.
- Existing squares need to provide more activities for residents such as exercise classes, events and pop ups.
- Hiring of squares for commercial uses should be limited.

Office to Residential Change of Use

- Allowing the conversion of office accommodation to residential will encourage foreign investors to buy properties they have no intention of living in.
- Empty properties erode the vitality of Mayfair.
- Loss of office space could be detrimental to the area and result in loss jobs.
- The Mayfair community is made up of workers, visitors and residents. It is important to preserve a good balance between these groups.
- Residential use is not appropriate in ‘stressed areas’ such as Oxford Street.
- Limiting the size of residential units could deter foreign investors and make Mayfair more affordable for locals.
- Amalgamation of flats into single units should be discouraged.

Evening and Night-Time Economy

Residents

- Local residents should be protected from noise and disruption of night-time economy.
- Night-time economy causes crime.
- There are certain ‘hotspots’ where the night-time economy is a problem for local residents.
- There are certain ‘hotspots’ in non residential areas where night-time economy is appropriate.
- Better management could help alleviate problems caused by the night-time economy.
- People leaving premises late at night when there is limited public transport causes noise and disruption.
- Having places to meet and socialise is important for Mayfair as it creates a sense of community.

- There should be a limit to the amount of late night activities/licenced premises on each street.
- The impact of any new licenced premises should be properly evaluated prior to opening.
- Mayfair should not become like Soho.
- Farm Street and Haddon Street are problem areas.
- 24 hour public transport may encourage more late night activities.
- The quality of establishments is very important and they should be of a high standard to maintain the identity of Mayfair.

Photographs of the sheets produced during this workshop are attached at **Appendix 5**.

3.5 Key Insights from Workshop

Having identified the key topics raised during the workshop, Tibbalds worked towards a consolidating these views into a number of subject areas for the public consultation process. The topic areas were "conversation points" and were designed to encourage responses and/or comments from the public. These topic areas and questions are copied in below:

(a) HOUSING

What are your views on the mix of housing in Mayfair? For example, is there enough affordable housing in the neighbourhood, where should it be provided? Many residential properties are not permanently lived in. Is this a problem and, if so, how should we address it?

(b) LOCAL RETAIL AND AMENITY

Has Mayfair got the right balance of luxury retailers and local amenity to serve local needs? Which streets do you particularly like or dislike and why?

(c) WASTE

Is waste well managed in Mayfair? How do you think we should deal with the issue of waste collection?

(d) COMMUNITY SERVICES

Mayfair still has its Library, Post offices, Primary school and 6 Churches. Are there other community services that you feel are missing?

(e) NIGHT TIME ECONOMY

Mayfair is busy around the clock. Is this good or bad? Are there particular areas which you feel should be considered?

(f) PUBLIC SPACES

We have some great public spaces in Mayfair. Do they make a positive impact on the neighbourhood? Could they be used differently, if so, what would you like to see?

(g) TRAFFIC

What do you think about the relationship between traffic and pedestrians in Mayfair? For example, do you think pedestrians feel safe? Have we got the parking provisions correct?

SUMMER IN THE SQUARE CONSULTATION EVENT

3.6 Promotion

The Summer in the Square public consultation event was promoted in the following ways:

- An "e-shot" was sent to the members of the Forum
- Details were included on the Forum's website (www.mayfairlocal.com).
- Members of the team walked through the Summer in the Square event handing out fliers to invite people to visit the tent and leave their comments.

3.7 Format

The format of the Summer in the Square consultation event was as follows:

- A tent was set up for 4 consecutive days (Thursday 17 July to Sunday 20 July 2014) during the Summer in the Square event.



- The tent was manned by members of the Steering Group and Tibbalds at the following times:
 - 11am – 3pm and 5pm – 8pm on Thursday 17 July;
 - 11am – 3pm and 5pm to 6.30pm on Friday 18 July;
 - 11am – 3pm and 5pm – 8pm on Saturday 19 July; and
 - 1pm – 3pm on Sunday 20 July.
- Outside of those times, the tent was unmanned but available to anyone passing by to leave their comments.
- There was also an evening event held at the tent on Wednesday 16 July from 6pm – 8pm to which members of the Forum were invited.



- Based on the issues raised during the Steering Group Workshop Event, key planning / land use topics were identified and these formed the basis for the Summer in the Square consultation event.
- Various boards were displayed in the tent during the consultation event. These were as follows:
 - Boards explaining the neighbourhood plan process and the Mayfair Neighbourhood Forum.
 - Boards showing maps of London/UK/Rest of World for people to indicate where they lived.
 - Boards displaying each topic heading with key statements relating to that heading.

Copies of the boards that were displayed during the consultation event are attached at **Appendix 6** The topic boards were "conversation points" and were designed to encourage responses and/or comments from the public.

- A comments book was also available for people to provide general comments.
- During the consultation event members of the public were invited to comment on the topics for discussion.
- People were invited to either write their comments on post-it notes and stick them to the relevant topic board, or to leave their comments in a comments book.



- People were also asked whether they were a resident, worker, or visitor to Mayfair.
- People were asked to sign-in, although it was noted that most did not do so.
- Almost all people who stopped at the tent were given a short verbal briefing by a team member or a member of Tibbalds.
- Fliers were handed out explaining the purpose of the Neighbourhood Forum, and the event. A copy of this flier is attached at **Appendix 7**
- Those who indicated that they did not have time to stop were asked to visit the Forum's website to leave their comments.

3.8 Attendees

- A total of 66 people either registered or sent an RSVP confirming attendance at the consultation event, although it was noted that many who left comments did not sign in.
- The following map indicates the postcodes of those attendees who indicated that they lived in Mayfair:



- It was generally found difficult to attract passers by to give their comments. Some people only wanted to leave one or two comments, whereas others left comments for each topic.
- Most people stayed for a maximum of 5 minutes, although a handful stayed at the tent for longer and left more detailed comments.

4.0 FEEDBACK FROM CONSULTATION

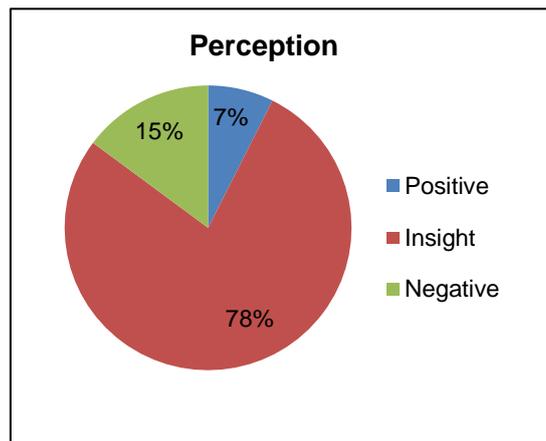
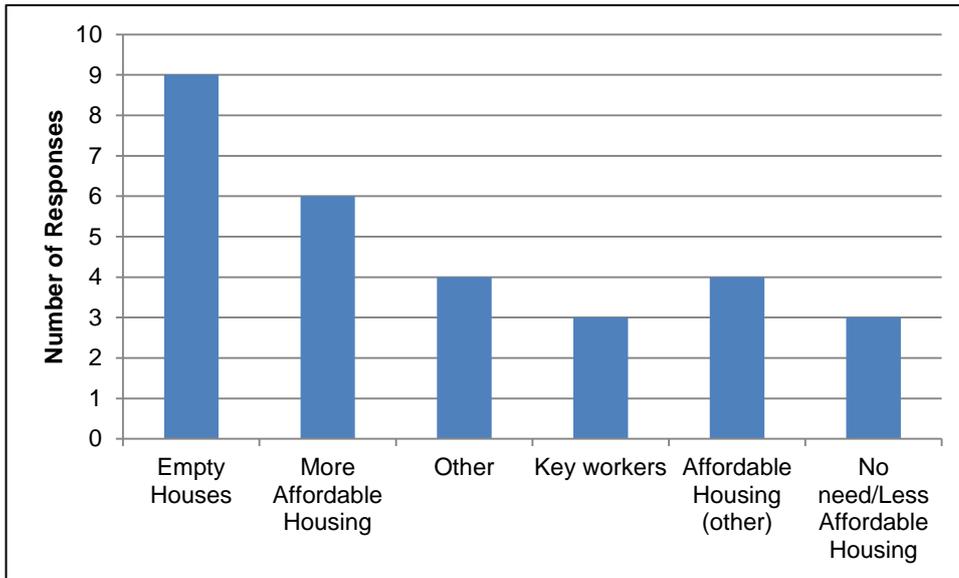
Details of each topic board and the comments received in relation to each are set out below, together with an analysis of each. Each comment under the topic areas were then collated into a sub-category to clearly identify key trends.

Furthermore, the sentiment of each comment was categorised as being Positive, Insightful or Negative. The number of responses received is set out in the below table. Overall, Public Spaces and Traffic received the most comments, representing 20% and 22% of the overall response rate respectively.

TOPIC AREAS	RESPONSES	PERCENTAGE OF RESPONSES
Housing	29	12%
Local Retail and Amenity	30	12%
Waste	34	14%
Community Services	23	9%
Night Time Economy	30	12%
Public Spaces	49	20%
Traffic	56	22%
Total	251	-

4.1 HOUSING

What are your views on the mix of housing in Mayfair? For example, is there enough affordable housing in the neighbourhood, where should it be provided? Many residential properties are not permanently lived in. Is this a problem and, if so, how should we address it?
Too many empty properties. The mix should be retained. Strong policies needed on this.
Why should there be more affordable housing in Mayfair? There is already lots of social housing. Eg - Peabody.
Tax non residents. Limit amount of houses sold to investors.
Workers must be able to afford to live nearby.
Council overcharging rents on affordable housing.
Not helping people to intergrate.
Properties not being lived in. Affordable housing needs to create balanced communities.
Fine as it is.
Affordable housing - can this happen?
You won't stop investors, but tax them for empty properties. They can afford it. Should be a significant amount.
West end needs accommodation for Service Pensioners (Police/nurse/firemen etc)
Encourage people to live in these homes.
Nationally need to sort houses. Flats bought purely for investment.
More external space in terrace/balcony for residents.
No case for more social housing. No need to reduce what already exists.
Properties not a problem less hotels please.
There should be more social housing throughout Mayfair.
Not aware of any affordable housing in Mayfair. Not sure it would be affordable anyways due to centrality.
The affordable housing residents are always against developing Mayfair further.
Affordable housing is important always wanted here. Want to live here.
Maintain original features. Less building work.
Qatar, buying up half the flats in Mayfair.
Affordable housing is needed everywhere, including Mayfair. Should be more permanent residents.
Affordable houses are needed everywhere.
Single units for workers imperative.
Affordable central London housing.
Cant' live near work because no affordable housing and would love that. Worked in the area for 12 years and would love to live here, but can't.



KEY INSIGHTS:

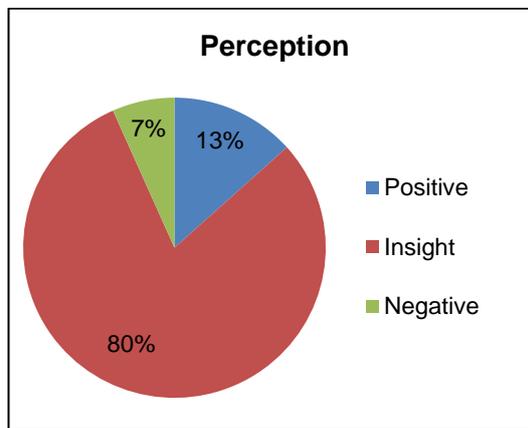
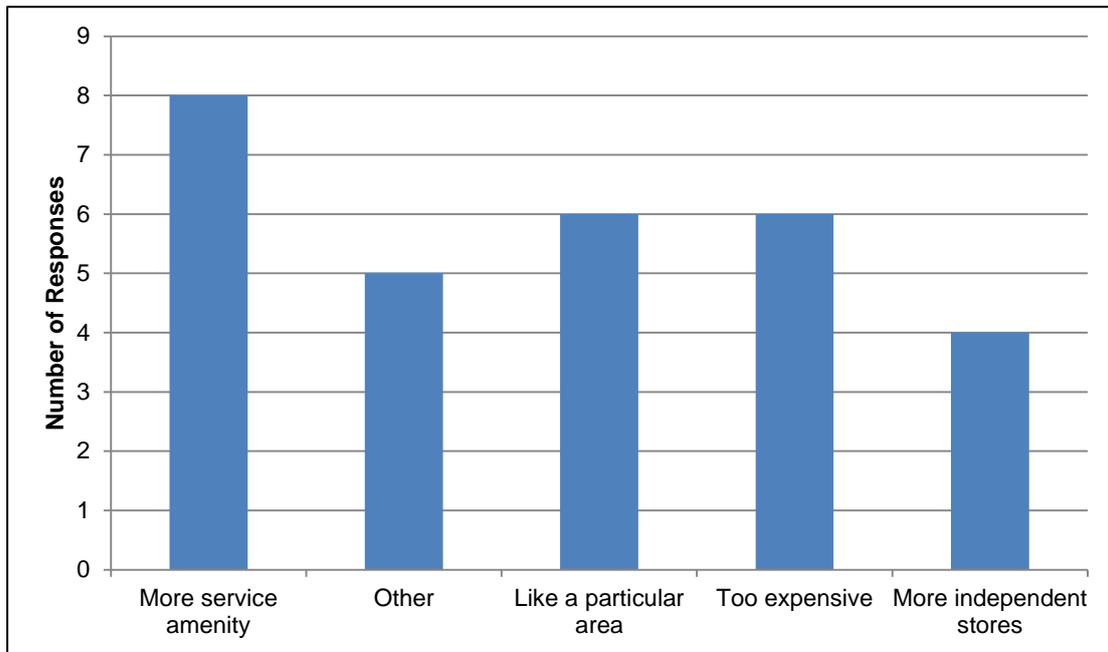
-A number of respondents have expressed their concerns as to the increasing number of empty houses/flats across Mayfair

-Feedback suggests that additional affordable housing within Mayfair is required. A small number of respondents (3) suggest that no further affordable housing allocations are necessary.

4.2 LOCAL RETAIL AND AMENITY

Has Mayfair got the right balance of luxury retailers and local amenity to serve local needs? Which streets do you particularly like or dislike and why?
Cannot afford Bond Street. Good events at Regent Street.
Prefer independent shops.
Brook Street.
Luxury shops make you feel a bit priced out.
I would like to be able to spend less than £10 on a packet of cigarettes.
New Bond Street is the best shopping street in the world.
North Audley Street should promote itself like St Christopher's Place.
Shepherd Street.
There should be more independent retailers – Craftsmen and start ups. Not High Street chains you can find anywhere.
Small shops are not doing well because they are not selling the right things & very expensive rent for small shops.
Used to hate Oxford Street, but when I moved to Mayfair I loved it. Love Regent Street like the new improvements.
More independent shops – less chains (& restaurants too!)
Mount Street – looks good but far too up market. Far too luxury.
Local and luxury do not mix well at the moment. Luxury means 'Mayfair' - not for everybody. Could be a greater mix/balance.
Do not like Art Gallery, really like Lancashire Court and Mount Street.
So miss the convenience store in Davies Street.
Posh shops important. Attracts foreign tourists.
Protect community retailer in secondary shopping streets.
Large retailers are important to the area eg tourism but small shops importance for the locals and workers.
Keep independent shops and businesses.
Don't lose the pubs. More areas for open air/outside seating cafes.
Pubs are good – resist change of use.
A Waitrose close by.
A few local amenities – but need some more. Mayfair popular due to high end retailers.

Do not change it. It is perfect as it is.
Local amenities are very expensive for residents (who live here all the time) Could do with another supermarket.
Restaurants are good
More delis



KEY INSIGHTS:

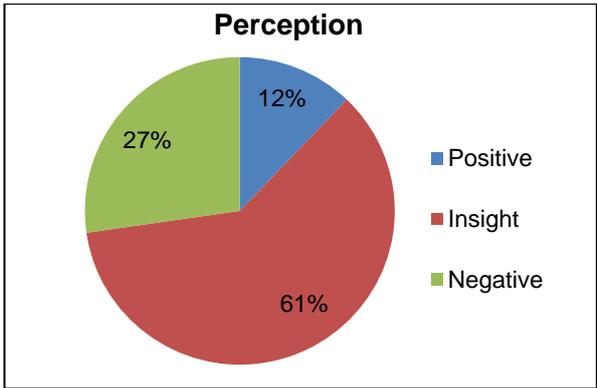
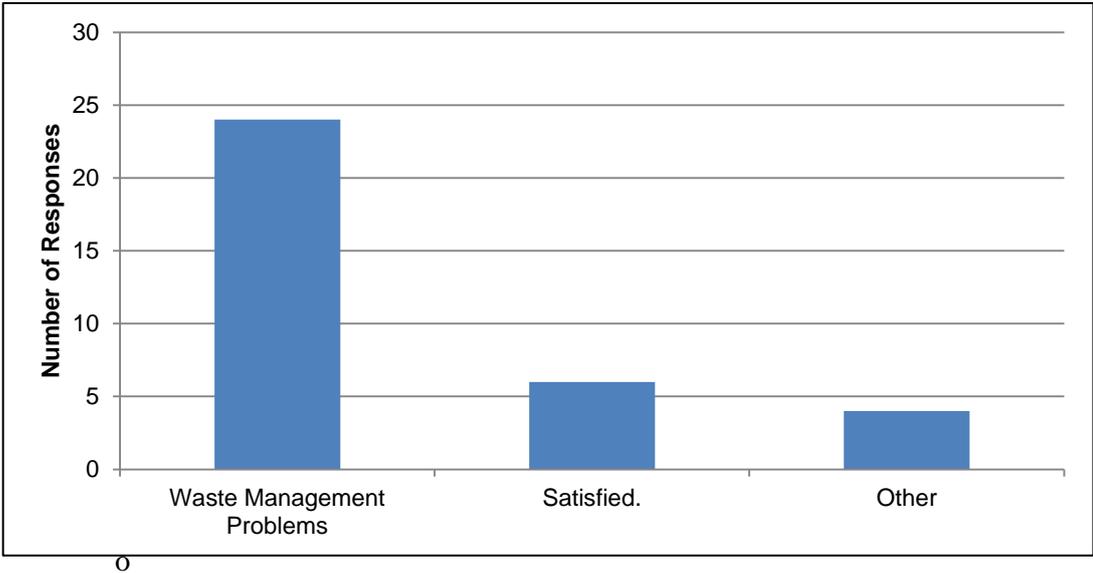
-Respondents consider a greater allocation of service amenity (supermarkets, delis convenience stores etc), across Mayfair is required

-A similar proportion of respondents consider the balance of luxury retail vs. neighbourhood amenity is important.

4.3 WASTE

Is waste well managed in Mayfair? How do you think we should deal with the issue of waste collection?
I am ringing every day to get rubbish picked up. It needs to be reviewed.
Too many rubbish companies go back to collection once a day. Anything else left – fine it.
Dumping of rubbish in streets – no enforcement.
Constantly clean.
Waste connections excellent.
Reduce number of commercial waster contractors in Bond Street.
Charging for commercial bin bags.
Rubbish near by cars – not taken care of.
Was surprised to see so much rubbish outside a large restaurant in Duke Street. Looked nasty.
Rubbish everywhere why hasn't there been more waste collections here during the day. Bins overflowing.
Private waste management rules not appropriate to Council's own procedure.
Streets need cleaning after events especially at Hyde Park.
Collection is very good but people can be untidy and not put rubbish in the bins.
Time frames very tight.
Wheelie bins! A wheelie is a good idea.
More waste collection for ALL.
Recycling not always removed on stated days.
Garbage collected everyday.
Really bad. Constantly rubbish on the street. One contract – specified times.
Everything consolidated. Needs to be managed.
The trash bins need to be picked up more often.
Mayfair is looking much cleaner, greener and more well kept. My family and I love living here. It has improved in all aspects.
Over the past 5 years a decline in the cleanliness of the streets/gutters. Due to people having drinks, snacks, cigarettes outside where they are working. Also road sweeper not evident.
Public bins over flowing – shopping bags make them very full.
Not good.
Lots of rubbish on streets/outside corner/small shops. More public bins. More regular sweeping.
There should be better organisation of collection and recycling initiatives.
Put a bin outside the Mayfair Post Office please. It is a real mess.. daily.

Waste collection is a problem for residents. Appreciate it's a busy area, but after Thurs/Fri/Sat nights in the mornings the area can be disgusting. I regularly walk out of my flat on a Sunday morning and there's wine, vomit, rubbish etc. And it doesn't get collected on a Sunday. Avery Row becoming busier with restaurants. The pub & more cafes. No real appreciation for the residents.
The dust bin man come very early on Avery Row and wake up residents loading all of the bottles into the lorry.
Waste is managed well generally. However, it needs more speedy collection pick up from street rubbish bags.
Yes, but some bins overflow on the street – not nice.
Very well managed.
Satisfactory

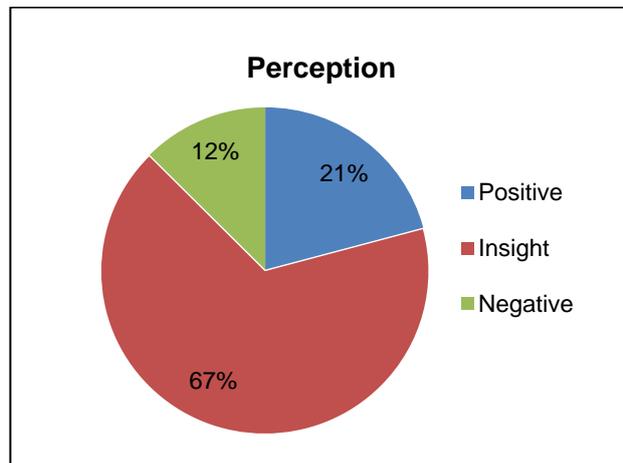
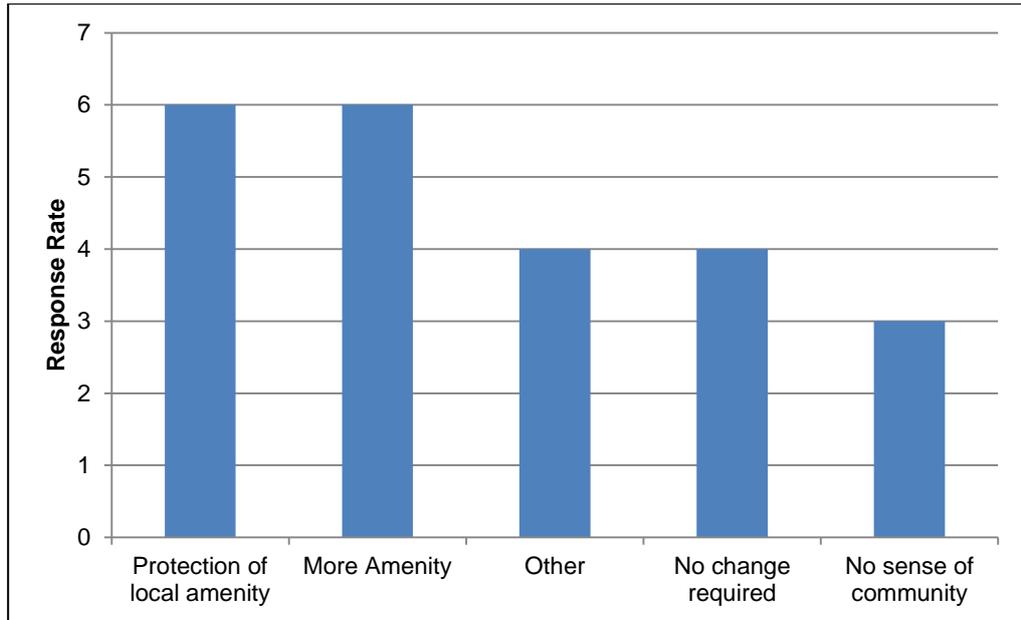


KEY INSIGHTS

- A large proportion of respondents have identified waste management concerns within Mayfair, particularly relating to collection timings and rubbish left on streets.
- Broadly, the overall tone of commentary was more negative than other topic areas.

4.4 COMMUNITY SERVICES

Mayfair still has its Library, Post offices, Primary school and 6 Churches. Are there other community services that you feel are missing?
No, but we should protect what there is.
Gym equipment in the public squares.
Garden Squares should be used for and by the community, not just business events.
Please keep what we have. Particularly the library.
Do not want to lose chemist.
More facilities for children – public swimming pool (lido), playground. Things that makes it more INCLUSIVE. Mayfair isn't for me.
Important to Mayfair.
Look at site talk-to-me today. Good way, possibly to inspire conversation between community members.
No local community – or no sense of one. Grosvenor ruling/dominating all conversation.
Good library, post office, good serve of community in Mayfair. Westminster is good with helping communities. Peabody, not so much.
Construction effects trade. Should not happen in summer.
Post office services poor recently – arriving very late, receiving letters from different building.
Everything is well looked after.
More community interaction on a social level.
Yes, more arts and culture studio and gallery for artists and designers.
Is there a Community Hall for dance, pilates, yoga etc?
How about social clubs for the elderly.
There's not much else needed.
Support for Mayfair Community Choir.
New initiatives very encouraging and applauded and supported.
Good balance.
The Mayfair Post Office is a disgrace. It's disorganised and unclean.
Improve maintenance and quality of Avery Row and Brooks Mews for residents as well and not just the workers during day time (particularly the weekends)



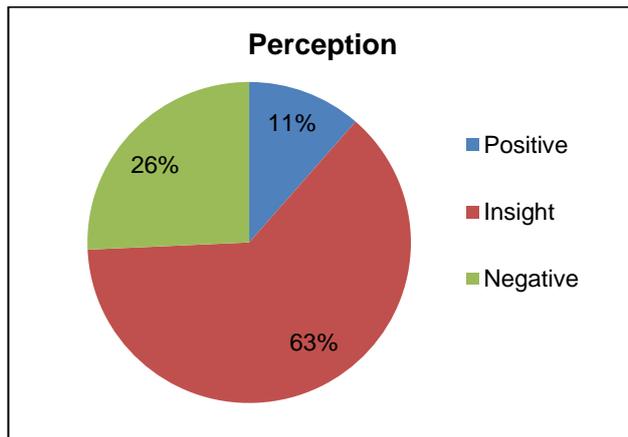
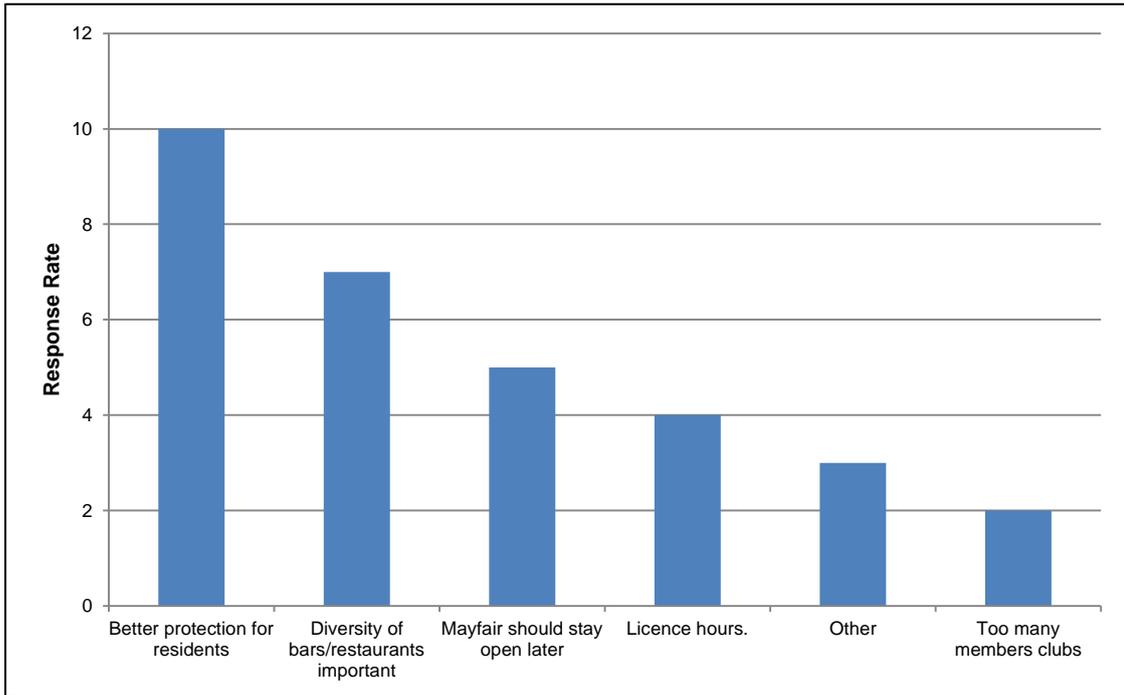
KEY INSIGHTS

-Respondents highlighted the importance of protecting local community services and would consider additional community services favourably.

-Broadly, the tone of commentary was more insightful than other topic areas.

4.5 NIGHT TIME ECONOMY

Mayfair is busy around the clock. Is this good or bad? Are there particular areas which you feel should be considered?
What about the residents. We live here and we want it to be managed so we get a peaceful life.
No late licence in Binney Street please.
A decent kebab shop.
We need a Mexican cantina.
Night police or street control at night time.
Should be more like New York 24 hour.
Very good for economy and tourism.
Night time economy is good, but to a time limit at night for the local residents' peace.
It's great, we need to have people spending money in this area with respect for residents.
Taxis and cars idling throughout the night.
Limit licencing hours to 1am.
A wide range of restaurants and cafes is good.
Good amount of pubs/bars/restaurants.
Restaurants/hotels good for area.
Eclectic mix of hotels.
Expensive. More variety needed eg ice cream.
Too much. Needs control on numbers and hours.
Hotels should actually respect the residents.
Too many members clubs – not affordable, not accessible.
Oxford Street very busy at night. Crowded bus stops, very difficult to access buses here.
Mayfair empty at night – not vibrant. No reason to come here on the weekends.
Noise problems with cars with running engines day and night.
It always has been and always will be.
Keep pubs open and more bars to keep office workers in area at night.
Too many bars/restaurants. Noisy/fighting/drunk.
There should be more night time activity but only in areas where it is office and retail – not near home/apartments.
Bicycles/cabs – very noisy. People targets on Oxford Street already. Already a lot of private clubs in Mayfair – does not need more. Already enough.
Avery Row – a mess on a Sunday after a Saturday night for residents.



KEY INSIGHTS

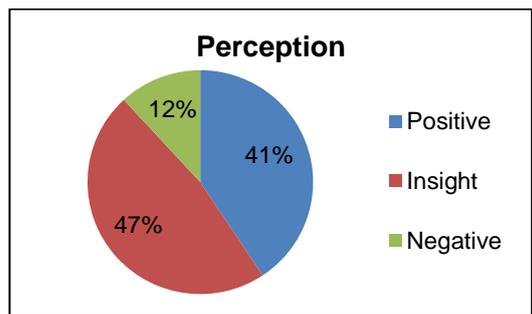
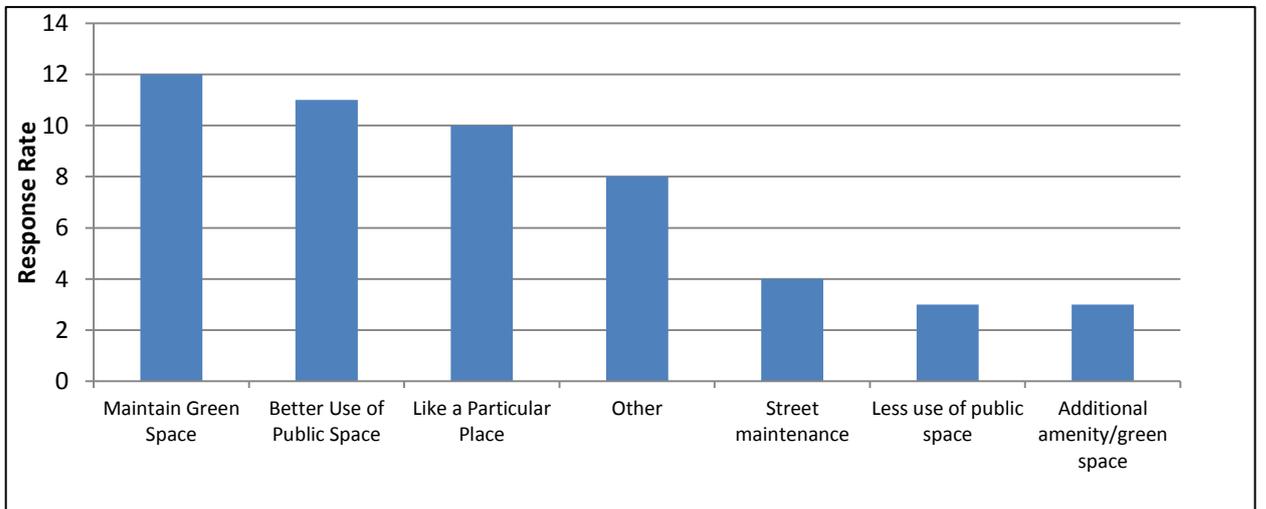
-Balancing the protection of residents interests and licencing for new or existing venues is viewed as a key parameter.

-Respondents consider a broad diversity of restaurants and bars is important in maintaining Mayfair as a preeminent leisure and residential location.

4.6 PUBLIC SPACES

We have some great public spaces in Mayfair. Do they make a positive impact on the neighbourhood? Could they be used differently, if so, what would you like to see?
Plenty of space.
Mayfair has its very special touch which should remain, but needs more events like this Summer in the Square to show the people living in it are important!
Play area
Yes – keep the green space. Good to get out from the office. Relaxing.
We have some great events in Hyde Park and smaller gardens. A controlled amount of noise for a very short period. That's fine. Stopping event early is not really necessary. This is London.
Open space very lovely in contrast to dense urban fabric. Break from the Oxford Street atmosphere.
Brown Hart Gardens is really great, but not sign posted enough.
Make better use of the parks.
More parks, less traffic.
Summer in the Square, great. More events like this. Less corporate exclusive events.
Brown Hart Gardens is very soulless, I do not like it. There is not shading and it is surrounded by traffic.
Public spaces are too busy. Deferent for enjoyment.
Brown Hart Gardens – a beautiful community space. The latest developments have made it a real Mayfair treasure.
Make better use of them. Need longer events. Need public toilets.
Love Summer in the Square!
Brown Hart Gardens. Very secret. No one knows it is a public space.
Positive comment: Activities in summer in Grosvenor Square = great. Enjoyed the open air cinema.
We enjoy what you are doing now and would like more.
Avery Row – less of a quiet street for residents which it was in the past now being all about restaurants, bars, cafes, etc and workers.
Public spaces in Mayfair are great. Need better/safer crossing points to some like Berkeley Square, eventually Hanover Square. Brown Hart Gardens is a great new addition and Summer in the Square is great.
Dogs should be kept on the leash and litter must always be emptied in Grosvenor Square.
Love the Square.
Pedestrian Pavements very bad: dangerous.
Some parts are excellent – really high quality. Some are very bad – don't make you feel as if you are in Mayfair.
Streets seem in good order. Have a good feel.
They are well looked after.
Disgusting. Gypsy's going to the toilet on the streets.

Stop the Butcher's smell at 119A Mount Street, please. Horrid, rotten meat smell in courtyard.
Yes, public spaces worked difference to the quality of peoples life and experience with one another.
Positive impact? Yes! Could be used less for large private noisy events.
More events like Summer in the Square.
Open spaces, excellent.
Children's play facilities.
Too many events in Berkeley Square. Destroys the quality.
More bins in the Square. Pop up café.
More use of the Squares for community events.
Public spaces are hugely important in Mayfair and good use is made of them eg – Summer in the Square.
Crossrail will be very busy. Can this be pedestrianized?
Beautiful city scope.
Dog walkers, please collect dog waste!
Feels safe to walk the streets.
Street maintenance has deteriorated recently – more potholes.
Events in squares a good thing



KEY INSIGHTS:

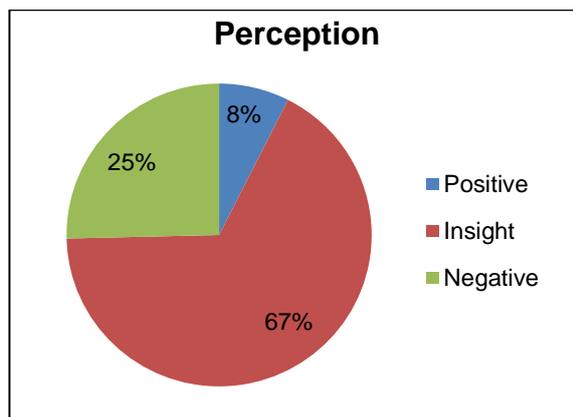
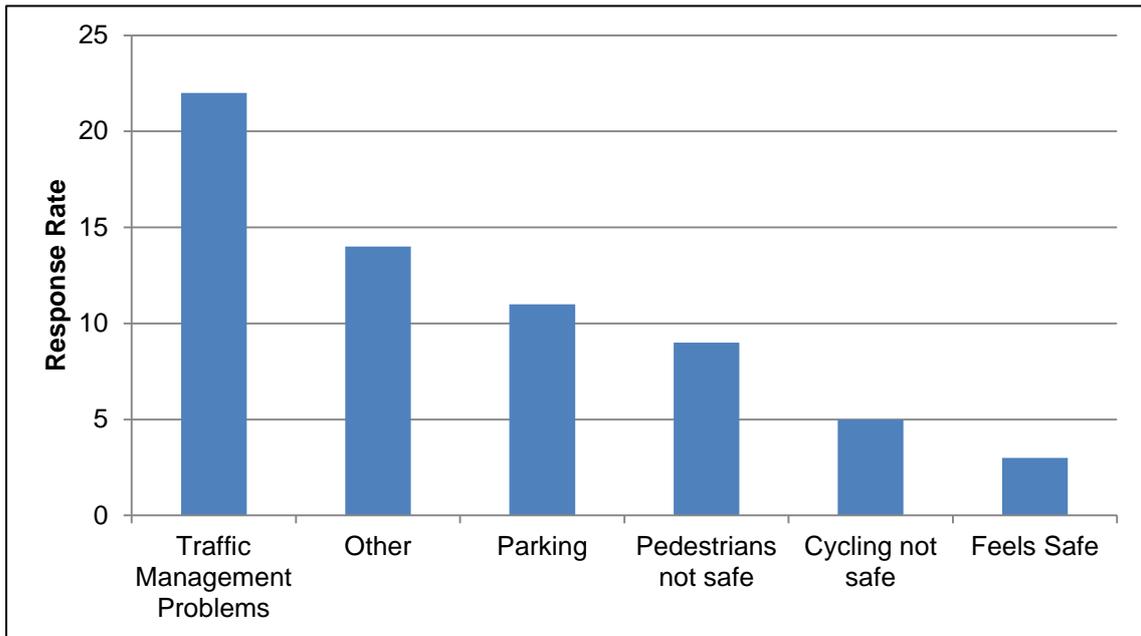
-Respondents consider the protection of green spaces in Mayfair important, though consider public spaces to be under-utilised.

-The overall tone of commentary is positive (41%) suggesting respondents value the current provision of open spaces in Mayfair.

4.6 TRAFFIC

What do you think about the relationship between traffic and pedestrians in Mayfair? For example, do you think pedestrians feel safe? Have we got the parking provisions correct?
Drives should slow down at zebra crossings.
Not enough traffic management or police enforcement.
Speed bumps at Zebra crossings.
I feel safe.
Don't feel safe.
Too many people outside pubs. Have to walk around.
No speed humps.
Should be made safer for cyclists – it's the only remaining bike –free neighbourhood.
Horrendous traffic routes. Crossrail – impacting Davies Street. More pedestrianized please.
More E-parking.
Fewer cars.
Annoyed by bikes – Barclays bikes. Better infrastructure for cyclists. Cyclists dangerous. Mapping/or 'how to ride' by Barclays.
More information for bike rides – danger cars
Cyclists the problem. They ignore red traffic lights.
Mayfair does well with traffic. Pedestrians feel safe. Does not feel safe for bikes.
Make Oxford Street one way and Wigmore Street the other way. Get rid of bicycles. Make parking easier.
Clearer parking signs in Grosvenor Street re: building works. Easy to park I the wrong place and get fined.
South Molton Street is a mess because Davies Street closed. Quite dangerous at times.
Think traffic flow is sometimes prioritised for pedestrians. Now 'countdowns' on ped crossings are great – need more time.
Parking permissions are okay but should be more rigorously enforced.
Not enough 'E' parking spaces in Grosvenor Square. Many residents park 'badly' reducing the number of spaces available.
'E' zone parking slots change/move to pay ones with little warning. Of course, more parking for residents would help.
More 2 –way streets. Brook Street, Davies Street etc. Improve Berkeley Square.
Please improve junctions for pedestrians so it is easier to cross.
Special streets such as Savill Row should be protected.
More streets looking like Mount Street.
Better cycling route through Mayfair.
Traffic around Bruton Street.

Some more crossings needed in places e.g. Berkeley Square.
Reduce the amount of cars parked on the street and widen the pavements.
Why do cars dominate some of the world's most famous retail streets? These are places for pedestrians.
Congestion charge makes no difference.
Safe.
Yes, fine.
Very contrasting, night time and daytime for Oxford Street with traffic.
Let's have traffic free Mayfair.
Not enough resident parking. So frustrating with all the works, so many parking are suspended.
Crossrail has been very disruptive.
More residential parking.
Traffic fault of WCC planning. They will not listen to traffic management report.
Not enough resident parking and many taken by disabled who are not.
More cycle parking stops please. Especially Green Park.
The pedestrian crossing at Green Park has far too long phases in favour of motorists.
Create incentives to bring more electric cars into Mayfair (less pollution/noise)
Dangerous crossing outside Connaught Hotel. Need pedestrian crossing.
Yes safe but contains areas that are very congested.
Resident parking is not sufficient for the number of residents.
I resent driving out of my way to get home.
Berkeley Square needs a zebra crossing.
Berkeley Square does not have enough crossing points to access the gardens.
Traffic difficult and frustrating to drivers. But the traffic lights on Oxford Street in particular do not give me enough time to cross.
Need pedestrian crossing SE Corner Davies Street to SW Corner Davies Street.
Motorists and cyclists do not understand zebra crossings. Lots of near misses.
Better signage for Boris Bike Stands.
Too many people on pavement outside Victoria Secret. Too busy. Cannot walk past on the pavement.
Cyclists so cocky, dominant on roads. They are very rude and not managed.
Too much traffic down Grosvenor Street
Public spaces in Mayfair are great. Need better/safer crossing points to some like Berkeley Square, eventually Hanover Square. Brown Hart Gardens is a great new addition and Summer in the Square is great.



KEY INSIGHTS:

- Responses suggest that Mayfair suffers from an imbalance of priority between pedestrians, vehicles and bicycles.
- A number of respondents have identified one-way streets as problematic.
- Respondents consider cycling routes are not well managed, particularly in relation to the interface with pedestrians.
- Berkeley Square has been identified as an area for concern for pedestrians.

5.0 KEY FINDINGS:

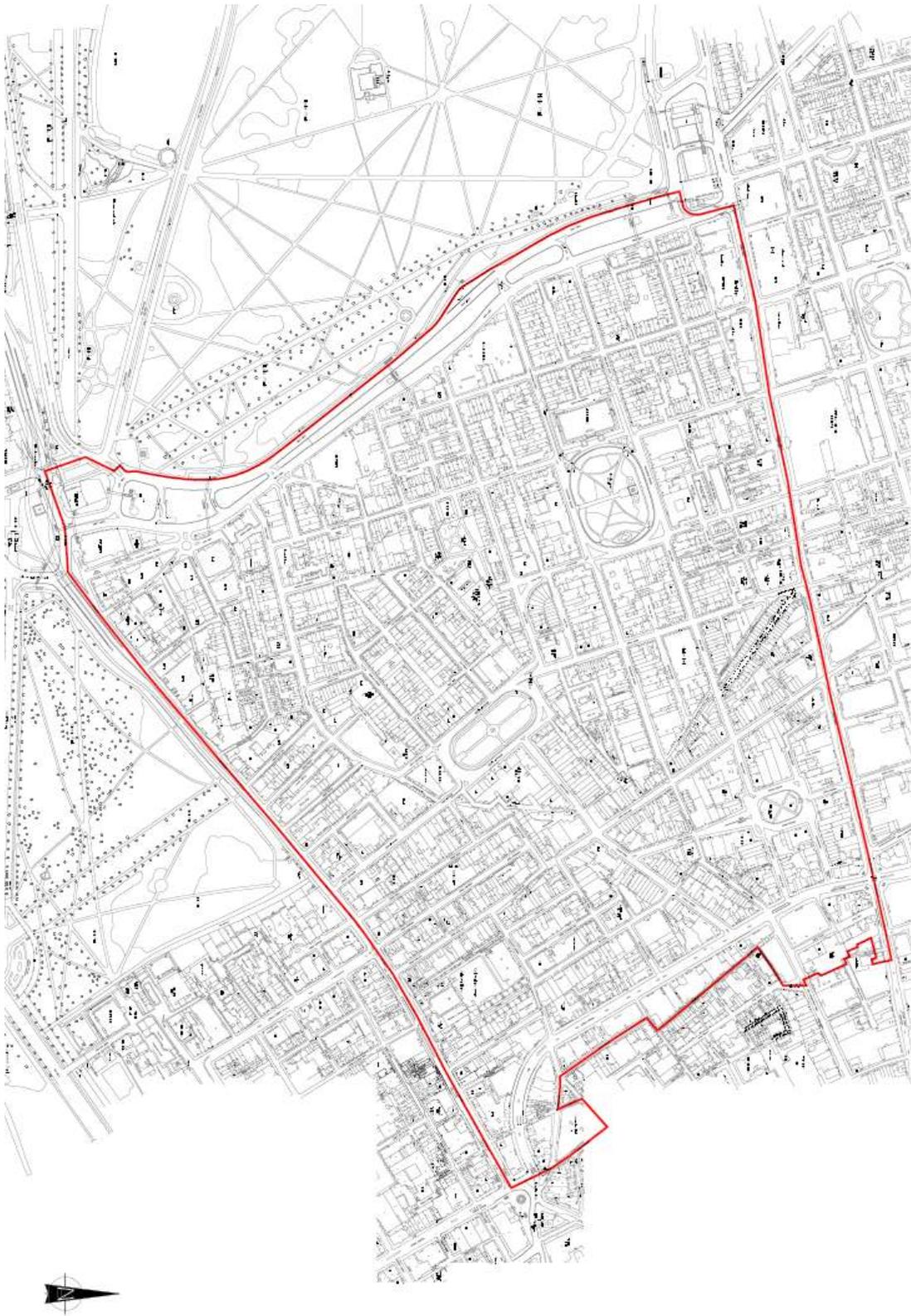
- On an overall basis, the topic areas of traffic and public spaces received the highest response rates representing 22% and 20% respectively.
- 251 comments were collected during the consultation process including 5 hard copy feedback sheets. It is important to highlight that a number of ‘post-it’ notes contained more than one comment per note.

In order of emphasis, the following can be identified as key findings from the consultation process:

1. Traffic management concerns particularly relate to the interface between pedestrians, cyclists and motor vehicles while Berkeley Square has been identified as a problematic area for pedestrians.
2. Respondents value the importance of open spaces and consider public spaces could be better utilised such as the Summer in the Square event.
3. Waste management concerns are primarily driven by irregular collection services and contractors, and the continued issue of rubbish left on streets outside bars and restaurants.
4. Respondents have identified a high percentage of empty houses/flats across Mayfair.
5. Additional affordable housing within Mayfair would be viewed positively by respondents.
6. The need for and retention of service amenity (such as supermarkets, pharmacies and convenience stores) is considered important while the balance between luxury retail should be considered.

4. APPENDICES

APPENDIX 1 MAYFAIR AREA BOUNDARY



APPENDIX 2 - MEMBERS UPDATE PRESENTATION

MAYFAIR

Neighbourhood Forum

INAUGURAL GENERAL MEETING



MAYFAIR
Neighbourhood Forum

AGENDA

1. Introduction
2. Role of Westminster City Council
3. Progress to Date
4. Steering Groups
5. Governance
6. Marketing and Communications
7. Neighbourhood Plan
8. How to prepare a Neighbourhood Plan (Tibbalds)



The **Mayfair Neighbourhood Forum** is a business forum comprising of people who live and or work in Mayfair.

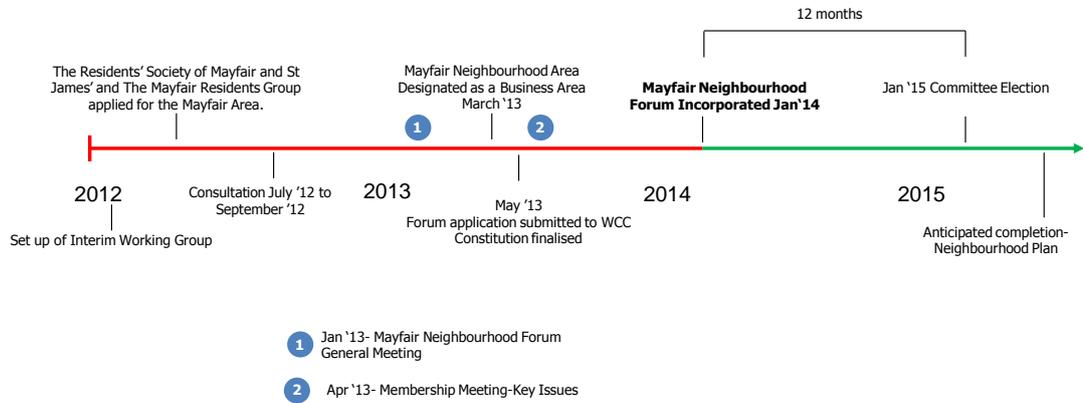


Role of Westminster City Council

- Statutory 'duty to support' neighbourhood planning;
- Designation of neighbourhood area and forum applications;
- Provision of advice and guidance;
- Provision of supporting information and explanation of existing policy; and
- Formal stages of neighbourhood plan production.



Progress to Date



Steering Group

Residents:

- Michael Dunn, *The Mayfair Residents Group* (Vice-Chair)
- Ron Whelan, *The Mayfair Residents Group*
- Anthony Lorenz, *The Residents' Society of Mayfair and St James'*
- George Hammer, *Resident and Business Member* (Chair-Marketing and Communications)

Businesses

- Will Bax, *Grosvenor* (Chairman)
- Bob Dawson, *The Crown Estate* (Interim Treasurer)
- Nigel Hughes, *Grosvenor* (Secretary)
- Stephen Colover, *Shepherds Market Association*
- Tim Taylor, *Forsters LLP* (Chair-Planning)



Governance

Structure- established three sub-committees

1. Governance (Chair-Mike Dunn)
2. Marketing and Communications (Chair-George Hammer)
3. Planning (Chair-Tim Taylor)



Governance-Sub-Committee

- Role of Chairman
- Constitution
- Company registration
- Election 2015



Marketing and Communications

- Communications Plan
- Mayfair Local Website



Neighbourhood Plan

Our key objective is the creation of the Mayfair Neighbourhood Plan

Key focus areas identified at April 2013 General Meeting:

Planning

1. To promote high standards of town planning and sustainable development
2. Improved public realm and streetscapes
3. Preservation of Mayfair's unique character
4. Long-term neighbourhood vitality

Neighbourhood Management

1. Traffic Management and an improved environment for pedestrians
2. Licencing
3. Air quality
4. Policing, crime and security
5. Community infrastructure

■ How will the Neighbourhood Plan be used?

- It is a heavyweight, legally binding planning policy document
- If successful, it will be adopted by WCC
- It will be used by WCC to assess planning applications and guide development
- The Forum does not have planning powers and there is no legal right of consultation



■ What might a Neighbourhood Plan include?

- Deciding on the scope of the Neighbourhood Plan early is important:
 - Why do you want a Neighbourhood Plan?
 - What are you trying to achieve?
- Once you're clear about this, you can define your Neighbourhood Plan:
 - A vision for Mayfair
 - Policies to support the vision – these **MUST** relate to the development and use of land
 - Responsibilities for implementation



What does the process involve?

- The Neighbourhood Planning Regulations set out the legal requirements which include:
 - Six weeks public consultation on the Plan ('Regulation 14')
 - Requirements for consultation with statutory consultees (e.g. TfL)
 - Documents to be submitted with the Plan – the Basic Conditions Statement and Consultation Statement
 - Consultation by the Local Authority ('Regulation 16')
 - Examination of the Plan
- These are the minimum requirements – the process leading up to Reg 14 is as important



Developing the Neighbourhood Plan

Steps involved prior to Regulation 14

- Initial vision and objectives
- A solid evidence base
- Look at alternative ways of meeting the vision and objectives
- Fine tune the Neighbourhood Plan
- Prepare final Neighbourhood Plan

Overall Vision

The overarching belief from the vision of consultation is that Tribalds' strengths lie in its rural location. The Tribalds Neighbourhood Plan would set out the vision and objectives that would best achieve this.

'A small town in the countryside which has a regular market and acts as a centre for surrounding farms and villages'

The town should continue to fulfil its role

The town should continue to fulfil its role as a small town in the countryside which has a regular market and acts as a centre for surrounding farms and villages. The town should continue to fulfil its role as a small town in the countryside which has a regular market and acts as a centre for surrounding farms and villages. The town should continue to fulfil its role as a small town in the countryside which has a regular market and acts as a centre for surrounding farms and villages.

The town should continue to fulfil its role as a centre for surrounding farms and villages

The town should continue to fulfil its role as a centre for surrounding farms and villages. The town should continue to fulfil its role as a centre for surrounding farms and villages. The town should continue to fulfil its role as a centre for surrounding farms and villages.




■ A robust Evidence Base

Why is it important?

- Understanding the area
- Identify issues and trends
- Identifying needs and pressures

This enables you to

- Make realistic assumptions and choices
- Develop policies that are well-informed

A robust Evidence base gives your Neighbourhood Plan credibility



■ Building a positive relationship with WCC

Duty to support

- This is set out in the Localism Act
- Poor relationship = minimum help
- Good relationship = going the extra mile

Adoption of the Neighbourhood Plan

- You need support and buy-in of WCC's officers – they will be the ones using the NP
- You cannot deliver a successful NP without this.



■ Engaging with local people

Why is it important?

- You're required to by the Localism Act
- Realistic and deliverable plans / policies
- Avoiding conflict, delay, cost
- Maintaining public confidence and support

The Neighbourhood Plan can only be adopted via a 'yes' vote at Referendum



■ Developing the Neighbourhood Plan

Our approach

- Stage 1: Developing a Vision and Key Objectives
- Stage 2: Developing the Evidence Base and Neighbourhood Plan Structure
- Stage 3: Producing a draft Neighbourhood Plan
- Stage 4: Regulation 14 Consultation and Finalising the Plan
- Stage 5: Advice on Supporting Documents



APPENDIX 4 - TIBBALDS PRESENTATION TO STEERING GROUP WORKSHOP 19 JUNE 2014



Introduction

Purpose of today's workshop:

- To explain the the Neighbourhood Planning process over this summer
- To explore your current objectives/key focus areas in more depth
- To discuss the approach to the Summer in the Square consultation



What is a Neighbourhood Plan?

A new approach to planning

- Localism Act - finalised April 2012
- Neighbourhood Development Plans - a way of giving power to local people
- No set format - can be very simple or very complex
- Policies must relate to the 'development and use of land'
- Can include non-policy information – e.g. setting out projects
- Must be in line with national and local planning policy – i.e. cannot contradict WCC's City Plan



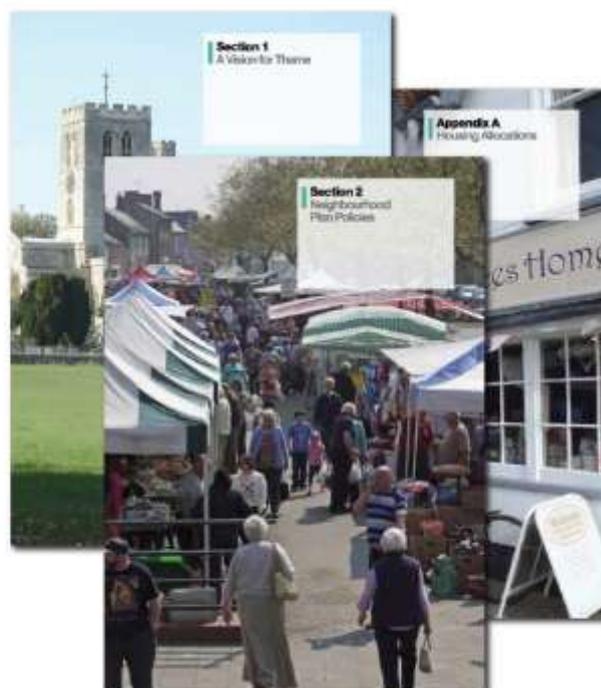
■ How will the Neighbourhood Plan be used?

- It is a heavyweight, legally binding planning policy document
- If successful, it will be adopted by WCC
- It will be used by WCC to assess planning applications and guide development
- The Forum does not have planning powers and there is no legal right of consultation



■ What will the Neighbourhood Plan include?

- You've already got a good structure with 'focus areas' arranged under two headings:
 - Planning
 - Neighbourhood Management
- Clearly distinguishes policies from non-policy requirements
- We'll work with you today to develop the 'focus areas' and refine these through consultation



What does the process involve?

- The Neighbourhood Planning Regulations set out the legal requirements which include:
 - Six weeks public consultation on the Plan ('Regulation 14')
 - Requirements for consultation with statutory consultees (e.g. TfL)
 - Documents to be submitted with the Plan – the Basic Conditions Statement and Consultation Statement
 - Consultation by the Local Authority ('Regulation 16')
 - Examination of the Plan
- These are the minimum requirements – the process leading up to Reg 14 is as important



Developing the Neighbourhood Plan

Stage One: Developing a vision and objectives

- This workshop
- Consultation at Summer in the Square
- Developing draft Vision and Objectives
- Further consultation
- Finalising Vision and Objectives in September

Output: A solid foundation for a Neighbourhood Plan for Mayfair

Overall Vision

The overarching vision for the first round of consultation for the Neighbourhood Plan is to 'lead the town' – to ensure that the town's future development reflects its unique character and heritage.

'A small town in the countryside which has a regular market and acts as a centre for surrounding farms and villages'

The town should continue to lead 'small'

The town should continue to be a small town, with a focus on maintaining its character and heritage. This includes preserving the town's historic buildings and streets, and ensuring that any new development is in keeping with the town's unique character.

The market should be retained

The town should continue to have a regular market, which is a key part of its character and heritage. The market should be well-organized and accessible to all, and should continue to be a focal point for the town's community.

The town should continue to have a strong relationship with the surrounding countryside

The town should continue to have a strong relationship with the surrounding countryside, which is a key part of its character and heritage. This includes preserving the town's green spaces and ensuring that any new development is in keeping with the town's unique character.

■ Engaging with local people

Why is it important?

- You're required to by the Localism Act
- Realistic and deliverable plans / policies
- Avoiding conflict, delay, cost
- Maintaining public confidence and support

The Neighbourhood Plan can only be adopted via a 'yes' vote at Referendum



■ Developing the Neighbourhood Plan

Further stages:

- Stage Two: Evidence Base and NP Structure
Early Sep – late Oct 2014
- Stage Three: Draft Neighbourhood Plan
Nov – Dec 2014
- Stage Four: Formal Consultation and Finalising the NP
Jan – Feb 2015
- Stage Five: Supporting Documents
Feb 2015

Referendum: Early summer 2015?



Introduction to the objectives

Why are objectives important?

- They help to focus the plan by clearly articulating issues, concerns and ambitions
- They are easy for people to grasp, and so help build support
- They provide a good way of structuring a Neighbourhood Plan

The Core Objectives

4.6 The Core Objectives are grouped under five headings:

- Housing
- Working and shopping
- Getting around
- Leisure and wellbeing
- Environment and sustainability

4.7 For each heading, there are some comments about the main issues raised at the public consultation events, followed by the Core Objectives that were developed from these comments.



Introduction to the objectives

Working and Shopping

- Support Thame's shops
- Provide new employment
- Protect and support existing employment
- Make sure the Cattle Market site supports Thame's town centre

Objective: Protect and support existing employment

Employment is important to securing a sound economic future for Thame. Existing employment sites will be protected and supported by the Neighbourhood Plan.

WS12: Retain existing employment land in employment use

Existing employment sites outside the town centre boundary must remain in employment use (B1, B2 or B9).

4.11 Proposals for the redevelopment or change of use of existing land or buildings in employment or various non-use to non-employment uses will only be permitted if the existing use is no longer economically viable and the site has been marketed at a reasonable price for at least a year for that and any other suitable employment or service trade use.

WS13: Support improvements to existing employment areas

Proposals to upgrade or redevelop existing employment buildings and the surrounding environment will be supported provided that:

- there would be no adverse impacts on the amenities of surrounding uses
- the improvements maintain or enhance pedestrian and cycle access
- the improvements maintain or enhance access to bus stops
- the improvements enhance the safety and security of users of the employment area and neighbouring uses.

Objective: Make sure the Cattle Market site supports Thame's town centre

The Cattle Market is the most important site within Thame town. Mixed-use development of the site has the potential to support the town centre by providing car parking, public open space to be used and work close to the town centre (retail) and community facilities.

WS14: Redeveloping the Cattle Market site for mixed-use

Proposals for mixed-use development at the Cattle Market, (as defined in Figure 8.7 below) will be permitted provided that the principal use on the site is for retail. The development of the site may include:

- up to 3,000 sq m of retail in the following classes: A1 (including food supermarkets), A2 (financial and professional services), and A3 (restaurants and cafes)
- residential uses including dwellings in upper floor levels. Residential may only form a minor element of any mixed-use scheme as the main role of this site is to support the town centre
- office uses (Classes D1a or A2), including office uses at upper floor levels
- residential and non-residential institutions (Classes C2 and D2) and community facilities (Class C3)
- public car parking spaces
- improved pedestrian links along North Street to the High Street.

4.12 If the existing sports facility is to be relocated, proposals for the redevelopment of the Cattle Market site must demonstrate where in the town the facility is to be repositioned and how this is to be achieved.

4.13 The South Oxleaslie Core Strategy indicates there is a need for an additional 5,700 sq m of retail space in Thame and that only 600sq m of this needs to be convenience footspace (ie food stores). The Cattle site is one of few sites that can provide significant retail space and we want to ensure that when the site is redeveloped it contributes positively to the vitality of the town centre. Proposals for mixed-use development at the sports facility and we want to ensure appropriate residential facilities continue to be available in the town.

Introduction to the objectives

Some examples from Chalfont St Peter:

- Support Chalfont St Peter's shops
- Provide a greater range of affordable housing
- Protect and improve the Misbourne Valley
- Encourage improvements to or redevelopment of St Peter's Precinct

16 Housing



Objective: Provide a range of affordable housing, especially intermediate housing, across all towns.

Chalfont St Peter: There has a high proportion of large houses in the town and limited range with the district and beyond is regarded as a white. The challenge is to address this, if a program that allows of different housing types and sizes.

Policy H1: On developments where there is a net gain of four or more dwellings, two bedroom dwellings must be included. Suitability is provided below.

6.1 Many of the opportunities for new housing within Chalfont St Peter are on small hill sites. It is recognised that it may be challenging to provide a range of housing types or more small sites. However, if it is viable to do this the opportunity of providing a wider mix of housing types, both small and large, should be considered. The mix for each site will depend on a range of factors, including consideration of the character of the site and context. However, as a guideline, the following are set out:

- developments where the net gain is less than four dwellings - no guidelines set out
- developments where the net gain is four to ten dwellings - at least one two bedroom dwelling
- developments where the net gain is 11 to 14 dwellings - at least two two bedroom dwellings, and
- developments of 15 or more dwellings - at least 20% two bedroom dwellings.

6.2 Proposals including a certain housing type, wherever mix will not be acceptable.

Policy H2: The development of one homes for people working in town, also from larger dwellings to other forms will be supported. This includes dwellings in both C1 (developed) and C2 residential use homes use classes.

Chalfont St Peter: Chalfont St Peter is a town with a mix of housing types and sizes.

Policy H3: On developments where there is a net gain of four or more dwellings, a Dwellings Mix Statement must be submitted with any planning application. The Statement must clearly set out identified housing needs within Chalfont St Peter and demonstrate how the proposed development addresses these needs.

Objective: Provide a greater range of affordable housing

6.3 In order to be achieving, the Dwellings Mix Statement must include a range of affordable housing types and types or that cover different household sizes are set out below.

Policy H4: Where the development includes an affordable housing, a range of dwelling sizes will be required within the affordable housing provision in accordance with Core Strategy Policy C26. This range must be justified through the Dwellings Mix Statement required by Policy H3.

6.5 Policy C26 of Chalfont St Peter Council's Core Strategy sets out the number of affordable housing to be provided on all new developments. For developments of 10 dwellings or more the target is 40% of new units. There is a ceiling scale for the number of units on developments of fewer than 10 dwellings. Development proposals within the Chalfont St Peter Neighbourhood Plan area are expected to accord with the requirements of Policy C26 and supporting Supplementary Planning Guidance.

6.4 Many C26 or C26's Core Strategy sets out the need for the mix of housing types for affordable dwellings. The guidelines are set out below:

- where less than 10 affordable dwellings are proposed they are all three and four bedroom dwellings
- where 10-14 affordable dwellings are proposed one three bedroom dwelling must be provided with the remainder being one and two bedroom dwellings
- where 15-19 affordable dwellings are proposed two three bedroom dwellings should be provided with the remainder being one and two bedroom dwellings; and
- where 20 or more affordable dwellings are proposed 20% of the new dwellings must be three bedrooms with the remainder being one and two bedrooms.

6.6 These are guidelines figures. Chalfont St Peter Council will consider varying the percentages on a site by site basis depending on site specific needs or local housing needs.

Introduction to the Key Focus Areas

Planning

- Evening/night-time economy
- Office to residential change of use
- Protection of local amenities/special interest areas - the protection of local amenities and existing uses against "big-brand names")
- Hotels - the possible desire to cap the number of hotel rooms in Mayfair (although this would require a hotel capacity analysis in support).
- Public Realm - in particular, policies relating to public open spaces.
- Traffic (both parking and traffic flow)
- Basements
- Air Quality
- Section 106 Contributions
- CIL- in particular, the use of, and the suggestion that this should cover the maintenance of gardens and other public spaces.
- Environment to address issues such as air quality, greenery, solar panels etc
- Heritage - Obtain more detail from the Conservation Area Audit.
- Affordable housing Whether affordable housing is appropriate within Westminster, or whether "in-lieu" payments were more appropriate as it might enable greater provision in locations beyond Mayfair.
- Berkeley Street / Davies Street- to consider the spread of bars/clubs/ restaurants and the impact that Crossrail may have on planning uses along these two streets.

■ Introduction to the the Key Focus Areas

Neighbourhood Management

- Evening/night-time economy
- Protection of local amenities/special interest areas
- Coordinated building policies (e.g. preventing developments on neighbouring streets from occurring at the same time as this causes significant access difficulties and disturbance to residents)
- Hiring of amenities
- Begging
- Refuse - Consolidation of collections via a waste management policy to prevent extra traffic and disturbance caused by multiple collections and the use of basements for refuse storage.

- Licensing
- Public drinking
- Policing



■ Recommended approach to consultation

Use summer in the Summer in the Square event to obtain feedback on the issues discussed today:

- Scribbling on posters at Summer in the Square
- Comments book
- Feedback form – hard copy and web-based
- 'Dot map'

Very successful approach at both Thame and Chalfont St Peter.



■ Recommended approach to consultation



■ Recommended approach to consultation

Other suggestions?

- The 'good, bad and ugly'
– map and post-it notes
- Anything else?



Recommended approach to consultation

Promoting the consultation:

- www.mayfairlocal.com
- Mayfair Times
- Through the Residents' Associations
- Invitations using business databases
- Posters on lampposts?
- Social media – Facebook? Twitter?



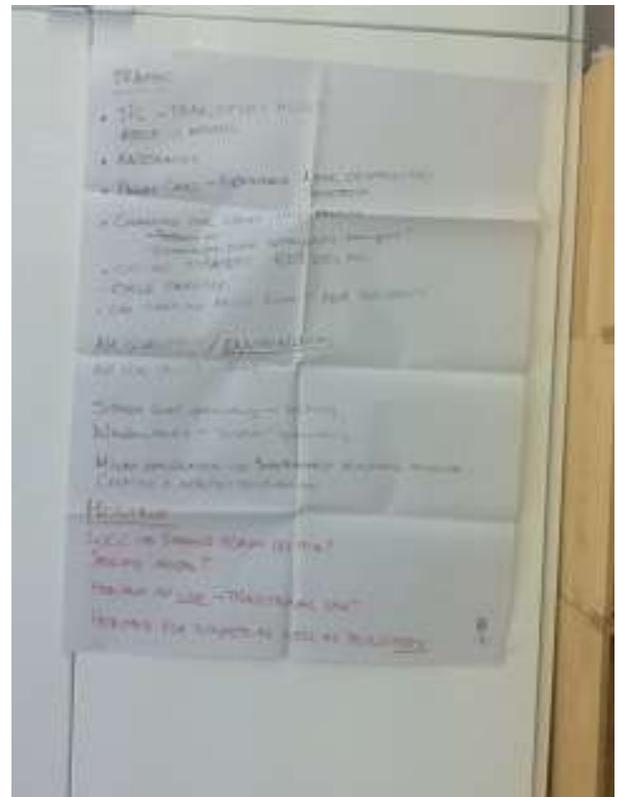
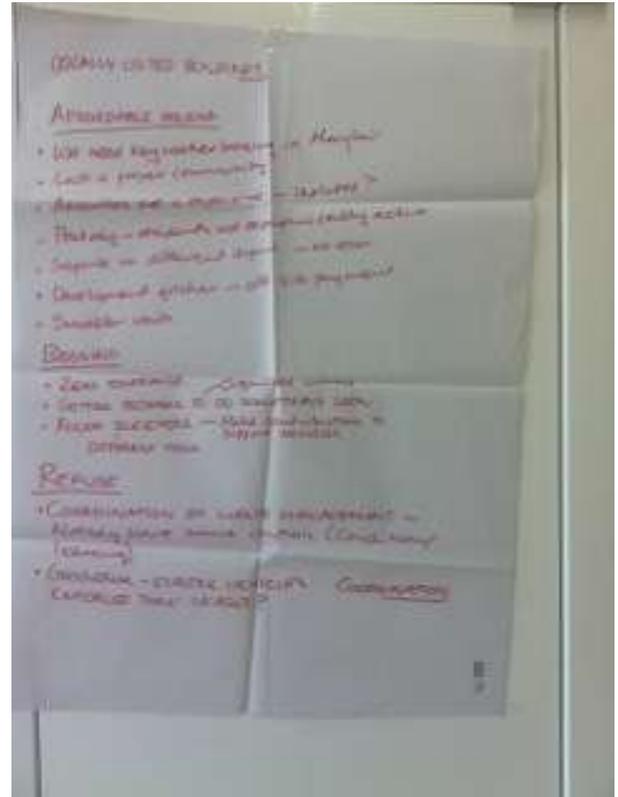
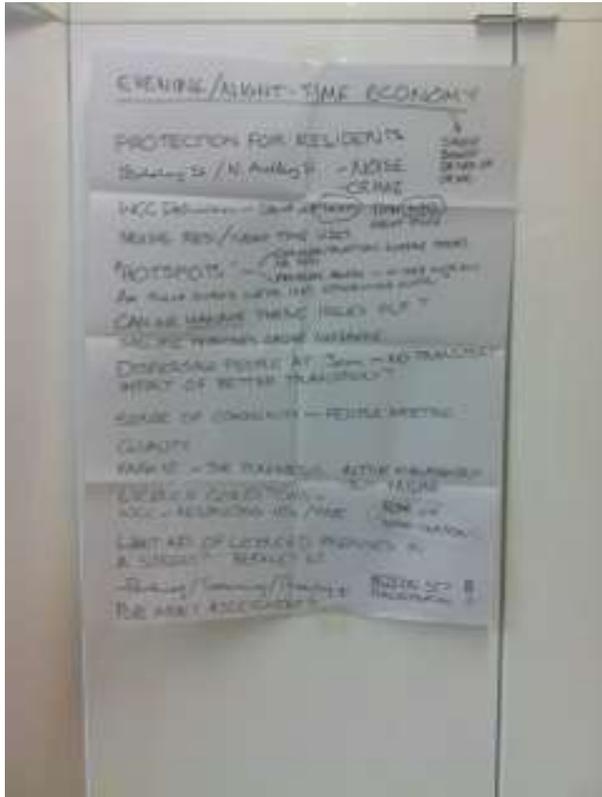
Recommended approach to consultation

Recording the consultation:

- Tibbalds will provide advice
- Work will be undertaken by the Forum
- Output: consultation report to be published on website



APPENDIX 5 - PICTURES OF SHEETS PRODUCED FROM WORKSHOP SESSION



MAYFAIR
—LOCAL—
MAYFAIR NEIGHBOURHOOD FORUM

Tell us what you think!

We want to make Mayfair even better. To do this we need to know what YOU like and dislike about living and working in the neighbourhood.

Please share your views on the flip charts. Don't hold back!

www.mayfairlocal.com

Housing

What are your views on the mix of housing in Mayfair? For example, is there enough affordable housing in the neighbourhood, where should it be provided?

Many residential properties are not permanently lived in. Is this a problem and, if so, how should we address it?

Local Retail & Amenity

Has Mayfair got the right balance
of luxury retailers and local
amenity to serve local needs?

Which streets do you particularly
like or dislike and why?

www.mayfairlocal.com

Waste

Is waste well managed
in Mayfair?

How do you think we
should deal with the issue
of waste collection?

Community Services

Mayfair still has its Library, Post offices, Primary school and 6 Churches. Are there other community services that you feel are missing?

www.mayfairlocal.com

Night-time Economy

Mayfair is busy around the clock. Is this good or bad?

Are there particular areas which you feel should be considered?

Public Spaces

We have some great public spaces in Mayfair. Do they make a positive impact on the neighbourhood?

Could they be used differently, if so, what would you like to see?

www.mayfairlocal.com

Traffic

What do you think about the relationship between traffic and pedestrians in Mayfair?
For example, do you think pedestrians feel safe?

Have we got the parking provisions correct?

Public Realm

50% of Mayfair comprises
streets and open space.
What do you think about the
quality of Mayfair's Streets?

Are they well maintained,
are they interesting?

Which streets should
we look to improve?

www.mayfairlocal.com

APPENDIX 7 - MAYFAIR LOCAL FLYER:

MAYFAIR
—LOCAL—
MAYFAIR NEIGHBOURHOOD FORUM

Help make Mayfair amazing



HAVE YOUR SAY

Please visit our tent 'Mayfair Local' at
Summer in the Square
A drinks party to launch the consultation will be held on 16TH July from 6pm to 8pm
To attend please RSVP mayfairlocal@gmail.com
The consultation will continue on 17TH / 18TH / 19TH / 20TH July
Grosvenor Square / From 11am to 3pm and from 5pm to 8pm

www.mayfairlocal.com

Help make Mayfair amazing

Under the Localism Act, Local Authorities must designate Neighbourhood Forums to those who want to run particular areas. Mayfair has now been elected as a Neighbourhood Forum, and the Strategic Steering Committee, comprises land owners such as Grosvenor, and The Crown Estate, Resident's Societies such as Resident's Society of Mayfair & St. James's and Mayfair Residents Group, businesses and residents.



We need your help to help you

The Neighbourhood Forum will be involved in all issues of governance of Mayfair itself, running between Piccadilly, Park Lane, Oxford Street, and the East Side of Regent Street. However, we need funding and we invite you to help raise £100,000 to develop the Neighbourhood Plan, and then run the Neighbourhood Forum. We do hope that you will give generously.

Get involved!

Visit our website to know more about us, to join the Forum or to make a contribution either as an individual or a business.

APPENDIX 2
2015 Consultation Report

2015 Public Consultation Report



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1. Executive Summary

The Mayfair Neighbourhood Forum was created to draft the Neighbourhood Plan. The first consultation was held in summer 2014. The 2014 consultation report can be found on the website. A vision and objectives were drafted by the Mayfair Steering Group and presented to the Forum membership in March 2015. From June to July 2015, the steering group undertook a public consultation across Mayfair's workers, residents and visitors.

By numbers, the summer 2015 consultation included:

- 15 events over 12 days of consultation
- 381 survey responses
- Positions on the 24 objectives:
 - Agree: 81%
 - Disagree: 5%
 - No opinion: 13%
- 200 new members. Total forum membership at end of July 2015 was 440.

In light of the survey responses, key themes for further review and discussion by the steering group include parking and traffic, amenity in squares, night-time economy and land use.

The next steps for the steering group and its committees are to refine the objectives, define policies for each objective and ultimately draft a neighbourhood plan to be reviewed by Westminster City Council and approved by referendum. Once a neighbourhood plan is approved, the steering group will have the ability to recommend how portions of section 106 community levy funds are distributed.

The primary goal of the steering group, at the moment, is to draft a neighbourhood plan. Post consultation, our principle purpose will be with regard to local planning and development; however, there may be scope for a broader purpose in the community.

The report is written to provide the steering group with a record of the 2015 summer consultation and to assist with the further development of strategy, objectives and policy for Mayfair.

2. Background

2.1 Neighbourhood Planning

The Localism Act 2011 gave certain powers to local communities to form neighbourhood plans and to have a greater say on developments in their area.

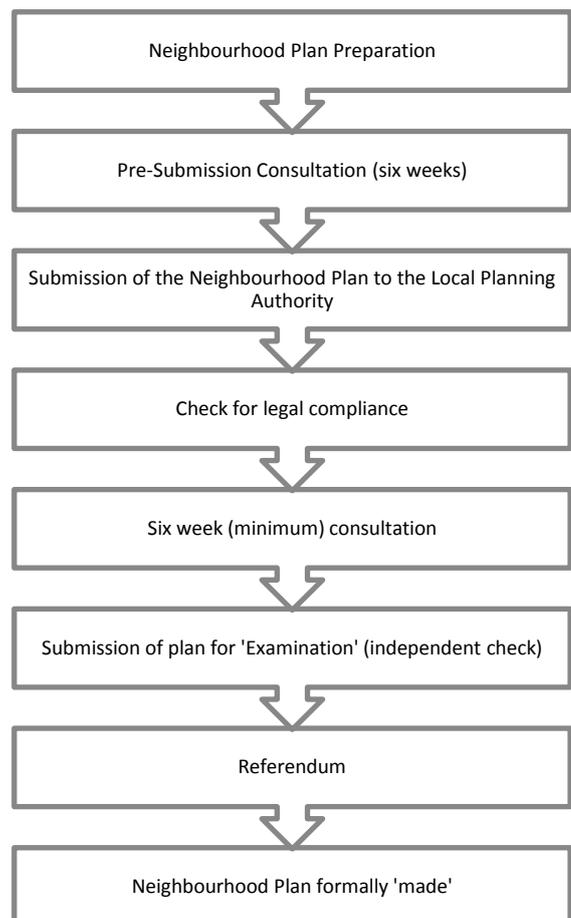
Some key points of neighbourhood planning include:

- each forum existing for five years after which time it can reapply for forum status;
- a community-led framework for guiding the future development of an area;
- the plan having legal weight and being part of the statutory development plan for the area; and
- the WCC taking the plan into account when deciding planning applications within the area.

A neighbourhood plan should:

- concentrate on local, neighbourhood issues;
- focus upon supporting rather than preventing new development that will have a positive impact;
- contain policies that are in line with national and regional planning policy and the City Council’s strategic planning policies (contained in the ‘Core Strategy’);
- be based on evidence; and
- be compatible with human rights requirements and EU obligations.

The MNF is focused on refining the 24 objectives which were consulted on during June and July 2015. With assistance where necessary, the Steering Group will draft policies under each objective that will form a Neighbourhood Plan, a statutory document outlining policies that Westminster City Council must recognise in directing their planning duties for the Mayfair area.



Going forward, the Mayfair neighbourhood planning process will be similar to the chart above.

2.2 Mayfair Neighbourhood Forum

The Mayfair Neighbourhood Forum (MNF) is a Business Forum comprising those who live and/or work in Mayfair.

Directors include individuals, with a broad range of local experience, who are passionate about Mayfair.

Steering group decisions should be by majority vote, with the chair having the deciding vote.

Two members of the steering group put themselves up for re-election every year based on a rolling system. Any member of the forum can stand for election.

Current Mayfair Steering Group (September 2015):

Residents:

Michael Dunn (vice chair)
George Hammer
Marie-Louise Burrows
Jeremy Bishop

Businesses:

Will Bax (chair)
Bob Dawson
Nigel Hughes
Oliver Wright
Mark Henderson

Past steering group directors include Anthony Lorenz and Tim Taylor.

You can learn more about the steering group directors on our [website](#).

There is also an active Marketing committee chaired by George Hammer. Marketing committee members include: Elizabeth Attew, Robin Black, Adrian Day, Father Richard Fermer, Ruth Fielding and Peter Wetherell.

Vision

Further to the initial public consultation in 2014, the steering group defined a vision and values for the Mayfair Neighbourhood Forum. These were presented in March 2015 at the AGM.

**Make Mayfair the most desirable and attractive area
of London in which to live, work and to visit**

Values

A treat for the eyes

- Our streetscapes are assets which embrace Mayfair’s heritage and are designed and maintained to the highest standard for all to enjoy.

Where everything works

- Continual improvement to infrastructure will ensure that it meets the needs of both businesses and residents.

Everything you need

- Planning and licensing decisions are made to ensure Mayfair remains attractive to visitors, businesses and residents.

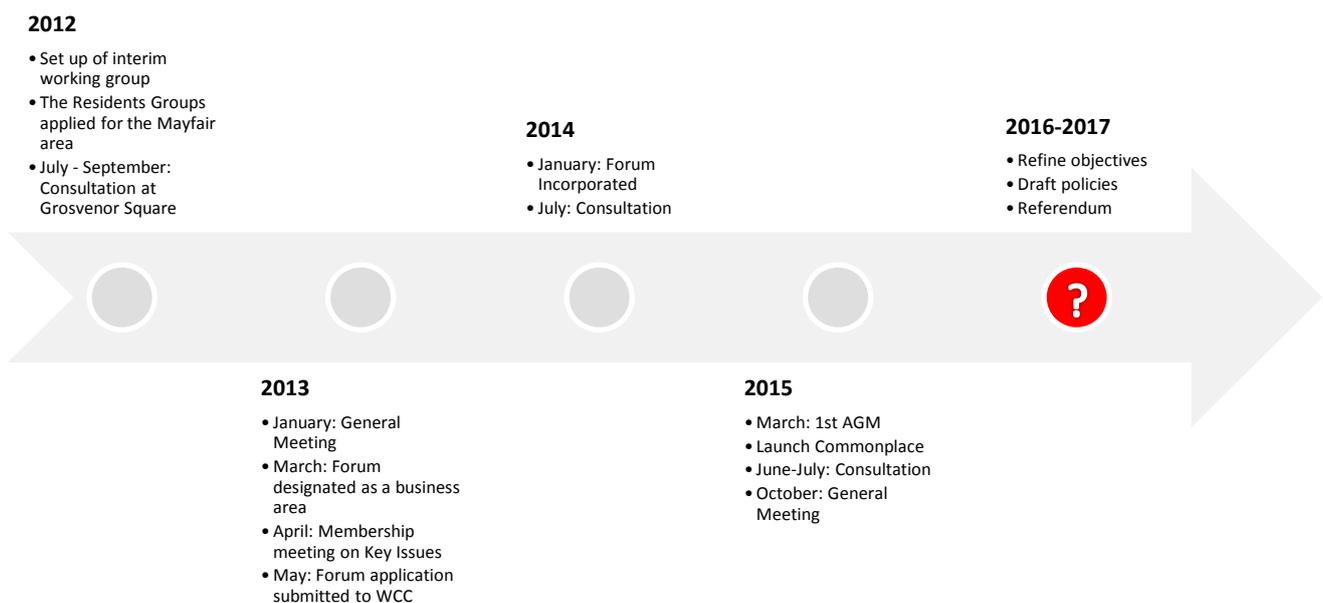
A delight to move around

- The needs of pedestrians and cyclists come before those of motorists.

Safe and clean

- Crime, nuisance and pollution of all types are deterred and limited by all permitted means.

History of the Mayfair Steering Group



MAYFAIR — FORUM — MAYFAIR NEIGHBOURHOOD FORUM

3. Format

The format for the consultation was decided by the Mayfair Steering Group and the Mayfair Forum Marketing Committee. Members of both groups were involved in the various consultation events.

The survey comprised of 24 objectives derived from the 2014 consultation focused both on planning and neighbourhood management. The objectives were presented to the membership at the AGM in March 2015. The survey also included an open area for comments. A copy of the survey is attached at [Appendix A](#).

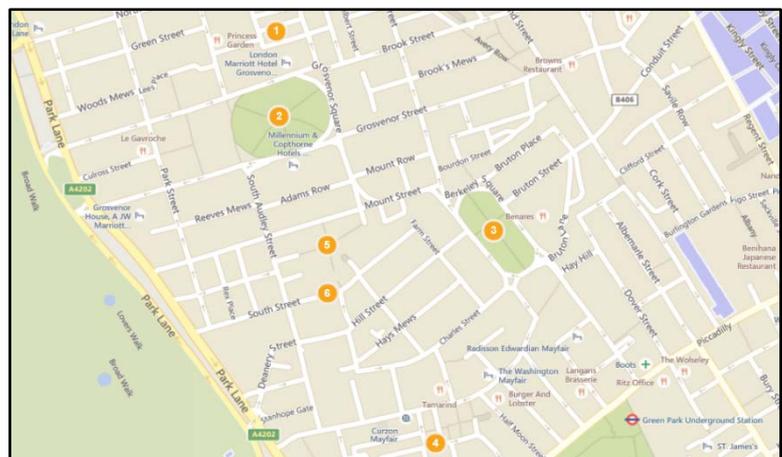


Events

The consultation events were held at locations across Mayfair during June and July. Events lasted two to four hours. Locations included:

1. Brown Hart Gardens – two days
2. Grosvenor Square – three days and three evenings (Invitation Sample is attached at [Appendix C](#))
3. Berkeley Square – two days
4. Shepherd Market – two days
5. Residents' summer garden party at Mount Street Gardens – one evening
6. Mayfair flower stall – two days

The evening events at Grosvenor Square were by invitation to residents, business owners and workers in Mayfair. Over 200 people attended the three events, and we even had to contend with a Tube strike on one of the evenings!



Marketing

Directors of the steering group distributed the survey and information about the consultation events to their relevant networks in Mayfair, including businesses and residents. The flyer in [Appendix B](#) was also handed out at the consultations.

Retail associations across Mayfair and the residents groups sent the survey out to their members. For retail and business this included the New West End Company, Bond Street Association, Savile Row Association, Mount Street Association, Regent Street Association, etc. For residents this included the Mayfair Residents Group, Residents Society of Mayfair and Saint James and Grosvenor Mayfair Residents Association.

Raising awareness of the forum and increasing membership were key parts of the consultation. Prior to these consultations, the Forum had 240 members. At the end of the consultation period in July 2015, membership had risen to 440 members, resulting in *an 83% increase!*

Live in Mayfair	Work in Mayfair	Live & Work in Mayfair	Total
159	250	31	440
36%	57%	7%	

Online

The survey was also made available online so that people who could not attend the consultation events could still provide their feedback. It was also sent out to various stakeholder groups and a link was added to the homepage of the website: www.mayfairforum.org.

The survey and consultation events were advertised through our Twitter page [@mayfairforum](#). We had previously used the handle [@mayfairlocal](#), but the forum decided to re-brand.

4. Findings

4.1 Survey Results

Overall, survey results showed strong positive feedback. 81% of respondents agreed, 5% disagreed, and 13% had no opinion at the time.

The objectives for the survey were created by the steering group, from the community, using information, thoughts and ideas from the 2014 summer consultation, so a positive result confirms most of the previous findings.

Survey respondents were varied, although not all identified themselves. Of the 381 respondents, 13% were already members, while 333 were not or did not identify, so it appears that awareness of the forum has increased substantially through the consultations.

Breakdown of Respondents						
Resident	Worker	Business Owner	Visitor	Other	Blank	Total
74	199	15	14	34	45	381

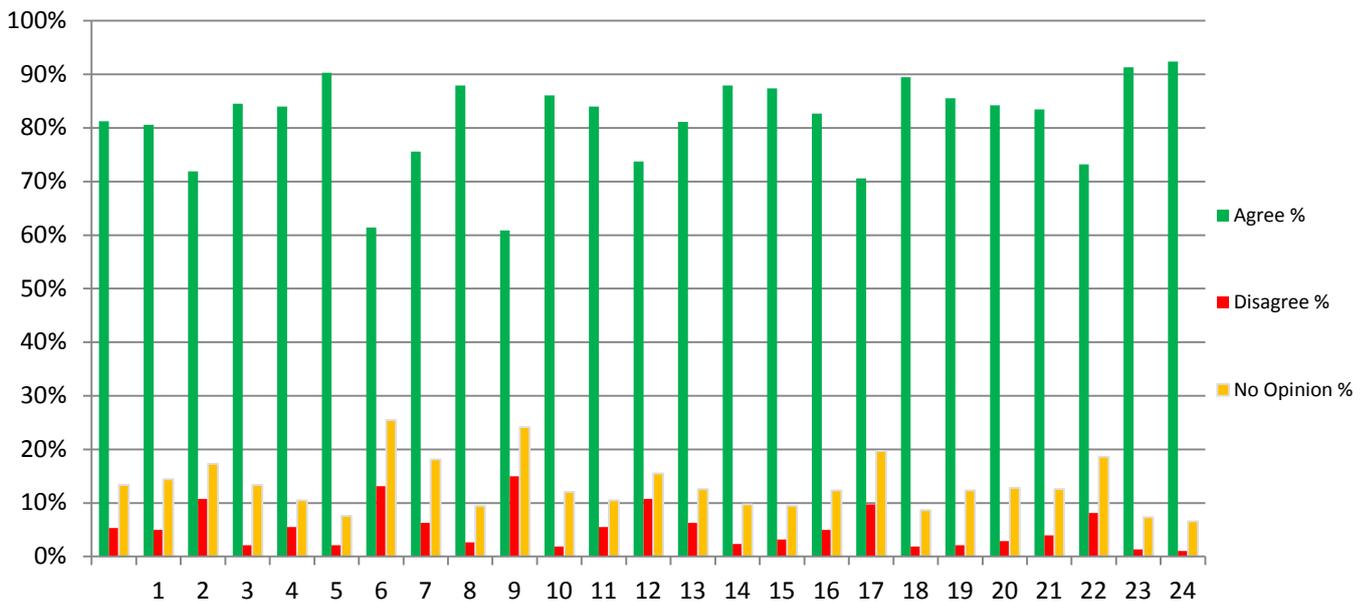
The survey results below show the overall positive response to the objectives. Those receiving less than 75% agreement, highlighted in yellow, will be reviewed further by the Steering Group considering anecdotal evidence and the additional comments on the survey responses.

		Agree	Disagree	No Opinion
Housing				
1	Reduce the number of empty homes in Mayfair	81%	5%	14%
2	Ensure a balance range of housing in value and size in Mayfair, open to a broad range of incomes	72%	11%	17%
Land Use				
3	Support and enhance established clusters of specialist uses or character that reflect Mayfair's heritage	85%	2%	13%
4	Support and enhance Mayfair as London's leading destination for high quality retail, art galleries, restaurants and hotels	84%	6%	10%
5	Recognise the importance and value of Mayfair's local amenity shops and support and maintain their presence	90%	2%	8%
6	Encourage the retention of existing and the provision of new offices, to protect against net loss of office floor space in Mayfair	61%	13%	25%
7	Enhance and promote non-retail community services and amenities	76%	6%	18%
8	Support, enhance and grow cultural assets	88%	3%	9%
9	Focus the night-time economy away from residential areas	61%	15%	24%
Public Realm				
10	Ensure the public realm around licensed premises works well for everyone	86%	2%	12%
11	Improve Mayfair for pedestrians and cyclists	84%	6%	10%
Public Space				
12	Improve amenity in public squares by reducing commercial events, facilitating cultural and community activities and increasing public access and usability	74%	11%	15%
13	Improve pedestrian access to the squares	81%	6%	13%
Sustainability				
14	All new development in Mayfair should seek to achieve an exemplary sustainable standard	88%	2%	10%
15	Encourage the greening of Mayfair through a green infrastructure audit to encourage green walls, green roofs and street planting	87%	3%	9%
Traffic				
16	Reduce the impact of traffic	83%	5%	12%

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17	There should be no net loss of visitor, resident or commercial parking spaces in Mayfair	71%	10%	20%
Architecture				
18	All new buildings and the refurbishment of existing buildings should enhance the special character of Mayfair	90%	2%	9%
19	Ensure that where they are subject to change, all ground commercial frontages, including shop fronts, signage, external lighting and outdoor furniture, complement and enhance the character of the building and the street	86%	2%	12%
Neighbourhood Management				
20	Co-ordinate waste management to reduce vehicle movements and noise	84%	3%	13%
21	Promote district and building waste solutions that reduce or avoid the need for vehicle movements	83%	4%	13%
22	Protect existing and future residents from the impact of the night-time economy and seek to limit the impact of other noise nuisance	73%	8%	19%
23	Encourage measures to improve air quality	91%	1%	7%
24	Create a safe and nuisance free environment for everyone	92%	1%	7%

The survey results shown in the graph below show the overall positive response to the objectives.

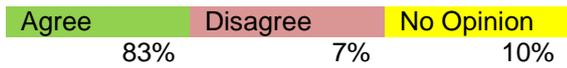


MAYFAIR —FORUM— MAYFAIR NEIGHBOURHOOD FORUM

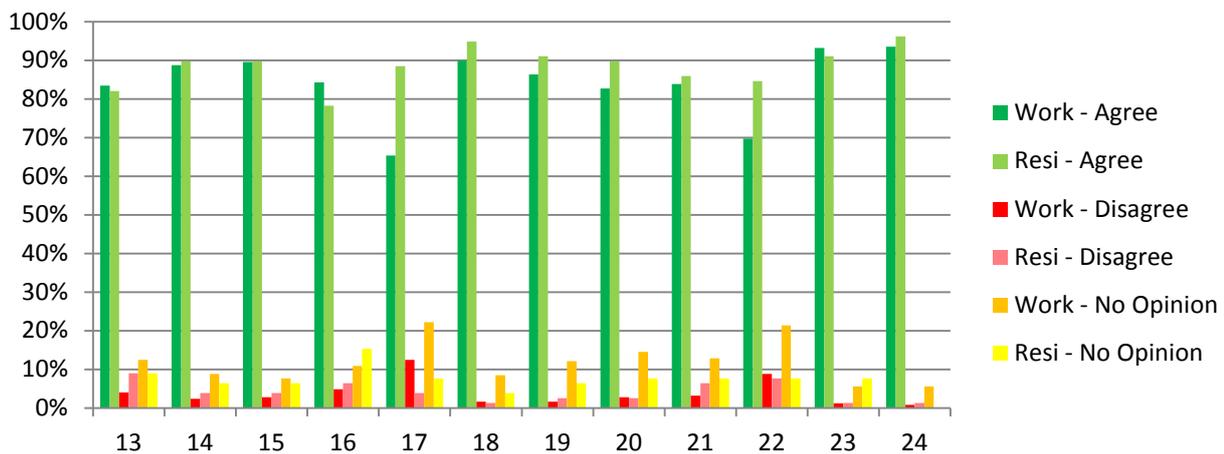
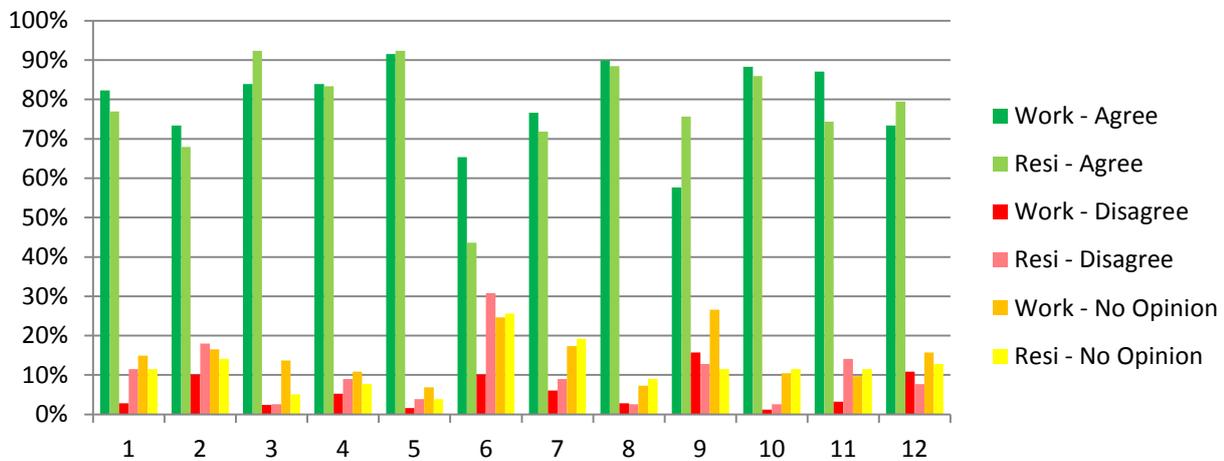
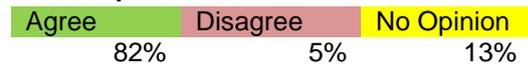
To understand the data further, the graphs on the next page split responses by residents and workers/business owners. There are four individuals included in the data who are both residents and business owners, so they are included twice.

Overall

Residential



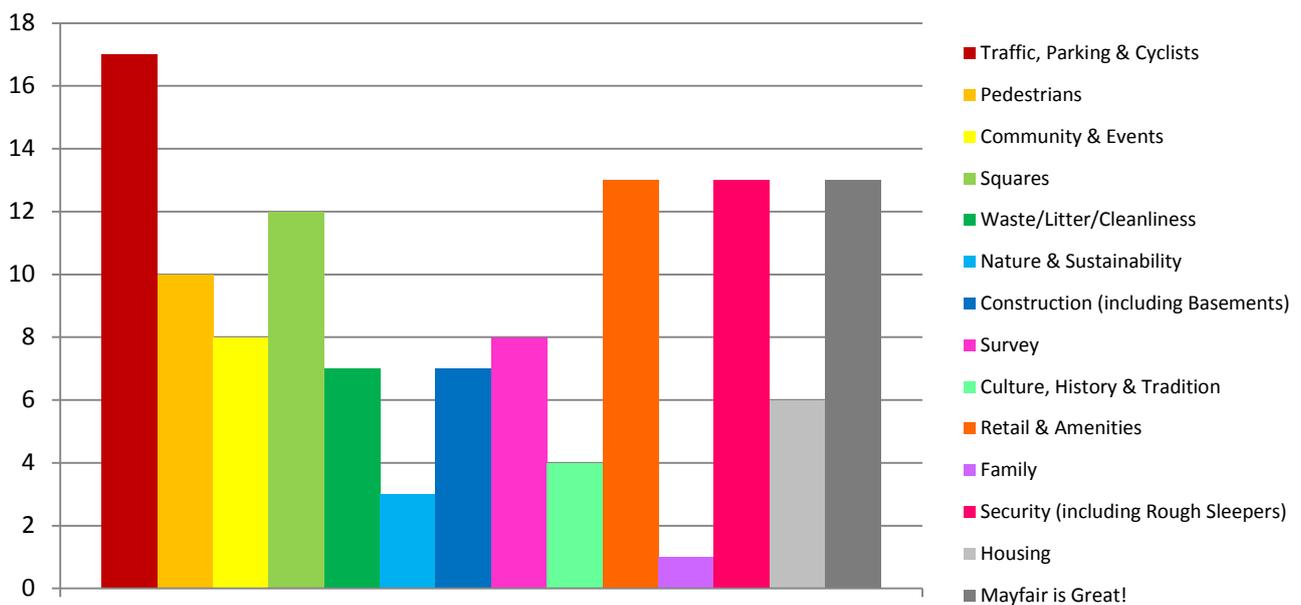
Business/Worker



4.2 Anecdotal Evidence & Individual Comments

An evaluation of the open comments section showed many responses to be positive, however, there are some areas where respondents noted specific issues for the steering group to consider.

The chart below shows how often topics were mentioned in the comments section:



Traffic, pedestrians, the squares, security and retail all received the most comments. With regards to pedestrianisation and the theme of people over traffic, the steering group believes there may be scope to extend pedestrian areas in locations such as Davies Street, Grosvenor Square or Shepherd Market.

Several comments that reference the various points above are listed below. The full list of comments can be found at [Appendix D](#).

Positive

1. Mayfair is very wonderful and it's improving.
2. Beautiful area to be in. Maintaining its heritage and culture would be the key issues in my opinion.
3. I am happy how Mayfair is organized in general. I feel part of the community and encourage others to do so.
4. Mayfair is good the way it is - keep the class, quality and culture.
5. Couldn't have put it better myself.

Negative

1. Take action to relocate or accommodate rough sleepers or homeless to minimise the perceived threat to safety particularly at night-time.
2. When the squares are used for events it appears to me that they are commercial entities 'for profit' which provides little benefit culturally for either the residents or local workforce.
3. The significant increase of constant construction in Mayfair has led to sidewalks being closed (sometimes for weeks) without any provisions for pedestrians to have safe passage across the street or into an additional walkway.
4. More affordable restaurants for lunch.
5. Berkeley Square is hard to get to. Add pedestrian crossings.

Neutral

1. Somewhat difficult to disagree with the list until we know the manner of implementation and impact.
2. Pedestrianize everything that is possible.
3. I think the reduction of empty housing, the provision of a balanced range of housing in size and value, and ensuring that it is sustainably designed and built, should be priorities.
4. I agree that night-time leisure outlets should not encroach on areas which are currently 100% residential but otherwise the balance in Mayfair is presently perfectly acceptable.
5. Where local events are organized, have a notice in Underground stations identifying local activities. Increase visibility.

6. Conclusion

The consultation resulted in 200 new members, 381 survey responses, and an overall positive response to the objectives, with 81% in agreement.

Those objectives which may require further discussion by the Steering Group, given agreement levels below 75%, include:

2. Ensure a balanced range of housing in value and size in Mayfair, open to a broad range of incomes.
6. Encourage the retention of existing and the provision of new offices, to protect against net loss of office floor space in Mayfair.
9. Focus the night-time economy away from residential areas.
12. Improve amenity in public squares by reducing commercial events, facilitating cultural and community activities, and increasing public access and usability.
17. There should be no net loss of visitor, resident or commercial parking spaces in Mayfair.
22. Protect existing and future residents from the impact of the night-time economy and seek to limit the impact of other noise nuisance.

The next steps for the Steering Group and its committees are to refine the objectives, define policies for each objective, and ultimately draft a neighbourhood plan. This will then be reviewed by Westminster City Council and go through examination. If it passes examination then the plan will go to referendum. Updates to the membership will continue by e-mail. The next general meeting of the forum will be on 5 October 2015 and the annual general meeting will be in April 2016.

If you, your neighbour or colleague are not yet a member of the Mayfair Neighbourhood Forum and would like to join, please visit www.mayfairforum.org. Membership is free and gives you the right to vote at the general meetings and adds you to our mailing list.

For questions and comments, please contact info@mayfairforum.org.

Appendix A: Survey



Have Your Say

Below are the key objectives which the Forum intends to turn into workable planning policies. Please let us know how important you consider each one to be to the future of Mayfair.

The survey can also be completed online.

	AGREE	DISAGREE	NO OPINION
Housing			
1 Reduce the number of empty homes in Mayfair.			
2 Ensure a balanced range of housing in value and size in Mayfair, open to a broad range of incomes.			
Land use			
3 Support and enhance established clusters of specialist uses or character that reflect Mayfair's heritage.			
4 Support and enhance Mayfair as London's leading destination for high quality retail, art galleries, restaurants and hotels.			
5 Recognise the importance and value of Mayfair's local amenity shops, and support and maintain their presence.			
6 Encourage the retention of existing and the provision of new offices, to protect against net loss of office floors pace in Mayfair.			
7 Enhance and promote non-retail community services and amenities.			
8 Support, enhance and grow cultural assets.			
9 Focus the night-time economy away from residential areas.			
Public realm			
10 Ensure the public realm around licensed premises works well for everyone.			
11 Improve Mayfair for pedestrians and cyclists.			
Public space			
12 Improve amenity in public squares by reducing commercial events, facilitating cultural and community activities, and increasing public access and usability.			
13 Improve pedestrian access to the squares.			
Sustainability			
14 All new development in Mayfair should seek to achieve an exemplary sustainable standard.			
15 Encourage the greening of Mayfair through a green infrastructure audit to encourage green walls, green roofs and street planting.			

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Traffic

16 Reduce the impact of traffic.

17 There should be no net loss of visitor, resident or commercial parking spaces in Mayfair.

Architecture

18 All new buildings and the refurbishment of existing buildings should enhance the special character of Mayfair.

19 Ensure that where they are subject to change, all ground floor commercial frontages, including shop fronts, signage, external lighting and outdoor furniture, complement and enhance the character of the building and the street.

Whilst the neighbourhood management issues below cannot form planning policy, we hope to use the Neighbourhood Plan to influence the way Westminster City Council spends a percentage of the financial contributions it receives from developments in the borough:

Neighbourhood management

Waste **20** Co-ordinate waste management to reduce vehicle movements and noise.

21 Promote district and building waste solutions that reduce or avoid the need for vehicle movements.

Noise **22** Protect existing and future residents from the impact of the night-time economy and seek to limit the impact of noise nuisance generally.

Air quality **23** Encourage measures to improve air quality.

Amenity **24** To create a safe and nuisance-free environment for everyone.

Please use the box below to set out any further comments (negative or positive) that you have about the objectives:

Comments:

Resident / Worker / Business Owner / Visitor *(circle one)*

Name _____

Phone Number _____

Address _____

Email _____

Are you a member of the forum: Yes / No

If no, would you like to join: Yes / No

Get involved!

Become a member by
visiting our website.

www.mayfairforum.org

Contact us

info@mayfairforum.org

Follow us on Twitter

[@mayfairforum](https://twitter.com/mayfairforum)

Share your thoughts
on Commonplace

mayfair.commonplace.is

You may drop this survey off at the Mayfair Library before 12 July 2015

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Appendix B: Flyer



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Help keep Mayfair amazing

The Localism Act 2011 gave certain powers to local communities to form Neighbourhood Plans to have a greater say in developments in their area.

The Mayfair Neighbourhood Forum has now been set up and we now have an opportunity to positively affect future development plans for Mayfair. Local people can now have a say in the planning and policymaking process for their area. Consultations have already started with residents, businesses and landowners.

Why do we need your help?

We need you to let us know what you think about the draft objectives. Have we got them right? Are we addressing the important issues? This is your last chance to have a say before we start writing the policies themselves.

Where have we got to so far?

↓ Mayfair Neighbourhood Forum was formally designated by WCC in January 2014

↓ In 2014 we hosted our first round of consultations at Summer in the Square

↓ We listened to what you told us then and have come up with objectives to be turned into planning policy

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Get involved!

Stop by at one of our consultation events

3 and 17 June: Mayfair Market – 11:30 to 14:30

9 and 10 June: Flower Stall near Chapel – 11:30 to 14:00 and 15:00 to 17:00

15 and 16 June: Shepherd Market – 11:30 to 14:30

30 June and 2 July: Berkeley Square – 11:30 to 14:30

6, 7 and 8 July: Grosvenor Square – 11:30 to 14:30

Become a member

www.mayfairforum.org

Follow us on
Twitter

@mayfairforum

Share your thoughts
on Commonplace

mayfair.commonplace.is

Appendix C: Invitation to Evening Drinks

Sample invitation to the steering group drinks in Grosvenor Square. Over 200 people attended.



The Steering Group of Mayfair Forum invite you to join them for summer drinks.

Monday 6 July 2015
18:00 – 20:00 in Grosvenor Square

As part of our summer consultation you will also have the chance to share your views on the future of Mayfair.

Please RSVP to info@mayfairforum.org by 29 June 2015.



Appendix D: Survey Comments

Please note, all of these comments have been left in an un-edited form and should be considered as quotes.

Traffic, Parking & Cyclists

- Traffic wardens to be more flexible with unloading vans.
- Traffic management - especially around squares/construction site management.
- Traffic on South Audley is a rat run for Park Lane.
- A ban on tuk-tuk drivers from parking in residential streets.
- Single yellow line parking at night often makes road access difficult and needs reassessing
- No HGX vehicles except for limited periods.
- Improve cyclist routes - Mount Street + Transport - one way?
- Stop cars speeding down Mount Street.
- Please more residential parking. Do not give permits to people who come in only for the day. Better checks. Many cars park during the day and leave in the evening.
- Reduce noise from loud cars in evenings - penalties for noise.
- Control noisy late night deliveries to commercial, retail and restaurants. Great nuisance for residents.
- Stop tourist buses from parking and idling. Often in front of mixed office and residential buildings.
- Traffic Management interacting with Planning is appalling. Duke's Yard and Providence Court have been/will be closed off for 4 years and 1 year. Davies Street has understandably been closed for a long period. Traffic backs up on Duke Street as lights have priority on Oxford Street. The pollution and noise are appalling. Planners should not permit so many simultaneous road closures in such a small area. They should be staggered.
- Need more parking for residents.

Pedestrians

- Especially agree with improving for cyclists and pedestrians.
- Improve for pedestrians but not for cyclists.
- Pedestrian access is already good.
- Improve for pedestrians, but not cyclists. Much more council social responsibility for all developments. Much more supervision on pubs at taking over pavement. Make cyclists obey the Highway Code. No cycling on pavement, etc.

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- Pedestrianize everything that is possible.

Community & Events

- Where local events are organized, such as this food gathering, have a notice in underground stations identifying local activities. Increase visibility.
- More events during lunchtime.
- More cultural events like free concerts in Berkeley Square.
- I would suggest organising walking tours of Mayfair.
- The major estates who own property in Mayfair do quite well - should they not concentrate on putting something back in the community rather than on how they can best continue to prosper.

Squares

- Berkeley Square needs to have its amenity improved the most.
- Good for parks to get income for their maintenance.
- We would appreciate if something can be done about the dilapidated structures in the middle of Berkeley Square Park to enhance the visual appeal of the park.
- Could get free gyms in parks.
- When the squares are used for events it appears to me that they are commercial entities 'for profit' which provides little benefit culturally for either the residents or local workforce.

Waste/Litter/Cleanliness

- Litter improvement - Saturday morning on the street.
- Street cleaning - natural waste and litter waste collection.
- It will be difficult to coordinate waste management.
- Too often roads, particularly around Park Lane, smell of urine in the mornings.
- Increase recycling collection visits from once a week, this can be counterbalanced by reducing refuse collection visits.

Nature & Sustainability

- Clean the plain tree spores.

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- Plant more trees.
- I am very much in favour of the further greening of Mayfair especially with regard to new builds and the new building at Davis/Gilbert Street a part of the Cross rail development. A Green wall on Gilbert Street opposite residences would be terrific. Nine years ago when the CR development was beginning there was little support for greening in the neighbourhood. Now that this attitude has changed could sustainability and a green audit enlist CR's support and active engagement?

Construction (including Basements)

- Basements: space an issue for some residents.
- Council should consider the residents with all this construction work (15 Bourdon Street), which is causing serious health problems and affecting our lives. My husband is 93 years, myself 85 yrs. Both of us disabled.
- Reduce the number of basement excavations which can cause damage and affect the water table.
- The same should apply to construction sites.
- Lobby for the discontinuance of licences for "iceberg" development

Survey

- Vague/ambiguous questions.
- Somewhat difficult to disagree with the list until we know the manner of implementation and impact.
- Not a very insightful questionnaire.
- There is no box to tick if you are "not sure" because of lack of information or if you are not sure about the implications of agreeing or not agreeing to a question which is quite general, so I ticked "no opinion" in these cases.
- In a previous role, I assisted the City of Chicago with a similar public sector issues, in particular urban planning, waste collection optimization and general city life issues. I would be happy to contribute to the Mayfair effort where I can.
- I'm not sure about the questions. They are skewed so that it would be natural or common sense to indicate 'agree'.
- Hard to disagree with all those good points.
- Would like to get involved in neighbourhood plan development.
- Nuisance is a vague term, and can be interpreted in many different ways.

Culture, History & Tradition

- Preserve its tradition.

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- I would like to preserve the culture and history of the Chapel and school by significant donations.
- Culture to support libraries in Mayfair.
- Beautiful area to be in. Maintaining its heritage and culture would be the key issues in my opinion.
- Mayfair is good the way it is - keep the class, quality and culture.

Retail & Amenities

- Maintain retail mix.
- Amenity shops are very important.
- Ice-cream and cigar shops.
- More affordable restaurants for lunch. A food market in Berkeley Square would be great!
- Regent Street is good.
- I agree that night time leisure outlets should not encroach on areas which are currently 100% residential but otherwise the balance in Mayfair is presently perfectly acceptable. Shepherds Market, which I live close to, is a great resource to us locals and does not have an adverse impact on the residential properties nearby.
- Stricter planning for shop frontages and signs is a MUST.
- The only thing we need around here is a place like the old Dover Street Wine Bar, where the dance floor was always available only for dancing to DJ music from old times and new generation, place to eat with separate bars, live music, several choices in one regular and cosy space, the fun used to finish at 3am with a good dance session.
- Restaurants and hotels should provide facilities for employees to take their 'break' (relax and smoke) - it should not be on the streets near the restaurant or hotel - example the Coya restaurant workers smoke and relax on Down Street when Coya backs onto the private Mews and is more than spacious enough to provide such a facility.
- Do everything possible to protect existing private traders and shops from the present appalling rent increases.
- Seating on South Molton Street would enhance the look of the street and increase the dwell time.
- Whereas is great to see a number of fashion and luxury goods brands coming to Mayfair together with galleries etc. I fear that some of the smaller amenity businesses such as independent café, dry cleaners, paper shops, cobblers and the like being squeezed out by sharply rising rental levels. This damages both the historic occupiers of Mayfair as well as reducing access to the basic amenity businesses that the local workforce requires. The majority of the people living and working in Mayfair do not drive Rolls Royce's or eat at Michelin star restaurants every day.
- I believe that Savile Row in particular should be given special protection in order to ensure that its unique community of hand craft tailors continue to thrive. It is a truly unique asset to Mayfair and the UK as a whole.
- I'm afraid the local amenities aren't good, so I can't support them, but I'd certainly support new good ones: butchers, vegetable stalls and the like.

Family

- Not child friendly enough. Not family friendly. Too high end. Doesn't suit family/children.
- More family friendly.
- Need more schools in the area.

Security (including rough sleepers)

- Please do something about the Gypsy begging and fighting in the neighbourhood.
- Increase the amount of police or encourage private security companies to pick up the shortfall.
- Loitering - Down Street (Mews), noise after 10:30pm, encourage use of bins. Coya Restaurant employees have an area to use that's private.
- Take action to relocate or accommodate rough sleepers or homeless migrants to minimise the perceived threat to safety particularly at night time.
- Reduce gypsies etc.
- Address the issue of rough sleepers in doorways and subway.
- All very good, can we reduce the amount beggars as well.
- Crack down on anti-social behaviour - rough sleeping in public places.
- The rapid expansion of night time economy in Mayfair in recent years is very disturbing and has changed the quality of life for many residents in south of Mayfair.
- First and foremost, something needs to be done about the massive increase in beggar gangs, especially the new Roma gypsies that are now everywhere especially on limited access sidewalks. They not only impact the residents but also commercial business and I have seen them urinating in public squares in the daytime. Unfortunately I know where Westminster's priorities lie as there was a traffic warden putting a ticket on a car in front of the gypsy whilst he was urinating!
- Licencing and other regulations should be such that evening activity, particular the wandering of streets and noise, is necessary, should cease at 10:30.
- Get rid of rough sleepers on Park Lane and other areas of Mayfair. It would improve the crime rate.
- Beggars on the street.

Housing

- Very hard to reduce empty housing in Mayfair as most are owned by overseas residents.

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- Reducing empty houses should be a priority.
- The long let leasers should be given an opportunity to purchase the property.
- Whilst there might be a desire to offer residential space across an investment, the ambition is wholly unrealistic.
- Grosvenor should help long-term leaseholders an option to buy.

Mayfair is Great!

- Mayfair is very wonderful and it's improving.
- I agree with all the objectives.
- Couldn't have put it better myself.
- I am happy how Mayfair is organized in general.
- I feel part of the Community and encourage others to do so.
- Great job.
- I know Mayfair is a very rich and lovely area to work in and to live here would be a pleasure. The buildings, shop fronts all have the Mayfair look and feel to them and the roads and pavements are good for pedestrians and cars. I don't have much love for cyclists. I work in a 5 star hotel in Mayfair and am proud to be able to say so and love the area.
- Improvements are noticeable in recent years.

Various

- Better public Grosvenor Square and community activities.
- More trees! Outside pubs shouldn't be so heavily policed.
- There is an absence of focus on: begging, chauffeur cars parked day and night in residential areas, waste deposited on the curb side.
- More lighting at night in Grosvenor Square.
- Bins on street. More cycle lanes.
- Overhaul waste management systems which are complicated. Adapt and simplify waste collection to local needs. Enforce parking controls.
- Berkeley square is hard to get to. Add pedestrian crossings.
- There is no safe/easy way to cross the street from Lansdowne Grove to Berkeley Square... it is dangerous.
- It is very traditional to be able to stand outside a pub and I don't like having to stand behind an arbitrary pole.

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- Stop minicabs and Addison Lee park up on residential parks. No developers to work on Saturdays and builders hours to be monitored carefully.
- Need for high speed internet to support businesses and residents.
- More open parking for all to use. Extending openings to stores. Less street sellers or outside shop steps.
- Apply the rules to all equally.
- Improve broadband.
- Secondly access to and from Berkeley square is inconvenient with only 2 crosswalks for 4 entrances and neither of them actually line up with the entrance which means pedestrians have to dodge cars to get in the north or south ends of the square. The commercial events in the square also damage the square and render the top half unusable for most of the year.
- Lastly the significant increase of constant construction in Mayfair has led to sidewalks being closed (sometimes for weeks) without any provisions for pedestrians to have safe passage across the street or into an additional walkway.
- I think the reduction of empty housing, the provision of a balanced range of housing in size and value, and ensuring that is sustainably designed/built should be priorities. I also think ensuring waste is properly recycled should be a high priority.

APPENDIX 3
2016 Consultation Report

2016

Consultation Report



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1. Executive Summary

The Mayfair Neighbourhood Forum ("the Forum") is a business and residential neighbourhood forum which was created to draft the Neighbourhood Plan. The Forum was formally designated by Westminster City Council on 10 January 2014.

The first consultation was held in the summer of 2014. A vision and objectives were then drafted by the Steering Group and presented to the Forum Membership in March 2015.

A second consultation was held from June to July 2015 on the draft vision and objectives. Following this, the Forum turned the objectives into policy recommendations. This report relates to the consultation undertaken in July 2016 on those policy recommendations.

The July 2016 consultation included:

- 2 days of public consultation with an additional week of online consultation;
- 131 survey responses;
- Draft policies:
 - 50% of the draft policies received an average rating of 4 or higher; and
 - 97.2% of the draft policies received an average rating of 3 or higher.
- An increase in membership - total forum membership at end of August 2016 was 602.

The feedback obtained during the 2016 Consultation overall demonstrates a high level of support for the policy recommendations. The next steps for the steering group and its committees are to turn those policy recommendations into planning policies and to create the first draft of the Neighbourhood Plan.

This report is written to provide the Forum with a record of the 2016 Consultation and to assist with the further development of the Neighbourhood Plan.



2. Background

2.1 Neighbourhood Planning

The Localism Act 2011 gave certain powers to local communities to form Neighbourhood Plans to have a greater say in developments in their area.

Some key points of Neighbourhood Planning include:

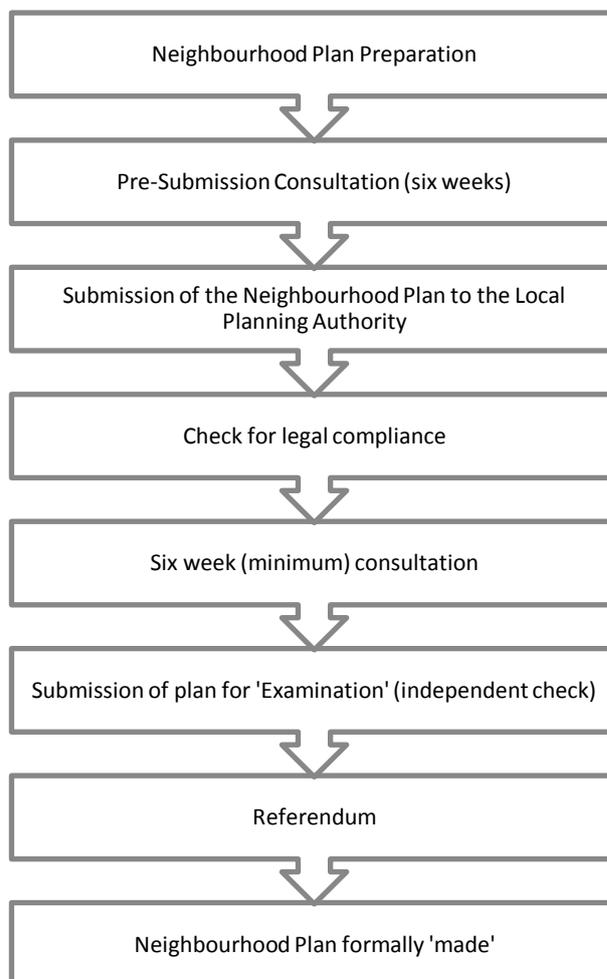
- Each forum exists for 5 years after which time it can reapply for forum status;
- A community-led framework for guiding the future development of an area;
- A plan which will have legal weight and be part of the statutory 'development plan' for the area; and
- WCC will have to take the Plan into account when deciding planning applications within the area.

A Neighbourhood Plan should:

- concentrate on local, neighbourhood issues;
- focus upon promoting rather than preventing new development;
- contain policies that are in line with national and regional planning policy and the City Council's strategic planning policies (contained in the 'Core Strategy');
- be based on evidence; and
- be compatible with human rights requirements and EU obligations.

The MNF is now focussing on turning the draft policy recommendations which were consulted on during July 2016 into neighbourhood planning policies. These will form part of Westminster's Planning Policy for the Mayfair area.

The neighbourhood planning process going forward will be similar to the chart shown to the right.



2.2 Mayfair Neighbourhood Forum

Governance:

The Mayfair Neighbourhood Form (MNF) is a business-led forum comprising people who live and work in Mayfair.

Directors include individuals with a broad range of local experience who are passionate about Mayfair.

Steering Group decisions should be by majority vote, with the Chair having the deciding vote.

Two members of the Steering Group put themselves up for re-election every year based on a rolling system. Any member of the Forum can stand for election.

Current Steering Group (August 2016):

Residents:

Michael Dunn
George Hammer
Marie-Louise Burrows
Jeremy Bishop

Businesses:

Will Bax (Chair)
Bob Dawson
Nigel Hughes
Oliver Wright
Mark Henderson

Community:

Fr Richard Fermer (Grosvenor Chapel)
Tim Steel (Shepherd Market)

You may learn more about the Steering Group directors on our [website](#).

Sub-committees have been set up to assist in various aspects of drafting and publicising the Neighbourhood Plan and are split into: Planning, Public Realm, Neighbourhood Management together with Marketing.

Vision and Values:

Further to the initial public consultation in 2014, the Steering Group defined a vision and values for the Mayfair Neighbourhood Forum. These were presented in March 2015 at the AGM.

**Make Mayfair the most desirable and attractive area
of London in which to live, work and to visit**

A treat for the eyes

- Our Streetscapes are assets which embrace Mayfair's heritage and are designed and maintained to the highest standard for all to enjoy.

**Where everything
works**

- Continual improvement to infrastructure to ensure that it meets the needs of both businesses and residents.

Everything you need

- Planning and licensing decisions that ensure Mayfair remains attractive to visitors, businesses and residents.

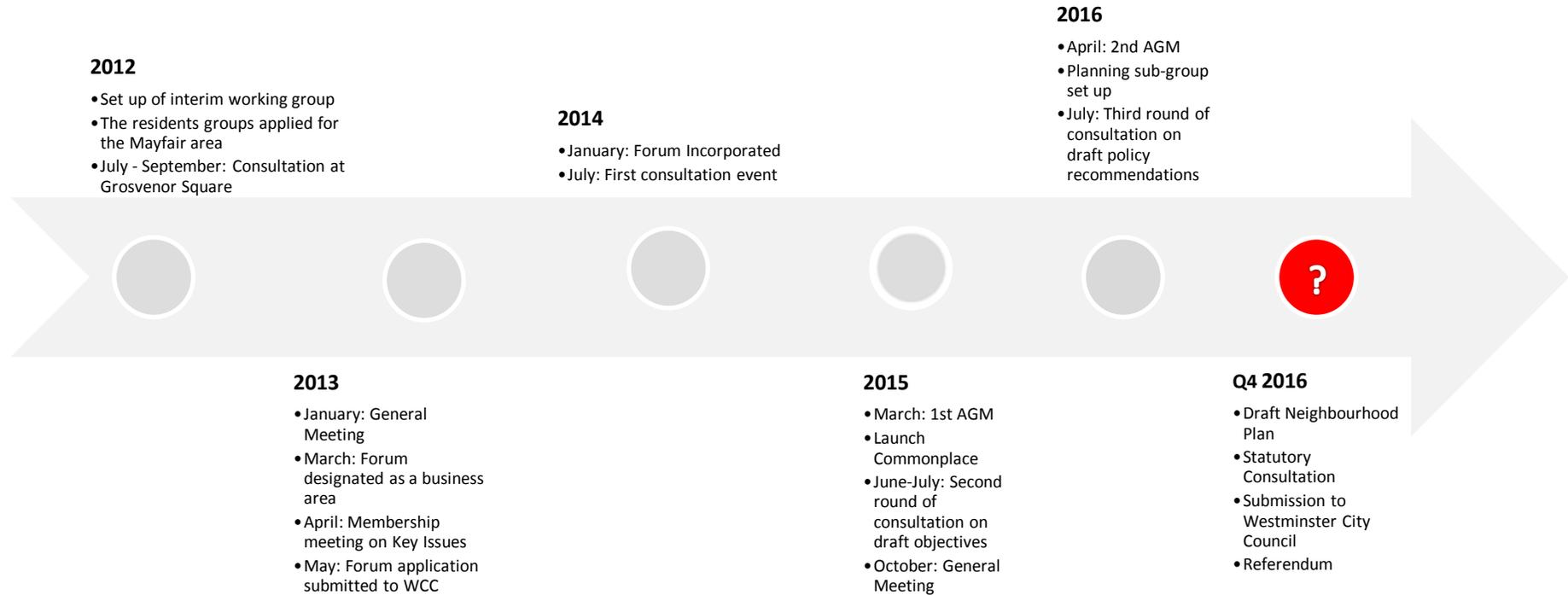
**A delight to move
around**

- The needs of pedestrians and cyclists come before those of motorists.

Safe and clean

- Crime, nuisance and pollution of all types are deterred and limited by all permitted means.

The Process So Far:



3. Consultation

3.1 Survey

The format for the consultation was decided by the Steering Group and Marketing Committee. Members of both groups were involved in the consultation event.

The draft policy recommendations turned the objectives consulted on during the 2015 Consultation into statements which could form the basis for planning policy.

These recommendations formed the content of the survey and feedback was sought in relation to each one.



3.2 Materials

The policy recommendations were grouped into areas, reflecting the broad characters found across Mayfair.

The materials used during the consultation event set out those proposed Character Areas, together with the policy recommendations made in relation to each.

Recommendations were also made on what the Forum's portion of Community Infrastructure Levy receipts could be spent on. Opinions were sought on these, together with other suggestions for use of the funds.

A copy of the Questionnaire can be found at [Appendix A](#).



3.3 Events:

The consultation event was held in Grosvenor Square on 12 and 13 July 2016.

An evening event was also held in Grosvenor Square on 13 July and invitations were sent to Residents and Workers in Mayfair.



3.4 Marketing:

Directors of the Steering Group distributed the survey and information about the consultation events to their relevant networks in Mayfair, including businesses and residents.

The e-shots at [Appendix B](#) were distributed across the Mayfair Neighbourhood Forum membership and other contacts.

The survey and consultation events were advertised through our Twitter page [@mayfairforum](#).



3.5 Online

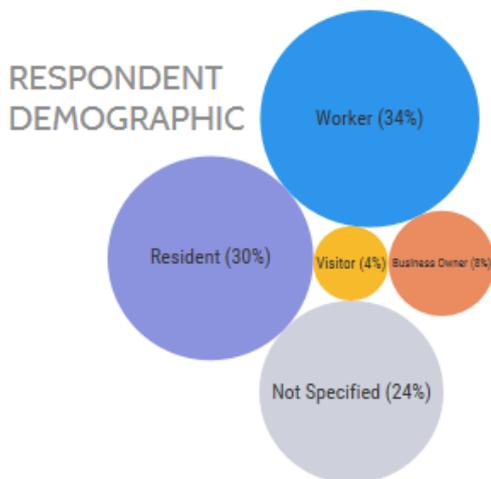
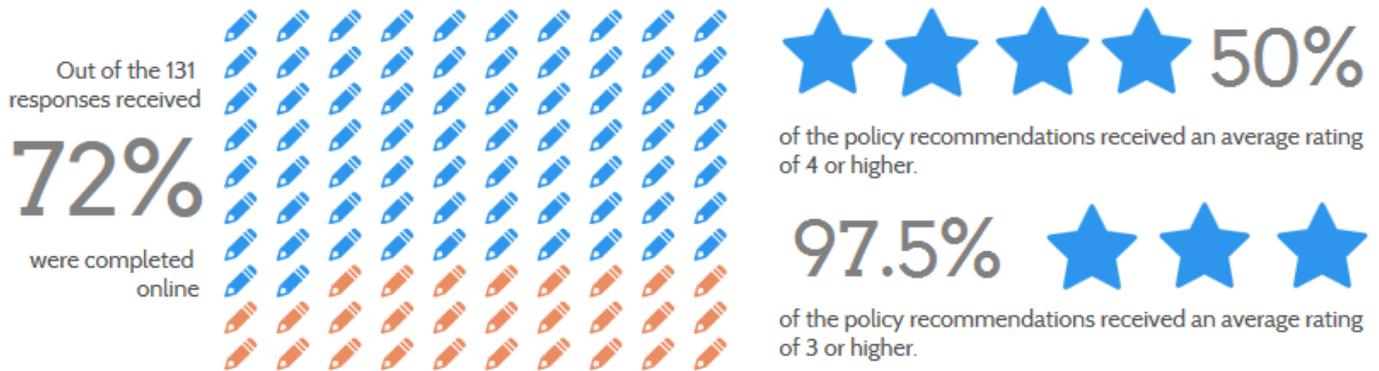
The survey was made available online so that people who could not attend the consultation events could still provide their feedback.

Following the consultation event, a link to the online survey was also sent out (as detailed within the e-shots at [Appendix B](#))

This was sent out to various stakeholder groups and a link was also added to the homepage of the website, www.mayfairforum.org.

4. Findings

4.1 Survey Results



THE MOST IMPORTANT policy recommendations to RESIDENTS:	THE MOST IMPORTANT policy recommendations to WORKERS:
S1: Protect the squares as areas for public enjoyment and relaxation	S1: Protect the squares as areas for public enjoyment and relaxation
P2: Improve pedestrian access to Hyde Park	WM1: Only permit development which positively contributes to Mayfair
S5: Require all commercial events within the squares to submit a management plan	S6: Require a percentage of profits from commercial events to be used for improvements to squares
SM3: Enhance the public realm within Shepherd Market to ensure clear access for pedestrians	P4: Minimise conflicts between pedestrians, cyclists and vehicular traffic on Park Lane

Overall survey results were highly positive. A total of 131 responses were received. Similarly to last year, survey respondents were varied, although not all identified themselves. Of the 131 respondents, 36% stated that they were already members.

A full breakdown of the responses received in relation to each policy recommendation is attached at [Appendix C](#).

4.2 Anecdotal Evidence & Individual Comments

A number of additional comments were received, many identifying the positive aspects of Mayfair that respondents wished to see protected, as well as those areas which could be improved upon.

A selection of the comments is included below. The full list of comments can be found in [Appendix D](#).



5. Conclusion

The consultation resulted in a small increase in membership numbers [15?], 131 survey responses and an overall positive response to the objectives with over 50% receiving an average rating of 4 out of 5 or higher.

The next steps for the steering group and its committees are to take the policy recommendations and turn these into draft planning policies, paying key attention to those recommendations which received the highest level of support during the consultation event.

The first draft of the Neighbourhood Plan will then be published for a 6 week consultation period and for view to be sought on the draft planning policies.

Following this, the draft Neighbourhood Plan will then be reviewed by Westminster City Council and go to referendum. Updates to the membership will continue by e-mail. The next general meeting of the Forum will be held in March 2017.

If you are not yet a member of the Mayfair Neighbourhood Forum and would like to join, please visit www.mayfairforum.org. Membership is free and gives you the right to vote at the general meetings and adds you to our mailing list.

Appendix A: Questionnaire



HAVE YOUR SAY

Below are the draft policy recommendations which the Forum intends to turn into workable planning policies and the Forum's CIL project list. Please let us know on a scale of 1 - 5 how important you consider each one to be (with 1 being not at all, and 5 being very important).

	1	2	3	4	5
PARK LANE					
1. reinforce Park Lane as a location for luxury hotels and luxury car showrooms					
2. improve pedestrian access to Hyde Park					
3. support TfL's public realm and traffic management measures along Park Lane					
4. minimise conflicts between pedestrians, cyclists and vehicular traffic					
5. enhance the quality of and access to the central green reservation					
WEST MAYFAIR					
1. West Mayfair is appropriate for new small-scale residential development and affordable housing					
2. small residential amenity shops should be encouraged					
3. loss of amenity retail will not be permitted unless it can be demonstrated that there is insufficient demand for such amenity retail provisions and/or similar provision is made elsewhere in West Mayfair					
4. the loss of community facilities (school/library/cinema/post office/doctor) will not be permitted unless it can be demonstrated that suitable reprovision has been made elsewhere in Mayfair					
5. all new developments must have a construction traffic management plan detailing how the impact on traffic and residential amenity will be mitigated					
EAST MAYFAIR					
1. large international retail is to be focused here					
2. overspill retail provision off the main retail streets is appropriate					
3. local convenience shopping should be encouraged off the main retail streets					
4. the transition between the main retail streets and the wider Mayfair area should be marked through public realm and traffic intervention projects to create a series of 'oasis' spaces					
5. uses around 'oasis' spaces should be encouraged to complement the area as a place for relaxation (e.g. restaurants and cafés, with spaces for sitting introduced within the public realm)					
6. improve the quality of the public realm, prioritising pedestrian movement, throughout the main retail streets					
7. support public realm improvement efforts of the New West End Company, Grosvenor, the Bond Street Partnership and TfL					
8. reinforce areas that have developed close to the main retail street which have a more intimate character, such as Heddon Street					
9. produce shopfront design guidance to help improve the appearance of the main retail streets, particularly Oxford Street and Piccadilly					
10. new retail provision should provide public convenience facilities					
11. support and encourage the use of freight consolidation and electric vehicles for retail servicing					
CENTRAL MAYFAIR					
1. loss of office space should be restricted					
2. development that results in a loss of office will be permitted only if it can be demonstrated that the benefits of the development outweigh the losses and the loss will be mitigated by provision of office use elsewhere in Mayfair					

	1	2	3	4	5
SQUARES					
1. protect the squares as areas for public enjoyment and relaxation					
2. encourage their use for community activities					
3. reduce the number of days given to commercial events					
4. permit commercial events only where a minimum of 75% of the square remains free for public use					
5. require all commercial events to submit an event management plan detailing how the square will be protected and any damage (e.g. to grass) remediated					
6. require a percentage of the profit from any commercial event to be invested into the improvement of the square (to be directed by the Mayfair Neighbourhood Forum)					
SHEPHERD MARKET					
1. new entertainment uses must be small-scale and low-impact and permitted only where they support the character, function and vitality of Shepherd Market					
2. protect existing retail to ensure that sufficient local convenience shopping is maintained to provide for the day-to-day needs of locals					
3. explore opportunities to enhance the public realm to create an attractive environment and to support this through better management to ensure clear and unobstructed access for pedestrians					
4. reinforce Westminster City Council's policies to ensure outdoor use associated with licensed premises does not create greater nuisance, particularly during the evening and night-time, that harms the amenity of the area for local residents					
MAYFAIR WIDE					
1. only permit development that positively contributes to the character and uniqueness of Mayfair as a conservation area					
2. resist all new food, drink and entertainment uses in areas where such uses do not already exist unless residential amenity can demonstrably be protected					
3. protect Mayfair's existing public houses					

Please use the box below to set out any further comments (negative or positive) that you have about the objectives

Comments:

Resident / Worker / Business Owner / Visitor (circle one)

Name.....

Address.....

Email..... Phone Number.....

Are you a member of the forum: Yes / No **If no**, would you like to join: Yes / No

GET INVOLVED

Become a member by visiting our website. www.mayfairforum.org	Contact us info@mayfairforum.org	Follow us on Twitter @mayfairforum	Share your thoughts on Commonplace mayfair.commonplace.is
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This survey can also be completed on the website - www.mayfairforum.org

Appendix B: e-shots sent out to membership

4 July 2016:

We would be delighted if you could join us for our summer feedback event across 12th and 13th July and evening soiree on 13th July. We need your feedback in order to ensure that the views of those living and working in Mayfair are accounted for and would love to meet you all for some relaxed drinks on Grosvenor Square. Please see the invitation attached below and feel free to forward it on to neighbours and colleagues.

https://gallery.mailchimp.com/c0ea082f1dfb0180399b66c1f/files/MNF_Summer_Invitation.pdf

Best Wishes,

The Steering Group

14 July 2016:

We held two feedback events on Tuesday 12 and Wednesday 13 July 2016 on Grosvenor Square in order to seek your opinions on the draft planning policies for our Mayfair Neighbourhood Plan. Thank you to those who came down and spoke with us.

If you were unable to make it we would still like to hear from you. Please let us have your feedback by completing our online survey which can be accessed at: <http://kwiksurveys.com/s/G6Kh0Cz6>

This survey will be open until Thursday 21 July 2016. Please feel free to forward this link to anyone who may wish to input their thoughts on the draft policies.

Best wishes,

The Steering Group

20 July 2016:

Thank you if you have already provided feedback on our character area maps and policy recommendations. If you haven't yet had an opportunity to do this then it isn't too late and we would very much like to hear your opinions. The online survey can be accessed at: <https://kwiksurveys.com/s/G6Kh0Cz6#/> and all feedback must be submitted by Thursday 21st July.

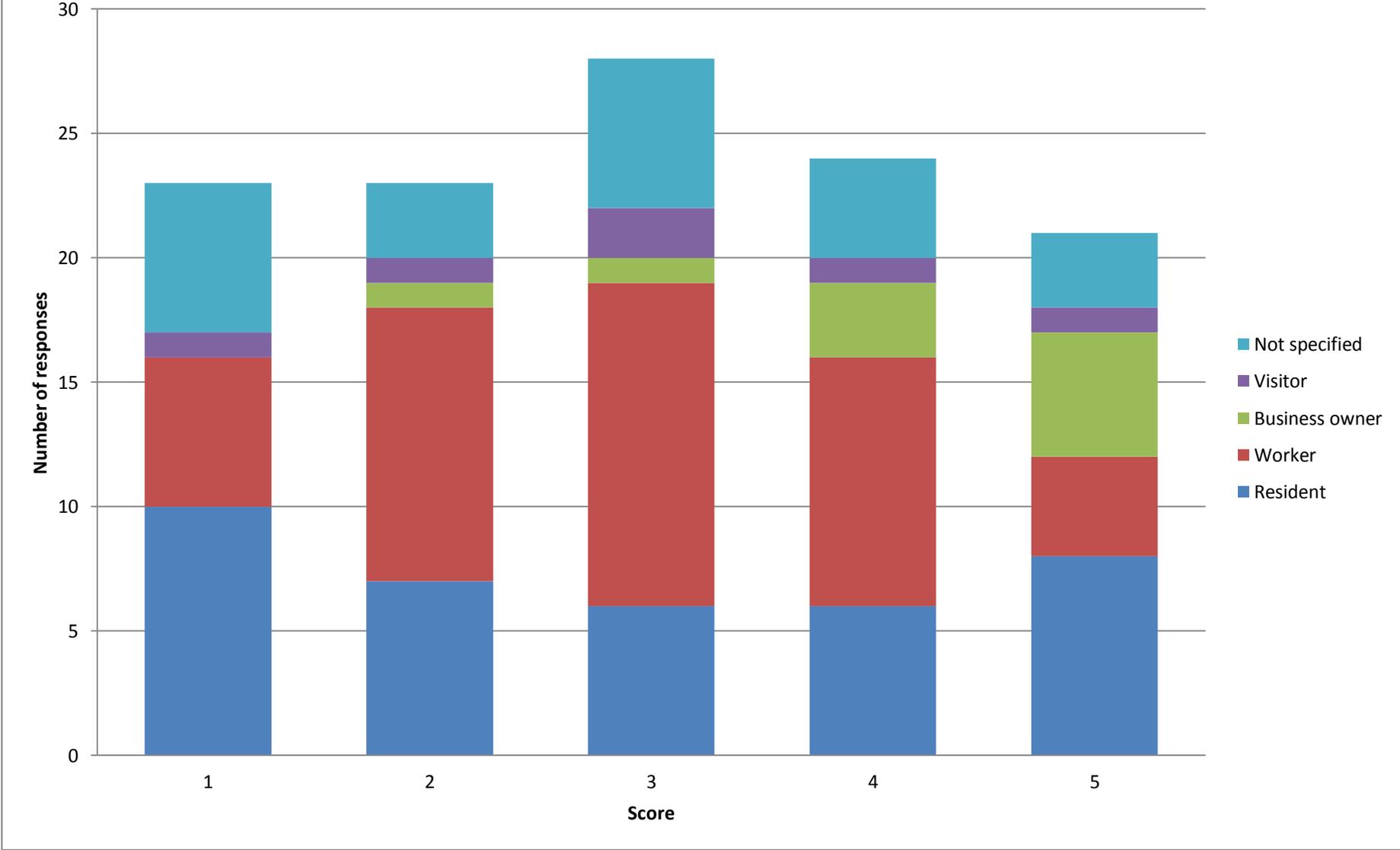
Kind regards,

The Steering Group

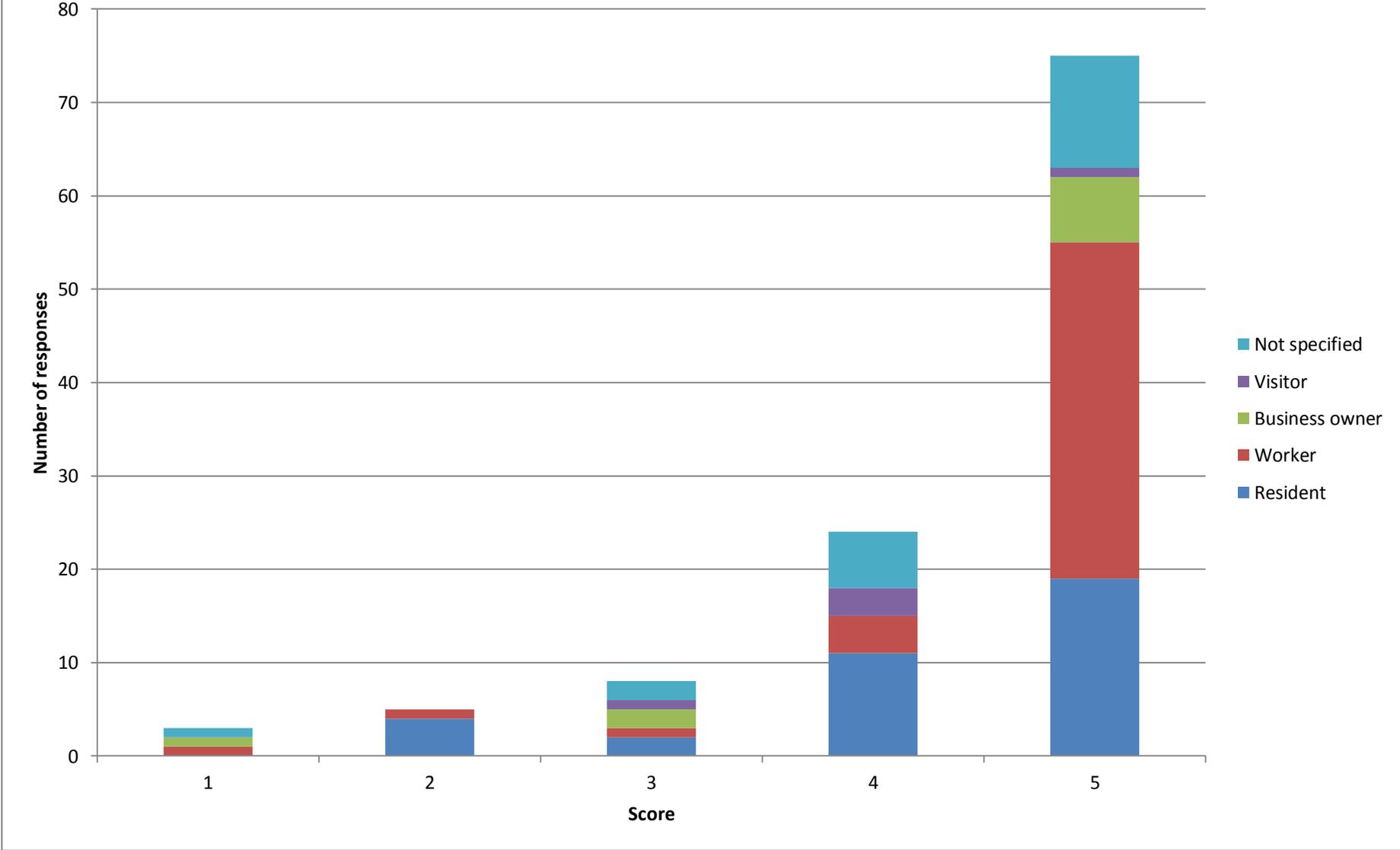
Appendix C: Survey Results

Park Lane

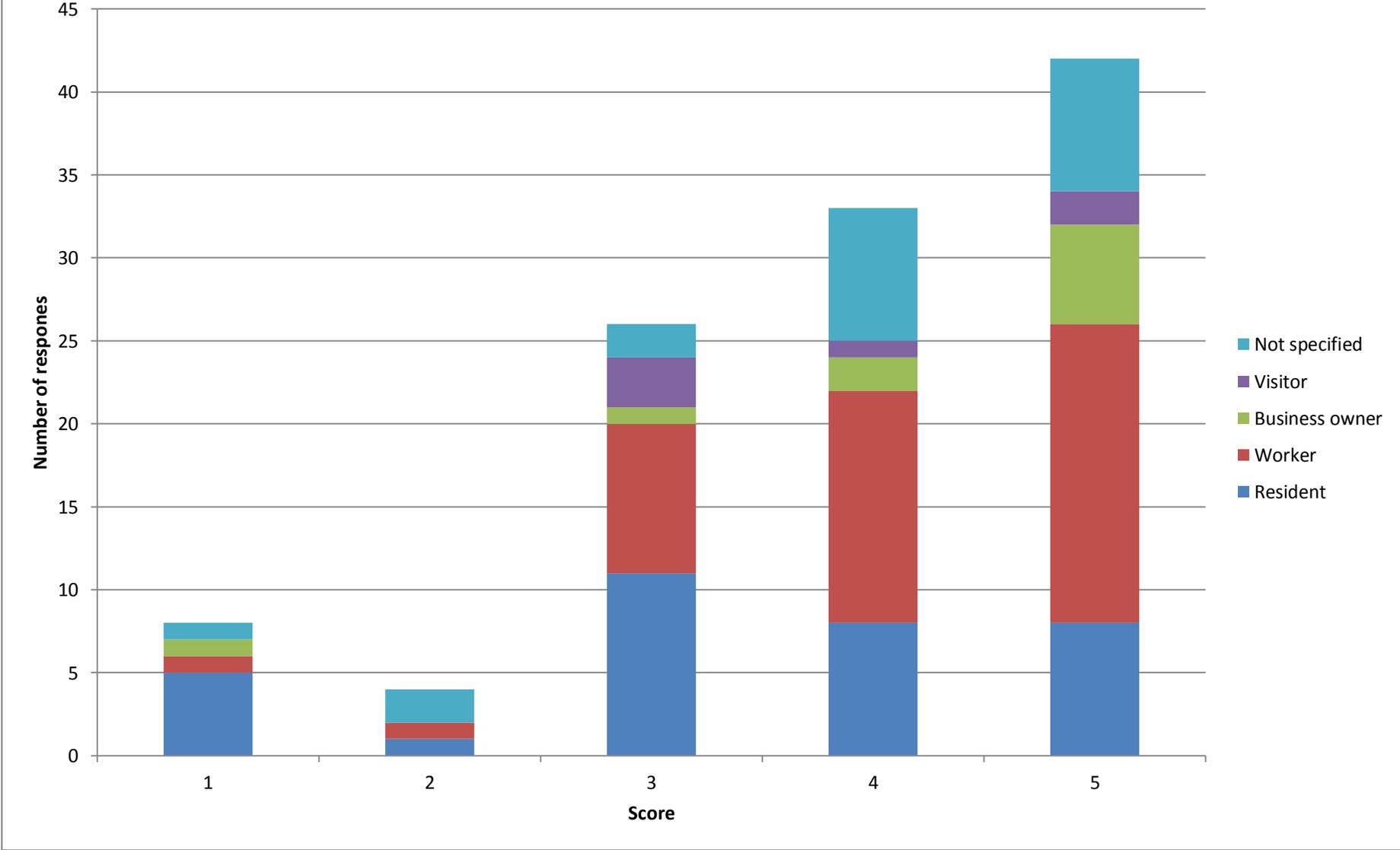
P1: Reinforce Park Lane as a location for luxury hotels and luxury car showrooms



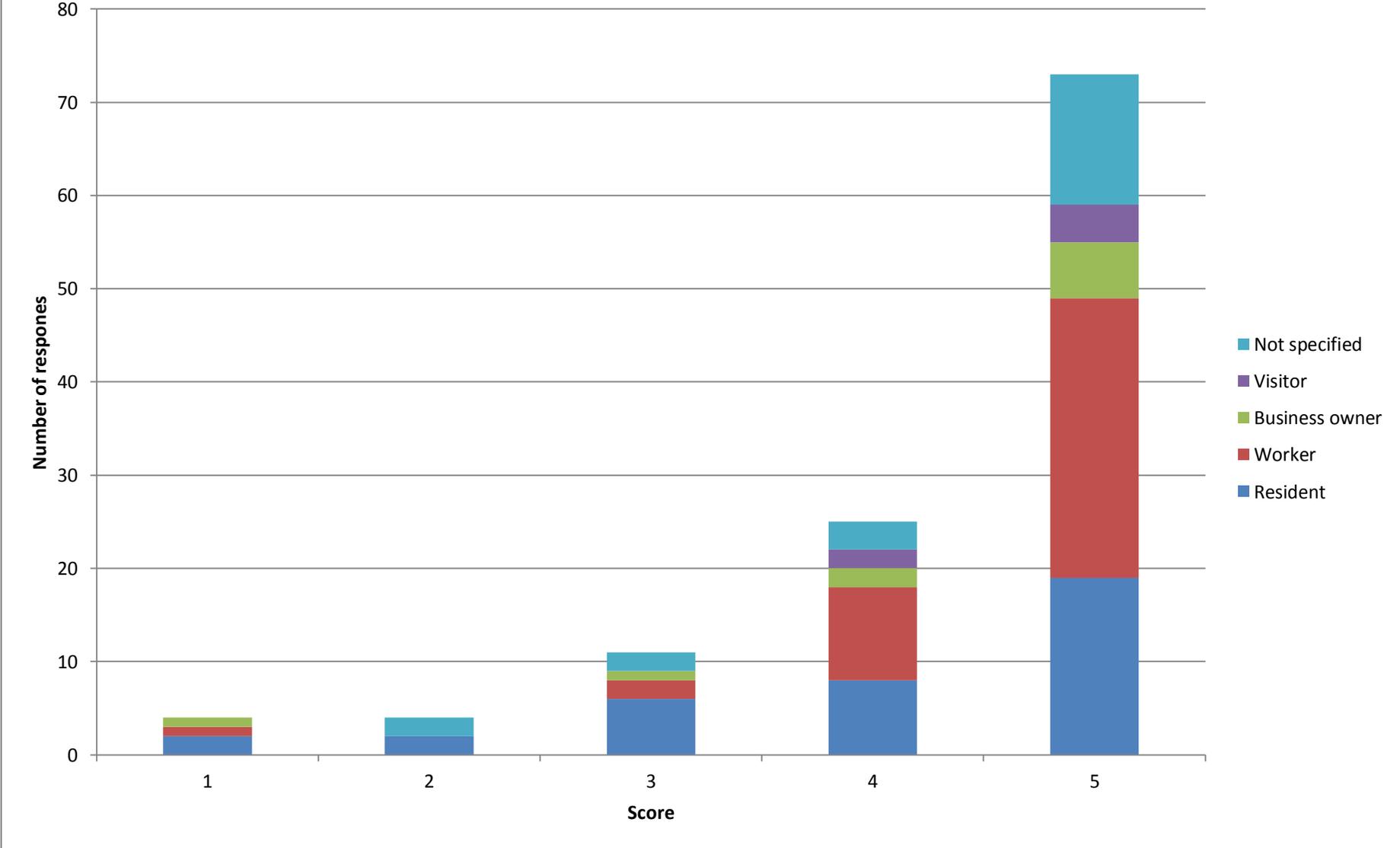
P2: Improve pedestrian access to Hyde Park



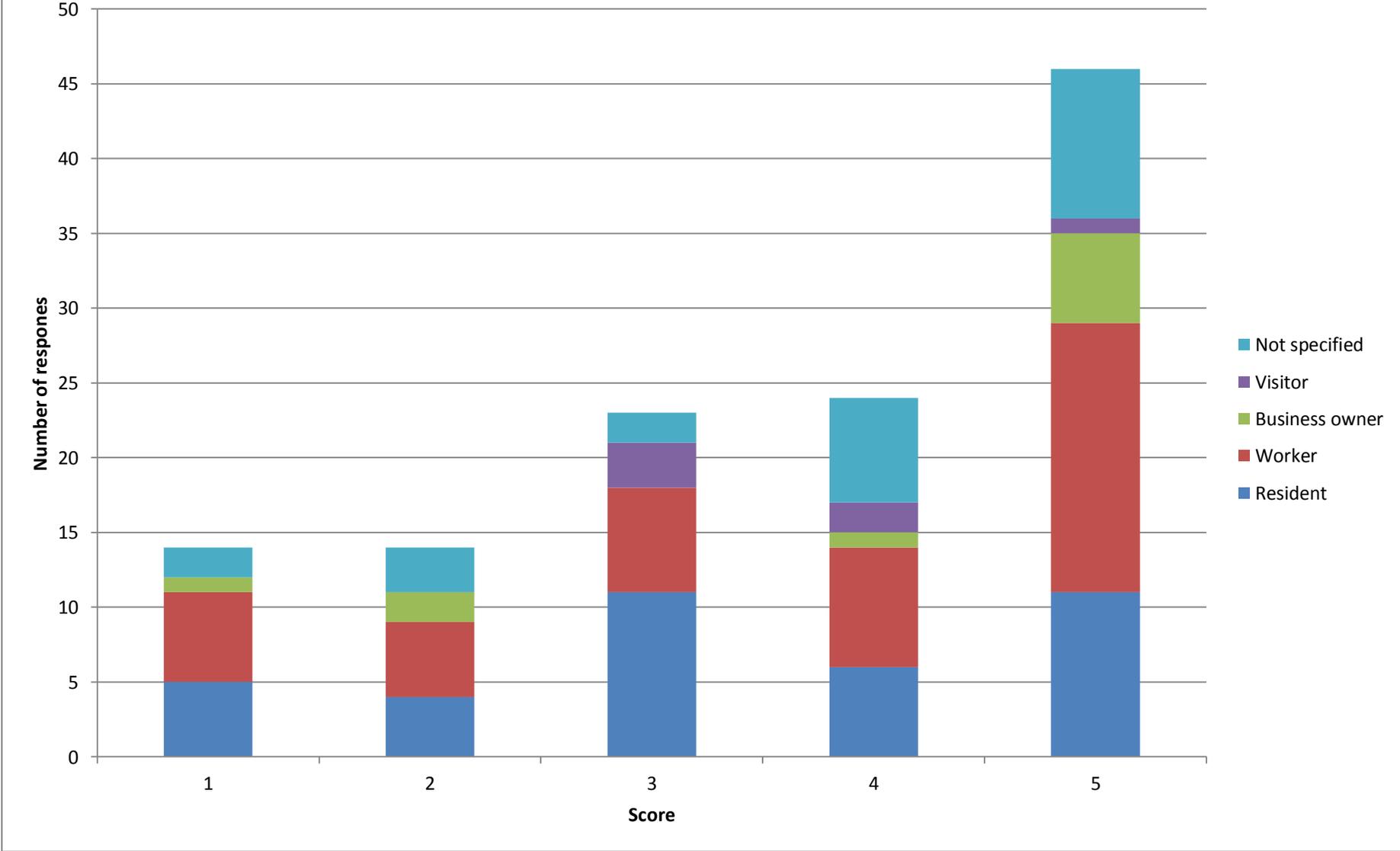
P3: Support TfL's public realm and traffic management measures along Park Lane



P4: Minimise conflicts between pedestrians, cyclists and vehicular traffic on Park Lane

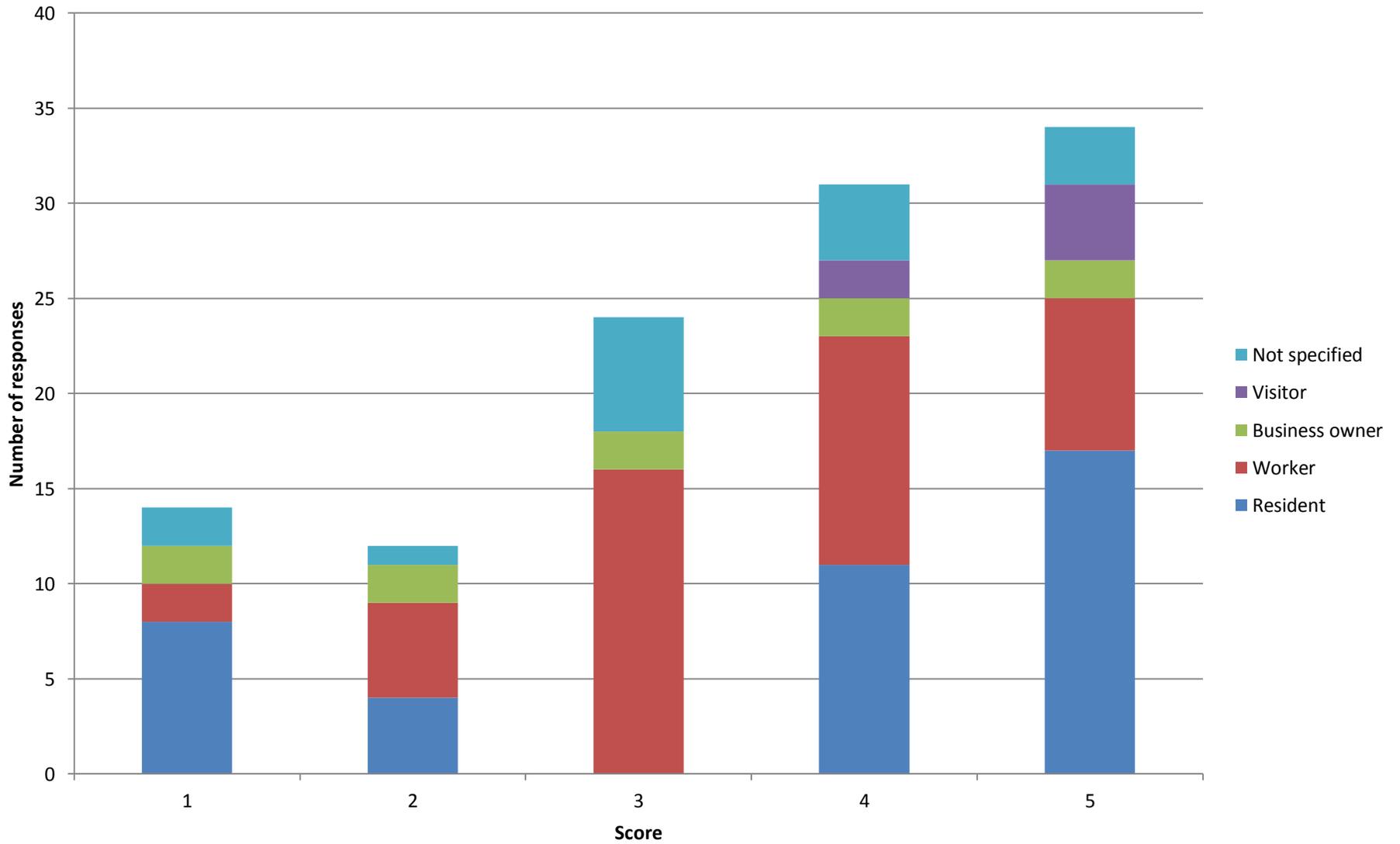


P5:Enhance the quality of and access to Park Lane's central green reservation

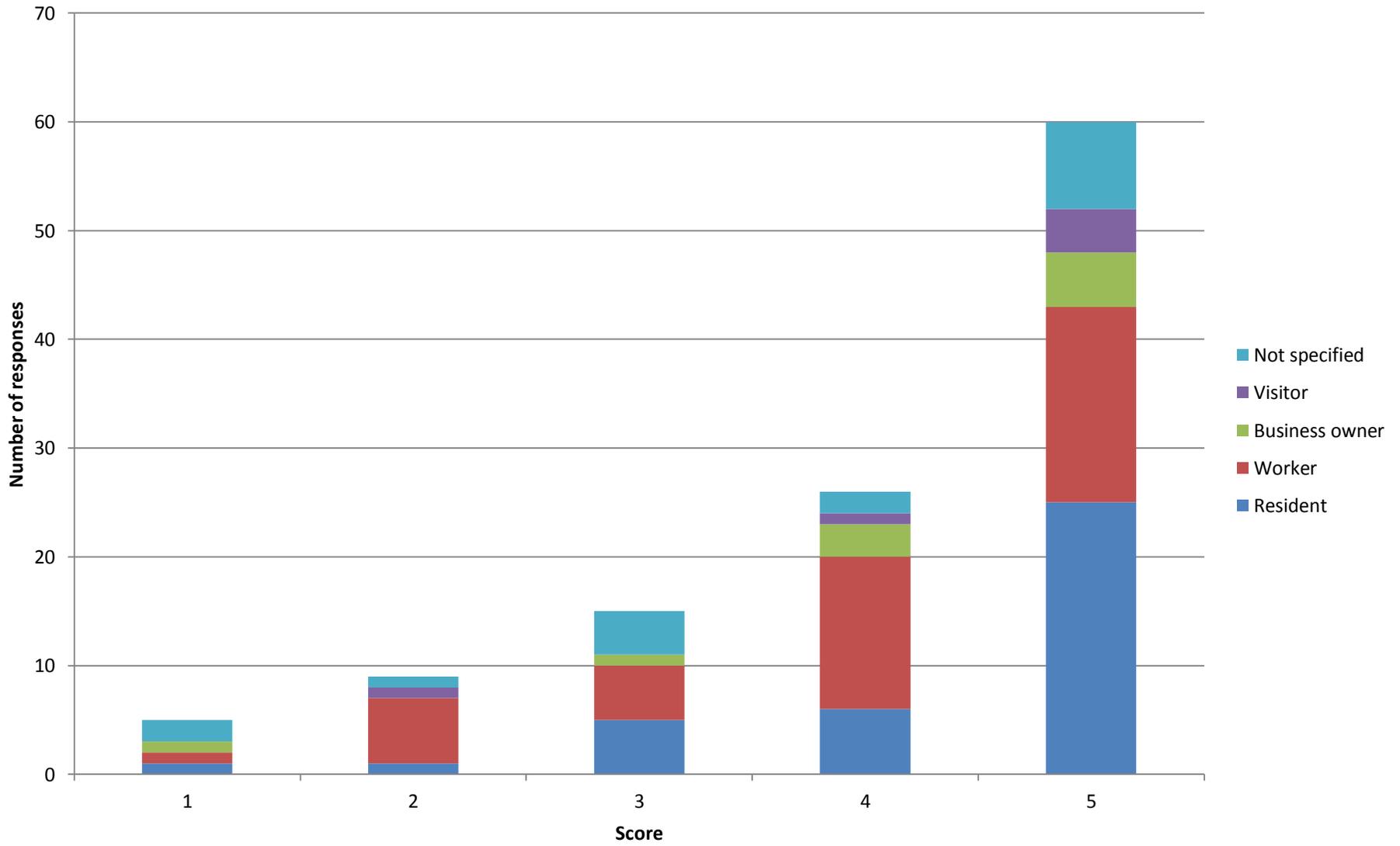


West Mayfair

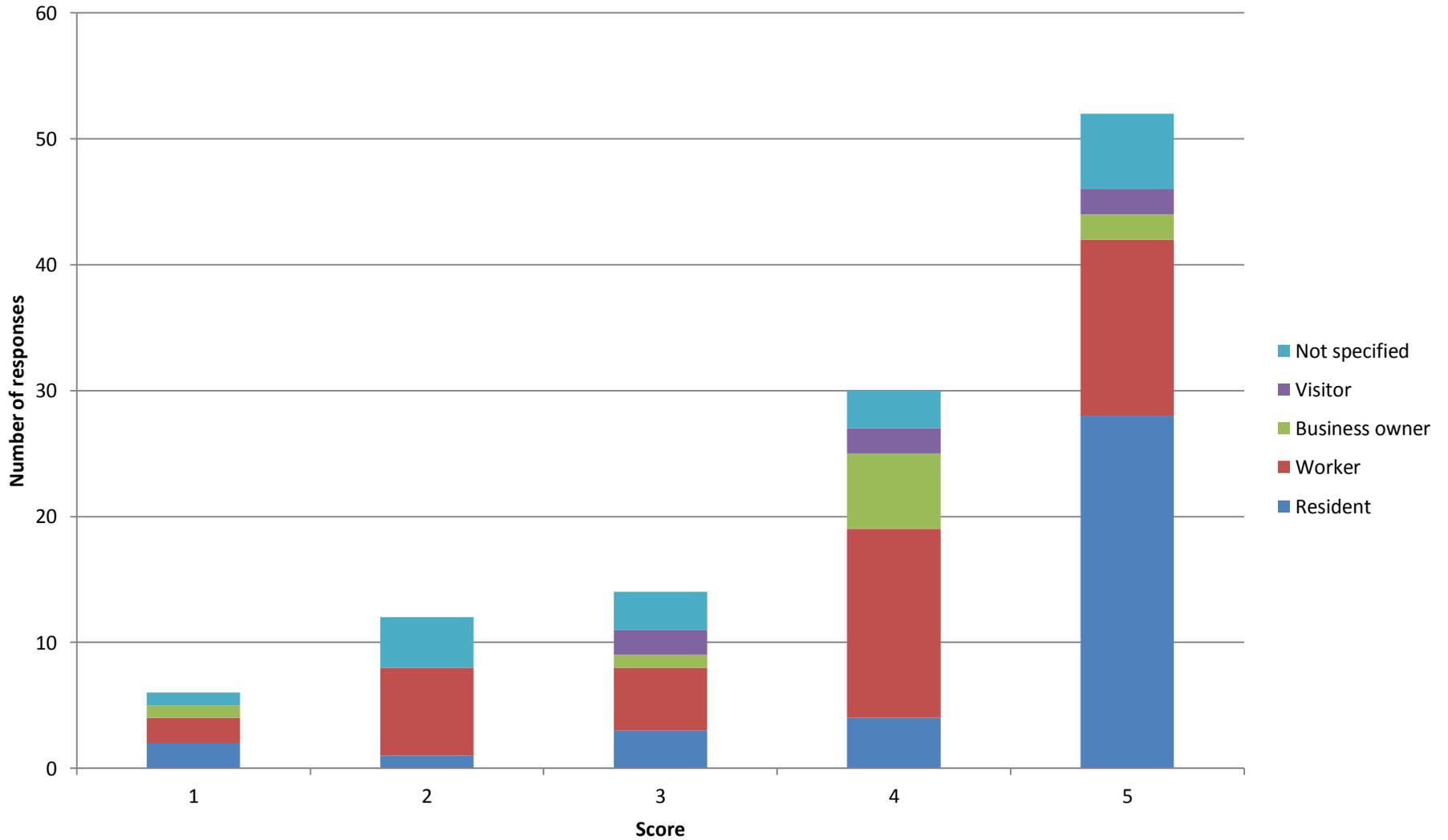
WM1:West Mayfair is appropriate for new small scale residential development and affordable housing



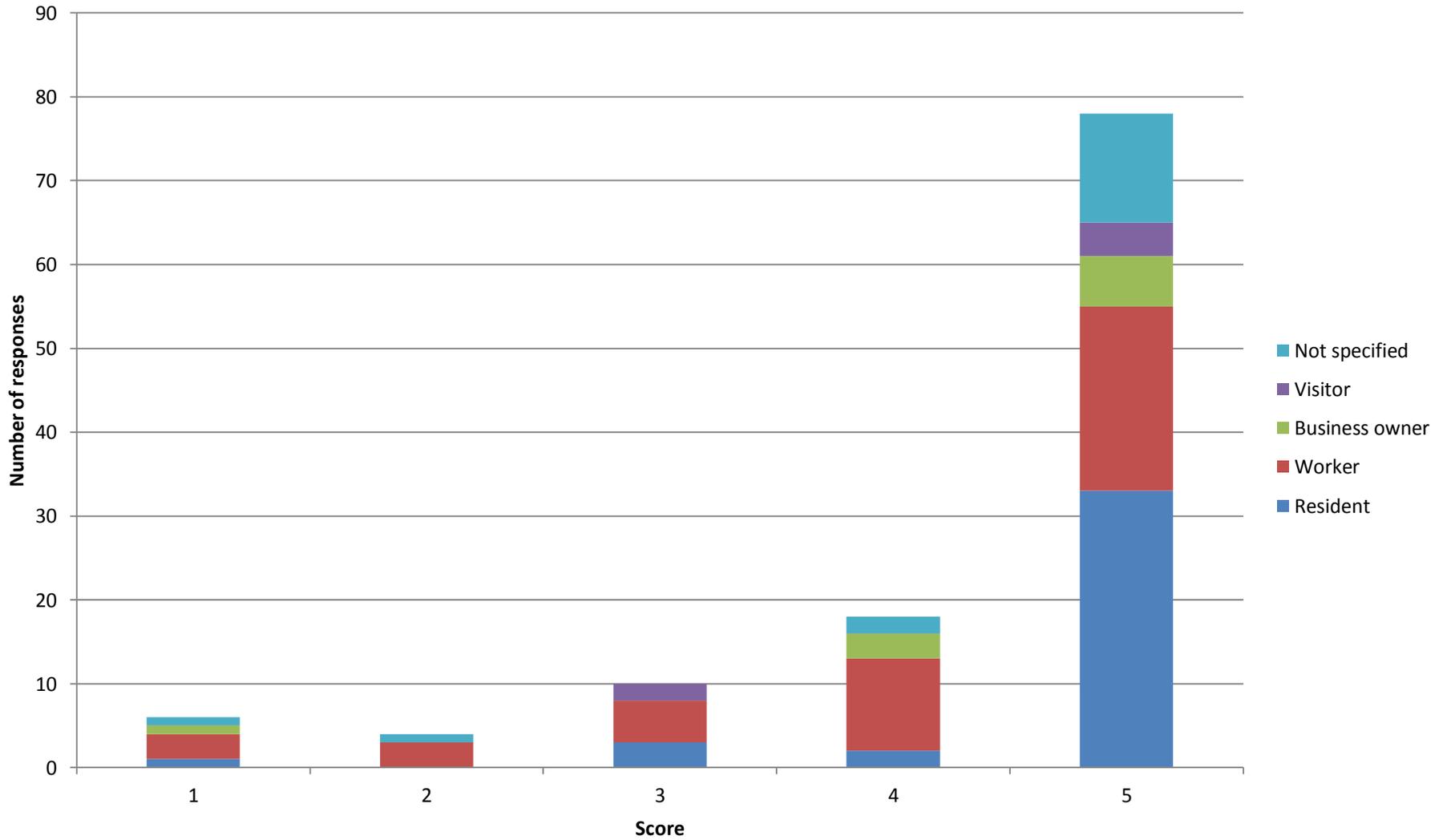
WM2: Small residential amenity shops should be encouraged



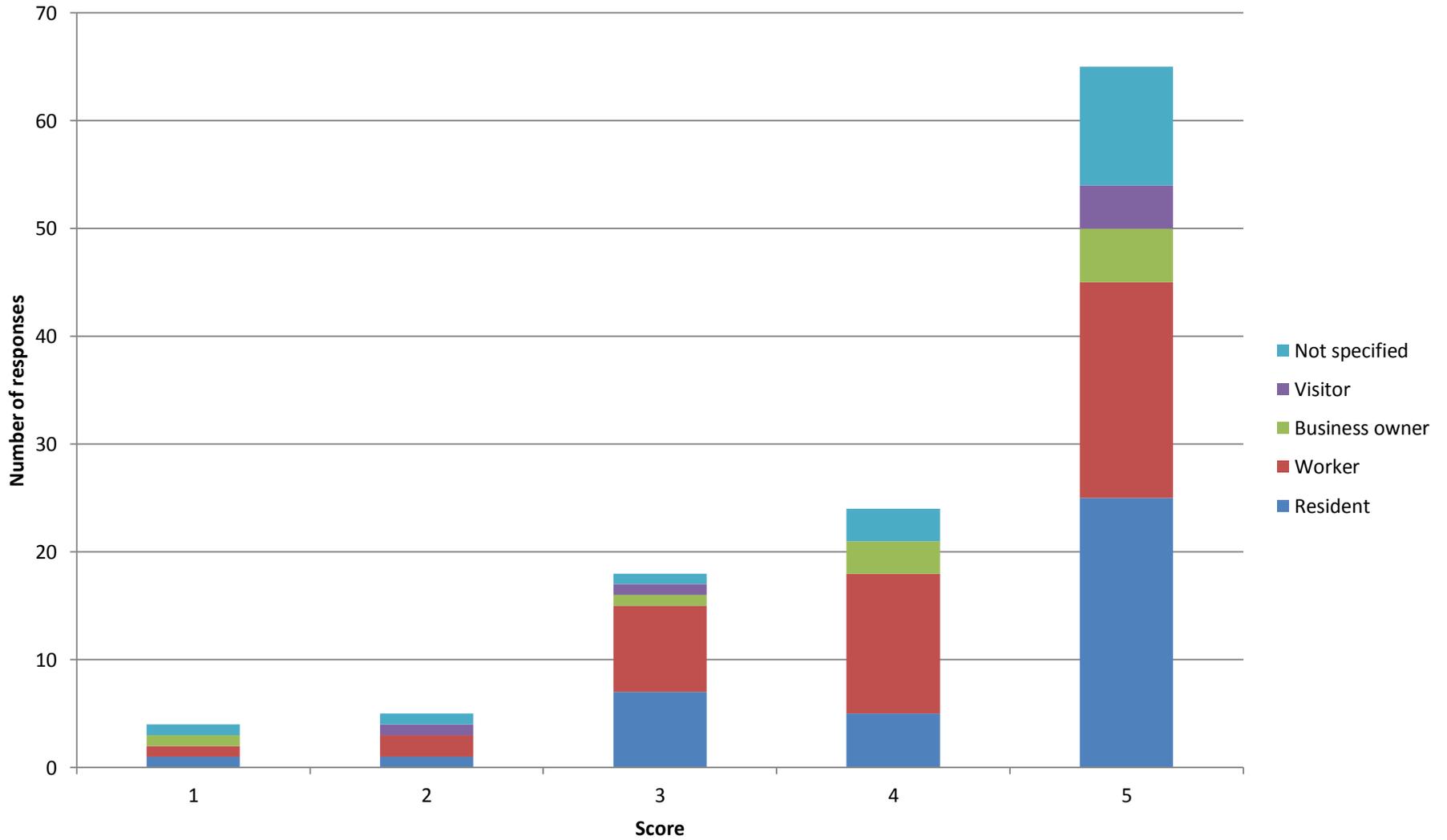
WM3: Loss of amenity retail will not be permitted unless it can be demonstrated that there is insufficient demand for such amenity retail provisions and/or similar provision is made elsewhere in West Mayfair



WM4: The loss of community facilities (school/library/cinema/post office/doctor) will not be permitted unless it can be demonstrated that suitable re-provision has been made elsewhere in Mayfair

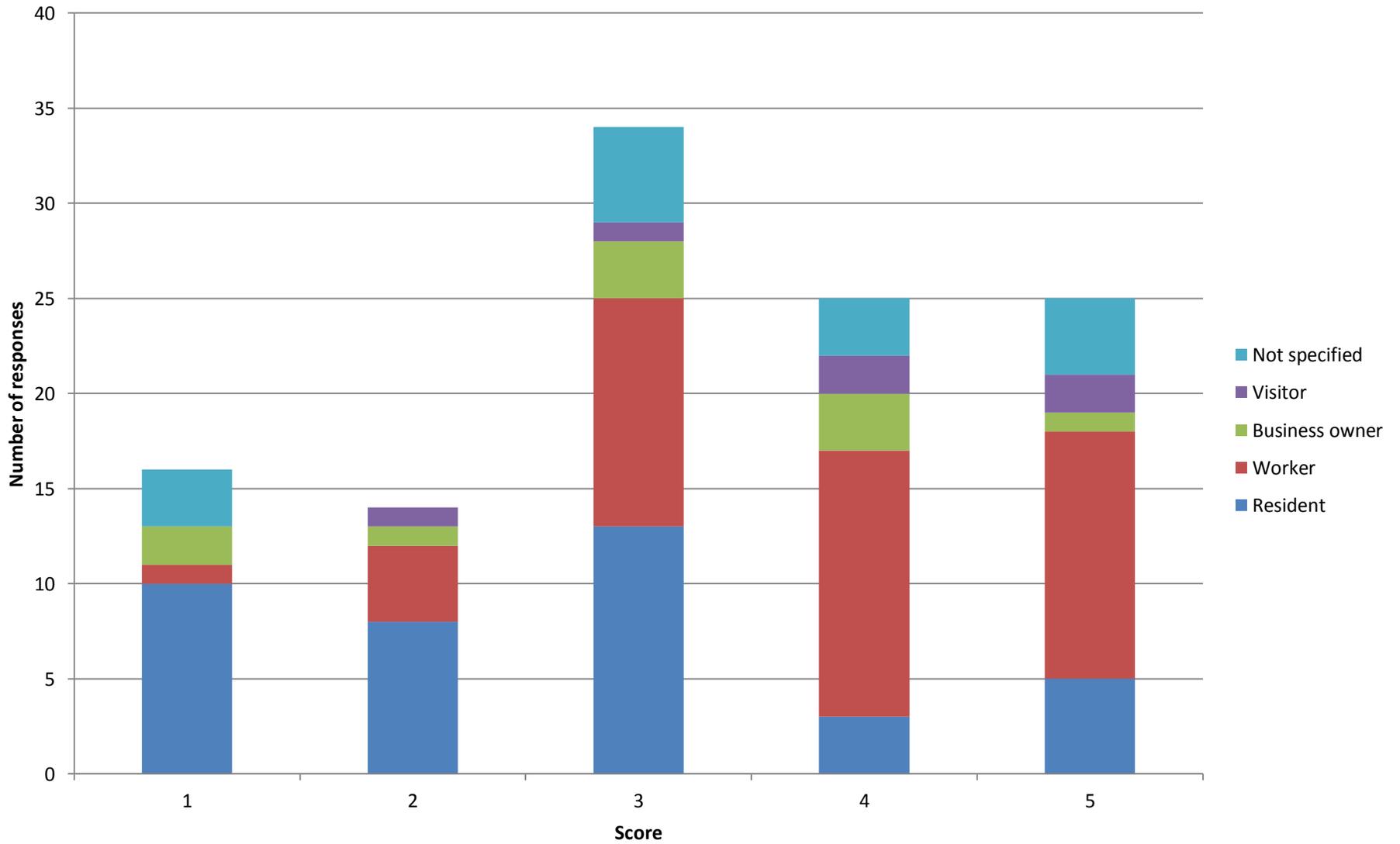


WM5: All new developments must have a construction traffic management plan detailing how the impact on traffic and residential amenity will be mitigated

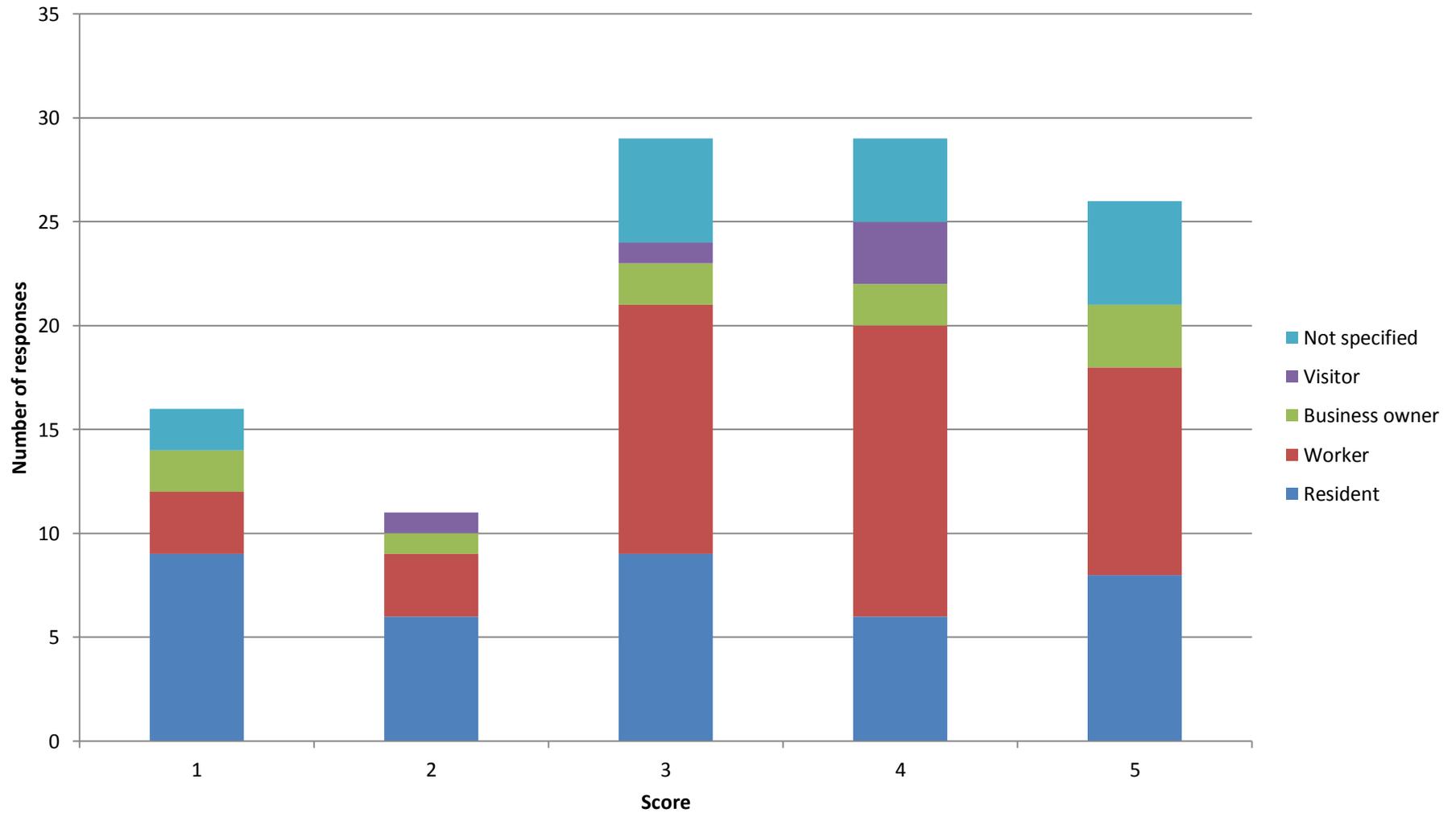


Central Mayfair

CM1: Loss of office space should be restricted in Central Mayfair

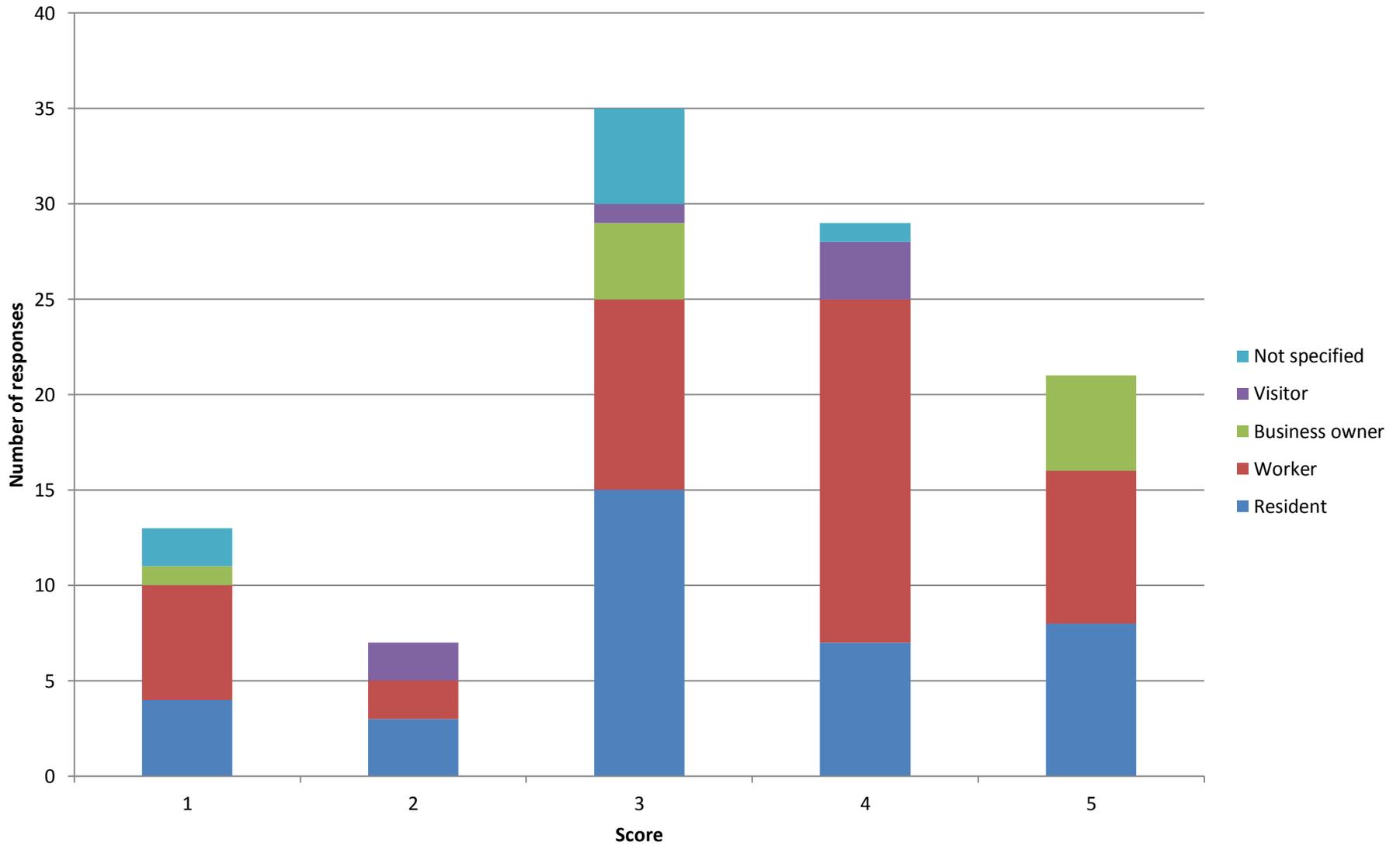


CM2: Development that results in a loss of office will be permitted only if it can be demonstrated that the benefits of the development outweigh the losses and the loss will be mitigated by provision of office use elsewhere in Mayfair

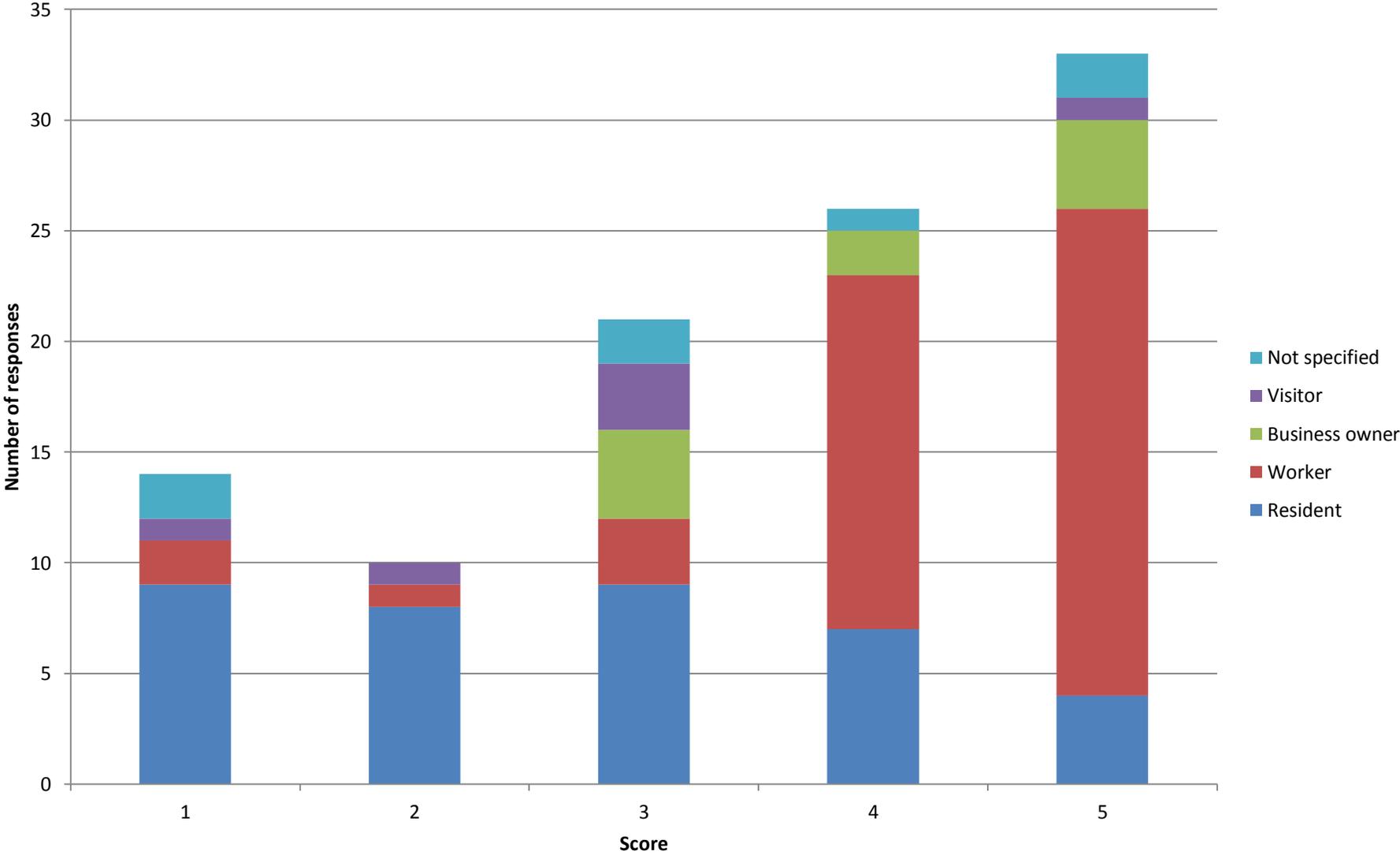


East Mayfair

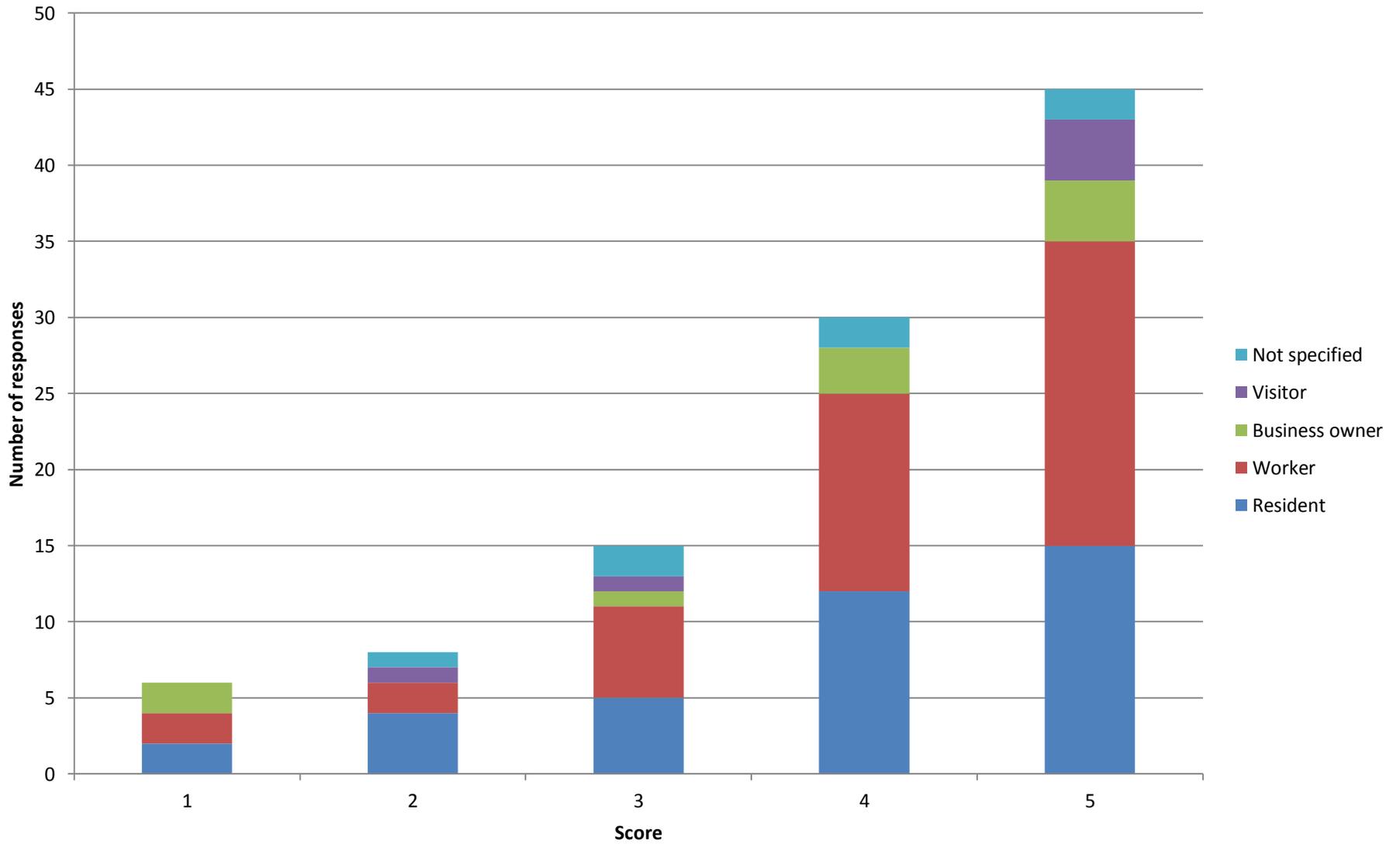
EM1: Large international retail is to be focused in East Mayfair



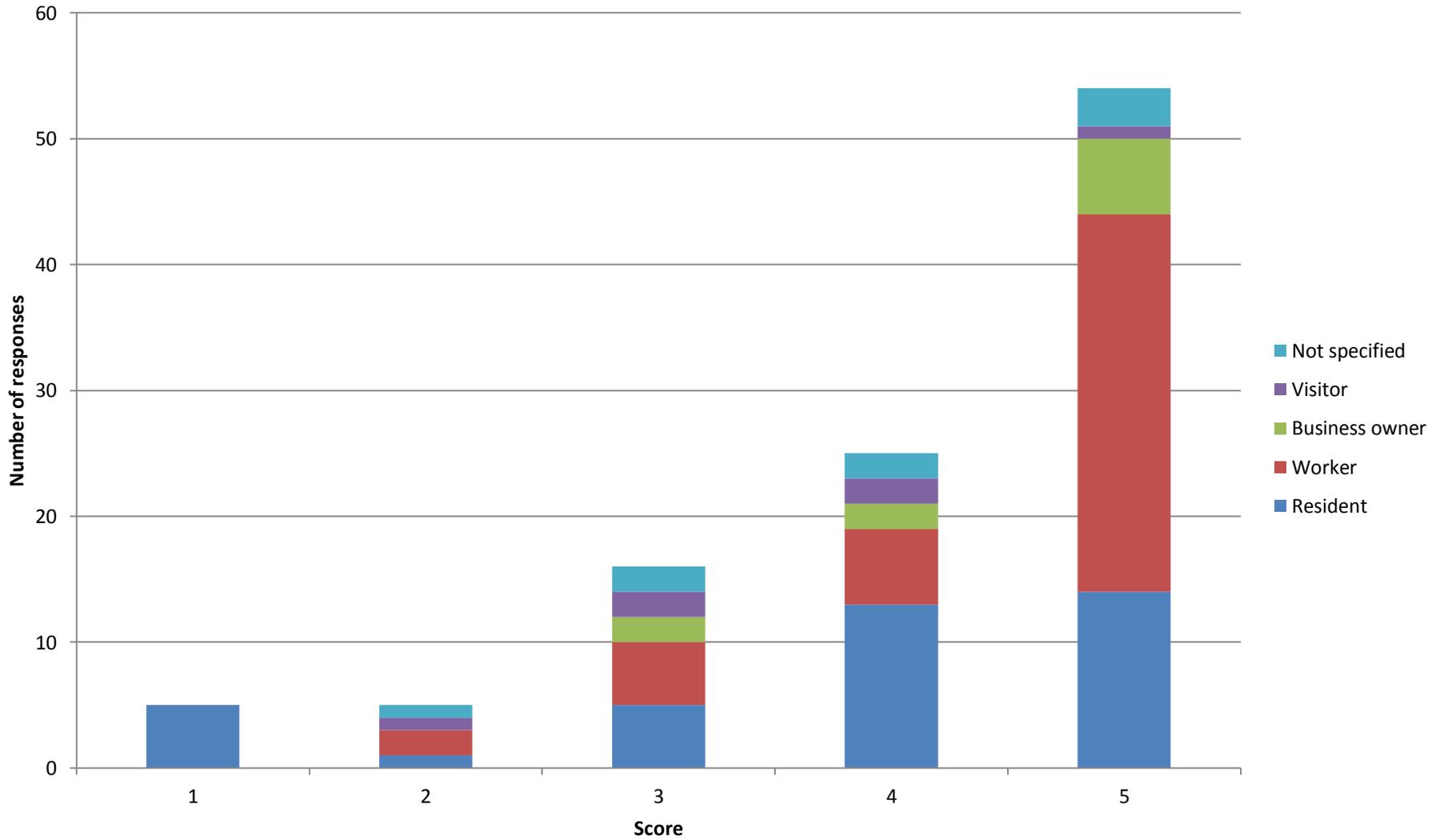
EM2: Overspill retail provision off the main retail streets is appropriate



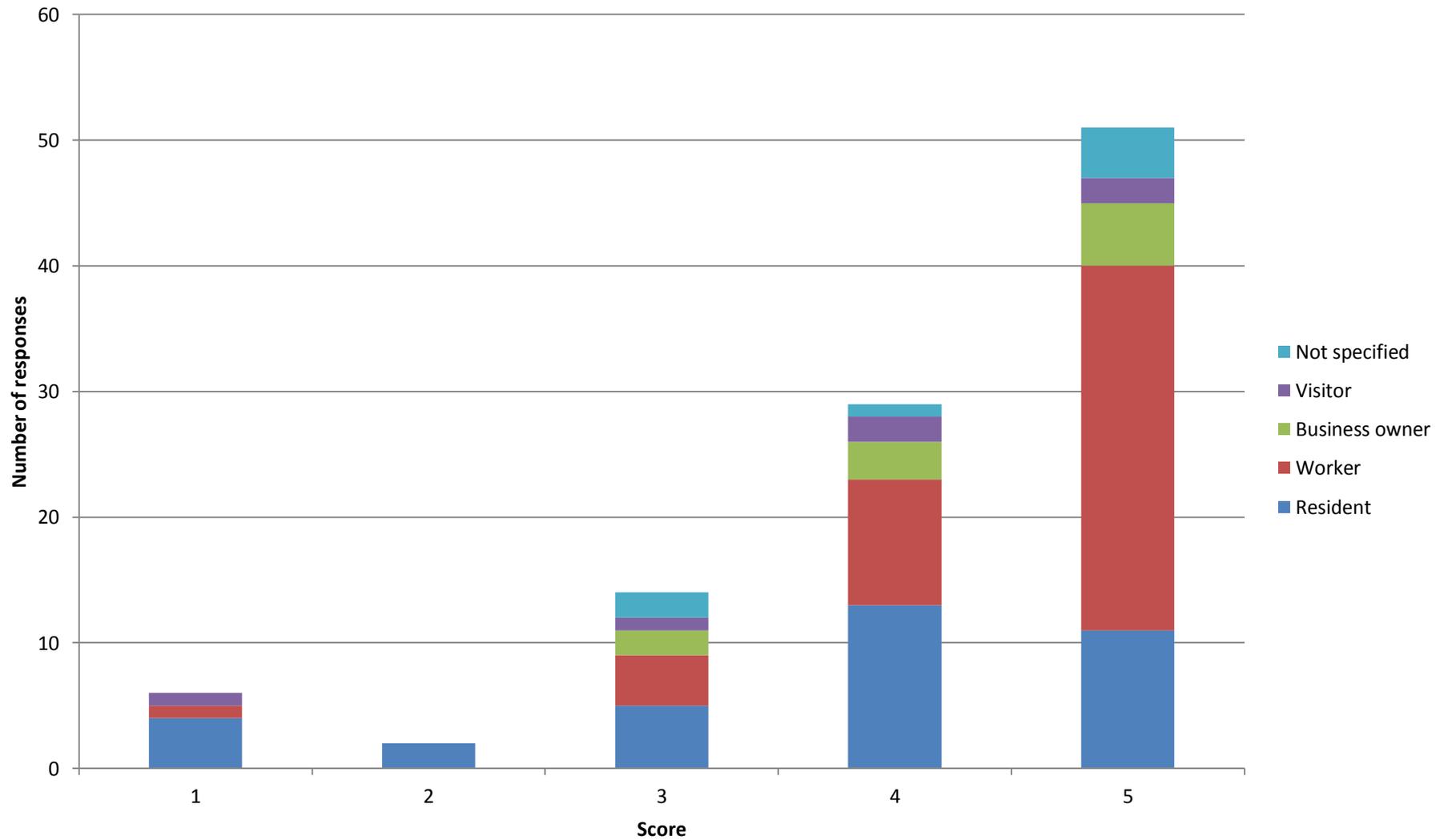
EM3: Local convenience shopping should be encouraged off the main retail streets



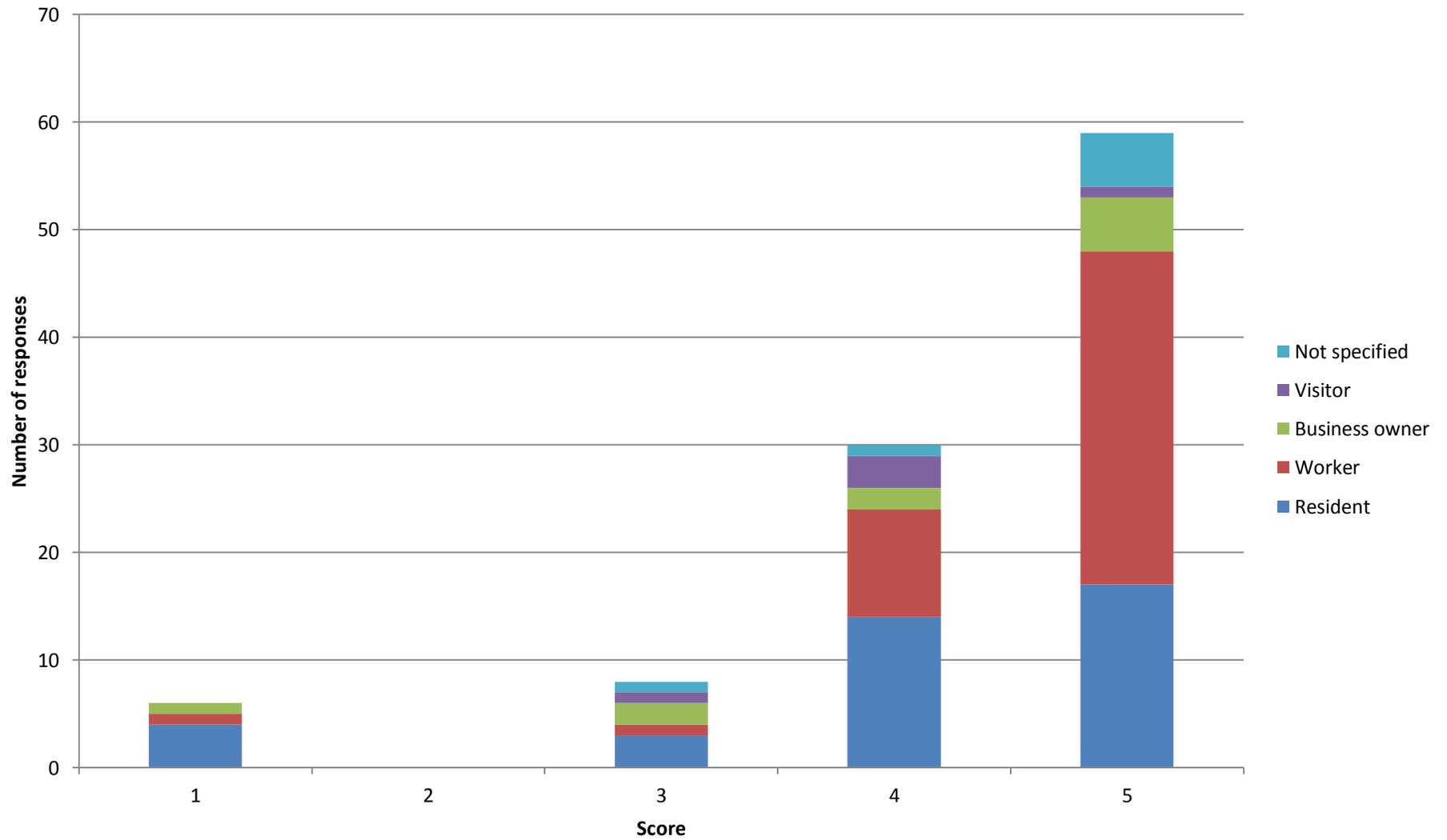
EM4: The transition between the main retail streets and 'wider' Mayfair area should be marked through public realm and traffic intervention projects to create a series of 'oasis' spaces



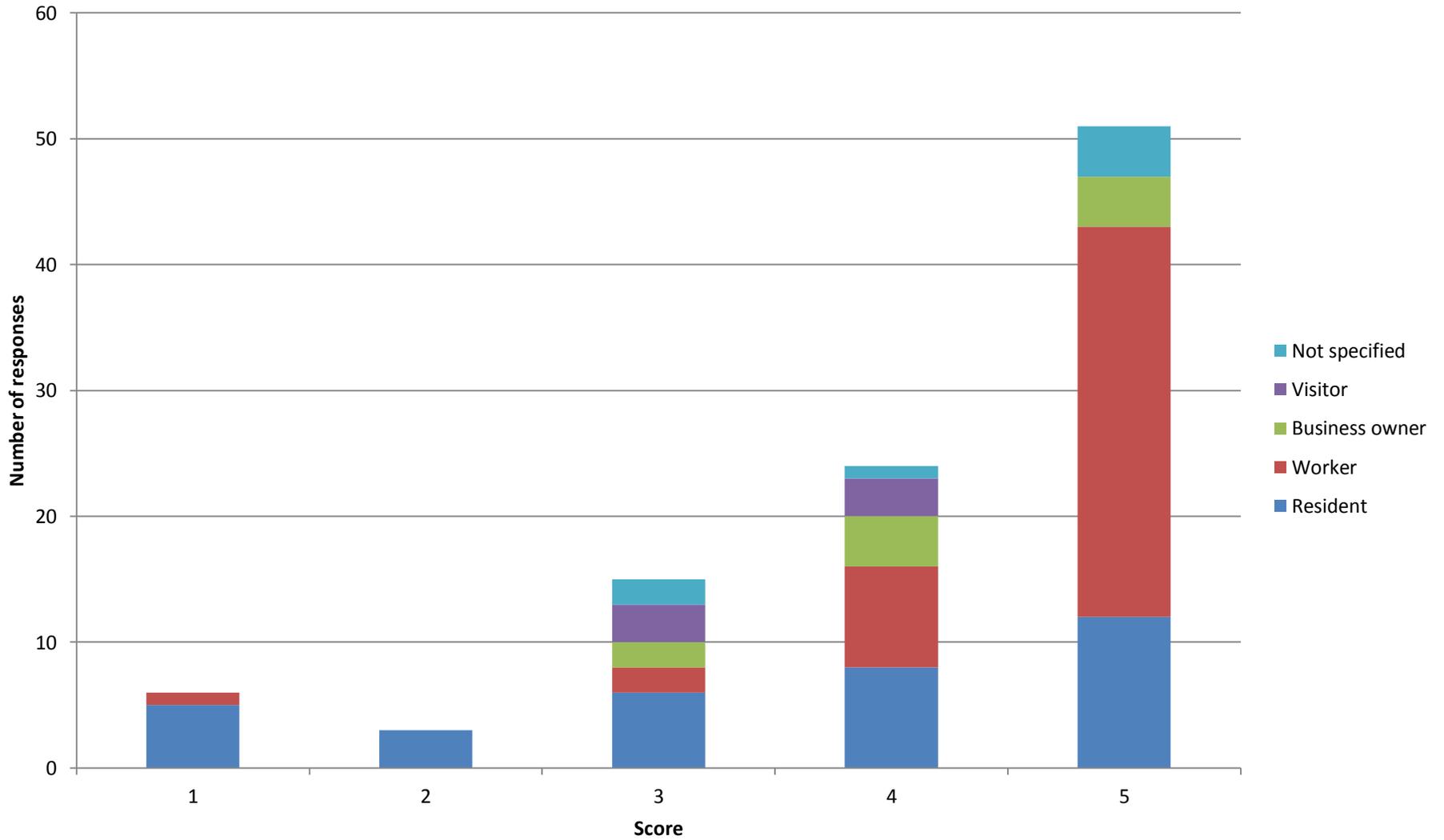
EM5: Uses around 'oasis' spaces should be encouraged to complement the area as a place for relaxation (e.g. restaurant and café uses, with spaces for sitting introduced within the public realm)



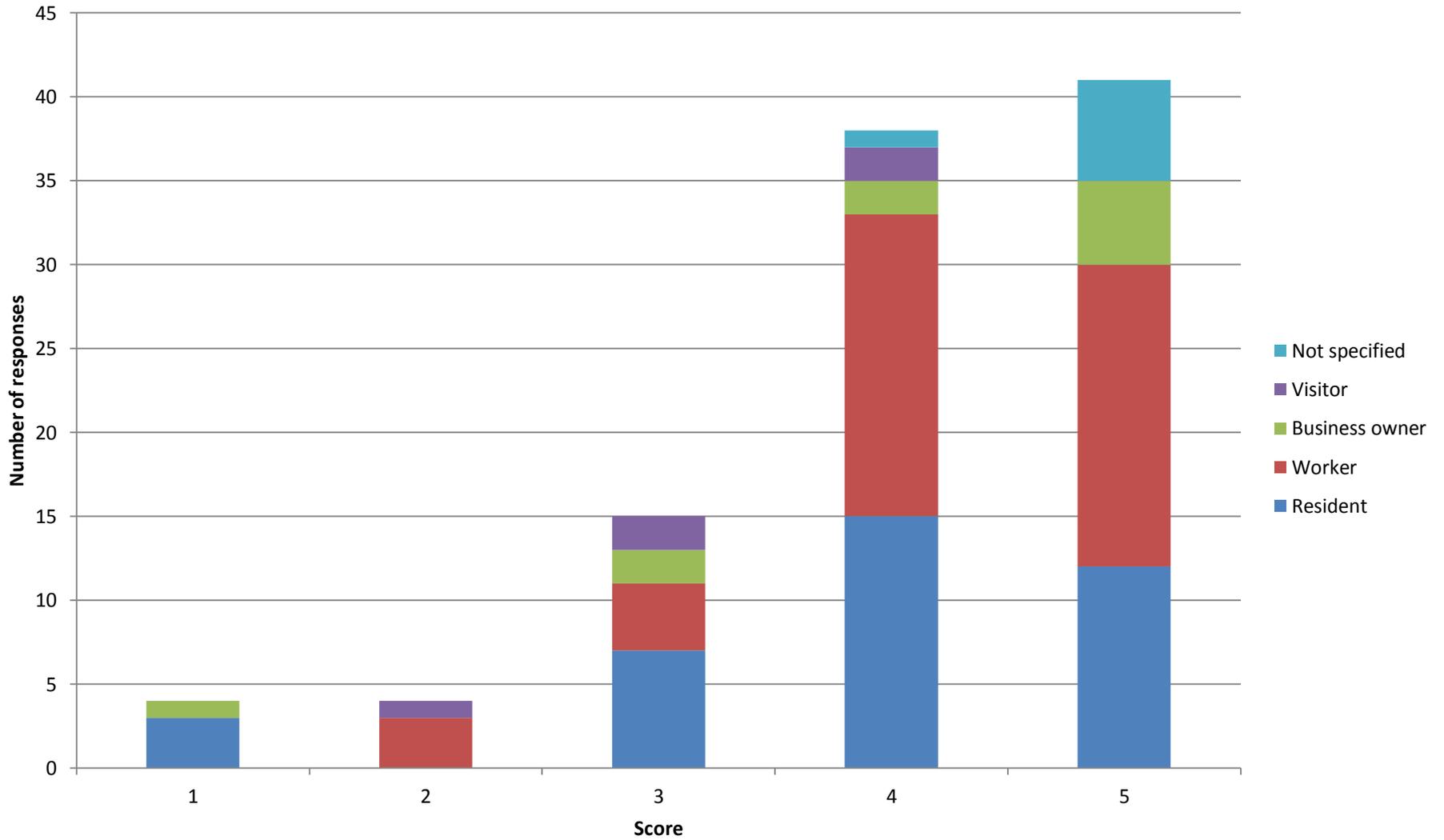
EM6: Improve the quality of the public realm, prioritising pedestrian movement, throughout the main retail streets



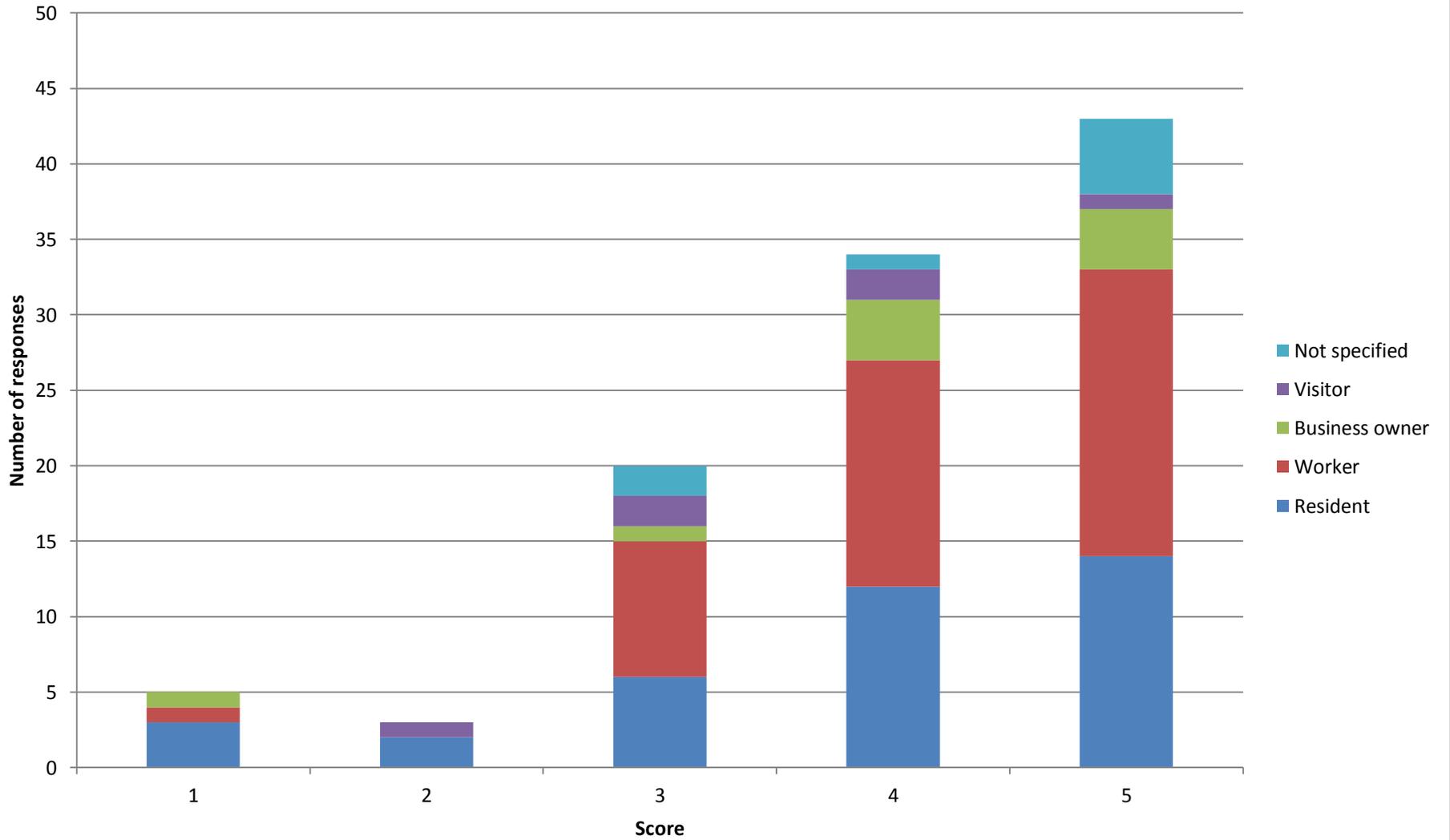
EM7: Support the public realm improvement efforts of New West End Company, Grosvenor, the Bond Street Partnership, and TfL



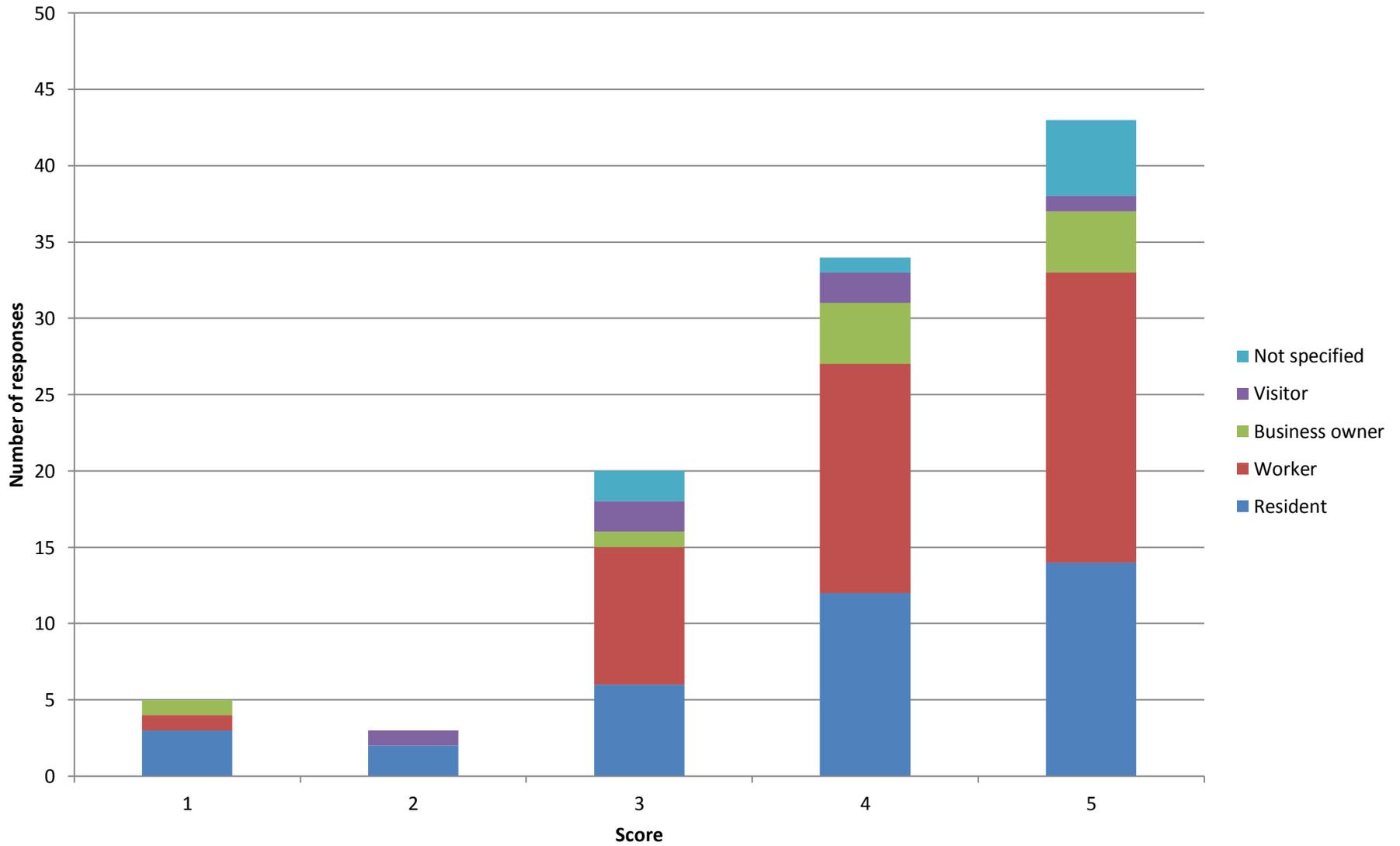
EM8: Reinforce areas that have developed close to the main retail street which have a more intimate character, such as Heddon Street



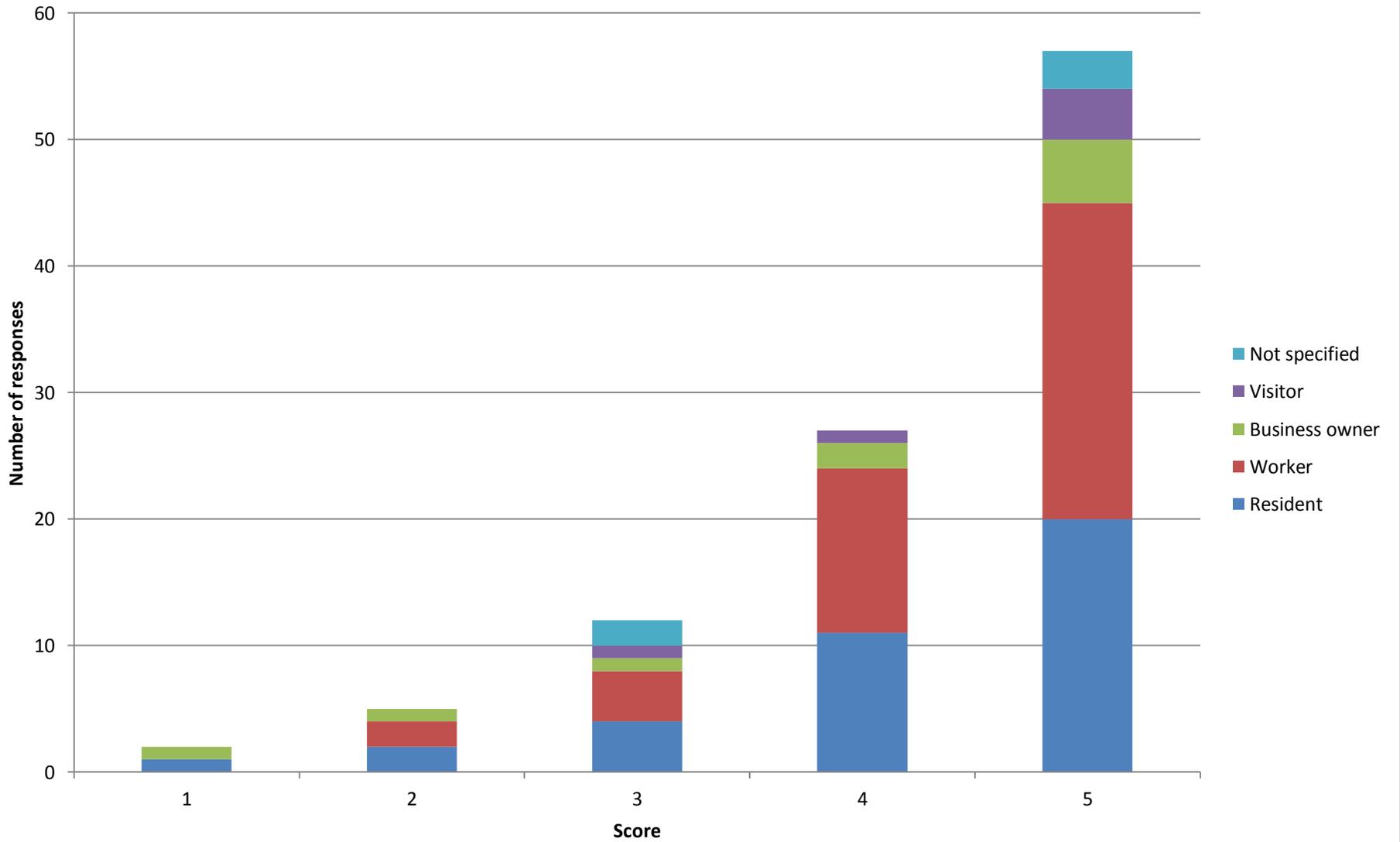
EM9: Produce shop front design guidance to help improve the appearance of the main retail streets, particularly Oxford Street and Piccadilly



EM10: New retail provision should provide public convenience facilities

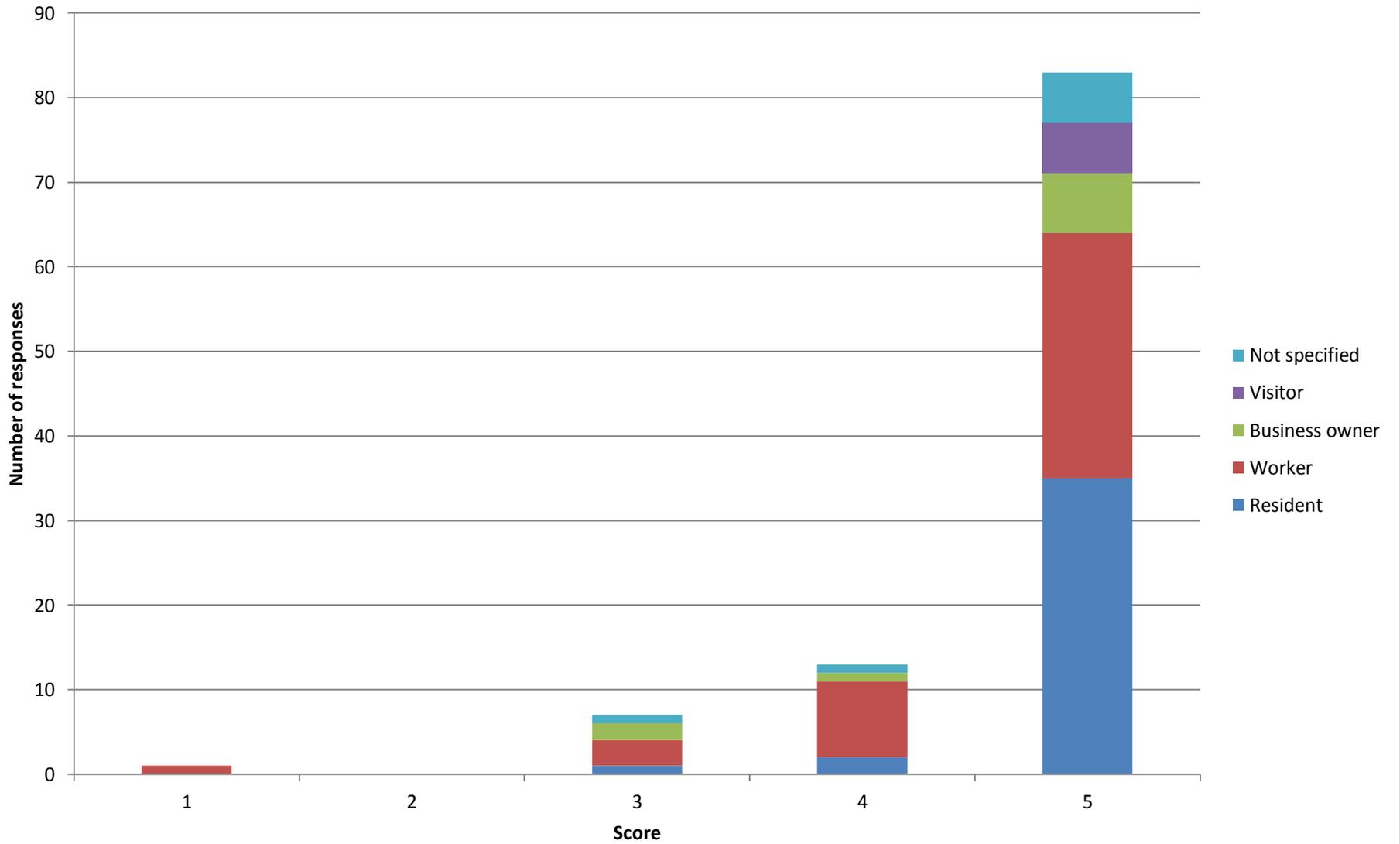


EM11: Support and encourage the use of freight consolidation and electric vehicles for retail servicing

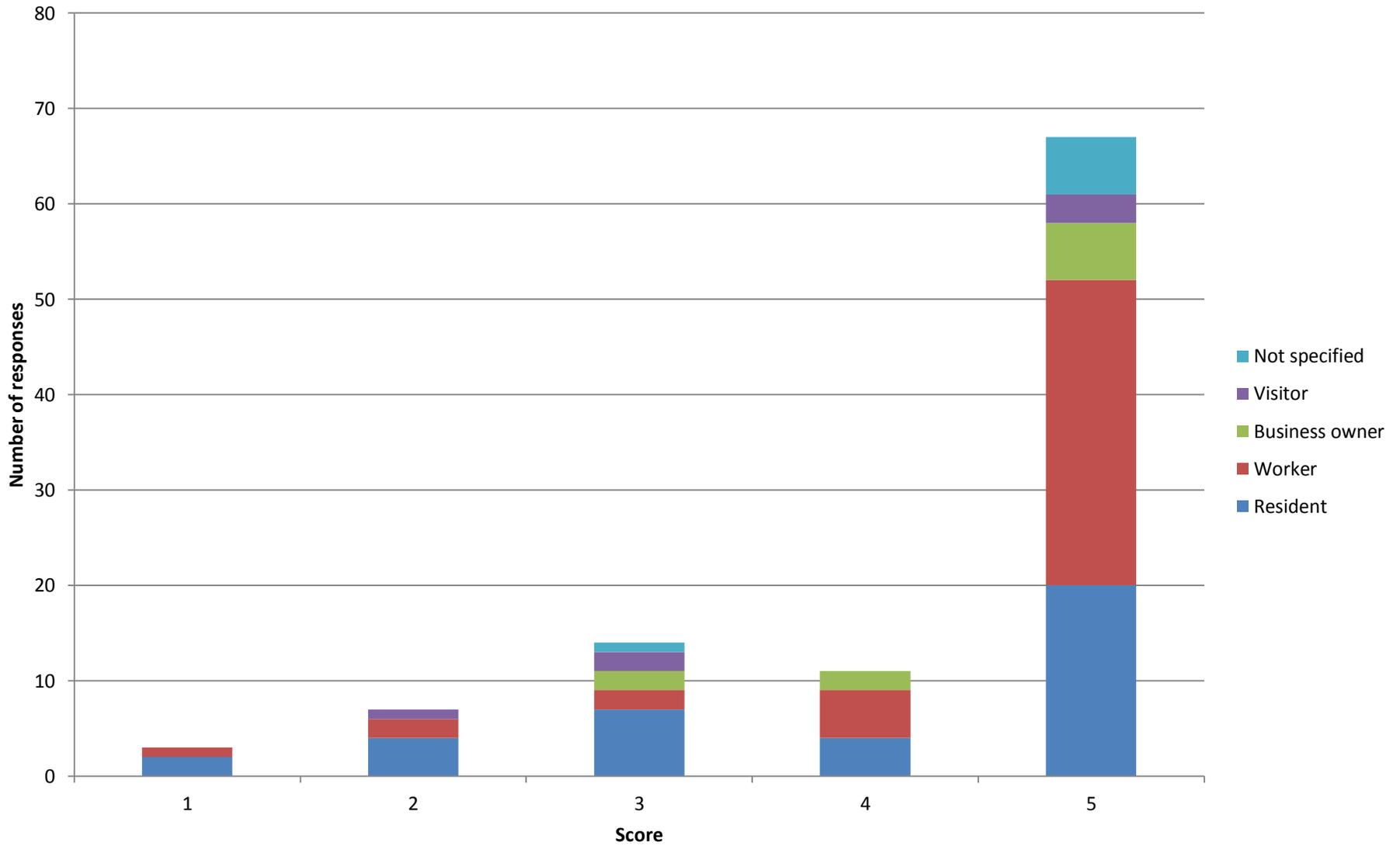


Squares

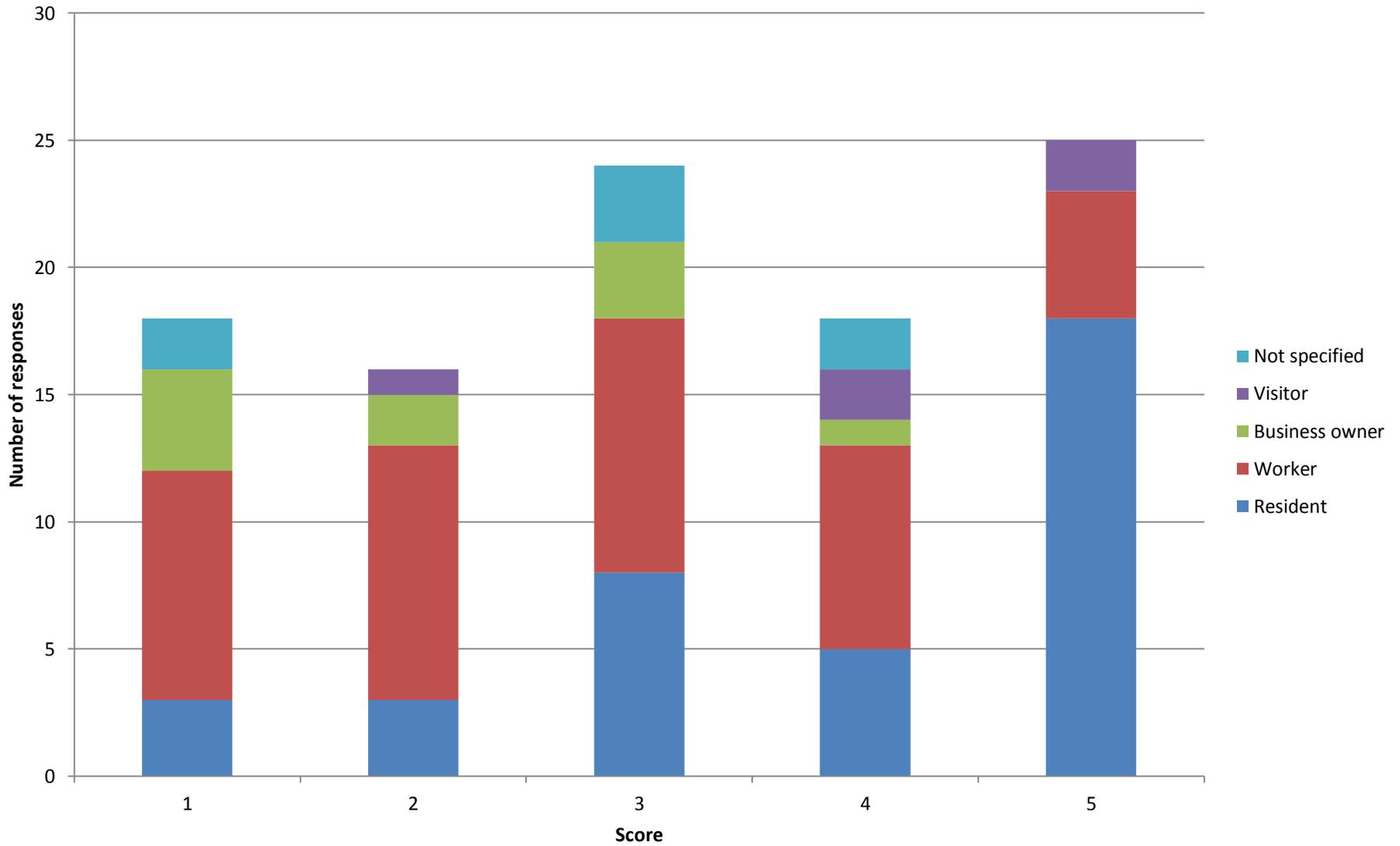
S1: Protect the squares as areas for public enjoyment and relaxation



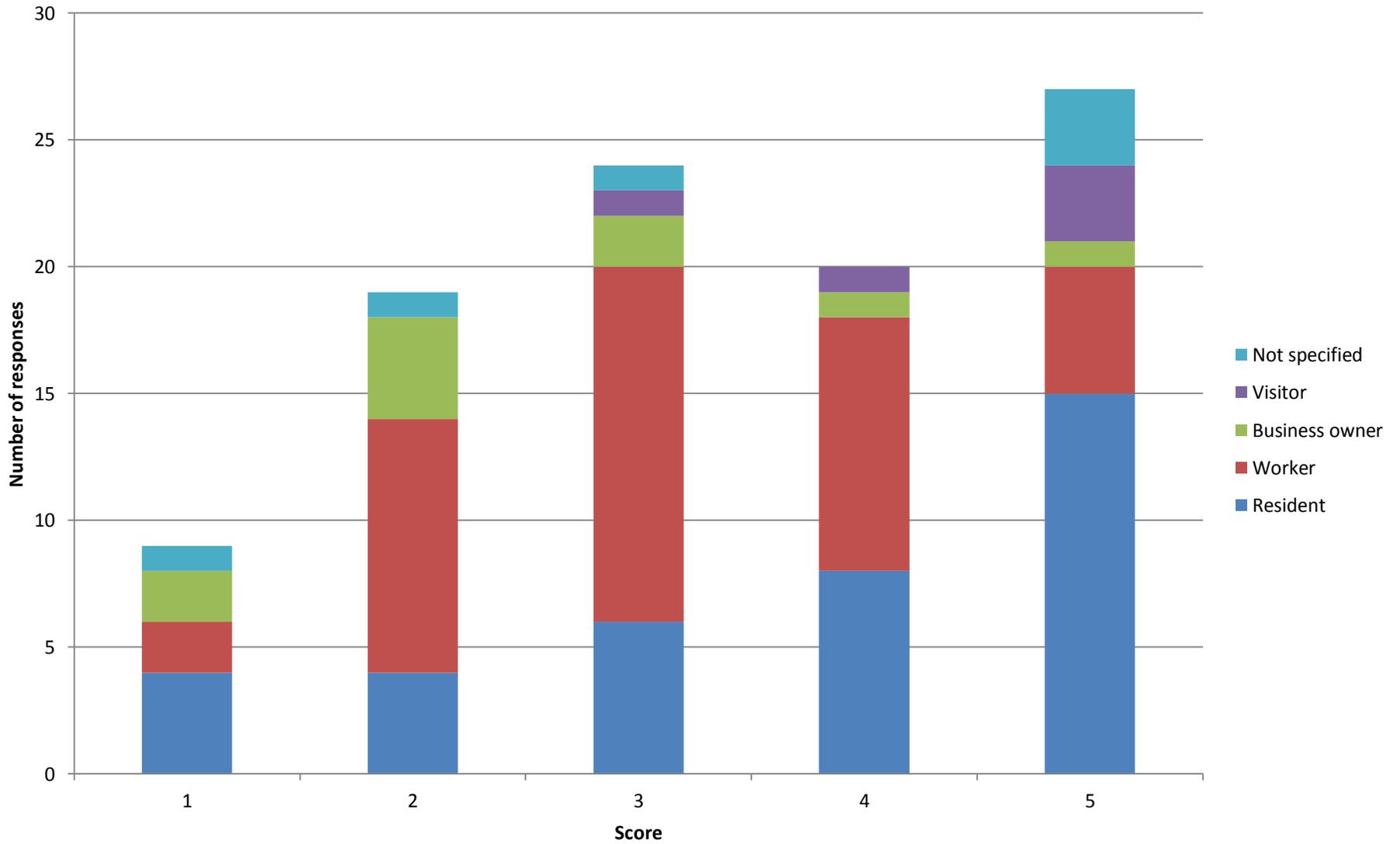
S2:Encourage the use of the squares for community activities



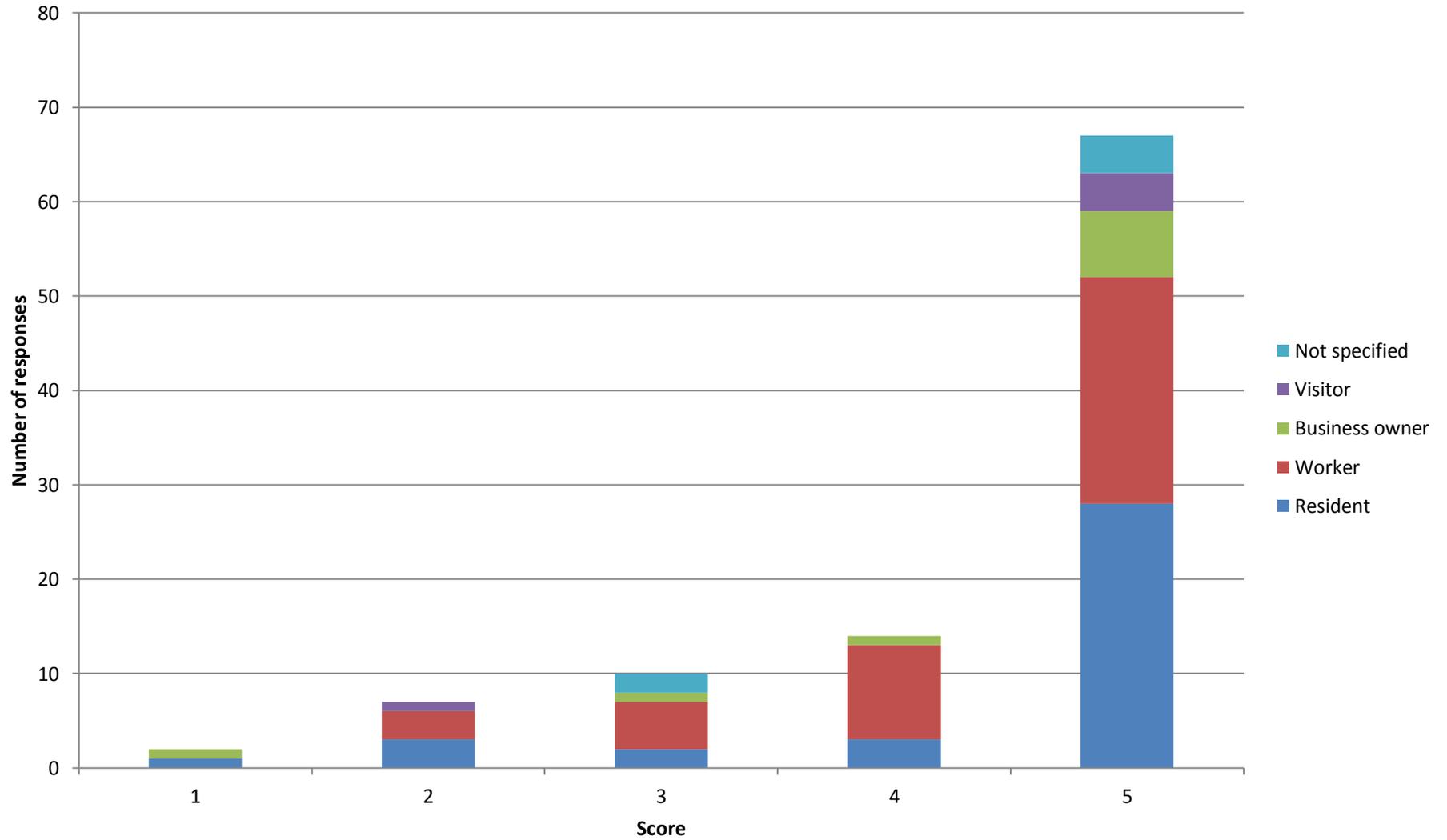
S3: Reduce the number of days given to commercial events



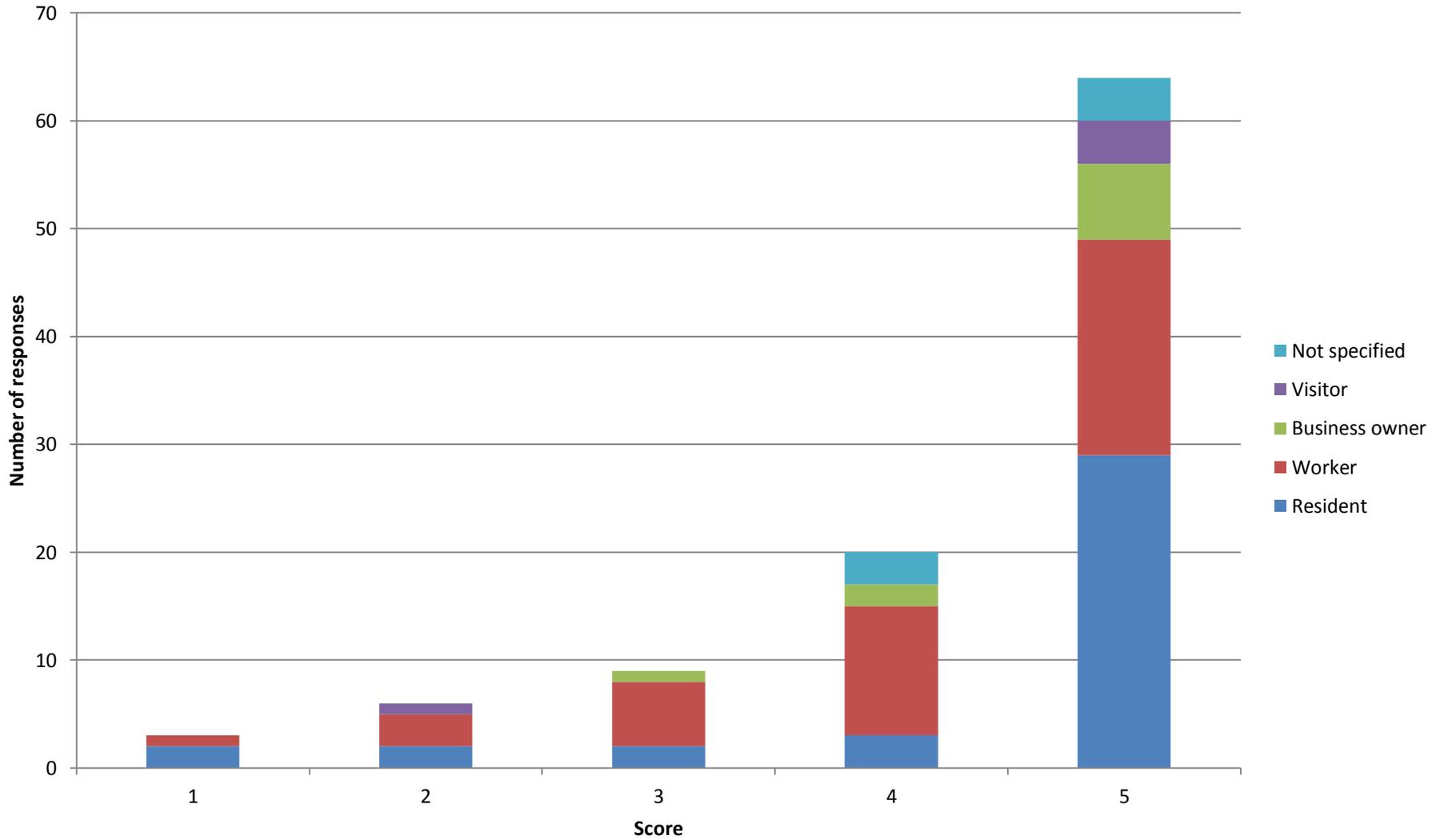
S4: Permit commercial events only where a minimum of 75% of the square remains free for public use



S5: Require all commercial events to submit an event management plan detailing how the square will be protected and any damage (e.g. to grass) remediated

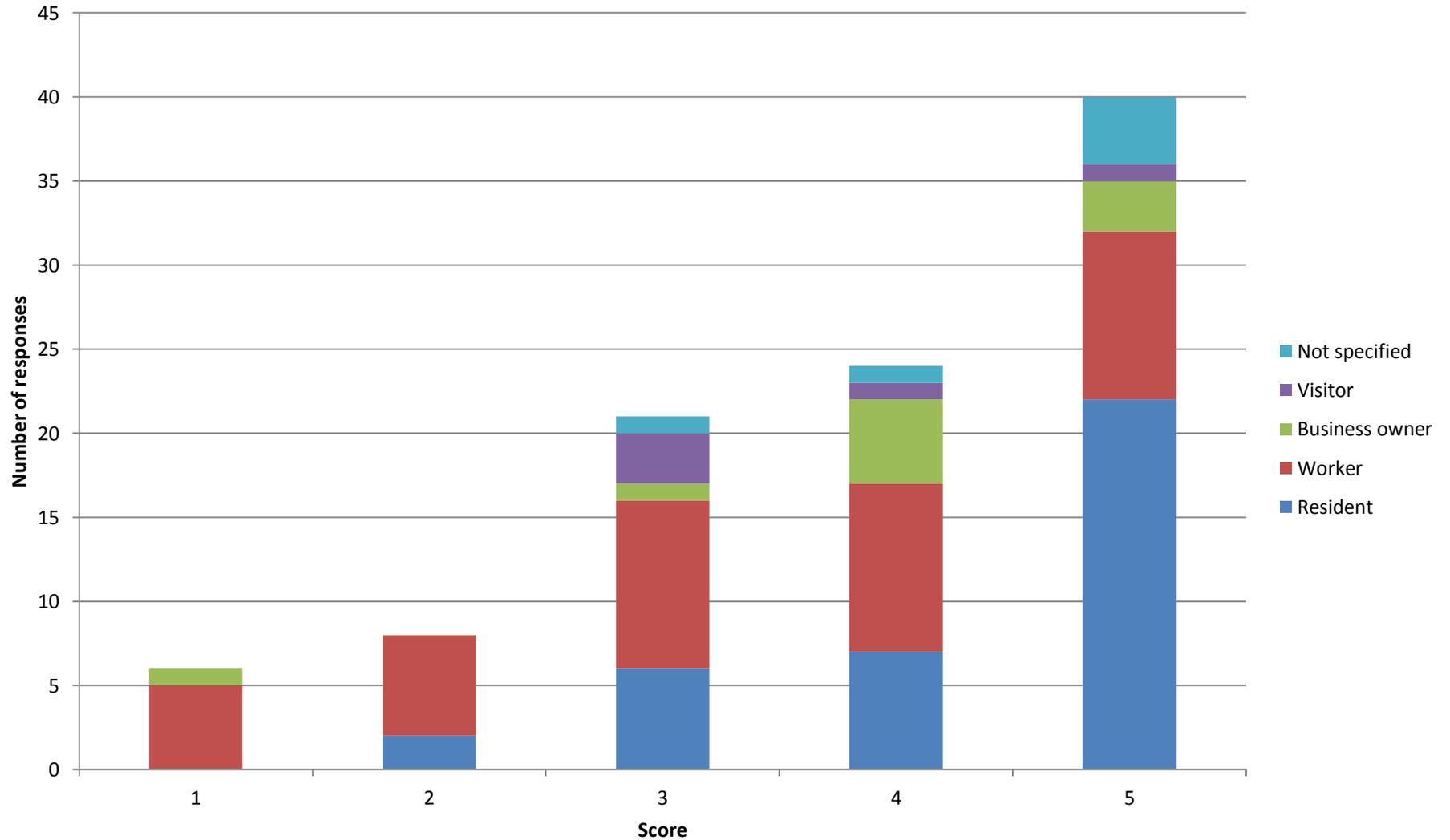


S6: Require a percentage of the profit from any commercial event to be invested into the improvement of the square (to be directed by the Mayfair Neighbourhood Forum)

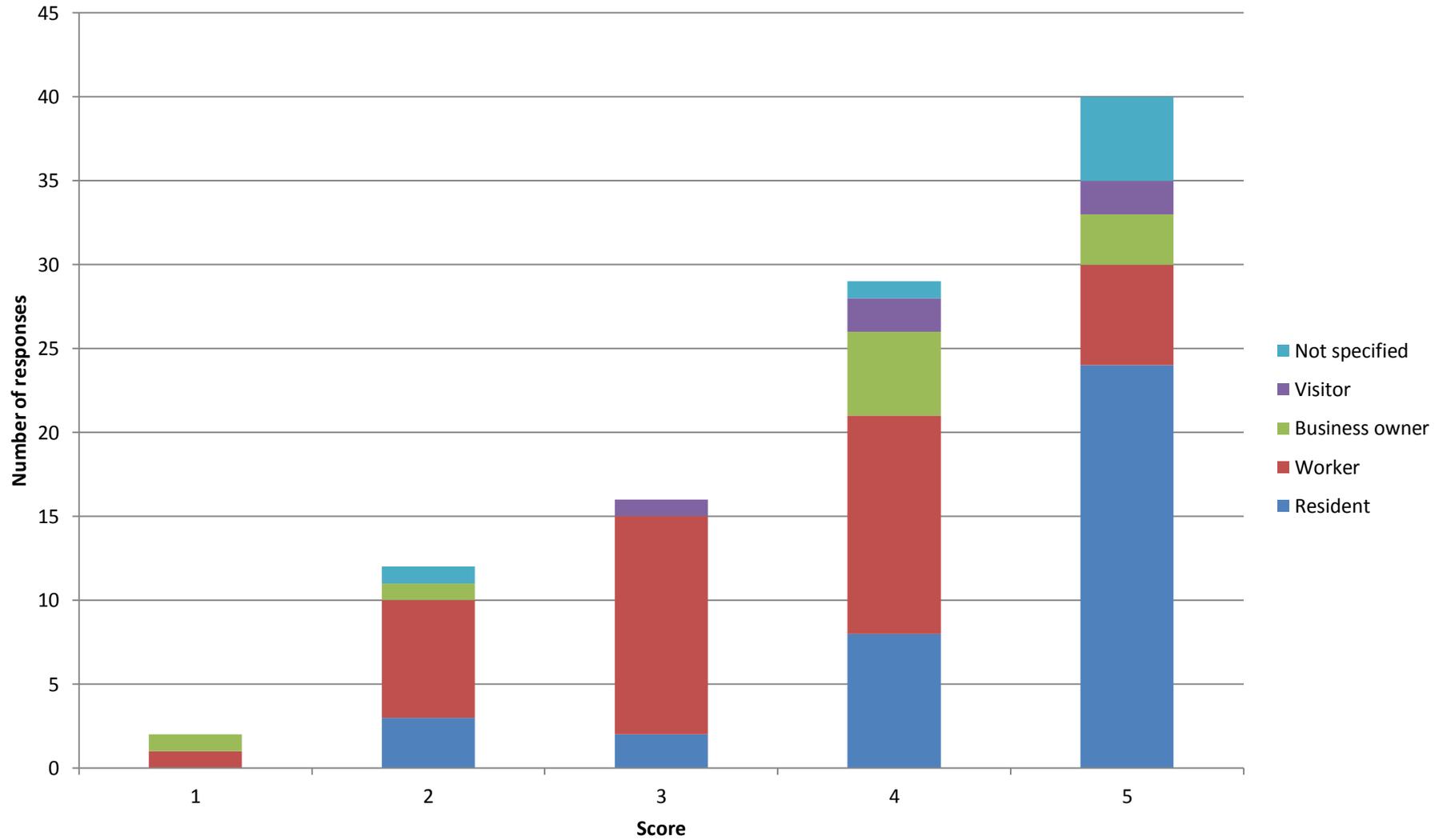


Shepherd Market

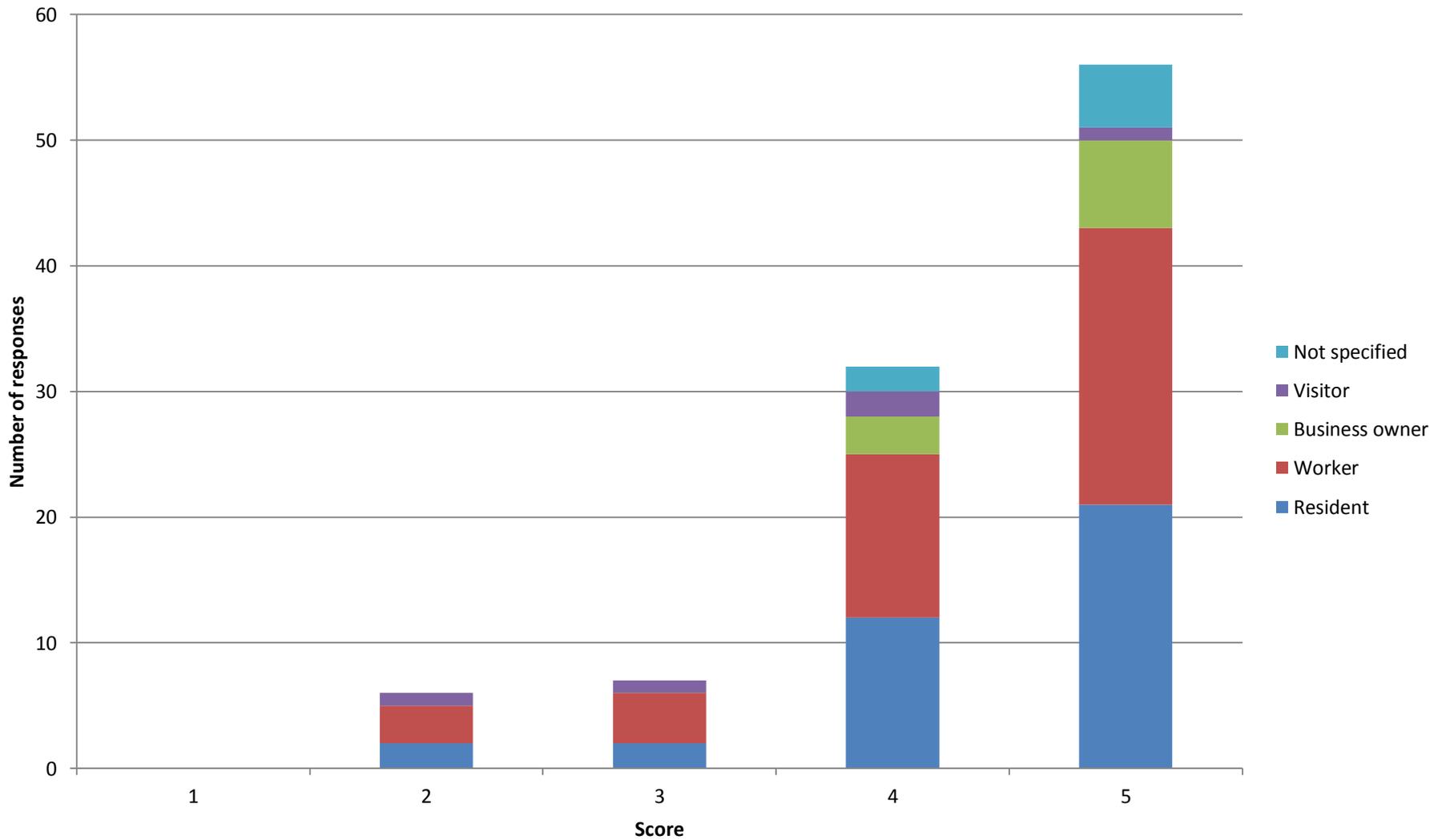
SM1: New entertainment uses must be small scale and low impact and are permitted where they support the character, function and vitality of Shepherd Market



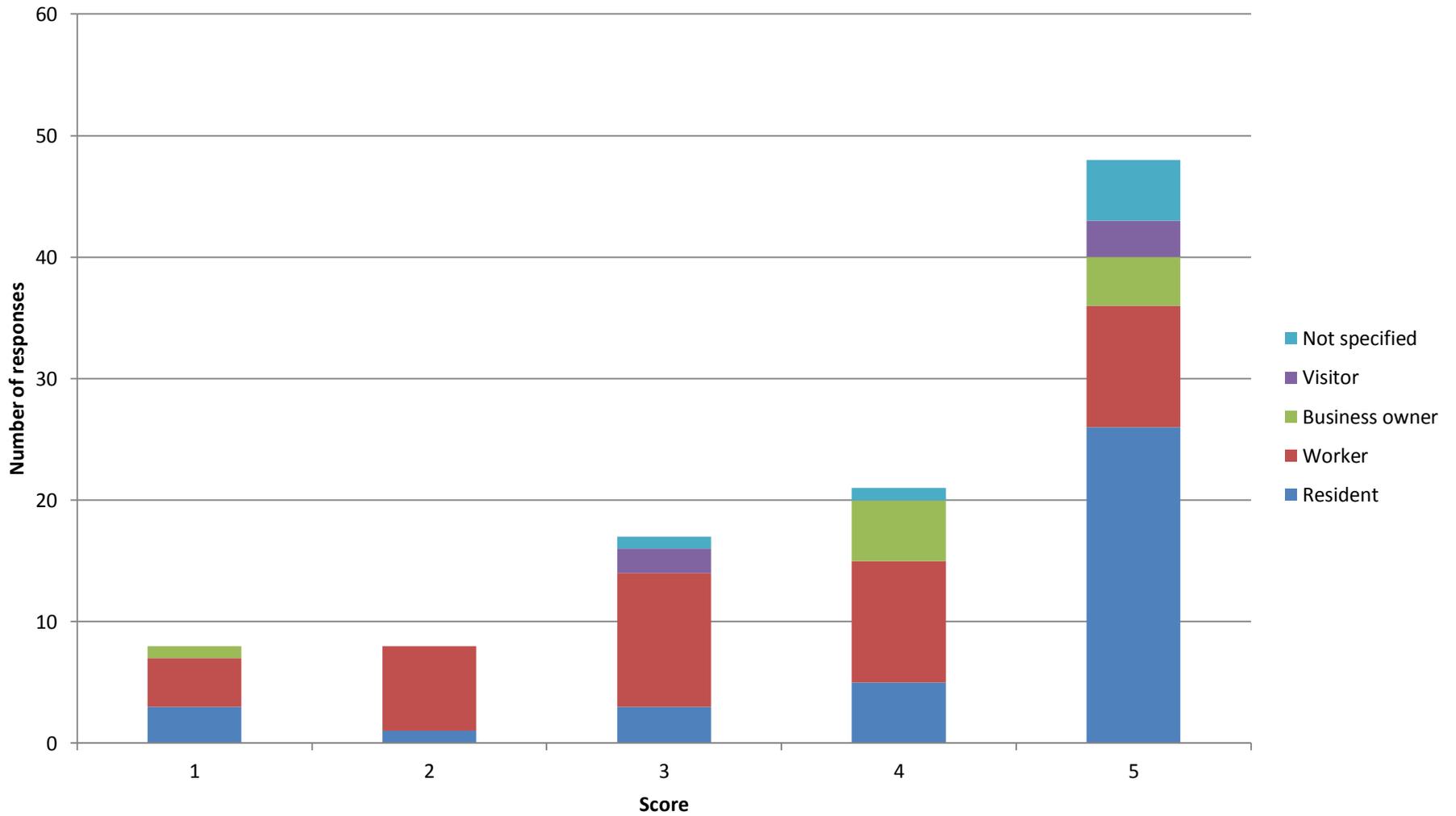
SM2: Protect existing retail uses to ensure that sufficient local convenience shopping is maintained to provide for the day to day needs of local people



SM3: Explore opportunities to enhance the public realm to create an attractive environment and to support this through better management to ensure clear and unobstructed access for pedestrians

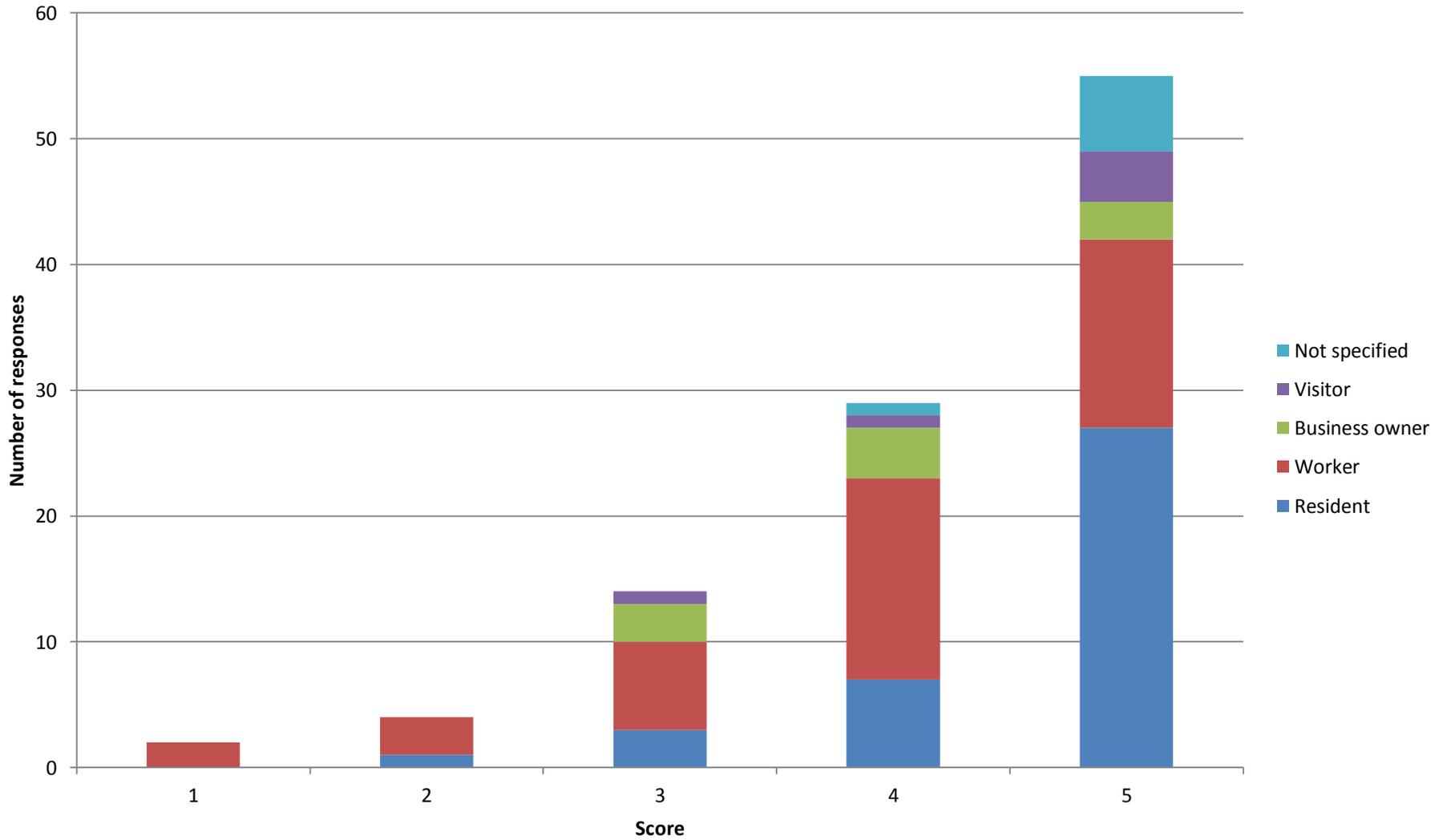


SM4: Reinforce Westminster City Council policies to ensure outdoor use associated with licenced premises does not create greater nuisance, particularly during the evening and night-time, that harms the amenity of the area for local residents

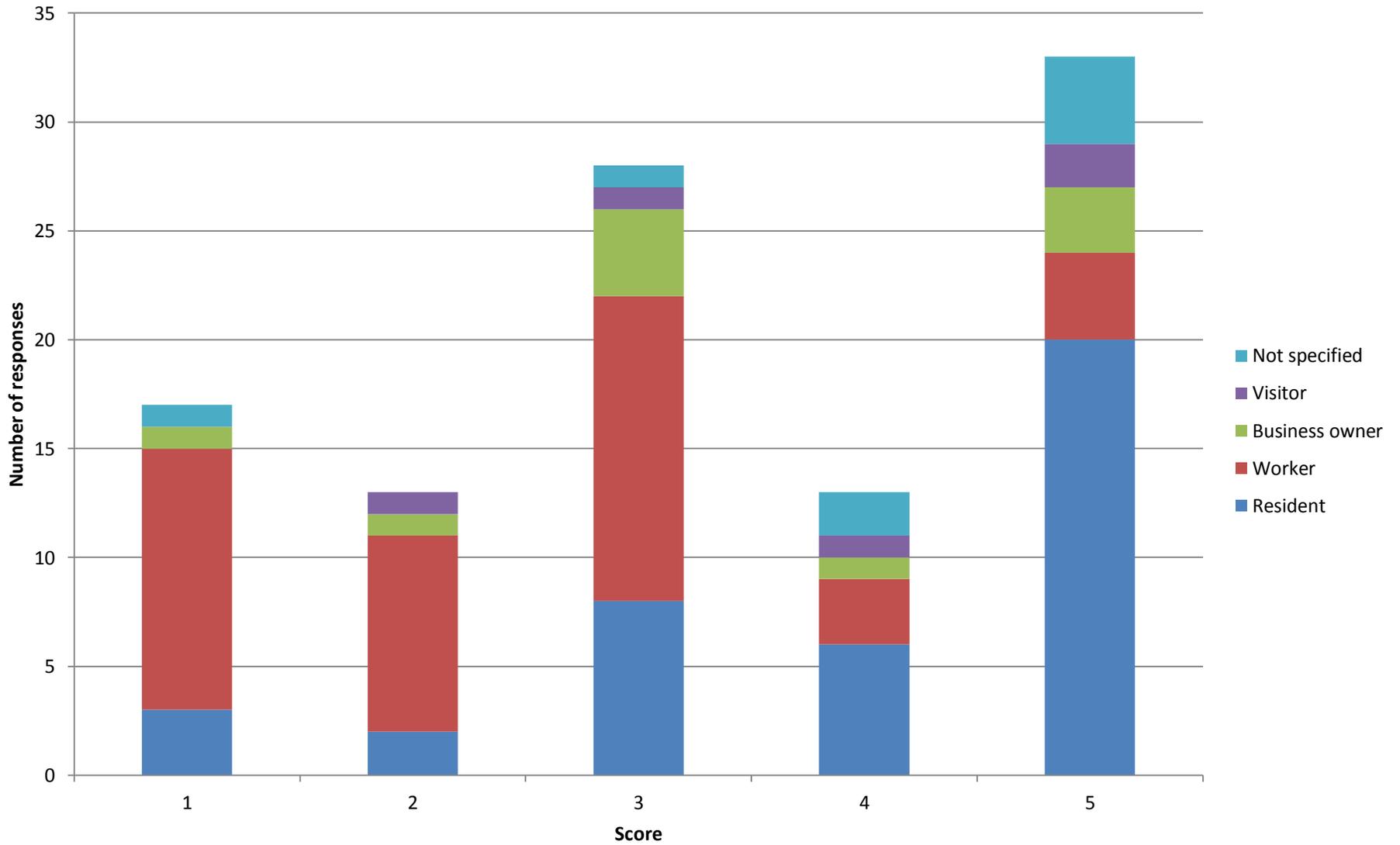


Mayfair wide

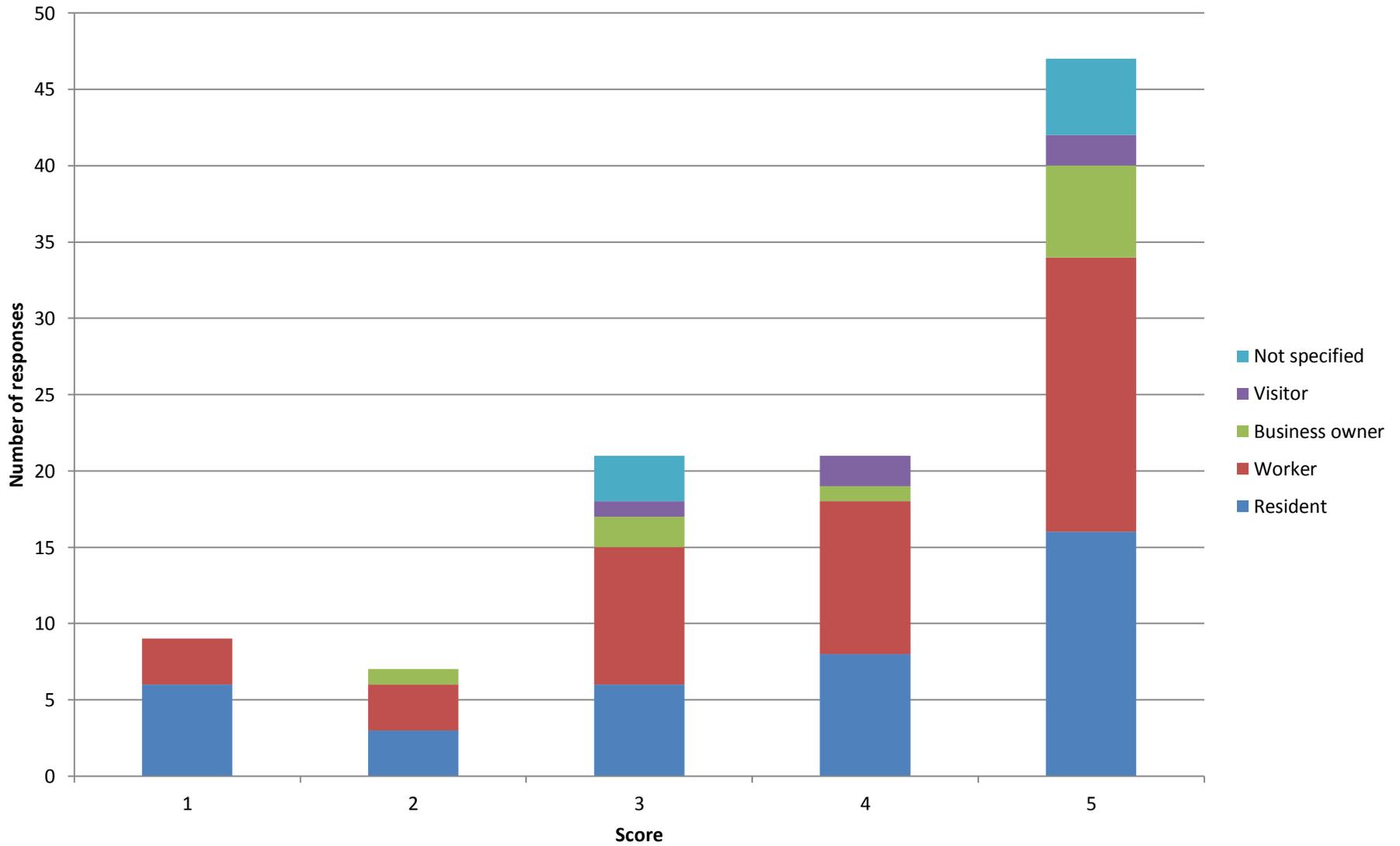
MW1: Only permit development which positively contributes to the character and uniqueness of Mayfair as a Conservation Area



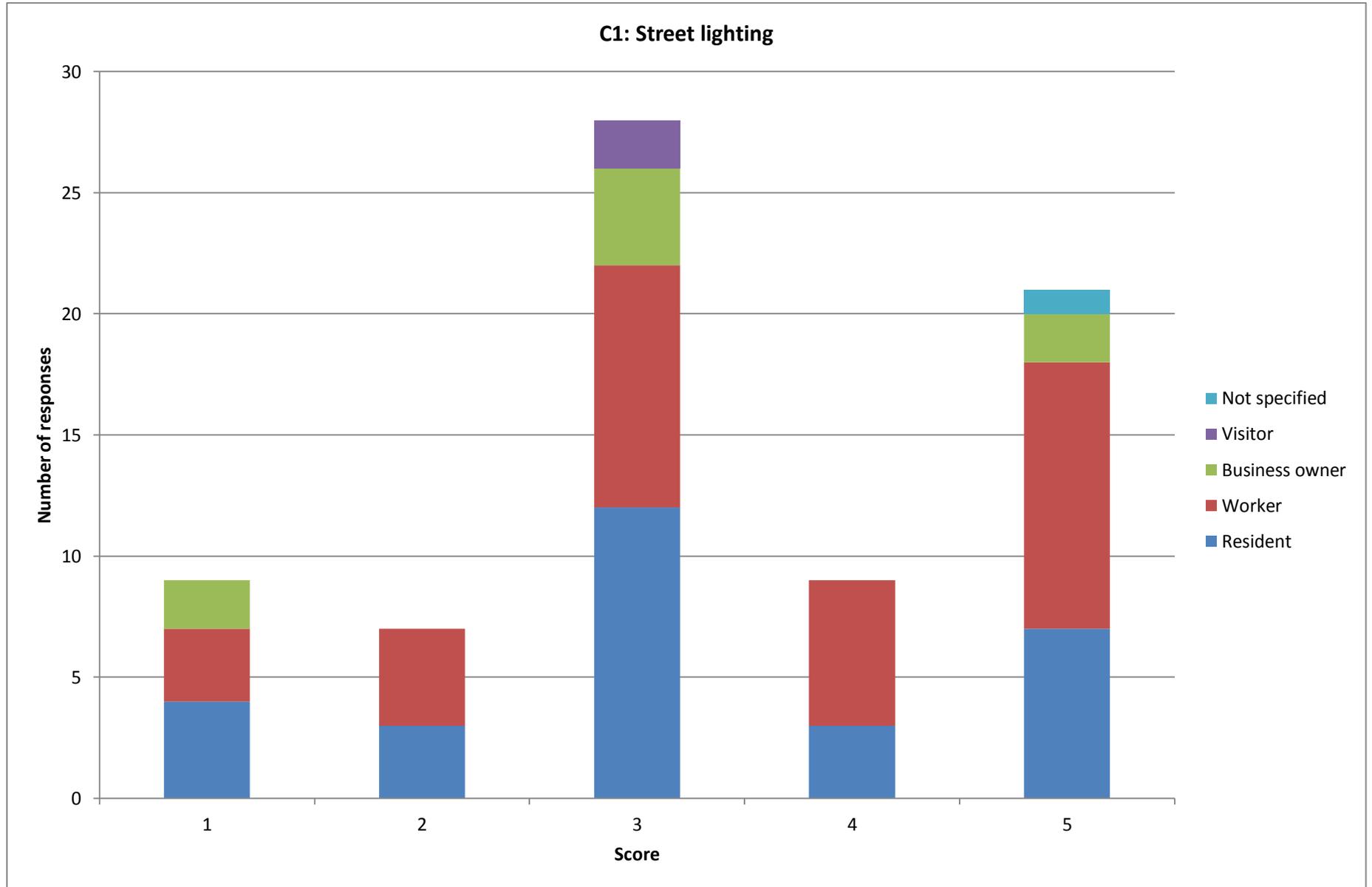
MW2: Resist all new food, drink and entertainment uses in areas where such uses do not already exist



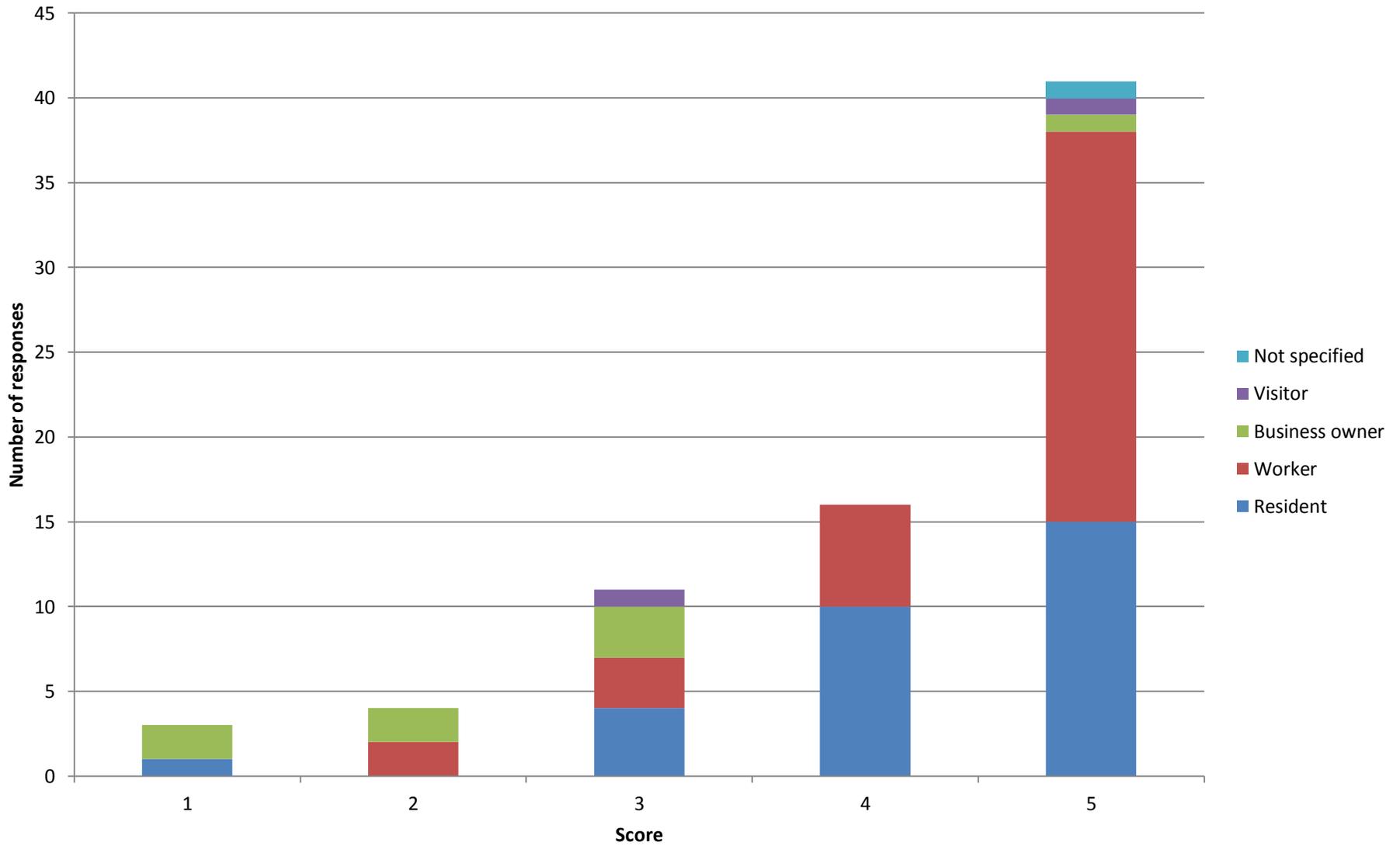
MW3: Protect Mayfair's existing public houses



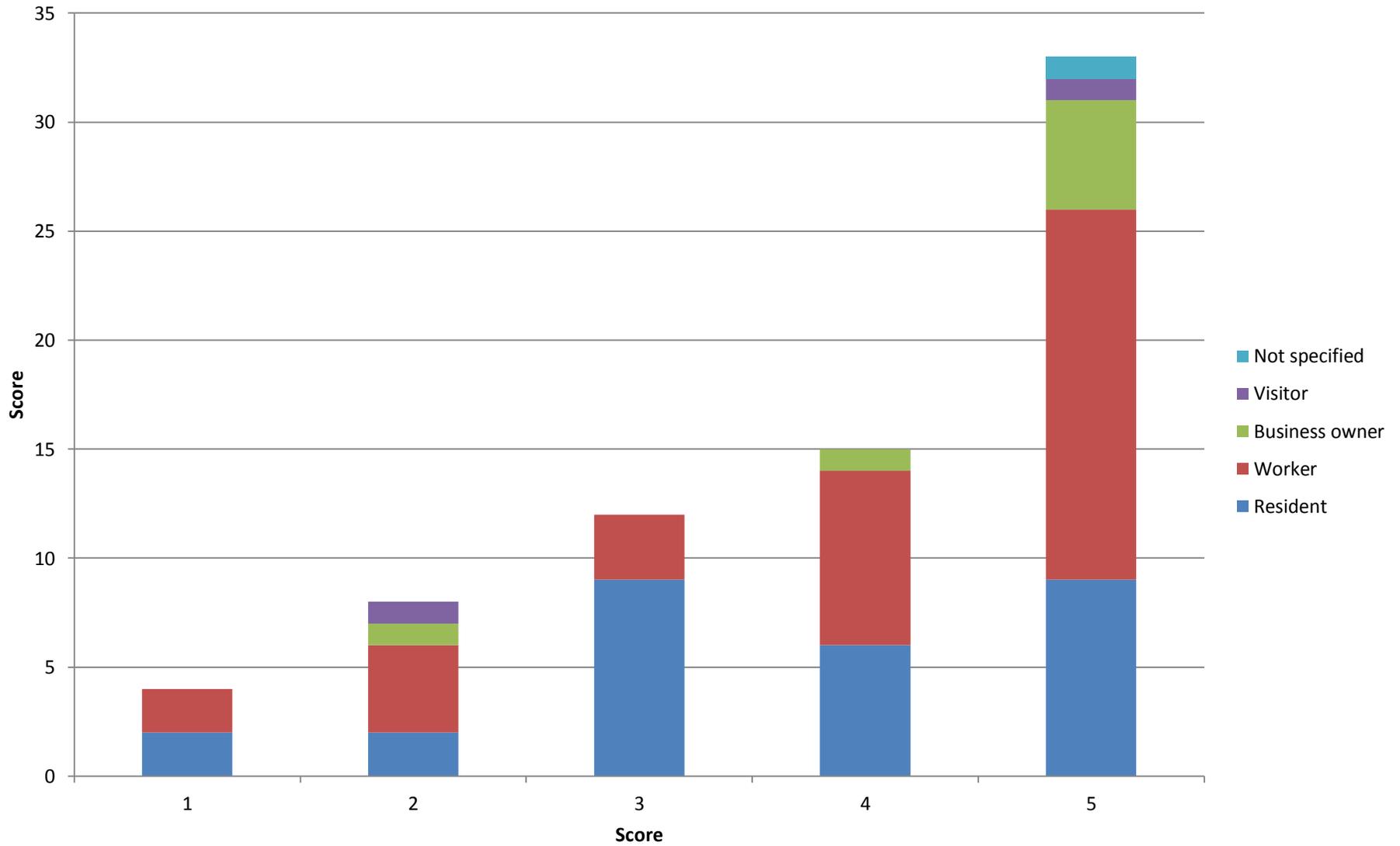
CIL expenditure

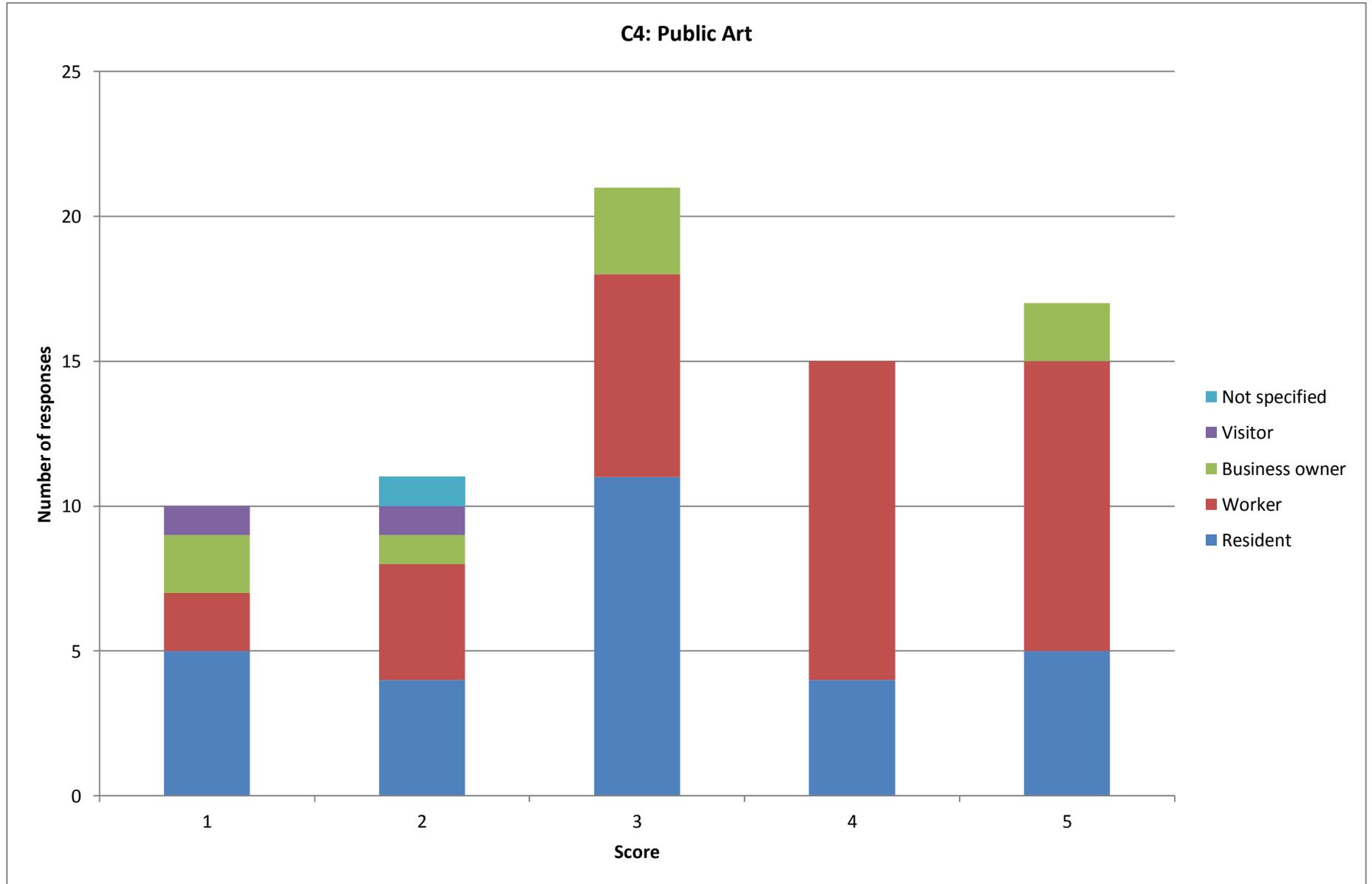


C2: Infrastructure to mitigate the impact of pollution (e.g. greening projects)

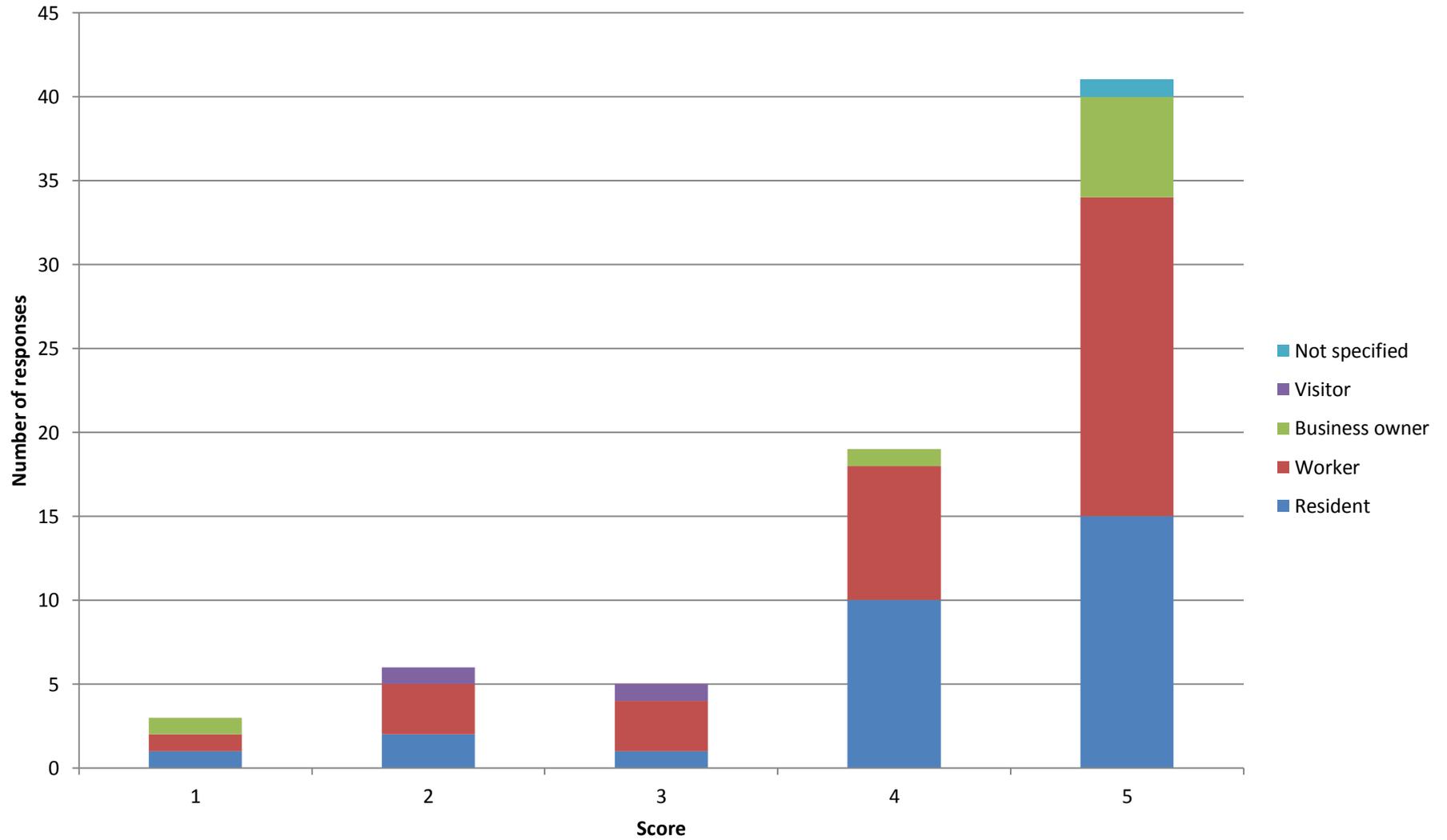


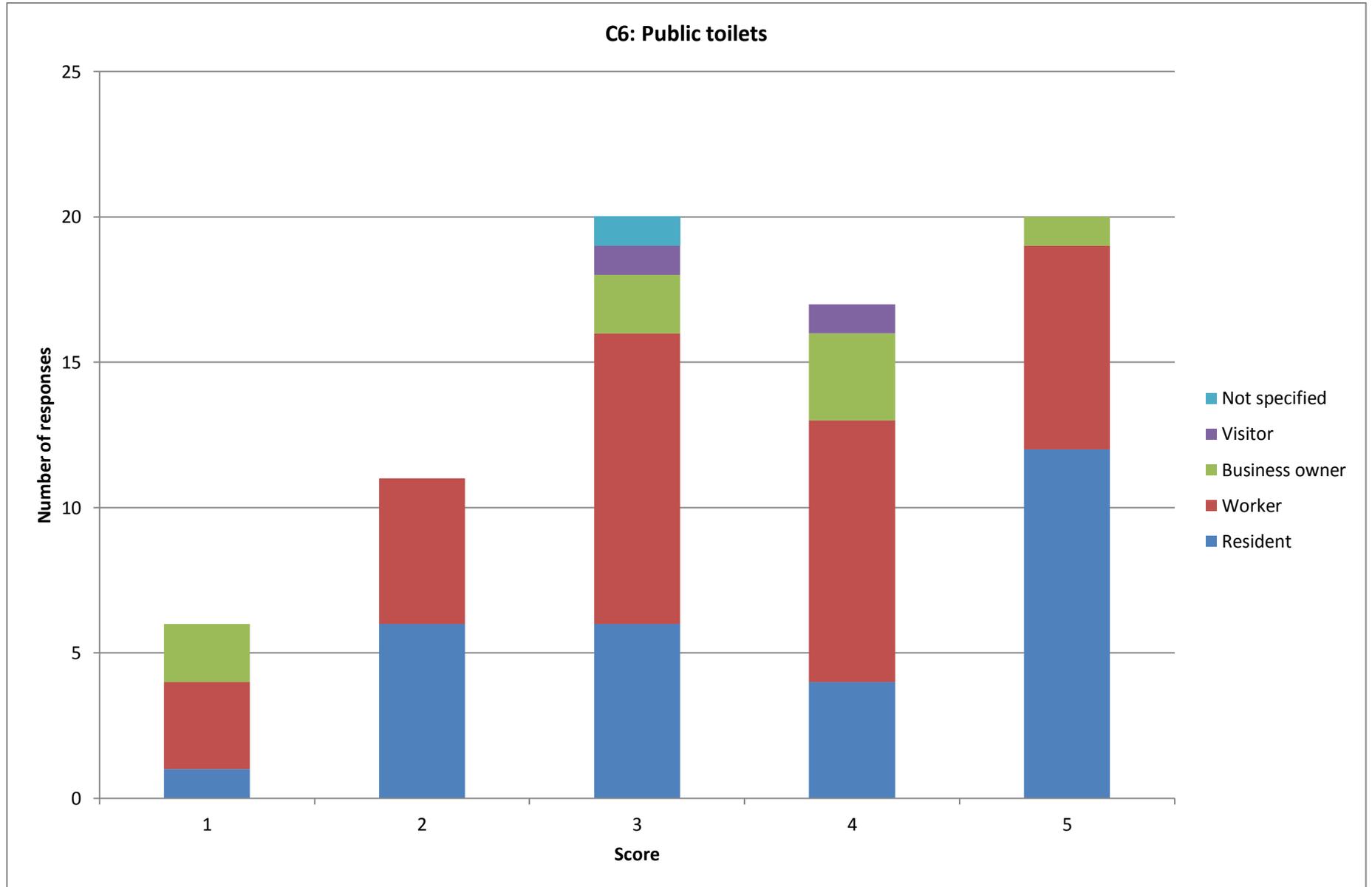
C3: Public realm improvements (particularly, Shepherd Market & Bond Street)



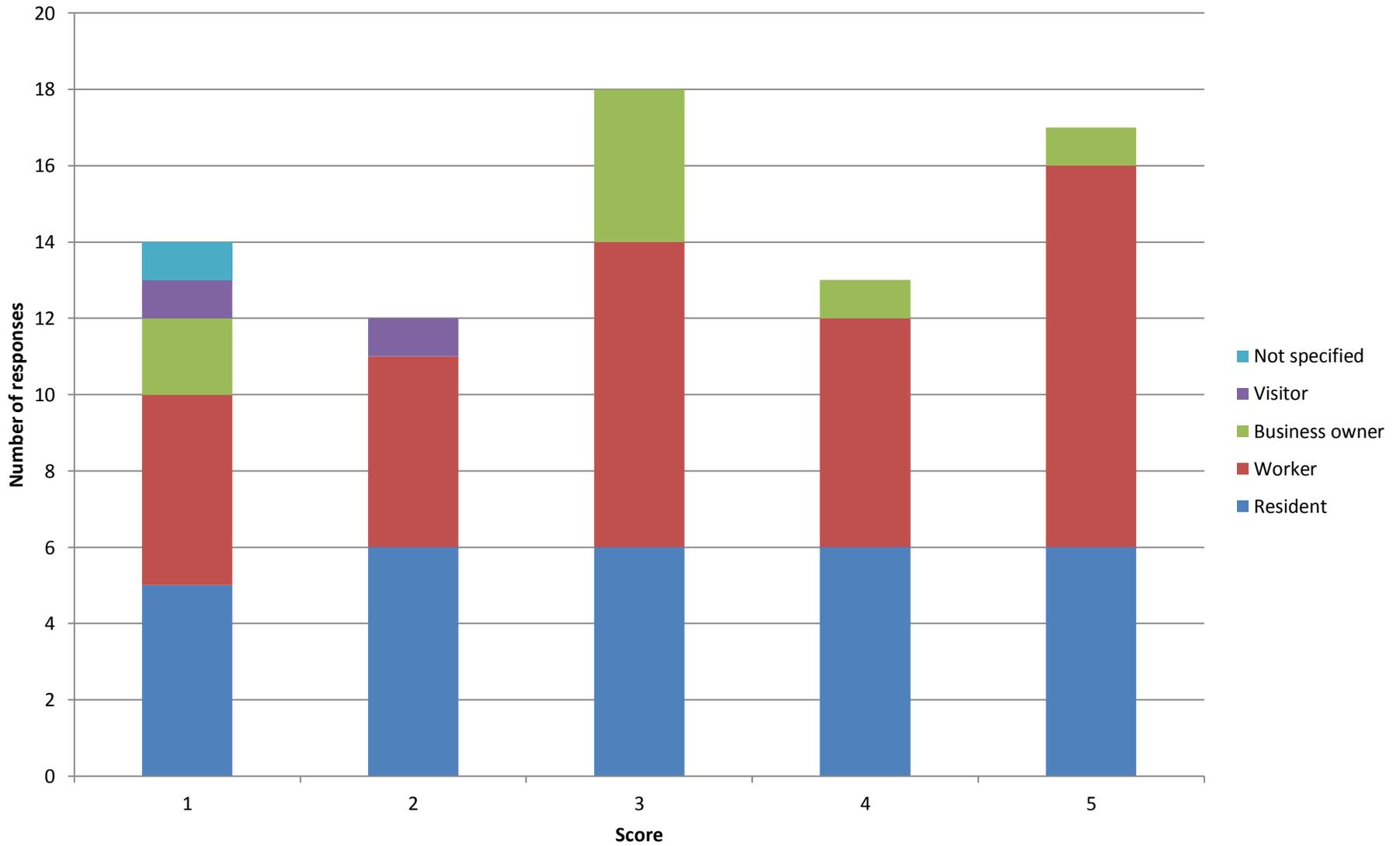


C5: Communications & technology improvements (specifically to fibre enable the Mayfair telephone exchange (to provide higher speed internet connections))

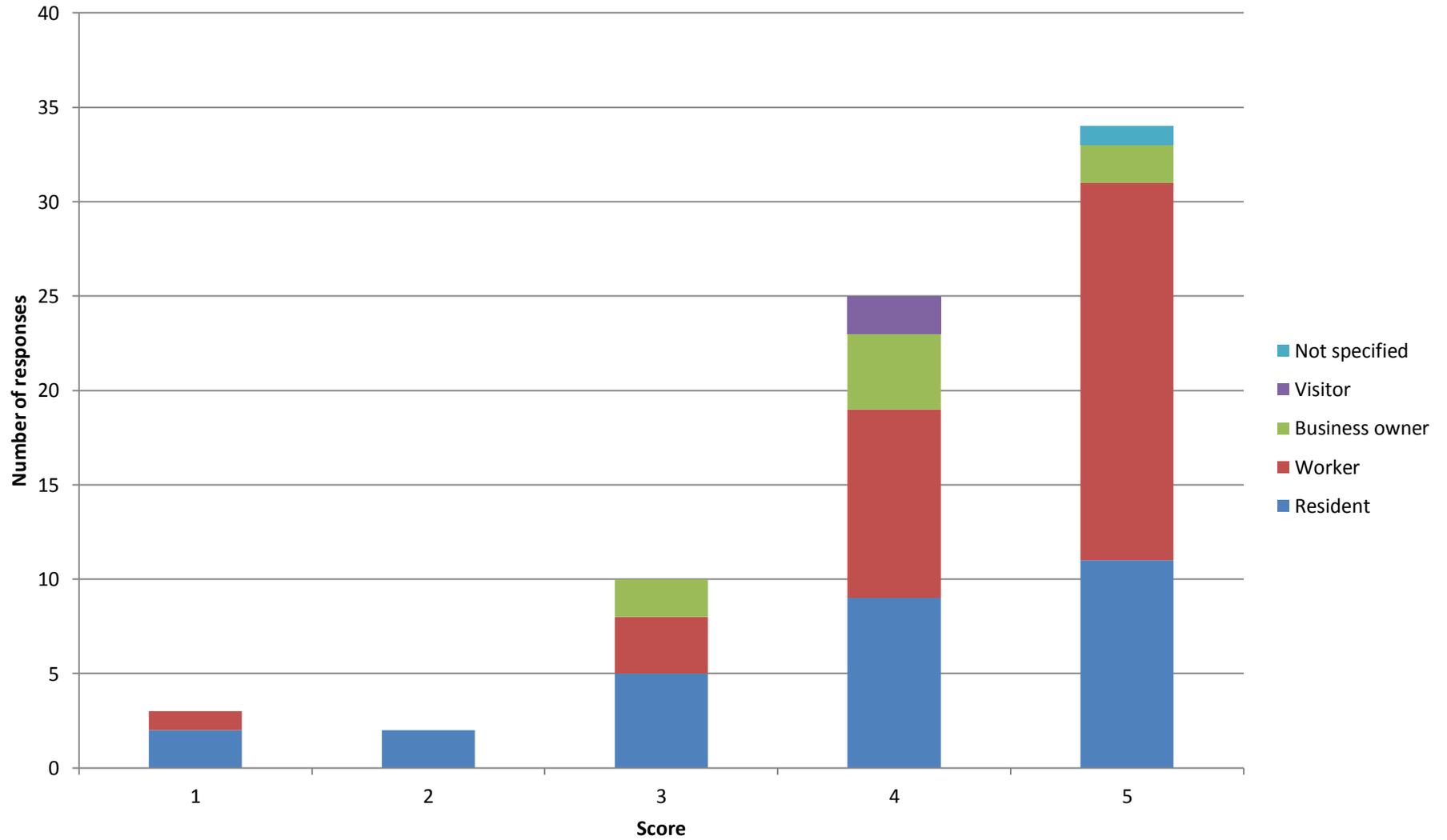




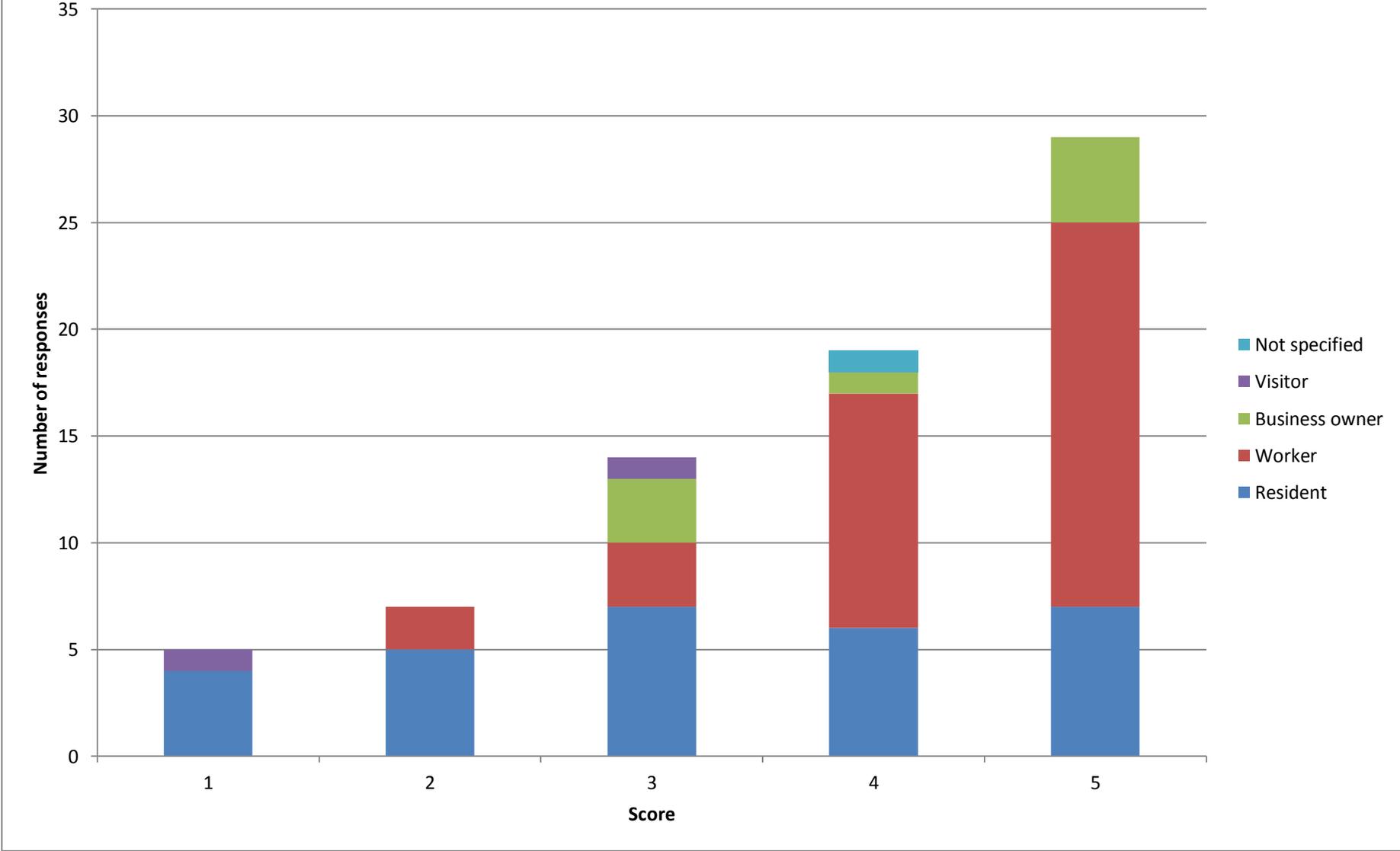
C7: Play area facilities (specifically, Mount Street Gardens)



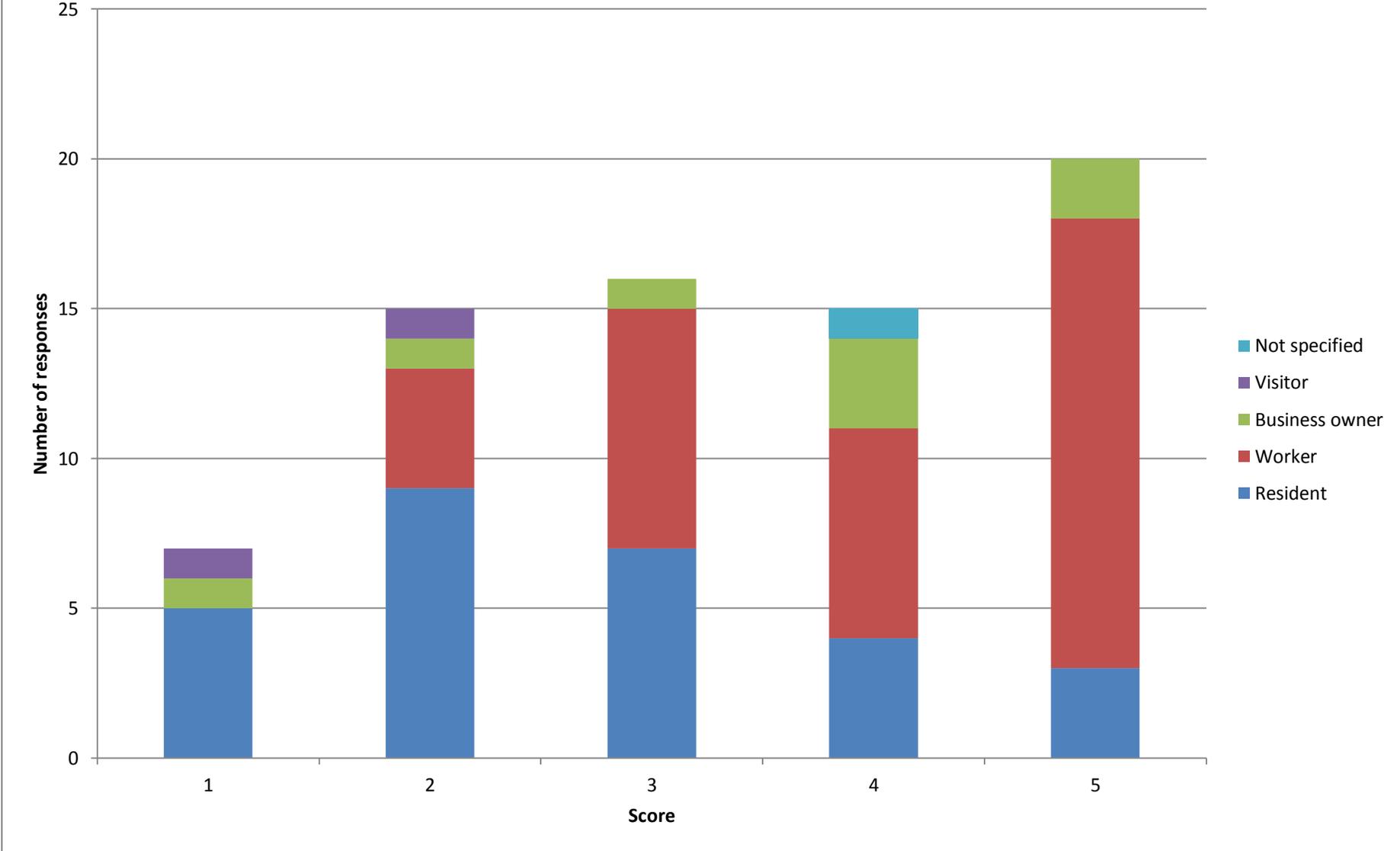
C8: Improve access to Hyde Park, Green Park & the Squares (e.g. safety improvements for pedestrians and cyclists)



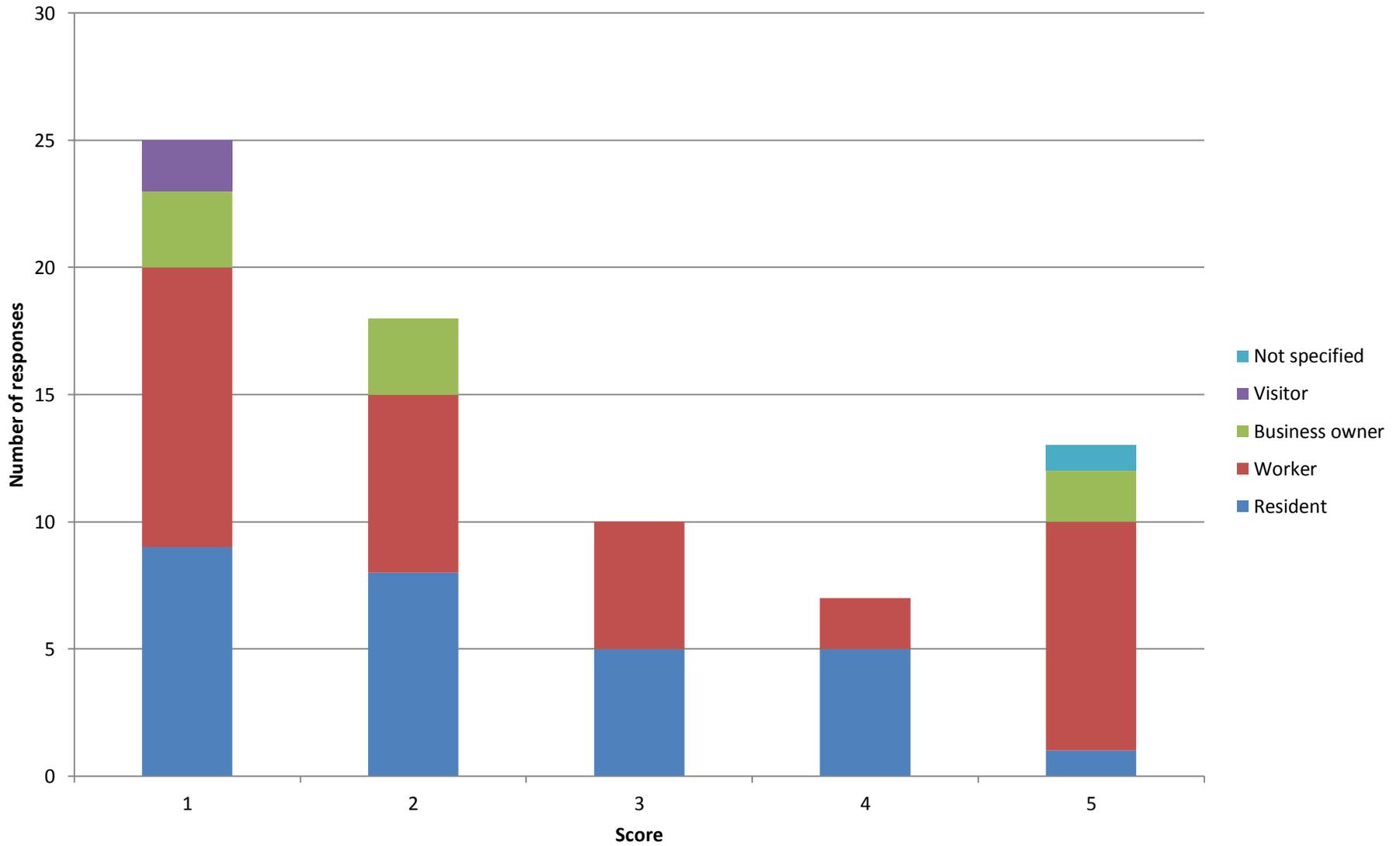
C9: Infrastructure to support community uses of the Squares (e.g. cafés, seating)



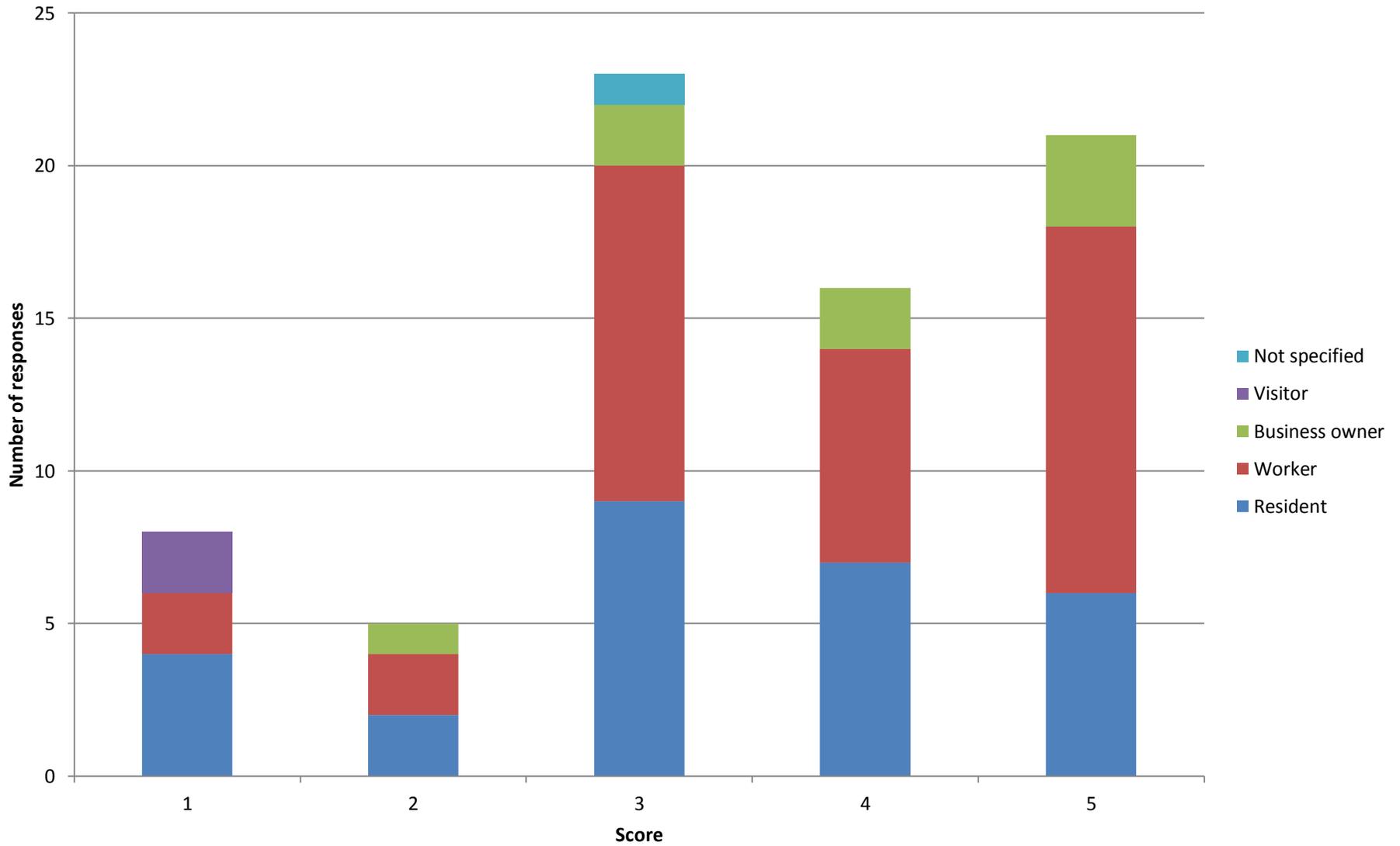
C10: Signage (e.g. heritage and wayfinding)



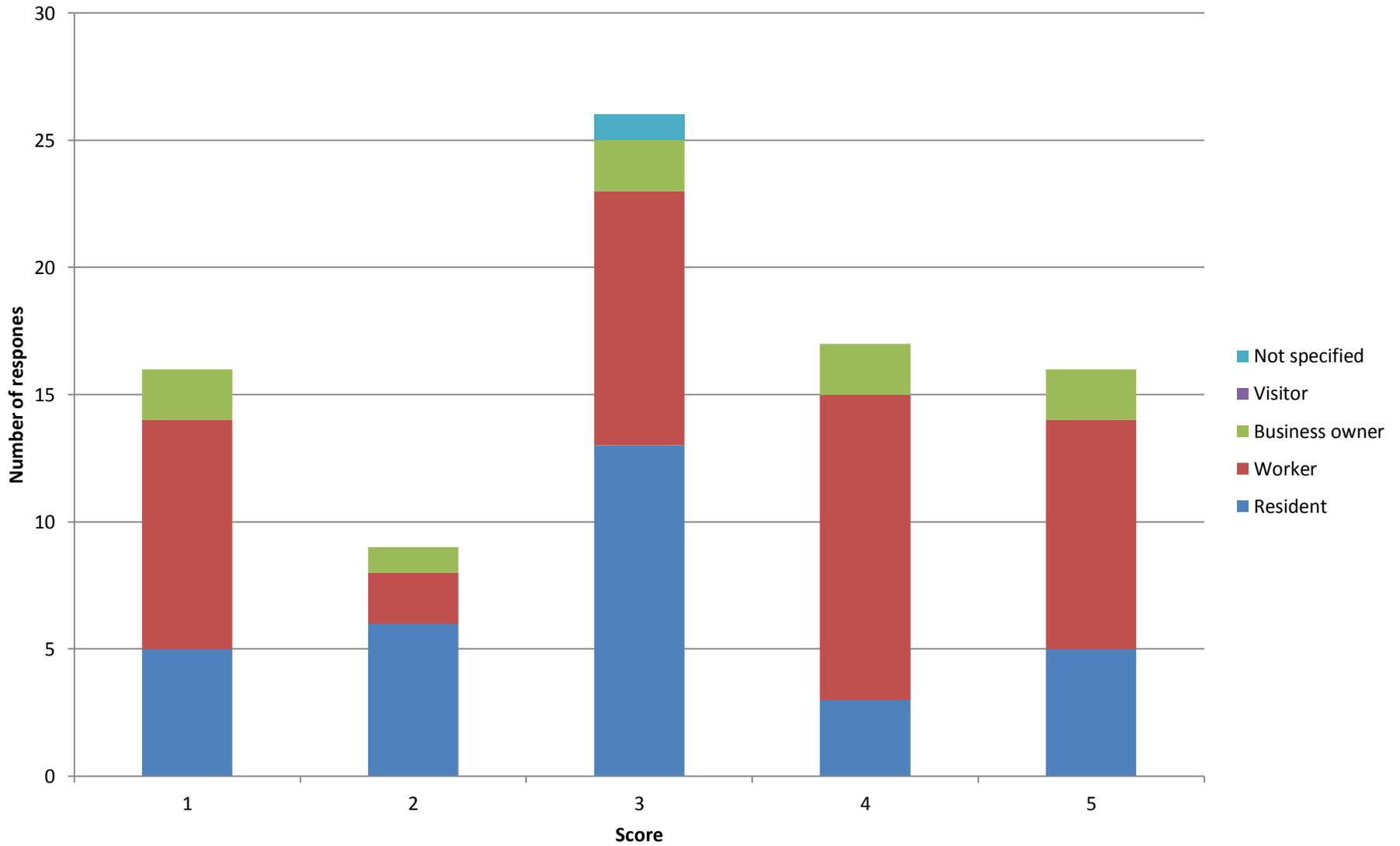
C11: Establishment of a Mayfair Museum



C12: New community use for unused Down Street Underground Station



C13: Other community spaces



Appendix D: Survey Comments

General/Map		
	<p>The plan should be framed against the commercial imperatives of Mayfair as London's high end retail and leisure district. We should seek to enable growth (but the right sort), ie. more density and intensity of use, using the proceeds to fund public goods – ie. better infrastructure and amenity. We might consider whether spatial areas work as a means of framing policies. It might be that they are better for defining the character and conditions for change.</p>	Worker
	<p>Generally very good</p>	Worker
	<p>I have lived in Mayfair for 21 years. Much recent development has not been for the benefit of residents who actually live in the area. I want to see priority given to residents who live in the area, not just people who work or shop in the area or who own property and visit a few times throughout the year. The needs of local residents must be placed above all else. Shoppers, visitors and workers are well-cared for already in Mayfair.</p>	Resident
	<p>Many questions seem protectionist. Surely the Forums role is first and foremost to create a plan that allows this crucial part of the west end to grow and develop more as a centre of commercial activity, in a way that respects amenity for local residents, is use proceeds of growth to fund public goods. MNF would achieve much if they create positive policies aimed at hitting that balance.</p>	Worker
	<p>Mayfair's importance as a central London neighbourhood will soon increase with the opening of Crossrail. It should aim to maintain its perception as a place of excellence.</p>	Worker
	<p>It is important to ensure the diversity of the area which has been lost in recent years.</p>	Resident
	<p>I am 100% against Projects by offshore trusts/companies taking</p>	Resident &

	priority over the lives of the hard working citizens who live and work in Mayfair.	small business owner
	some of the key questions are not asked here; eg are you in favour of retail in small residential streets; protection of small traders in the face of speculative rent increases; and others.	Resident
	<p>Mayfair is a lot more complex than four distinct corridors that work in almost isolation to one another. Key office locations such as Hanover Square are included in the area ear-marked for retail, and in general, the Centre and West of Mayfair are shown to be mostly office and residential, which is simplistic and wrong. What about the internationally renowned retail streets of Mount Street, South Audley Street and Conduit Street etc., which don't feature here? Also, what about art, which plays such an important part in the role and reputation of Mayfair? From the galleries on the side streets to the new Gagosian near Berkeley Square, the importance of supporting this unique characteristic is completely missing in this rather flat and over-arching view of the area. Retail and Art are key parts of what makes Mayfair thrive, and they are not considered correctly in this plan. In general, I wholeheartedly support the objectives and aims of the plan. However, I feel certain sectors have been prioritised over others, with a particular miscomprehension over the importance of retail across Mayfair, especially around Oxford Street, the future Crossrail station and around Mount Street – both internationally renowned destinations. Also, the plan does not fully appreciate the wider changes happening around the area, as mentioned, which will only add to tension and conflict in the long-run, ultimately compromising the effectiveness of this very worthwhile process. In particular, Mayfair is a complex and fascinating web of different uses and characters. That is what makes it thrive and why people flock to work, live, shop and visit here. Whilst I understand in theory why one would try to minimise the number of different areas for reasons of simplicity, in practice, it misses the point and is exactly that: simplistic. This, for me, is highly dangerous, as blanket policies governing such diverse communities and streets will just become counterproductive, and risk working against what</p>	Worker

	makes Mayfair great in the first place.	
Park Lane		
	Our policies here should be more generalised. Strikes me focus could be on encouraging a transformative change in the environment and activity at ground floor, ie. animation through retail, restaurant and hotels. Creating a place for people. Probably less interested in protecting car showrooms per se – we’re interested in broader policies encouraging active uses and animation. Policies that help drive a major place improvement, helping connect Mayfair to the Park would be useful. Traffic reduction, major public realm improvements and using s106 to fund a pedestrian boulevard?	Worker
West Mayfair		
	Not sure what “small scale” residential development means? Density, allowing additional stories would be useful in helping drive occupational density, ie. encouraging more people to live here. We should not seek to be protectionist in policy on amenities, rather encouraging more through allowing growth. Could we divert CIL levies and s106 to provision of defined amenities? The boundary for this zone should exclude Grosvenor Sq, North Audley St and S.Audley St, all of which are important mixed use anchors to Mayfair with strong retail, leisure and hotel uses that are critical to the identity and long term future of Mayfair.	Worker
	West Mayfair - what is the test for insufficient demand?	Worker
	Boundary for west Mayfair should be further west.	Worker
	Inappropriate to create policies for amenity retail without baseline of research that identifies need and viability.	Worker
	'Affordable' housing should include housing genuinely affordable for ordinary Londoners eg nurses, teachers, and some social rent housing (in which many nurses etc live in the West End area).	Resident

	<p>The Barley Mow pub located on duke street off George yard, is constantly at night becoming a nuisance for the residents of Brown Hart Gardens.</p> <p>Constantly shouting and inappropriate behaviour associated with customers when using this establishment during the day and especially at night.</p> <p>The Marriott hotel is situated opposite which is in very close proximity, so any noise made is repelling off the building into residents homes on a daily basis.</p> <p>Also mentioning the Marriott Hotel, situated on side of George Yard they make use of a commercial waste bin which is also very loud and noisy especially during the night periods.</p> <p>From my understanding this commercial bin is for the premises of the Marriott Hotel and is in need of servicing. As daily noise from this is also causing a disturbance for residents at Brown Hart Gardens.</p> <p>Other than that, the improvements that have been made throughout the area I think has improved the area dramatically in a positive way.</p>	Resident
	Reducing noise and impact of late night social events in residents	Unknown
	Overspill of Retail has a detrimental effect on many residences and cannot be justified (Q8. Alans? Q12. Mount Row?)	Resident
Central Mayfair		
	Central and East must prioritise commercial uses. West is less focused.	Worker
	Crossrail as a major opportunity must be recognised and responded to. Encouraging a growth area that delivers more density and intensity in this area would be useful. Policies here must be mixed use and encourage wider retail growth and commercial use. The role of Grosvenor and Berkeley Squares as cultural hubs should be encouraged. As above Boundary should	Worker

	run west of Grosvenor Square. Not sure differentiating between international retail and other forms is useful. Likely to be problematic.	
East Mayfair		
	Most of these policies could be applied across Mayfair (ex west)	Will Bax
	Central and East must prioritise commercial uses. West is less focused.	Worker
Boundary	Oxford street boundary further south - the street must be encouraged to support a wider district with policies that enable growth.	Worker
Savile Row	<p>I feel it's very important that the Savile Row Special Policy Area is retained and strengthened to ensure that this unique bespoke tailoring cluster continues.</p> <p>The bespoke tailoring industry provides many jobs and is a world renowned street for men's tailoring which adds to the diverse character of Mayfair.</p> <p>The importance of maintaining a manufacturing base in Savile Row and the surrounding area can't be highlighted enough due to the draw it provides for our industry.</p>	Business owner
Savile Row	The Savile Row area of Mayfair is an internationally important centre for the bespoke tailoring industry and the policies and strategies within the Mayfair neighbourhood plan should seek to protect the jobs and the commercial enterprises in conjunction with the policies of the Westminster UDP.	Business Owner
Boundary	My second criticism is that the plan does not consider fully what will happen around the borders of Mayfair. We know that the City of London has large and positive plans to review Oxford Street. Why does the retail in this plan focus around the edges of Regent Street whereas Oxford Street is barely considered? This is clearly unrealistic and will only create tension in the long-run or serve to compromise the wider plans to improve Oxford Street – a key priority for the West End and for all of us who work here. The same can be true for the impending arrival of Crossrail to Bond Street. The whole area	Worker

	will be affected around the new station, for the better, and this rather restrictive and narrow view will not facilitate any further improvements that could result from this.	
Savile Row	Please note that the Savile Row Special Policy Area is retained and strengthened to ensure that this unique bespoke tailoring cluster continues. It is not only a street of international renown but an important part of the area's future in terms of business, training for and maintaining this refined craft for the future and attracting high wealth yet creative people to the area.	Worker
Savile Row	I feel it's very important that the Savile Row Special Policy Area is retained and strengthened to ensure that this unique bespoke tailoring cluster continues.	Worker
Squares		
	I am not convinced we are seeking a reduction. A policy re. balance is preferred. I.e. we might accept more events during low use months if it were to enable investment in amenity.	Will Bax
	Use of squares is less a question of community vs commercial and more a question of how the two balance	Worker
	I am 100% against any Private events being held in Public squares and places.	Resident & small business owner
	Better access to improved public spaces will benefit all.	Worker
	Brown Hart Gardens would not be usable with 75% restriction.	Worker
	Green spaces, historic character, very important - national significance	Worker
	Private event should be used to fund more public arts performances. Don't see an issue with level of private events.	Unknown
	Grosvenor Square: Improve pedestrian access.	Unknown

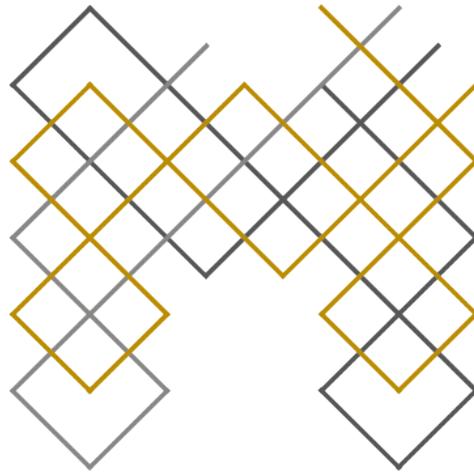
Shepherd Market		
	“Protect existing retail” – dangerous from a policy point of view. As with all protectionist policies it would likely lead to a slow death.	Worker
	Shepherd Market especially is in danger of losing its character.	Resident
	Shepherds market should be pedestrianised - cobble stones rather than Tarmac - and if vehicular access is felt absolutely necessary it should've limited to early morning before 7am. It would also be of huge advantage to build a glass canopy over shepherds market for all year round use	Business owner
Mayfair Wide		
	Broad policies prohibiting licenced uses across the neighbourhood are very regressive. We may be able to justify this in the resi heartland but not across the neighbourhood. Avoid dealing in specific or parochial issues – ie. public houses as a particular issue. This maybe a secondary/tertiary point but there are more important issues re scale of built environment, activity, intensity of commercial uses, how mix of uses are encouraged, quality and of the built environment that come first. Offices and presence of amenity retail are probably best dealt with at a neighbourhood level. On the latter we may need to refer to a specific strategy. The importance of Oxford St as a district extending south must be reflected. Mayfair cannot turn its back on such an important commercial spine. Our policies should seek to support it's long term growth, physical improvement and amenity through the area North of Grosvenor Sq.	Worker
	Strident and thoughtful improvements to civic amenity will confer huge additional value on Mayfair for its residents, workers and visitors.	Worker
	Dislikes - 1) the garbage system with garbage on many pavements 2) The lack of cafés that are open on Sundays.	Resident
	Play area important	Unknown

	The pavements need to be re-layed	Worker
WCs	Public toilets especially on Grosvenor Square.	Unknown
WCs	While Mayfair attracts many visitors there should be enough toilets to avoid people using the streets as a public convenience. I have noted that there are none around the squares or in general.	Worker
Seating	More street seating. People do need to take a seat sometimes. Sitting on grass in a square is not always possible as the person may not be able to get up or down from the ground. After leaving the Soiree the other night I saw two people sitting on the plinth of an art installation at the top of south Moulton Street. There were no seats locally for them to use.	Worker
Environment	Have air pollution monitors at strategic places showing the level of Nitrous Oxide in the air in a bid to get public support to tax diesel engines.	Business Owner
	There is far too much simultaneous construction projects going on in Mayfair involving whole blocks at times, coupled with the highest pollution levels in London makes breathing for residents (especially children and the elderly) difficult. This is something the new Mayor of London is addressing by pedestrianising Oxford Street by 2020 but what is Westminster doing?	Resident
Traffic	Upper Grosvenor Street has become a commercial road, traffice problem, increase traffic warden provision	Unknown
	Make Balderton Street, North row and north Audley street as pedestrian zones or limited vehicle access.	Resident
	Reverse 'one way street' campaign by Westminster Council to help access through and within Mayfair, by making them two-way. Also - increase parking space provision.	Resident
	Addressing traffc and air-quality in the neighbourhood will be a good start.	Worker
	Also the noise at evening and night from souped up cars thinking iMount Street and locally is Brooklands. I think	Resident

	Kensington have stopped it.	
	The only comment that I would like to make is that I'm totally against the pedestrianisation of Oxford Street because it will make the traffic in the surrounding areas where I live and work worse than it is already.	Resident
	Pedestrianize Oxford St but letting only buses pass through to encourage people to continue to use shops or have a tram system which is really easy to use and effective traffic control.	Resident
	I like the idea of less dangerous traffic cause by bikes and taxi drivers more or less who only think to get to their destination and not around them pedestrian's safety.	Resident
	Would also like to have better walking and cycling facilities at the expense of car/parking.	Resident
	Oxford Street: Where would buses go? Cause more chaos.	Unknown
Cyclists	No shared-use pavements. These have been shown to be too difficult for vision-impaired people and dangerous with cyclists around (especially with Santander Cycles used by tourists who don't know UK road rules).	Resident
	Some thing should be done about cycling in Mount Street Gardens and on the pavements in Mayfair.	
Use		
	Insist that all ground floor spaces in new-build commercial properties are used for RETAIL use - and not left empty and dark..	Resident
	Open small trader markets in two streets in Mayfair: for small retailers and street traders, eg outside Mayfair Library, in Grosvenor Square's main avenue, Farm Street (sunny side!), etc.	Resident
	No tower blocks!	Resident
	With regard to other areas in Mayfair also subject to protective planning policies, the Mayfair NP should seek to complement and reinforce the specific special policies of the	Business owner

	soon to be revised Westminster UDP.	
CIL		
	Some questions seem to lead witness - is Down St, unhelpful approach to use with an uninformed audience.	Worker
Infrastructure to support community uses of the Squares (e.g. cafes, seating)	I have for years felt that instead of people being forced to sit in the road to eat ..Its offensive to the public.. Barcelona provides every corner a resting area. Respecting the consumers.	Resident
CCTV	I didn't notice anything regarding CCTV cameras, as it's being brought to the attention, of the loss if cameras in Westminster.	Resident

APPENDIX 4
2017 Statutory Consultation Report



The Mayfair Neighbourhood Forum

Document: Consultation Feedback Report

Date: January 2018

Prepared by Comm Comm UK

Comm Comm UK
Community Communications

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Executive Summary

This Consultation Feedback Report has been prepared in accordance with the Neighbourhood (General) Planning Regulations 2012, it includes

- a. Details of the persons and bodies who were consulted about the draft Mayfair Neighbourhood Plan ("MNP")
- b. How they were consulted
- c. Summaries of the main issues and concerns raised by the consultees
- d. Description of how these issues and concerns have been considered and, when relevant, addressed in the proposed MNP.

The Mayfair Neighbourhood Forum ("the Forum") undertook a programme of community consultation on the MNP from [June 2017 to August 2017] ("the Summer Consultation Period") and from [October 2017 to November 2017] ('the Extended Consultation Period'). ("The Consultation Period") refers to the whole period [June 2017 to November 2017].

The consultation targeted those who live, work in and visit Mayfair as well as Westminster City Council, statutory consultees and community and amenity groups. The aim was to ensure that as many people as possible had the opportunity to review the draft MNP and/or the Executive Summary and were able to feedback and comment on the draft MNP to inform the document.

The Summer Consultation Period was launched on Tuesday 13 June 2017 and ran until Tuesday 1 August 2017. A new website was set-up for the purpose of promoting the draft MNP and ensuring easy navigation to the necessary documentation to leave feedback. The website allowed users to sign-up to the Forum as well as review the draft MNP, the Executive Summary and complete the online questionnaire of 26 questions.

The questionnaire, which covered all key sections and chapters in the draft MNP, was made available to the local community online and in hard copies at community events and at permanent locations across the Summer Consultation Period.

Gieves and Hawkes, 1 Savile Row and The Mayfair Library, 25 South Audley Street had copies of the draft MNP on display for the community to review throughout the seven week period. Questionnaires were made available for respondents to complete and submit.

The Forum volunteers were on-hand at community events across the Summer Consultation Period and a number of events were held. The draft MNP and exhibition boards, as well as other supporting materials, were displayed and members of the community had the opportunity to discuss with members of the Forum who have been working closely on the draft MNP.

All comments received, verbal and written, will be used to inform the draft MNP before it is submitted to Westminster City Council.

The results from the feedback questionnaire were positive and in general, the majority of proposed policies were well-received. The most mixed views from the questionnaire came from Policies MGS3, MTR and MC.

Following the results and analyse of the Summer Consultation, the Steering Group felt that there was one area where further consultation was required and this related to business focussed and restricted access events in public squares. In particular, relating to when and if they should be permitted. From Wednesday 25 October to Wednesday 15 November 2017, the Mayfair Neighbourhood Forum ran an extended consultation designed to obtain the community's opinion on events in green spaces (Policy MGS3). A feedback questionnaire was launched online and hard copies were available in the Mayfair Library.

The results from the extended consultation showed that residents and businesses are keen for there to be controls in place surrounding events in green spaces. There was general that the green space and related public realm should be protected and enhanced. The results also showed that the community is keen for there to be flexibility surrounding when green space is used for events and for how long, both in regards to commercial use and community.

The feedback received from the Summer Consultation along with the Extended Consultation have been reviewed in full and have been analysed and discussed in detail by the Steering Group and Planning Sub-Group. The objective was to listen to local views and accommodate feedback. As a direct result the following main changes to the Mayfair Neighbourhood Plan:

- Residential policies (MRU1, MRU2, MRU3) are now Mayfair wide
- Policy MRU1, in relation to residential amenity, has been reworded to ensure it is a workable planning policy
- Removal of the restriction on events in green spaces (MGS3) to between October-March
- The Tyburn Retail Opportunity Frontage policy (MTR) has been amended to clarify that both retail and other complementary uses will be encouraged.

The MNF will continue to liaise and update the local community as it moves through the neighbourhood planning process and beyond.

1. Introduction

The Forum was designated by Westminster City Council as a business-led neighbourhood forum on 10 January 2014 to develop a neighbourhood plan for Mayfair. The Forum is empowered by the Localism Act 2011 to create neighbourhood planning policies that will govern future development in Mayfair for the next 20 years. The Steering Group is the main decision-making body of the Forum, which must have a business chair and has a balanced representation of four residential directors, four business directors and up to four community directors. The three local ward councillors are invited to attend Steering Group meetings as observers.

The draft MNP has been developed on the ideas and comments received through a number of consultation events over the past three years. These have resulted in the creation of the Forum's vision, policy objectives and draft policies. The Forum's progress and consultation reports have been issued to members and are available to view on the Forum's website – www.mayfairforum.org.

Following conclusions drawn from this report and analysis from the feedback received during the Consultation Period, the draft MNP will be amended to reflect the views of the community. It will then be submitted to Westminster City Council, who will then consult on the draft MNP in a separate consultation period, amend the draft MNP further (in discussion with the Forum) and then submit the draft MNP for independent examination. After examination and a recommendation from the Inspector to proceed, two referenda will be held in Mayfair on the Plan's adoption. One will be for business rate payers and the other for residents registered to vote in Mayfair. If and when adopted, the draft MNP becomes part of the development plan for Mayfair and all planning applications will be assessed in accordance with its Policies.

The draft MNP contains planning policies that are supported by reasoned justification and evidence. The draft MNP also details current neighbourhood management issues in Mayfair and recommendations for their improvement, and although these do not have planning status, express the community's views on how they would like to see Mayfair improved in the future

The draft MNP is split up into four key chapters, which look at different objectives for the area. These are:

- Public Realm
- Directing Growth
- Enhancing Experience
- Building on Heritage.

The Forum has undertaken a final programme of community consultation during the Consultation Period before its formal submission of the draft to Westminster City Council. The aim of the consultation was to get as much feedback as possible on the draft MNP and ensure that as many people as possible had the opportunity to comment on it.

2. Why Consult

Comm Comm UK was instructed by the Forum to assist with the consultation process for the draft MNP.

Comm Comm UK is a specialist planning, licensing and infrastructure communications agency with expertise and experience of advising on and implementing consultation and communication programmes.

Neighbourhood planning gives communities direct power to develop a shared vision for their neighbourhood and shape the development and growth of their local area. Neighbourhood planning provides a powerful set of tools for local people to ensure that the right objectives are used for their community and align strategic needs and priorities for the wider local area.

Consultation is a key pillar of the Localism Act 2011, which empowers neighbourhood plans. At the heart of all neighbourhood plans is the driving force of the community; local individuals and organisations collecting ideas and drawing together policy initiatives.

There is other guidance and best practice documents that set out the importance of consultation and offer advice on the best way to undertake meaningful community engagement. These include the Killian Pretty Review 2008 and HM Government's Code of Practice Consultation 2008.

3. Consultation Programme and Events

The consultation programme for the draft MNP began on Tuesday 13 June 2017 with the launch of the Forum's new website, www.mayfairforum.org. The Summer Consultation Period ran for a seven-week period, until Tuesday 1 August 2017, with the aim to gain as much feedback as possible. The Extended Consultation Period later ran from Wednesday 25 October 2017 to Wednesday 15 November 2017.

Below is the programme of events and activities over the Consultation Period:

Date	Event/Consultation Activity
Tuesday 13 June 2017	Summer Consultation for the draft MNP begins
Tuesday 13 June 2017	New website launched – www.mayfairforum.org
Ongoing: Tuesday 13 June 2017 – Tuesday 1 August 2017	Permanent exhibitions of the draft MNP at The Mayfair Library, 25 South Audley Street and Gieves and Hawkes, 1 Savile Row
Ongoing: Tuesday 13 June 2017 – Tuesday 1 August 2017	Online social media campaign
Wednesday 14 June 2017	The Residents' Society of Mayfair and St James's Summer Garden Party
Tuesday 20 June 2017	Email and consultation details sent to Forum's membership, community groups and statutory consultees
Thursday 22 June 2017	10,000 postcards hand-delivered to residential and business addresses in the local Mayfair area
Sunday 25 June 2017	The Summer Fair in Mount Street Gardens
Thursday 29 June 2017	Email to Forum's membership regarding Forsters LLP event
Monday 3 July 2017	Article featured in Mayfair Times with the Forum's Chairman, Mark Henderson
Monday 3 July 2017	Forum Members' Consultation Evening at Forsters LLP
Tuesday 4 July 2017	Summer in the Square
Wednesday 5 July 2017	Summer in the Square
Wednesday 5 July 2017	Shepherd's Market AGM
Thursday 6 July 2017	Summer in the Square

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Friday 7 July 2017	Summer in the Square
Friday 14 July 2017	St George's Church Speech Day
Friday 14 July 2017	Meeting with Oliver Wright, Mark Henderson, Ron Whelan, Diana Dennis and Jeremy Bishop
Wednesday 19 July 2017	Email regarding consultation details sent to Forum's membership, community groups and statutory consultees
Wednesday 19 July 2017	Meeting with Oliver Wright, Mark Henderson, Lois Peltz, Ron Whelan, Paul Bullen and Fr Richard
Wednesday 19 July 2017	Meeting with Oliver Wright and Lois Peltz
Tuesday 25 July 2017	Forum Breakfast Meeting hosted by Grosvenor
Tuesday 25 July 2017	5,000 postcards hand-delivered to residential and business addresses in the local Mayfair area
Wednesday 26 July 2017	Email regarding consultation details sent to Forum's membership, community groups and statutory consultees
Tuesday 1 August 2017	Summer Consultation closes
Thursday 10 August 2017	Meeting with Oliver Wright and Lois Peltz
Thursday 10 August 2017	Meeting with Oliver Wright and Alexander Hauschildt
Wednesday 25 October 2017 – Wednesday 15 November 2017	Extended Consultation Period runs Draft MNP and feedback forms available in The Mayfair Library
Thursday 23 November 2017	Mayfair Neighbourhood Forum General Meeting

At the events noted in the table, individuals who have been involved in the development of the draft MNP have been on-hand to receive both verbal and written feedback on the draft MNP. Materials including exhibition boards, the draft MNP, Executive Summary and hard copy and online questionnaire forms were made available. This will be detailed further in the chapter *Overview of Methodology, Page 9*.

4. Overview of Methodology

This section details the engagement undertaken by the Forum's members, volunteers and Comm Comm UK over the Consultation Period. It outlines how the Forum engaged with the local community and stakeholders in Mayfair.

Summer Consultation Period

The consultation programme began with the launch of the new website. An introductory email was then circulated to the Forum's membership, outlining and introducing the consultation process, the latest version of the draft MNP and methods for giving feedback. A contact email, telephone number and website details were given for the community to get in touch if they required the documents in other formats.

The overall strategic aims for consultation were to:

- Promote and publicise the draft MNP through effective traditional and online tools to ensure that as many local people were engaged as possible
- Gain feedback through online and traditional methods on the draft MNP
- Engage as many commercial and residential individuals to sign-up as a member of the Forum
- Ensure the local community understood what the MNP is and what it plans to focus on and achieve in the future.

The target audiences for engagement were:

- The Forum's current membership
- Residents and businesses in Mayfair
- Westminster City Council's Statutory Consultee list.

The Forum contacted a number of other key stakeholders in Mayfair who were actively encouraged to share the draft MNP and details of the consultation programme via their own communication channels to spread awareness of the consultation as wide as possible:

- Mayfair and St James's Association
- The Mayfair Residents Group
- Residents' Society of Mayfair and St James's
- The Mayfair Centre
- Shepherd Market
- The Mayfair Library
- The Grosvenor Chapel
- Christian Life Community, Mount Street Jesuit Centre
- Christ Church Mayfair
- Jesuit Church of Immaculate Conception
- Mayfair Islamic Centre
- St George's Hanover Square
- Royal Academy of Arts
- Savile Club
- George Club
- The Lansdowne Club

- The Naval Club
- Royal Over-Seas League
- Royal Aeronautical Society
- New West End Company
- Heart of London Business Alliance
- Regent Street Association
- Bond Street Association
- Savile Row Bespoke.

4.1 Consultation Materials

Copies of all materials issued as part of the consultation process can be found in the Appendices.

The Draft MNP, Executive Summary and Exhibition Boards

The draft MNP and Executive Summary were designed up into A4 and A3 documents, which were available to the local community to review throughout the Consultation Period and are still available to be viewed on the Forum's website. The documents were on display throughout the duration of the Summer Consultation Period at The Mayfair Library and Gieves and Hawkes as well as at a number of community events. The documents were also emailed to statutory consultees, community groups and members of the Forum as well as being available to download online from the Forum's website. A Freephone telephone number and email address were made available to the local community to allow them to get in touch if they required the documents in a different format. Exhibition boards were also produced and on display at events across the Summer Consultation Period (see Appendix A). The boards detailed the consultation, gave key information regarding how people could have their say and explained the different focuses and areas of the draft MNP. Two boards showed detailed maps of Mayfair, one of the ground floor uses and the other showing existing constraints in Mayfair.

Website

The Forum's website, www.mayfairforum.org, was refreshed with an updated brand and layout for the launch of the consultation process. The refreshed website was designed to allow users to easily read and download the draft MNP and Executive Summary as well as



Figure 1 Screenshot of website

complete the online questionnaire. The website allowed visitors to sign-up to the Forum and get in contact with the team for more information. An event timetable was published and updated throughout the Consultation Period and the site also gave information on where to view the hard copies of the draft MNP in Mayfair. Copies of meeting notes, previous draft versions of the MNP and consultation reports were available online for users to view.

Member Emails

Emails were sent out to the Forum's membership. Emails were sent at intervals over the Consultation Period to inform and allow respondents to actively take part in the consultation. Community groups and organisations noted in the Overview of Methodology were asked to share the details on the draft MNP and consultation with their own members and databases, reaching a large and vast array of individuals and groups. Copies of emails sent from info@mayfairforum.org can be found in Appendix B.

Postcards

Over the Summer Consultation period approximately 15,000 postcards were given out and delivered to the local Mayfair community. On Thursday 22 June, 10,000 postcards were initially hand-delivered to all residential and business addresses in Mayfair. The full distribution report and area can be found in Appendix C, alongside a copy of the postcard. The postcards detailed information about the Forum and the draft MNP as well as encouraging individuals to get involved in the consultation process giving website details, a contact email, a Freephone telephone number and social media handles.

Social Media Campaign

Social media was utilised throughout the Consultation Period to communicate with a wide range of different audiences. Twitter and Instagram were the most effective tools used in the campaign. Mayfair community groups, local individuals and accredited accounts engaged and interacted positively with imagery and messaging of Mayfair and the consultation programme. These will be excellent platforms to help continue to communicate and develop awareness of the Forum and the MNP.

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Twitter - @mayfairforum

Followers at start of Consultation Period: 291 - increased to 354 (January 2018)



Figure 2 Screenshot of Twitter page

Instagram - @mayfairforum

Followers at start of Consultation Period N/A – increased to 173 (January 2018)

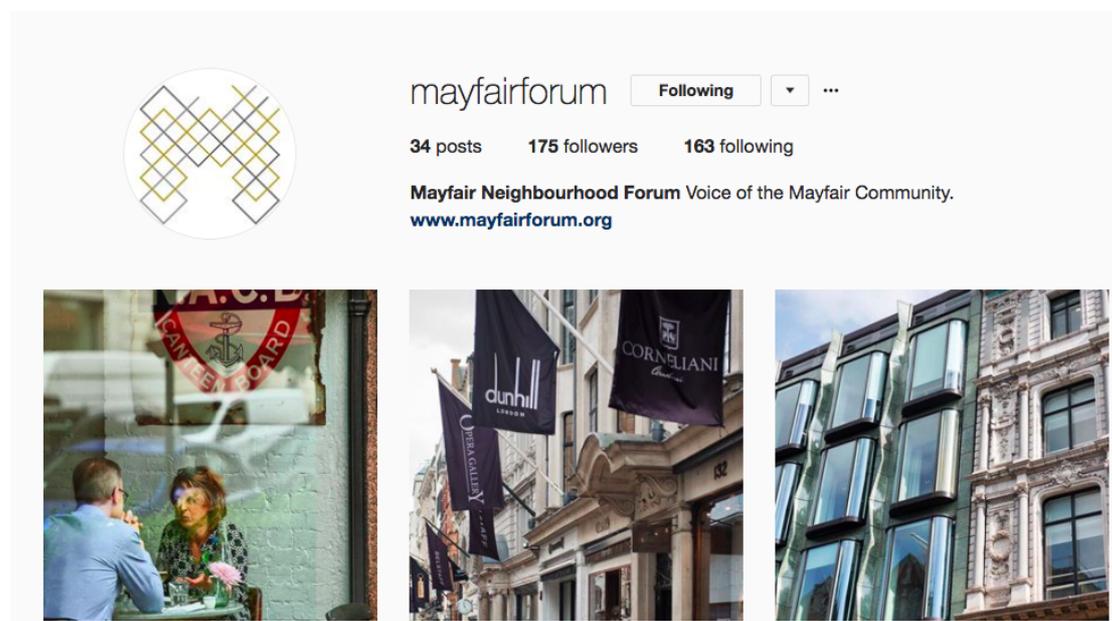


Figure 3 Screenshot of Instagram page

Press

The Mayfair Times published an article on the draft MNP in its July 2017 issue, which featured an interview with Chairman, Mark Henderson, detailing aspects of the Plan in detail and encouraging readers to get involved via the various channels and platforms available. The Mayfair Times is delivered to homes, hotels, private members' clubs, offices, shops, restaurants and bars in Mayfair and St James's and has a readership of c.80,000. The article can be found at Appendix D.



Figure 2 Image of Mayfair Times

Questionnaire

A digital online questionnaire and hard copy questionnaire were compiled to gain valuable feedback from the local community about the policies and chapters of the draft MNP. Hard copies of the questionnaire were available alongside the draft MNP at the Mayfair Library and Gieves and Hawkes over the Summer Consultation Period as well as at community events detailed in the Consultation Programme. Questionnaires were also hand-delivered to a number of individuals in the area who requested copies. The website could be accessed directly through the social channels, which then presented the digital version of the questionnaire. The digital copy of the questionnaire could be accessed directly via the website and all social channels, which then presented the digital version of the questionnaire. A blank copy of the questionnaire can be found in Appendix E.

Extended Consultation Period

The Extended Consultation Period echoed many of the methods outlined above. The Extended Consultation Period was launched with an email to the Forum's membership outlining the results and initial analyse of the Summer Consultation Period and the Steering Group's desire to launch the Extended Consultation on green spaces. A link to the online questionnaire was included to fill in online. The draft MNP and questionnaire were available at the Mayfair Library throughout the period for the local community to complete. Member emails were sent periodically to the database over the period directly users to the online questionnaire. Copies of the materials used can be found in Appendix H.

Events

Permanent Exhibitions

Ongoing: Tuesday 14 June to Tuesday 1 August and Wednesday 25 October to Wednesday 15 November 2017

The Mayfair Library and Gieves and Hawkes held a number of A4 and A3 copies of the draft MNP and Executive Summary on display over the Summer Consultation Period and welcomed members of the community to review and complete a questionnaire.

During the Extended Consultation Period the draft MNP and Executive Summary was on display at The Mayfair Library alongside the questionnaire for members of the community to review and complete.



Figure 3 Image of materials on display at Gieves and Hawkes (left) and The Mayfair Library (right)

The Residents' Society of Mayfair and St James's Summer Garden Party
Wednesday 14 June 2017

Forum volunteers were on-hand with exhibition boards and consultation materials to actively engage with attendees of the Residents' Society of Mayfair and St James' Summer Garden Party, of which there were over 300 attendees. Postcards were given out and a number of attendees signed-up to the Forum. Mark Henderson, Chairman of the Forum, gave a speech during the evening, introducing the draft MNP and the work that had gone into the document to date. He noted the Summer Consultation Period and encouraged all those living, working and visiting the area to get involved.



Figure 4 Image of exhibition board on display

The Summer Fair in Mount Street Gardens
Sunday 25 June 2017 12pm-4pm

Forum volunteers were on-hand at the Summer Fair in Mount Street Gardens with consultation materials, exhibition boards, postcards and questionnaires to discuss the draft MNP with members of the Mayfair community. The team answered queries about the draft MNP as well as explaining the role of the MNP and what it is aiming to achieve.

Mayfair Neighbourhood Forum Members' Consultation Evening at Forsters LLP
Monday 3 July 2017, 5pm

Forsters LLP hosted a members Q&A evening. Approximately 30 members of the local community were present. It appeared there were more residential representatives than business members. Over the course of the evening, presentations were given on each chapter of the draft MNP and attendees had the opportunity to comment and ask any questions they may have had. Mark Henderson, Chairman of the Forum and Oliver Wright, Chairman of the Planning Sub-Group were on-hand to answer questions and to encourage attendees to get involved in the consultation

Oliver Wright explained that this was an opportunity for the Steering Group to listen to members and that not all questions could be answered at the meeting but that all feedback would be considered in full. Full meeting notes from the evening can be found in Appendix F.



Figure 5 Image of Members' Consultation Evening

Summer in the Square

Tuesday 4 July, Wednesday 5 July, Thursday 6 July and Friday 7 July

Forum volunteers were on hand across four days at Summer in the Square displaying the exhibition boards and had consultation materials available for the community to review and feedback back on. Postcards were handed out to hundreds of individuals of the community with details of how to engage in the consultation process online.



Figure 6 Image from Summer in the Square

Shepherd's Market AGM

Wednesday 4 July, 7pm

The Association's Annual General Meeting gave the opportunity for residents to review the draft MNP and discuss any queries with the Forum volunteers that were on hand. A speech was given to the attendees about the consultation process and how to get involved.

St George's Speech Day

Friday 15 July

Consultation materials and questionnaires were on display in the viewing gallery in St George's Hanover Square for the public to view. The event was a prize giving for a local school in which many local parents and individuals were in attendance. Volunteers interacted with the local community to actively engage and discuss the draft MNP and explain how to get involved.

Mayfair Neighbourhood Forum Breakfast Meeting hosted by Grosvenor

Tuesday 25 July, 9am

Grosvenor hosted a Breakfast Meeting and invited a number of its commercial occupiers as well as the New West End's retail members on Bond Street and Regent Street. Will Bax, Steering Group member, gave a presentation about the draft MNP and discussed the different policies in detail as well as the process the Forum has been through to date to get the draft to this stage.

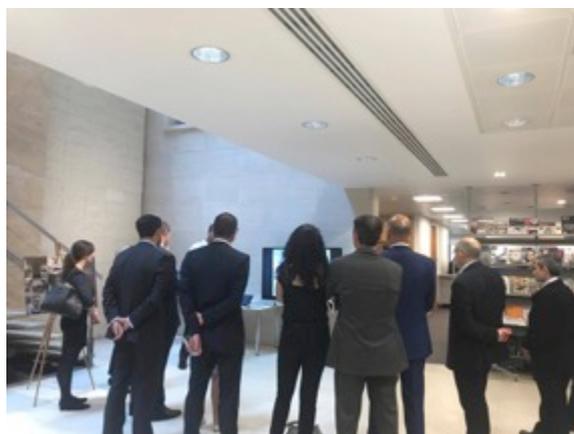


Figure 7 Image of Breakfast Meeting

Mayfair Neighbourhood Forum General Meeting

Thursday 23 November, 5.30pm

The MNF held a General Meeting inviting all those on the membership to come and listen to an update on the Plan and the process, results from the consultation as well as next steps. The Chair, Mark Henderson, welcomed everyone to the meeting and outlined the process through which the draft Plan has been developed. This was followed by a summary of key points from the Plan together with amendments made following consultation, and the next steps.

Lois Peltz, Chair of the RSMSJ, outlined the role of RSMSJ and thanked the Forum for its extensive work on the Plan. She confirmed RSMSJ's support for the principal of submitting the final version of the Plan to Westminster before Christmas (as the Forum propose); noting that she had not yet had an opportunity to review the final text and that she would be discussing this at the next RSMSJ meeting. She also voiced concern about plans for Oxford St and urged attendees to participate in the consultation process.

Jace Tyrrell, C.E.O. of the New West End Company spoke about the value of the Plan and of being able to bring business and residents together, to plan for the future of Mayfair.

Questions and comments were then welcomed from the floor, which included:

Q1. It was asked how the Mayfair Neighbourhood Forum (MNF) will ensure the Plan will influence the new City Plan for Westminster. It was suggested that the Plan should be submitted to Westminster City Council (WCC) as soon as possible to ensure this happens. A. The Chairman, Mark Henderson, confirmed that the Steering Group had agreed the Plan should be submitted to WCC as soon as possible. Ideally, this will be before the end of the year. Forsters commented that WCC has an obligation to progress the Plan as soon as possible once it is submitted to them. The first stage is a six-week consultation after which the Plan would be submitted to the Planning Inspectorate for independent examination. Councillor Jonathan Glanz noted that unlike many other neighbourhood forums that have decided to wait until the release of the new City Plan to progress their plans, the Plan, if approved, will be adopted early on in the new City Plan process and will therefore be able to influence the new City Plan rather than having to respond to it. It was also noted that Knightsbridge had gone ahead and submitted its Plan.

Q2. Concern was raised as to how Mayfair's position as a leading arts district will be protected if events in Mayfair's green spaces, such as LAPADA & PAD are restricted. A. The Chairman advised that the policy proposed would allow for the continuation of LAPADA & PAD.

Q3. It was suggested that a representative should be sent to the Chancellor's planning policy taskforce mentioned in the recent budget in order to be a representative voice for Mayfair. The same was suggested for the Chancellor's taskforce on homelessness.

Q4. It was asked how the MNF might ensure that Grosvenor Square is protected being one of the largest open spaces in Mayfair. A. Will Bax reported that Grosvenor has no immediate plans for the Square. Grosvenor recently published the results of its consultation into the future use of the Square and it is now looking to form a steering group of local residents, workers and public realm experts who can help oversee the process of creating a plan for the Square.

5. Overview of Feedback – Summer Consultation Period

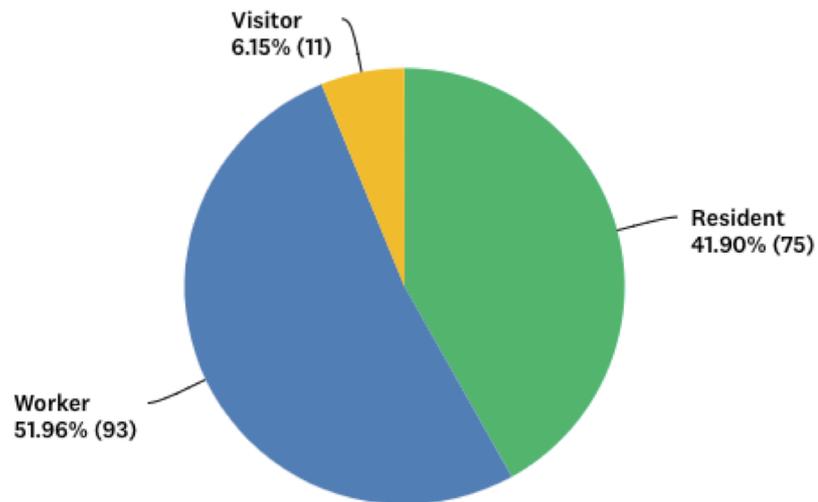
From Tuesday 13 June to Tuesday 1 August the Forum received:

162 completed online questionnaires

17 completed hard copy questionnaires

Total: 179 questionnaires completed.

Breakdown of questionnaire respondents



Statutory Consultees:
GLA Local Plan Team
Historic England
Thames Water
Transport for London
Westminster City Council

Eight additional feedback emails.

All feedback received can be found in Appendix G.

The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

Below details the organisations who participated in the consultation. Responses given were in some cases on behalf of the organisation and others were by individuals who noted their place of employment. Please note that as stating this was optional, not all addresses were collected as part of the consultation process and therefore this list is not exhaustive:

Organisations	
Royal Borough of Kensington and Chelsea	Brown Fashion
Thames Water	Dance Works
Westminster City Council	Chestertons
GLA Local Plan Team	Hereford Funds
Transport for London	Wetherells
Mount Street	Heart of London BID
Mayfair Curated	Sunny Day Capital
Mayfair News	Run Wild Group
Garside Accountants	Conduit Invests
Grosvenor	Strutt and Parker
Southings	Norton and Sons
Sharpley Consult	Gibson Index
Hirsh London	Mayor Gallery
Regent Street Online	Mansour Gallery
Apperly Estates	Farm Street
Hilco Capital	Continental Travel Nurse
Fr Boucheron	Christ Church Mayfair
Royal Academy	Munton
Burberry	Savills
Prada	Gate House Bank
JM London	Selfridges Group
Chanel	Sothebys
City of London	New West End
YPML	Gieves and Hawkes
Davies and Son	Vivienne Westwood
Dugdale Bros	Daks
Savile Row Bespoke	Gelding Menswear
LAPADA	PAD

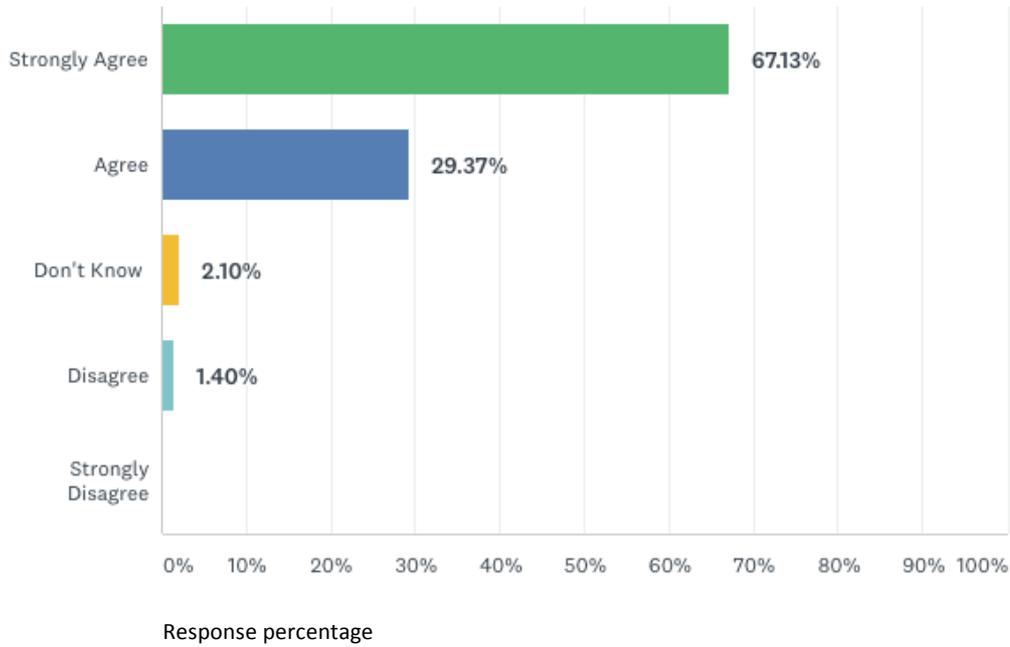
5.1 Chapter One: Public Realm



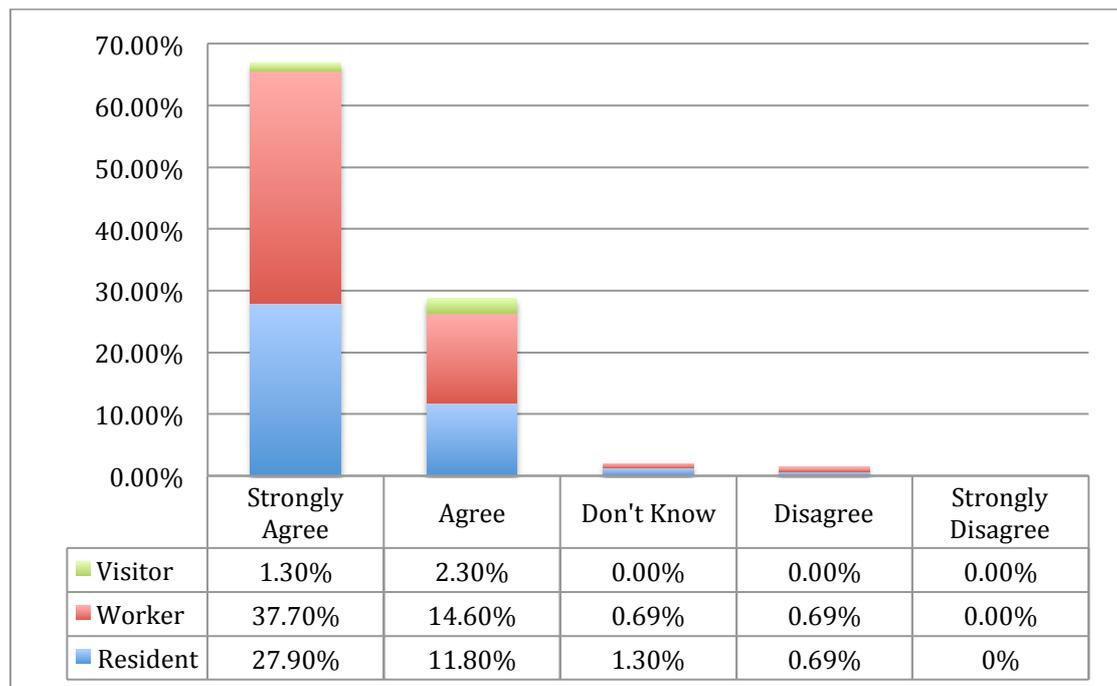
Q1. Transforming Public Realm (Policy MPF) New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and multifunctional streets are achieved throughout Mayfair.

Total Responses

Answered: 143 Skipped: 36



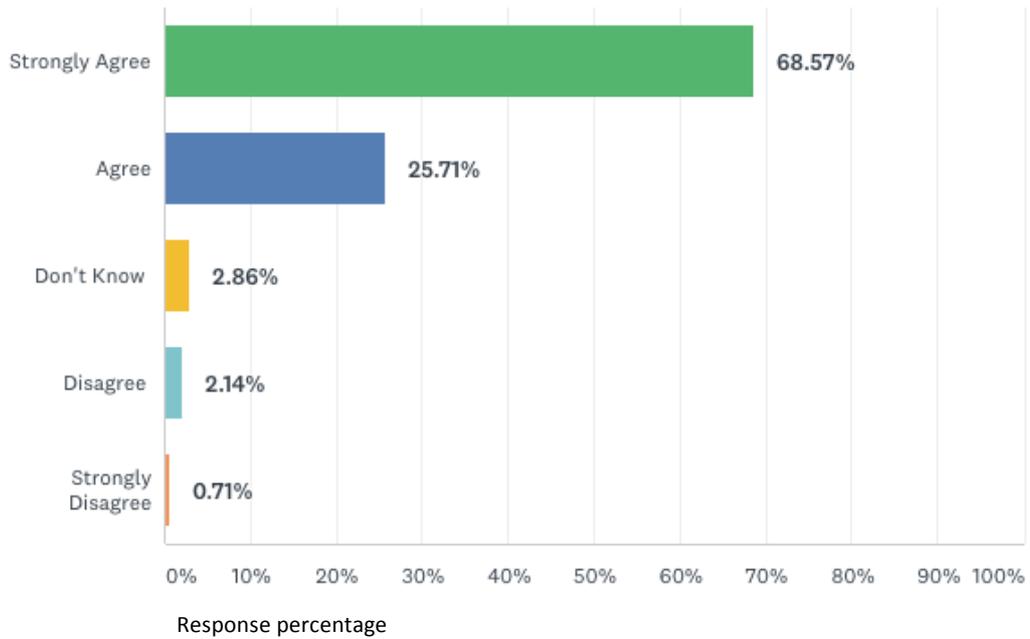
Breakdown Responses



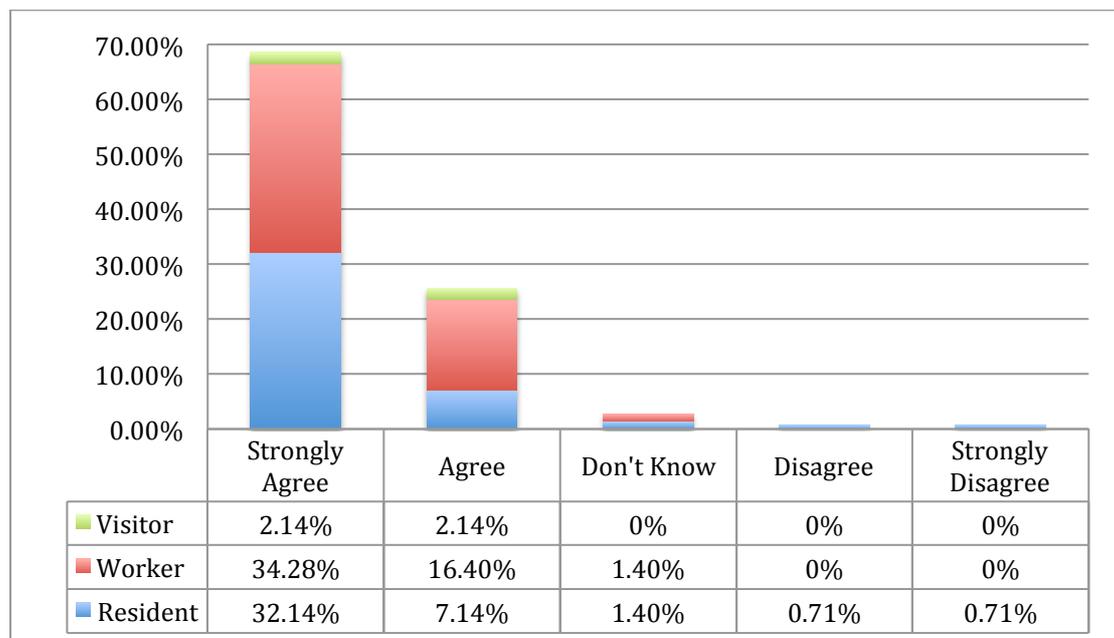
Q2. Local Green Spaces – Designation and Use (Policy MGS1) Grosvenor Square, Berkeley Square, Hanover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

Total Responses

Answered: 140 Skipped: 39



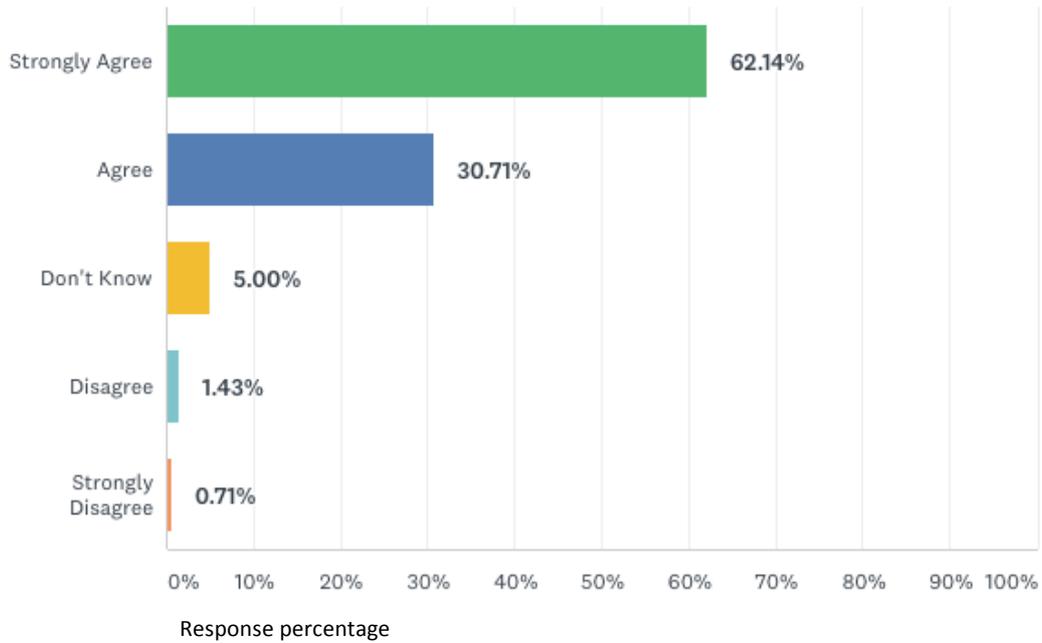
Breakdown Responses



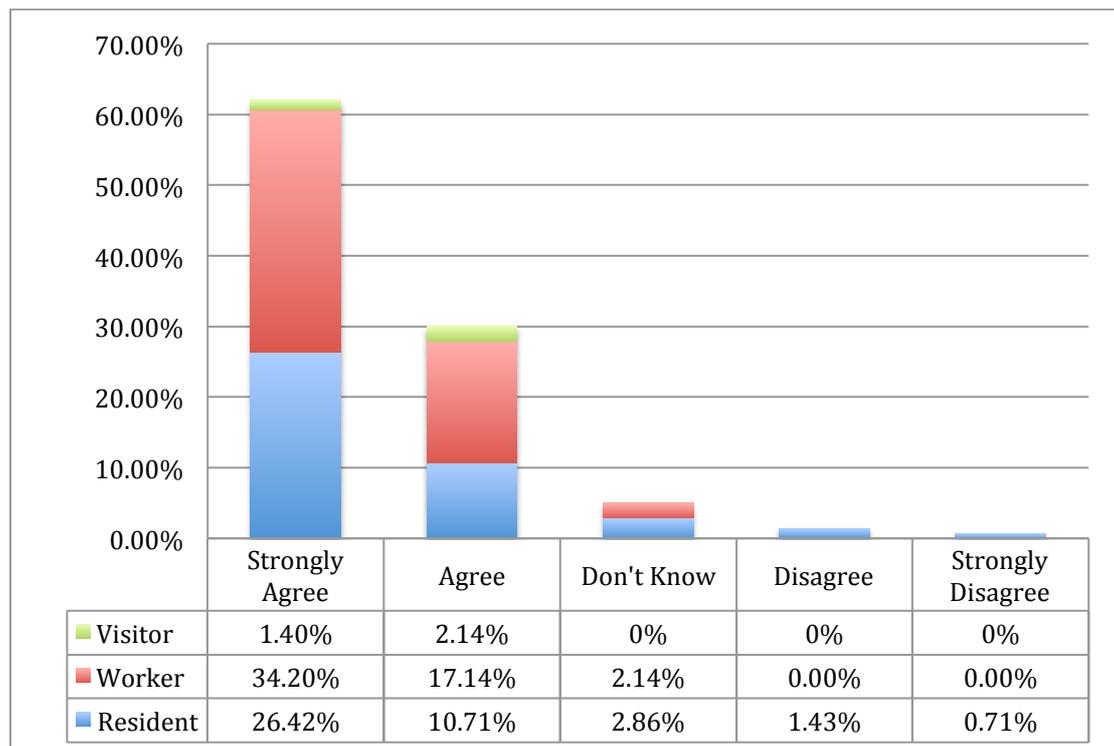
Q3. Mayfair's Green Spaces (Policy MGS2) Public green spaces in Mayfair, and their surrounding public realm, should be enhanced and development that fronts on to public green spaces should pay special regard to the preservation and character of the green space in question.

Total Responses

Answered: 140 Skipped: 39



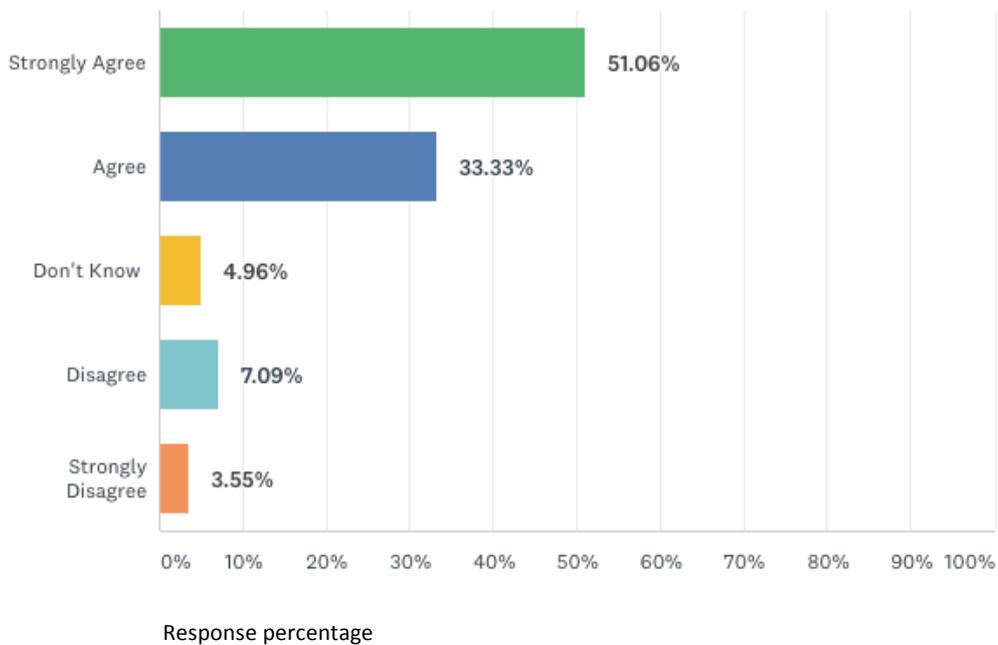
Breakdown Responses



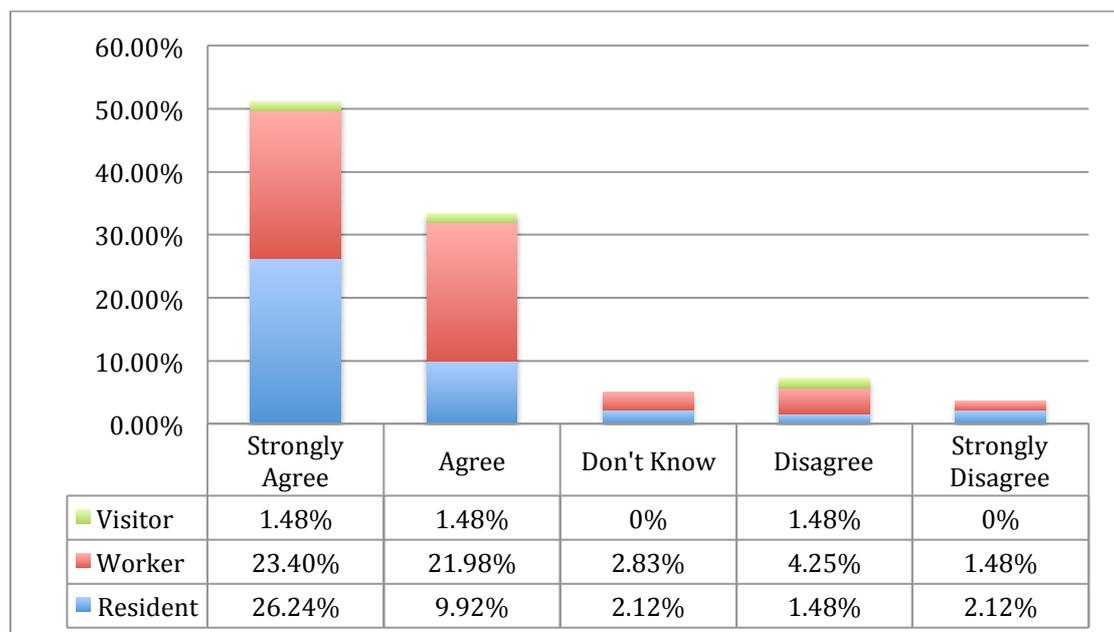
Q4. Events in Green Spaces (Policy MGS3) Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and remediation of the green space following any such event should be provided for.

Total Responses

Answered: 141 Skipped: 38



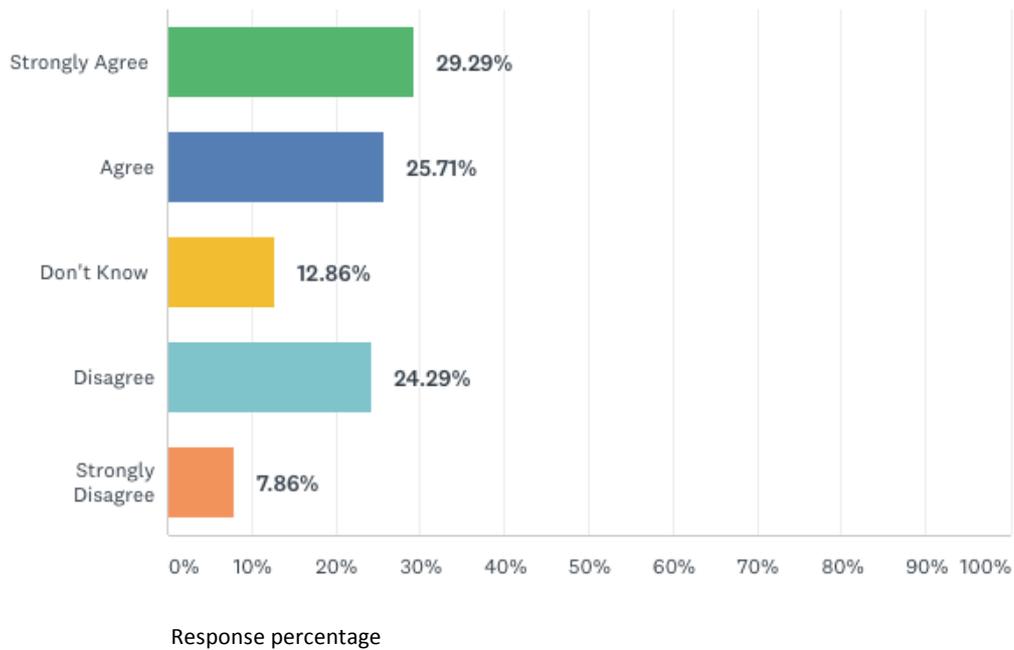
Breakdown Responses



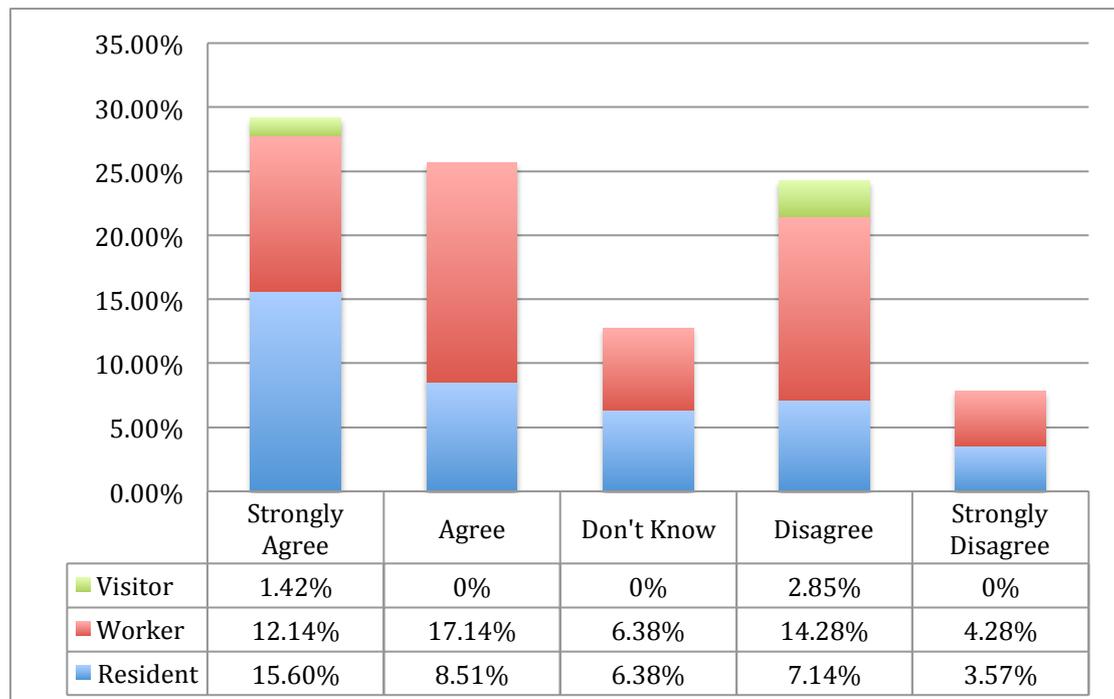
Q5. Events in Green Spaces (Policy MGS3) Events should be held at times of the year when impact the on local use of the green space is minimised, in other words between October and March.

Total Responses

Answered: 140 Skipped: 39



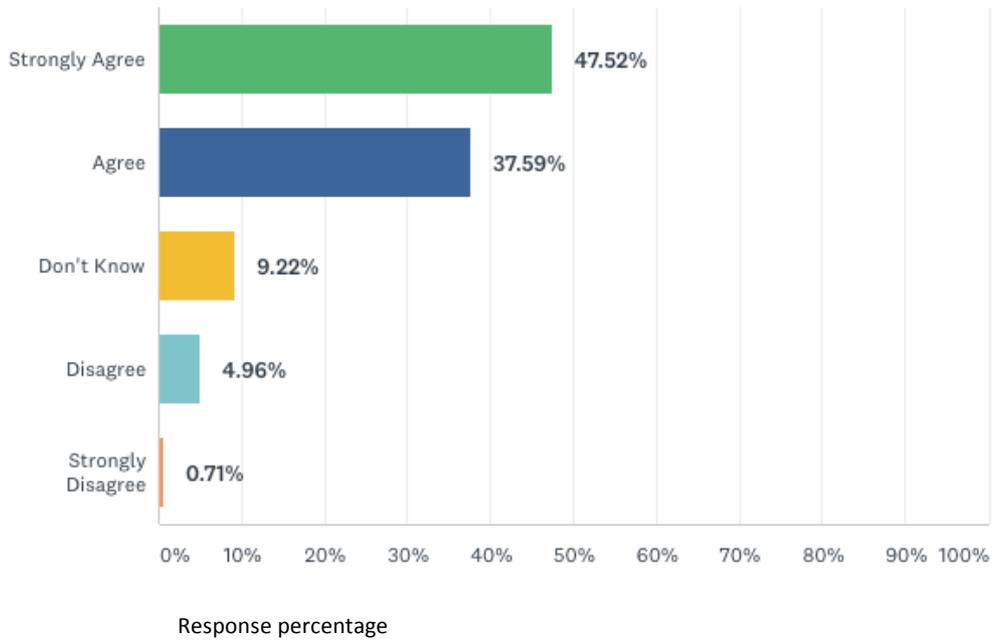
Breakdown Responses



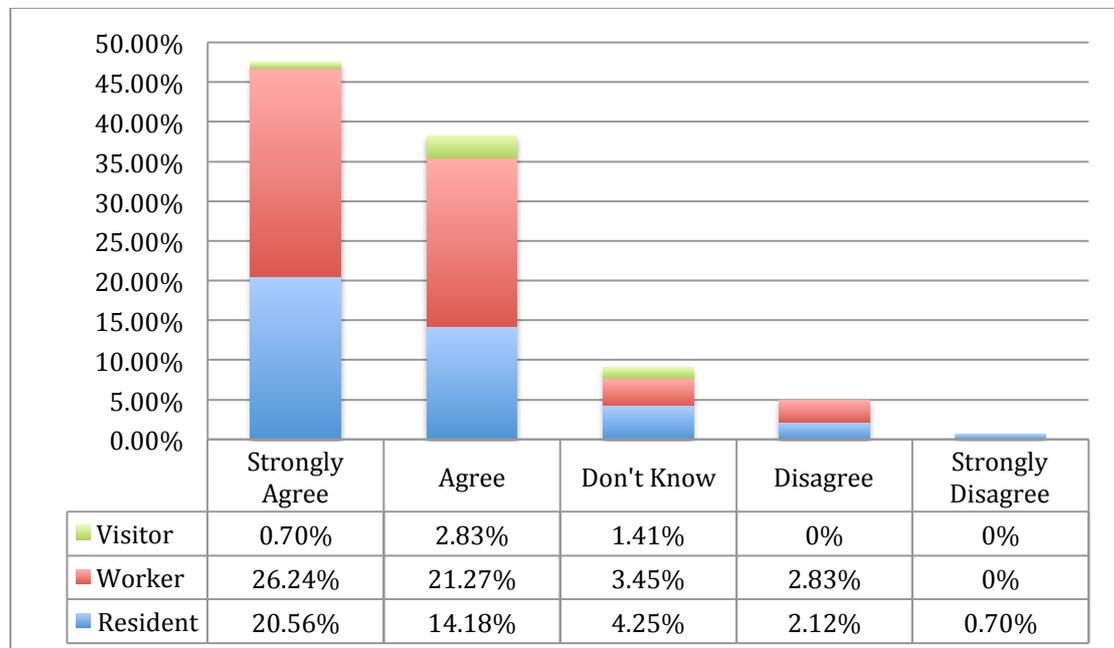
Q6. Events in Green Spaces (Policy MGS3) Events should reinvest proceeds into improvements to the green space itself.

Total Responses

Answered: 141 Skipped: 38



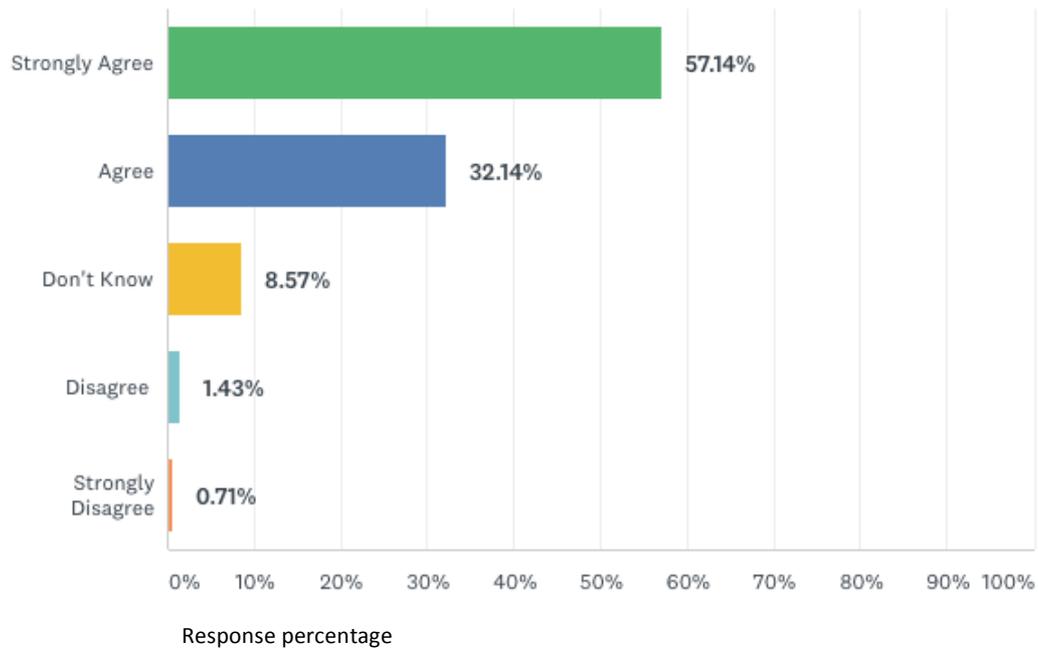
Breakdown Responses



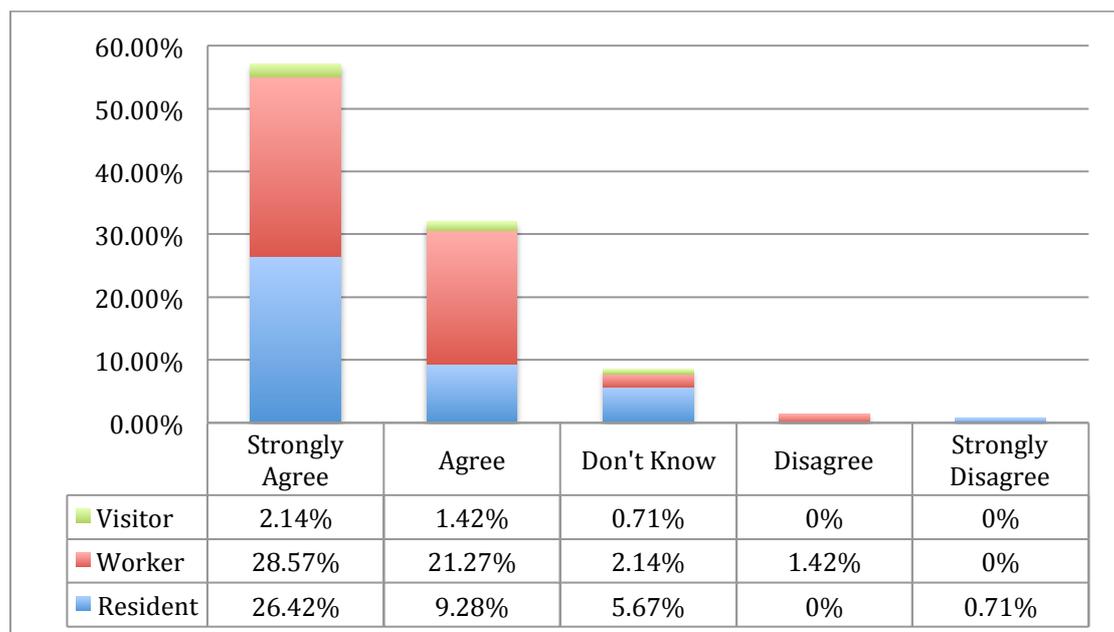
Q7. Greening (Policy MUB) All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

Total Responses

Answered: 140 Skipped: 39



Breakdown Responses



Additional notes from the community on Chapter One: Public Realm

<p>MPR – Transforming Mayfair’s Streets</p>	<ul style="list-style-type: none"> • Trees are of particular importance • Those who travel by car and taxi will need to be considered • Each development should be assessed on its own merit • Support call for greater public realm • Wary of applying a policy in such a way that Mayfair may become homogenous.
<p>MGS1 – Local Green Spaces</p>	<ul style="list-style-type: none"> • Should include Brown Hart Gardens • Hanover Square is being ‘blighted by beggars and homeless’ • Inadequate rubbish collection in these areas • Play areas for children were highlighted to be in demand and in need • Concern raised that if Local Green Spaces designation diminished their ability to respond to a wider audience • How does the Plan encourage the local community to create green space? • New builds should have a green policy with provision for creating pollution-busting measures.
<p>MSG2 – Mayfair’s Green Spaces</p>	<ul style="list-style-type: none"> • Outdoor space for locals was of importance and comments suggested events and activities, highlighting Summer in the Square as a successful example • Comments queried the definition of ‘preservation’ and ‘enhancement.’
<p>MGS3 – Events in Green Spaces</p>	<ul style="list-style-type: none"> • Too restrictive with its wording regarding restrictions • Restrictions on events should depend on the event and its duration • Events in Berkeley Square have stolen the square from residents and is problematic and overused • Residents should get special access and there should be more community and culture based events • There should be zero events as they cause detrimental effects and the green spaces take months to recover • Parking during events is an issue • Summer in the Square is a well-run event and should continue • Key to ensure that the policy ensures that there is a flexibility and proportionality of events • Perhaps a percentage of the proceeds could go towards green space • Proceeds from events could also go further to invest in infrastructure and public realm in the area • What are the plans for Grosvenor Summer in the Square to start charging entry and invite corporate sponsorship? • The Plan should protect Mayfair’s squares against commercialisation • How many and what sorts of events would Mayfair Neighbourhood Forum like to promote?
<p>MUB – Urban Greening</p>	<ul style="list-style-type: none"> • Remove ‘reasonable opportunities’ from the wording as it is too subjective • Many practical ideas were given, including living wall, streetscape, trees, planting, urban beehives, green roofs and flower baskets • Ongoing maintenance and methods of this should be included in the Plan

	<ul style="list-style-type: none">• Greening would bring sense of community to Mayfair• Would encourage the MNF to adopt the 'Wild West End green space matrix.'
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Summary of Chapter One

Most of the policies noted in chapter one were well received and via the feedback questionnaire, received 'Strongly Agree' and 'Agree' scores in most cases. It is clear that residents, businesses and visitors value public realm and green spaces with high regard in Mayfair. The main issues were in regards to on-the-ground maintenance and management of these spaces.

Policy MGS3, in relation to events between March and October, had the most divided opinion in this chapter. It was noted by a broad range of respondents that the terms set out sounded too restrictive and that there should be a balance and flexibility when looking into each event case-by-case.

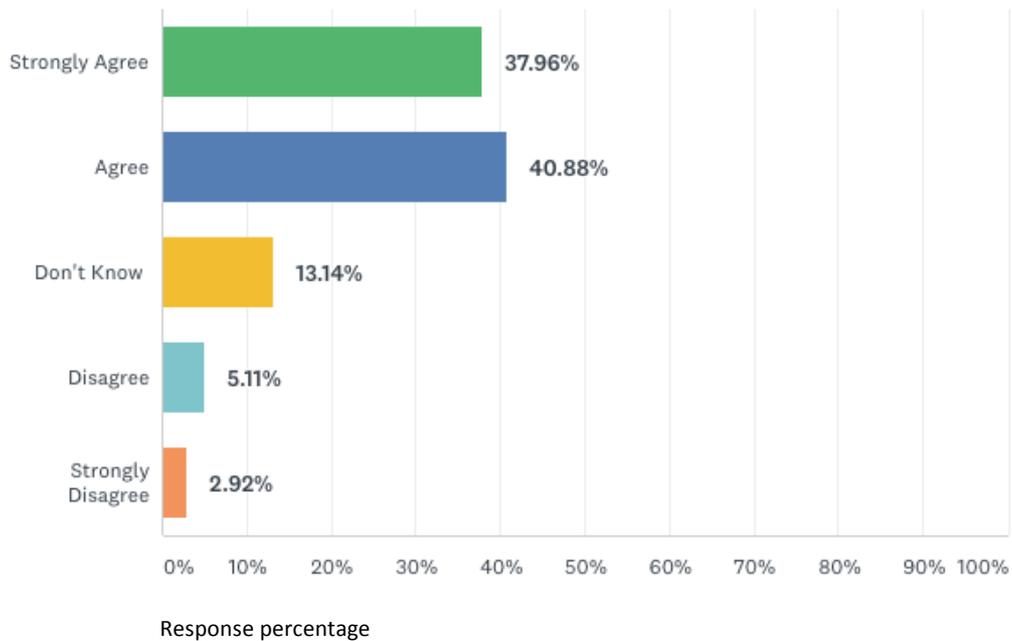
5.2 Chapter Two: Directing Growth



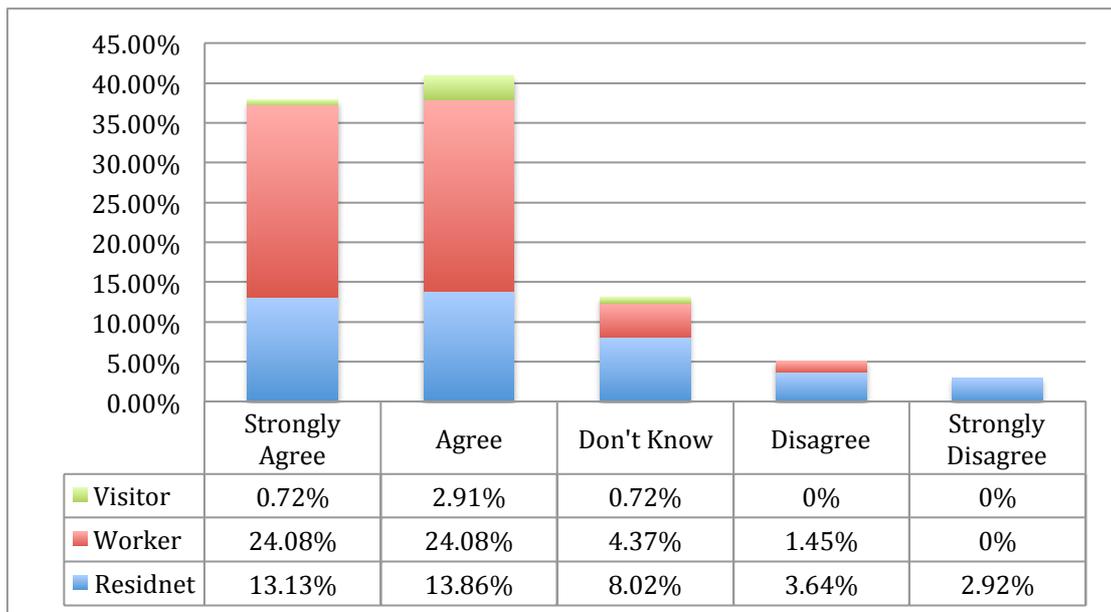
Q8. Growth Areas (Policy MSG) As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair. This includes areas around transport hubs and to existing retail and commercial areas.

Total Responses

Answered: 137 Skipped: 42



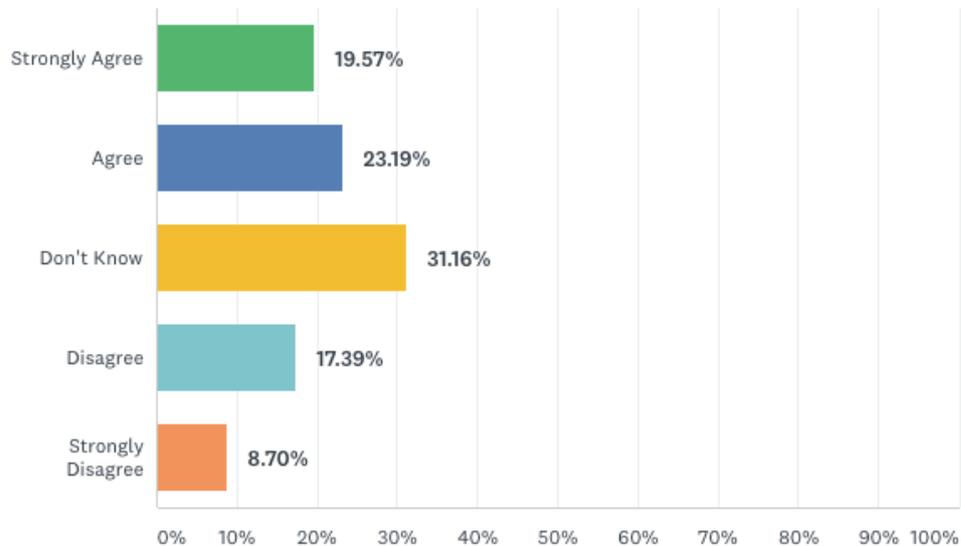
Breakdown Responses



Q9. Tyburn Retail Frontage (Policy MTR) A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

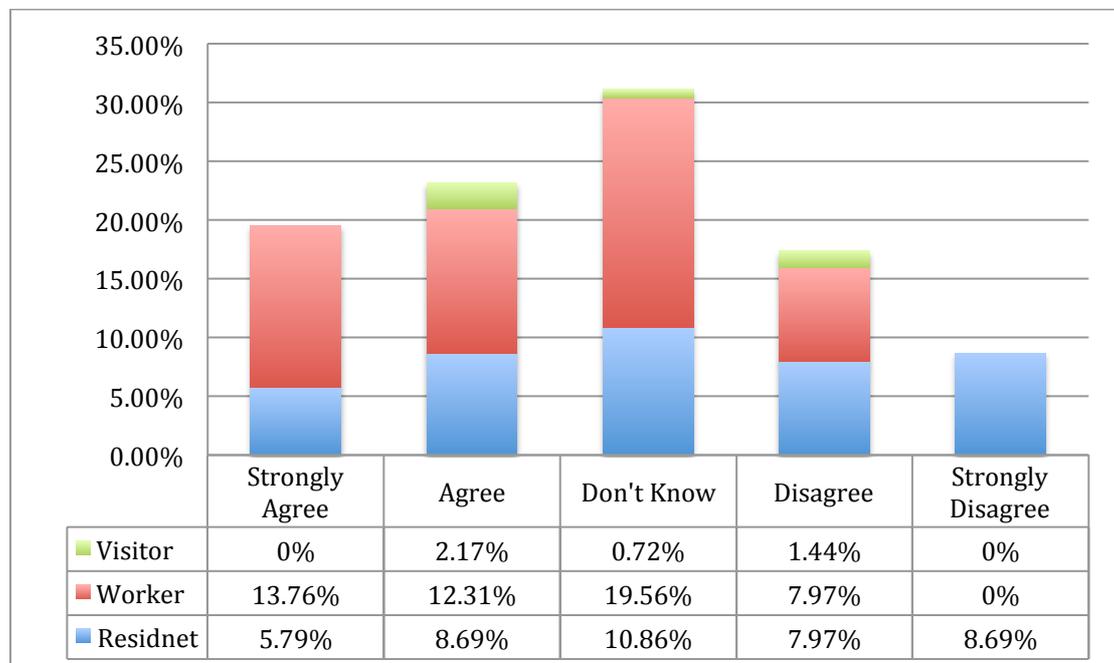
Total Responses

Answered: 138 Skipped: 41



Response percentage

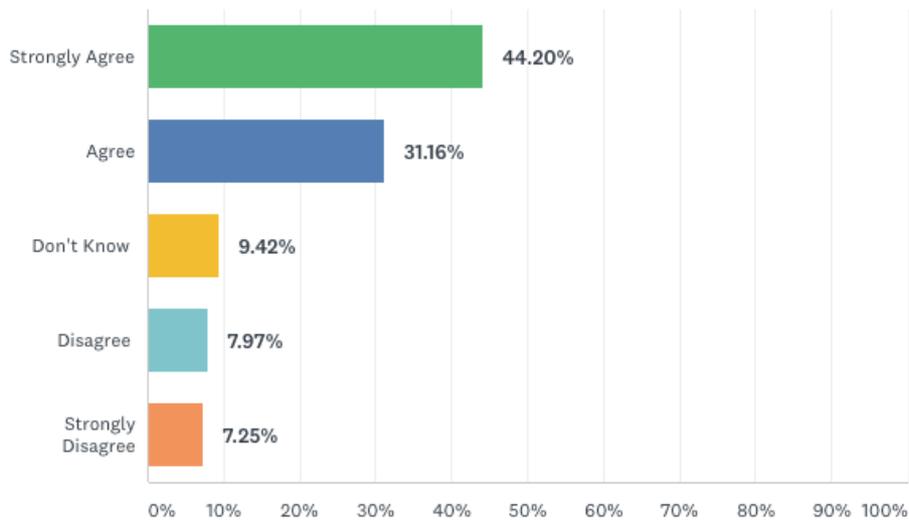
Breakdown Response



Q10. Park Lane (Policies MPL1, MPL2, MPL3) The Plan should encourage a transformative change to Park Lane to make it more attractive, to enliven the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

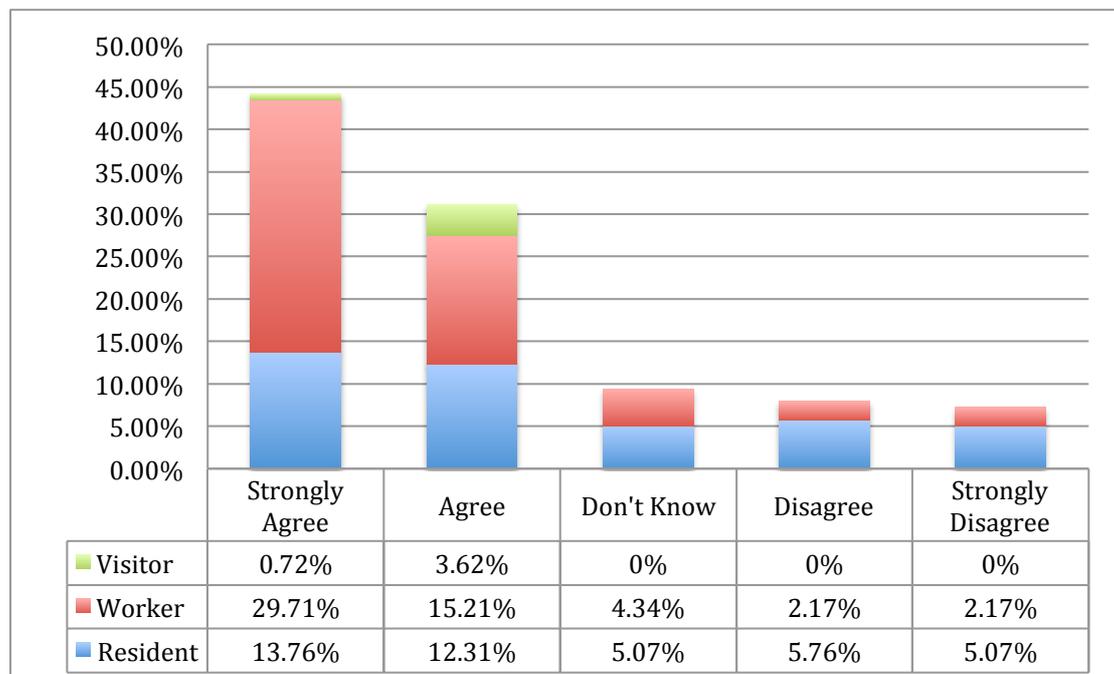
Total Responses

Answered: 138 Skipped: 41



Response percentage

Breakdown Responses



Additional notes from the community on Chapter Two: Directing Growth

<p>MSG – Sustainable Growth</p>	<ul style="list-style-type: none"> • Oxford Street area should be extended to the west to support additional growth • It is important that growth is directed to appropriate areas within Mayfair • Concerns with congestion and growth around Oxford Circus and that some commercial areas are already at their limits • Will the anticipated growth in visitors/shoppers sustain so many different shopping areas? Surely anyone drawn down South Molton Lane/Avery Row for example is a potential customer lost to many of the shops in South Molton Street, East Brook Street or even Oxford Street?
<p>MTR – Tyburn Retail Opportunity Frontage</p>	<ul style="list-style-type: none"> • Like the concept and the back streets are dirty and sad • Suggestion for studio space, smaller and affordable outlets for locals and artists rather than high-end retail along the frontage • Tyburn River Frontage is ill-thought out • Unclear on the relevance of the policy and do not believe that this would reflect the cultural and historic elements of Mayfair • This plan would be an overdevelopment • The street is too narrow for the density proposed • This is nonsense the underground river does not have any historic importance
<p>MPL1 – Transforming Park Lane</p>	<ul style="list-style-type: none"> • The Park Lane plan is an unnecessary vanity project • Reducing the lanes will only make the traffic situation worse, cause obstructions and will be a logistical nightmare • Should consider underground routes and bridges over Park Lane • Although bold, the plans would transform the area for the better • The underpass from Mayfair to Hyde Park has been neglected and could be a pleasure • Music pitches for students should be encouraged in the underpass • There is an undisclosed plan to increase retail space around Park Lane.

Summary of Chapter Two

There was an overwhelming agreement within this chapter that growth in Mayfair should be encouraged alongside the London Plan. Transport hubs were reviewed with scrutiny by members of the community and a variety of modes of transport were discussed and noted of importance over the period. While Policy MPL1 Transforming Park Lane was well-received in the questionnaire, many comments were concerns about the ambitious nature of the plan and the knock-on impacts this could have in the area and wider London. Alternative suggestions were given such as improvements to the underpass, additional underground roads and garden bridges over Park Lane.

The proposals for the Tyburn Retail Opportunity Frontage were extremely mixed. Most respondents did not form a view of the proposal via the questionnaire. Some were keen to see the back streets utilised and brought back to life, whereas others were not keen for any additional development.

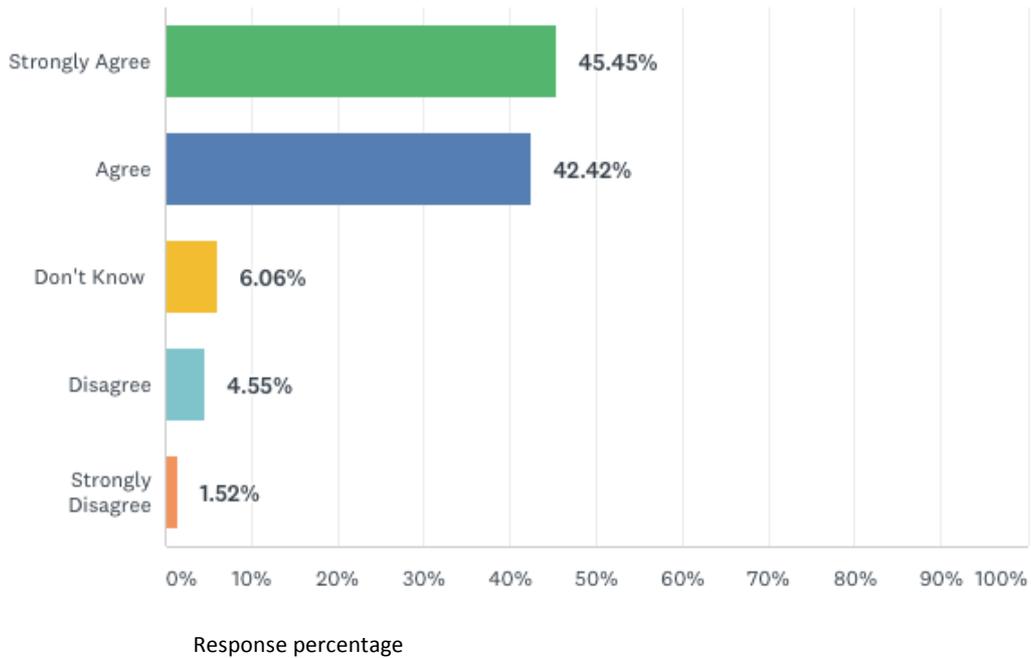
5.3 Chapter Three: Enhancing Experience



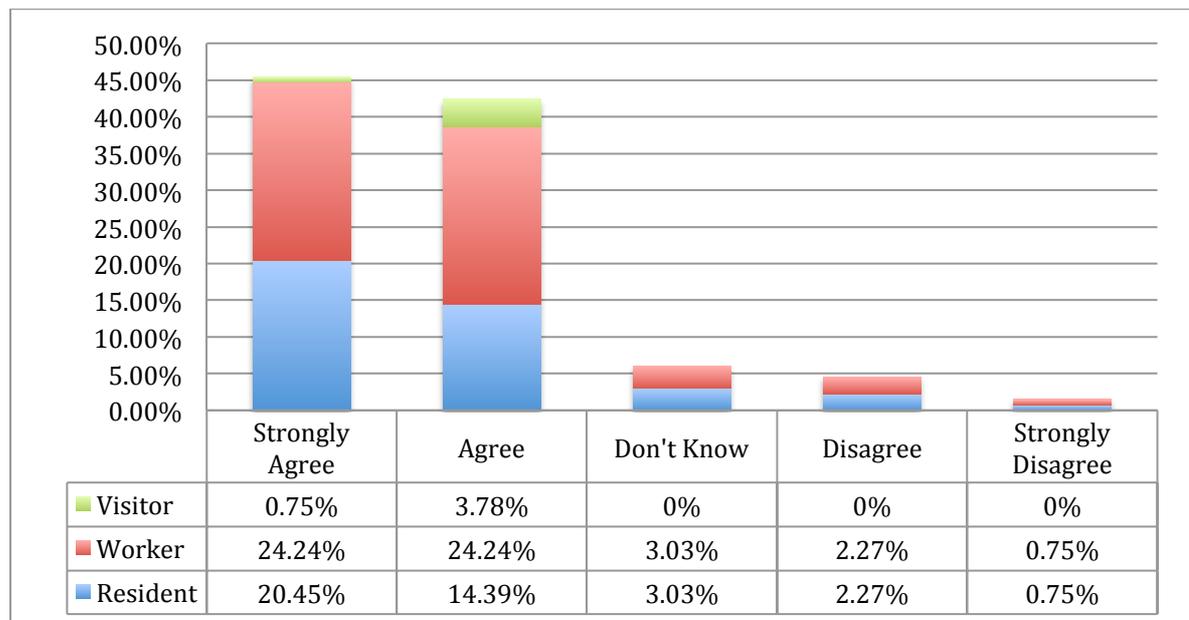
Q11. Retail (Policies MR1 and MR6) The existing scale and character of retail frontages should be retained and enhanced and specific uses such as convenience shopping and creative industry should be protected.

Total Responses

Answered: 132 Skipped: 47

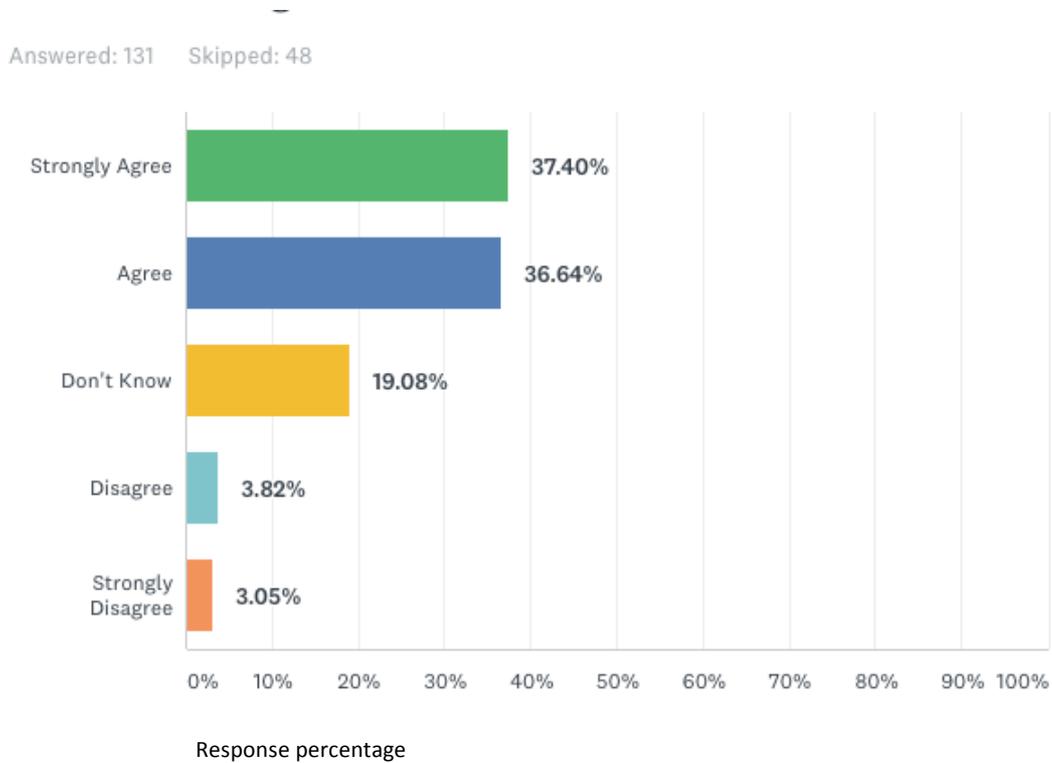


Breakdown Responses

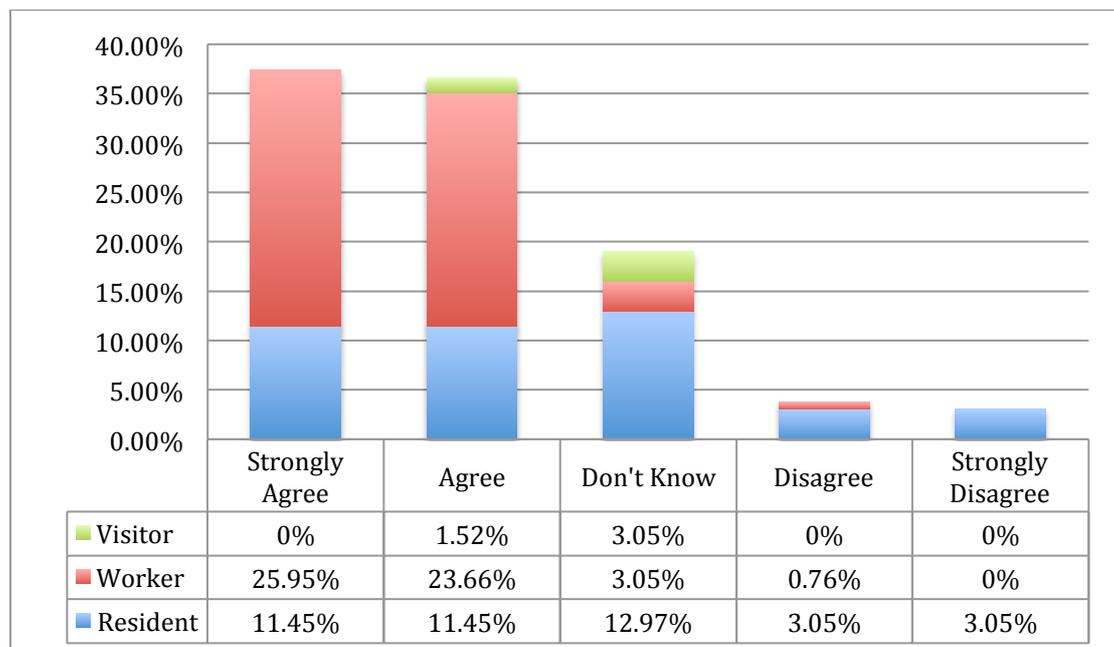


Q12. Retail Public Realm (Policy MR2) New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

Total Responses



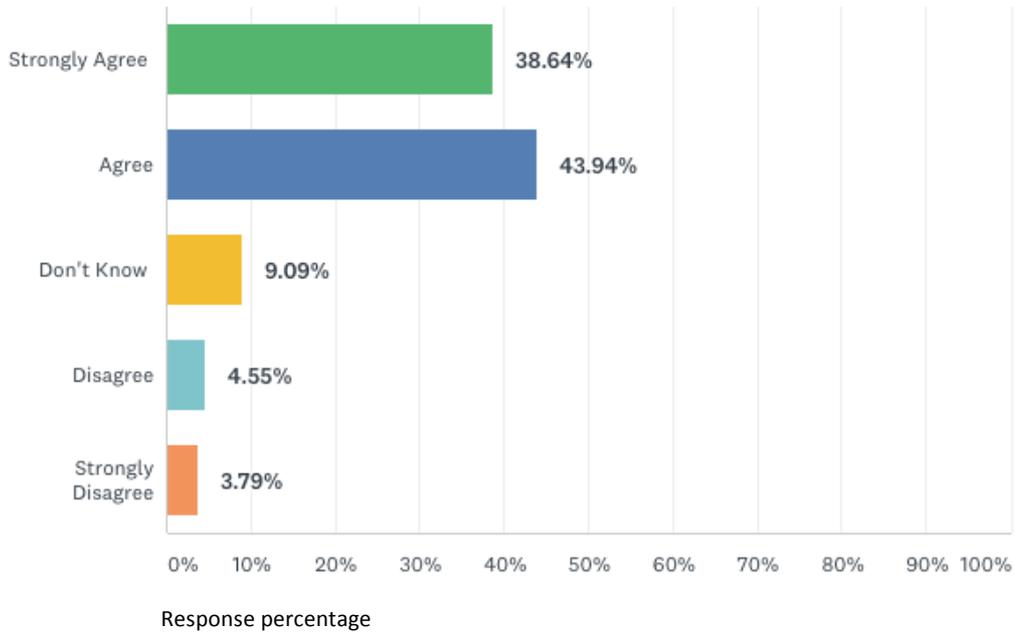
Breakdown Responses



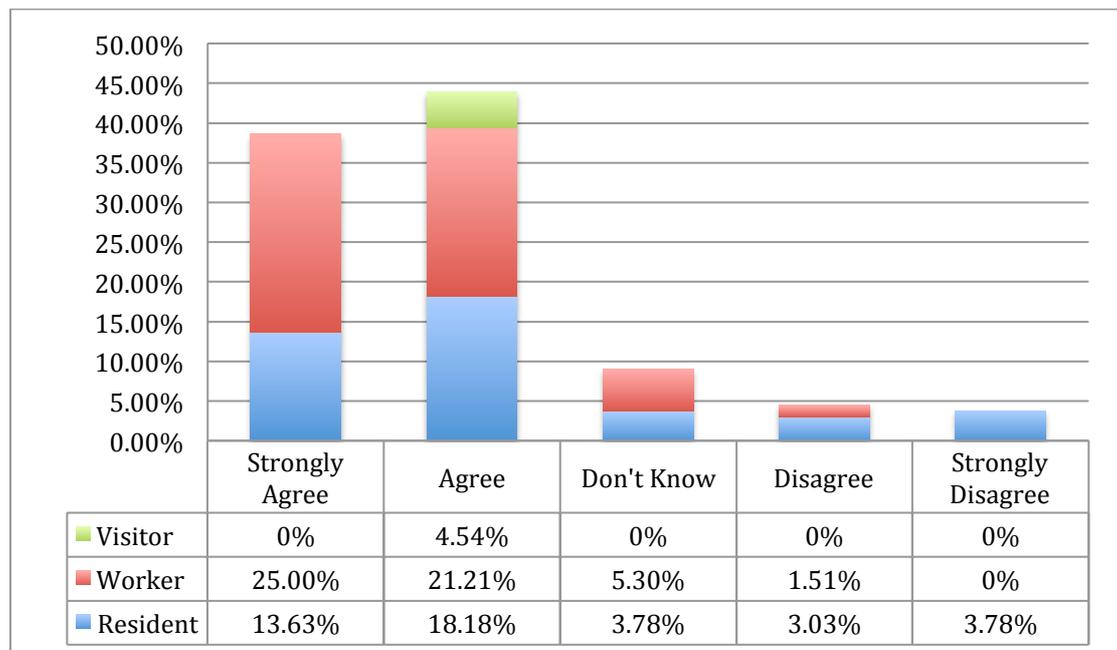
Q13. Oasis Areas (Policy MR3) The Plan should designate Oasis Areas for the provision of areas to sit and, where appropriate, eat and drink, to support the retail frontages.

Total Responses

Answered: 132 Skipped: 47



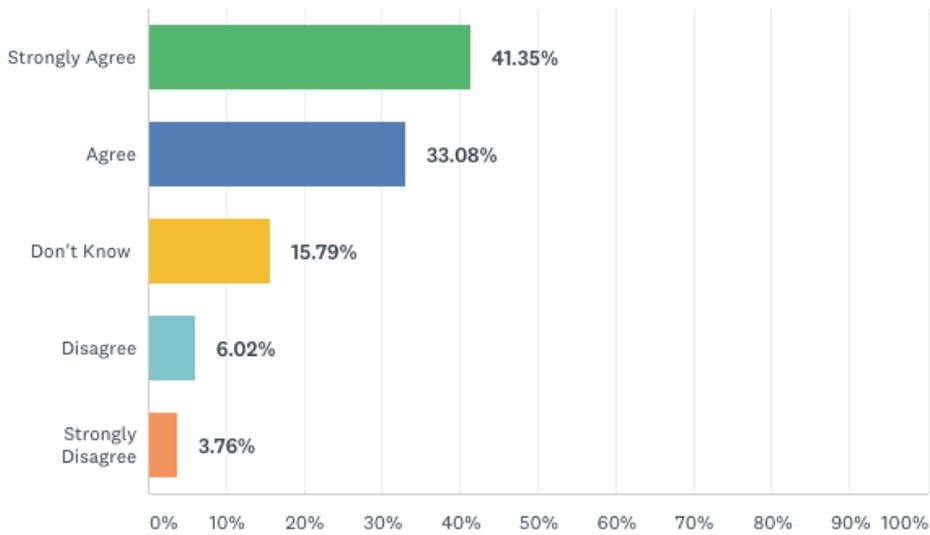
Breakdown Responses



Q14. Public Convenience (Policy MR4) New Large Scale Retail uses within the West End Retail Frontages should provide publicly accessible toilets.

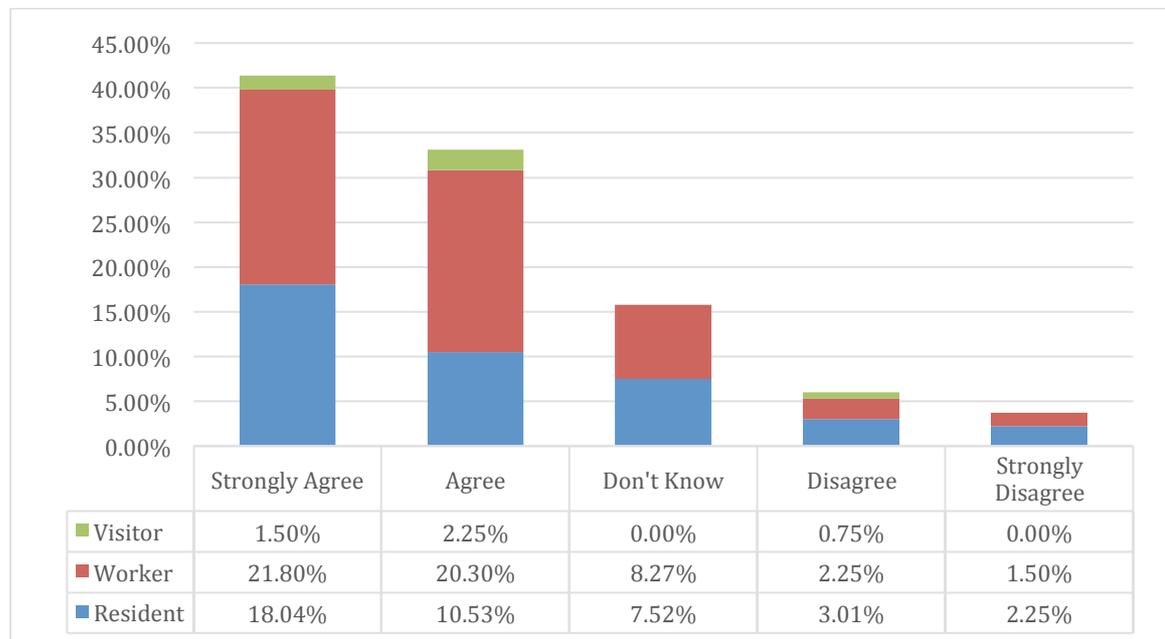
Total Responses

Answered: 133 Skipped: 46



Response percentage

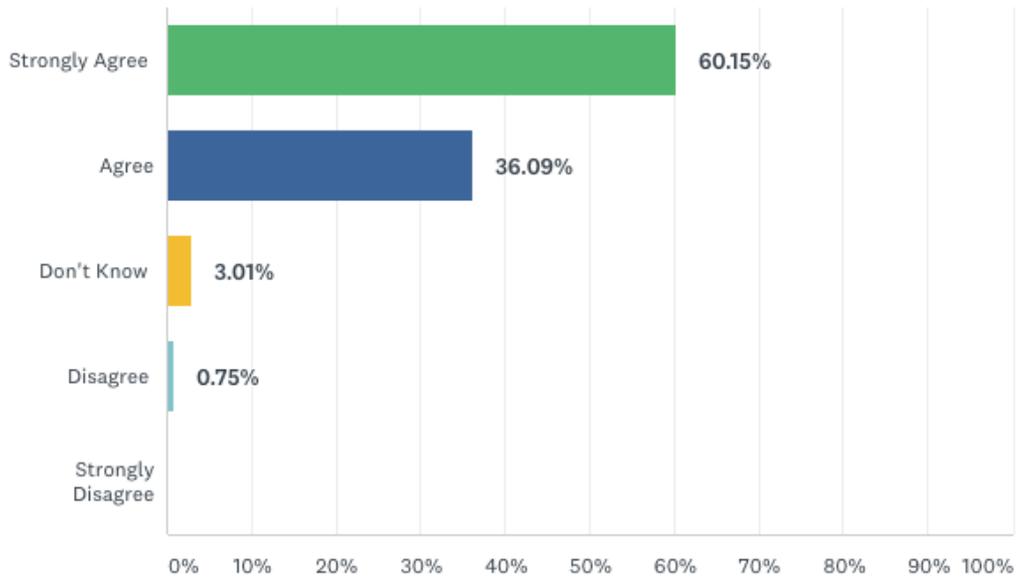
Breakdown Responses



Q15. Shopfronts (Policy MR5) Shopfronts should be of a high-quality design and should enhance the character of the buildings and surrounding streetscape.

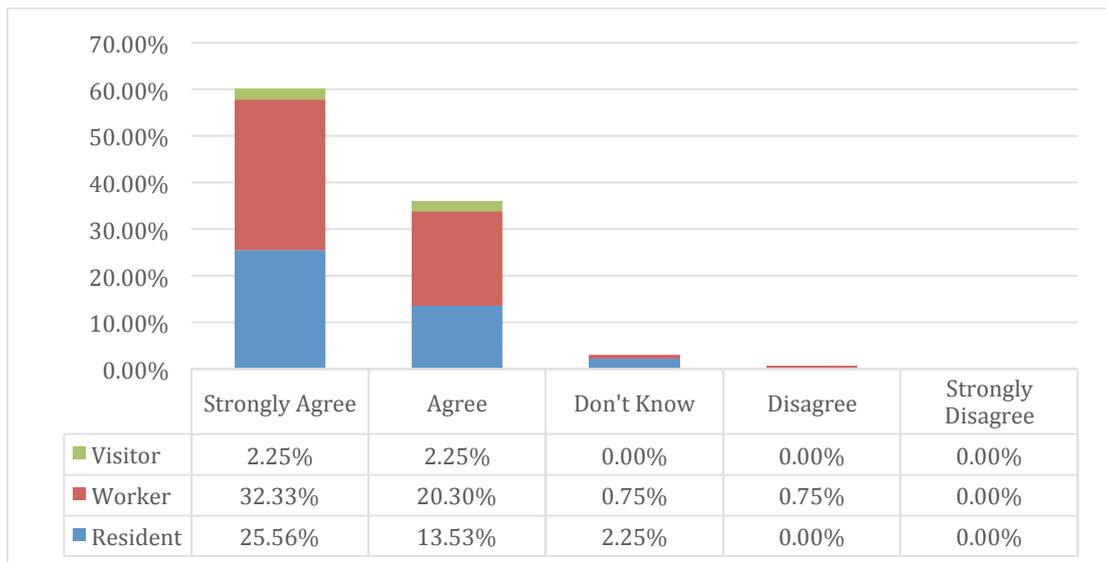
Total Responses

Answered: 133 Skipped: 46



Response percentage

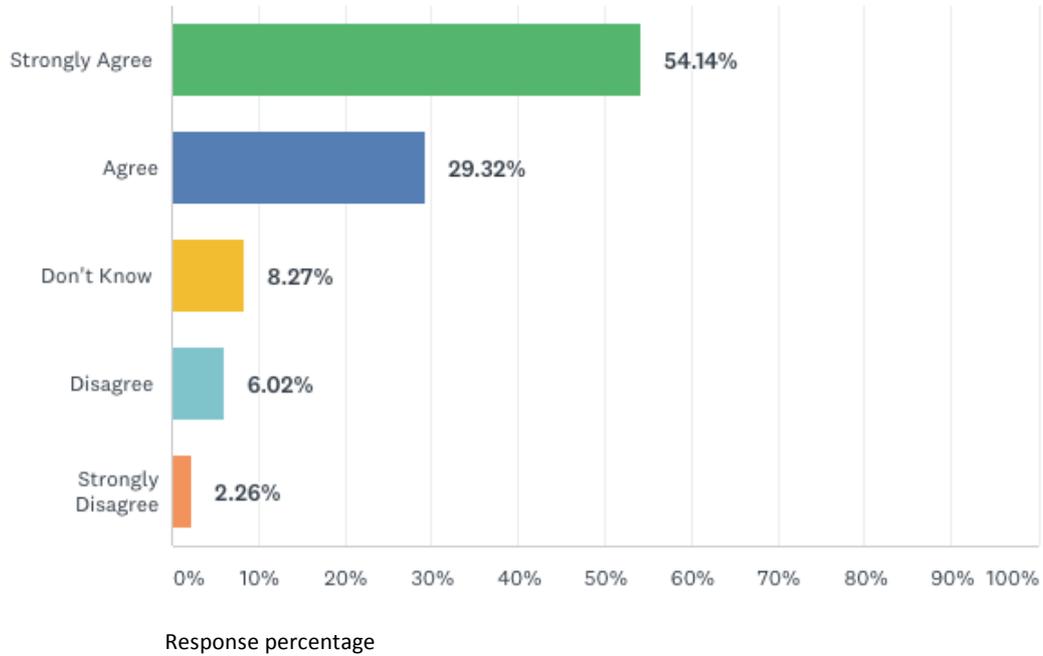
Breakdown Responses



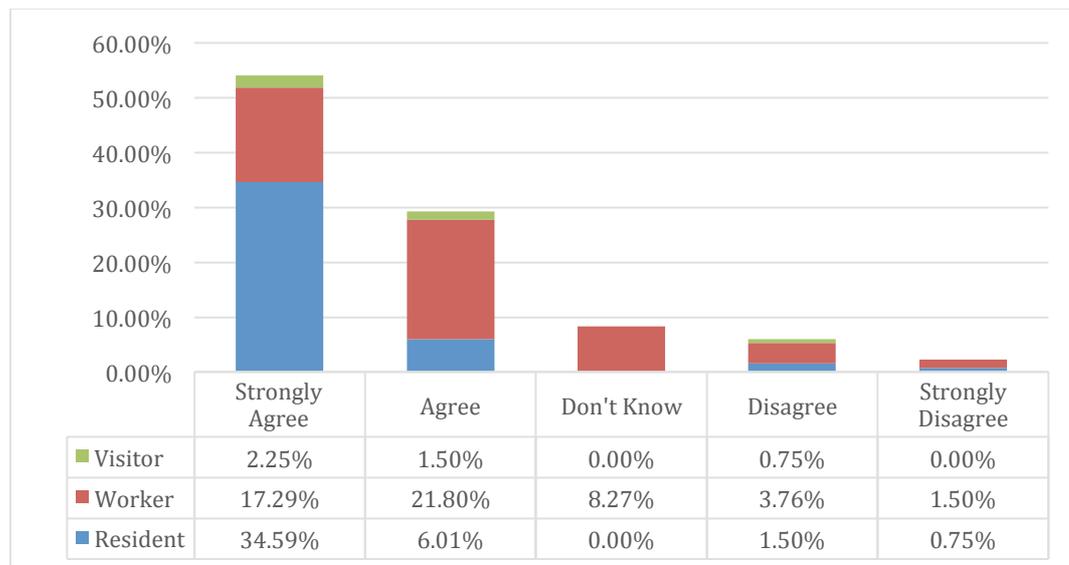
Q16. Residential Amenity (Policy MRU1) Residents and residential properties should be protected from adverse effects created by new commercial and entertainment uses.

Total Responses

Answered: 133 Skipped: 46

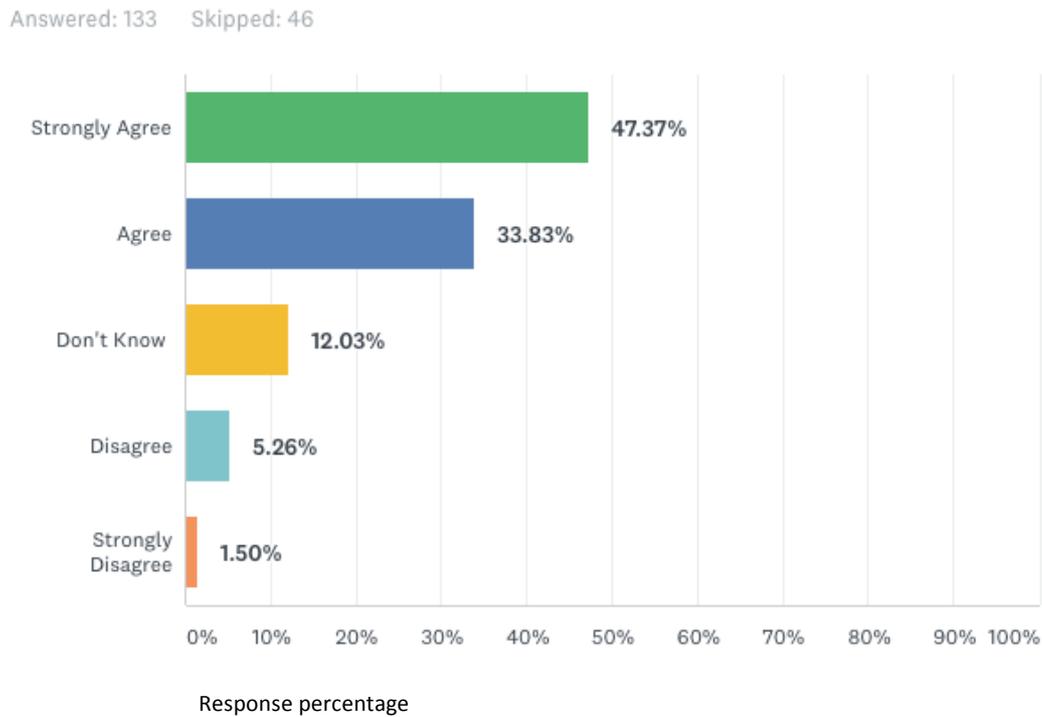


Breakdown Responses

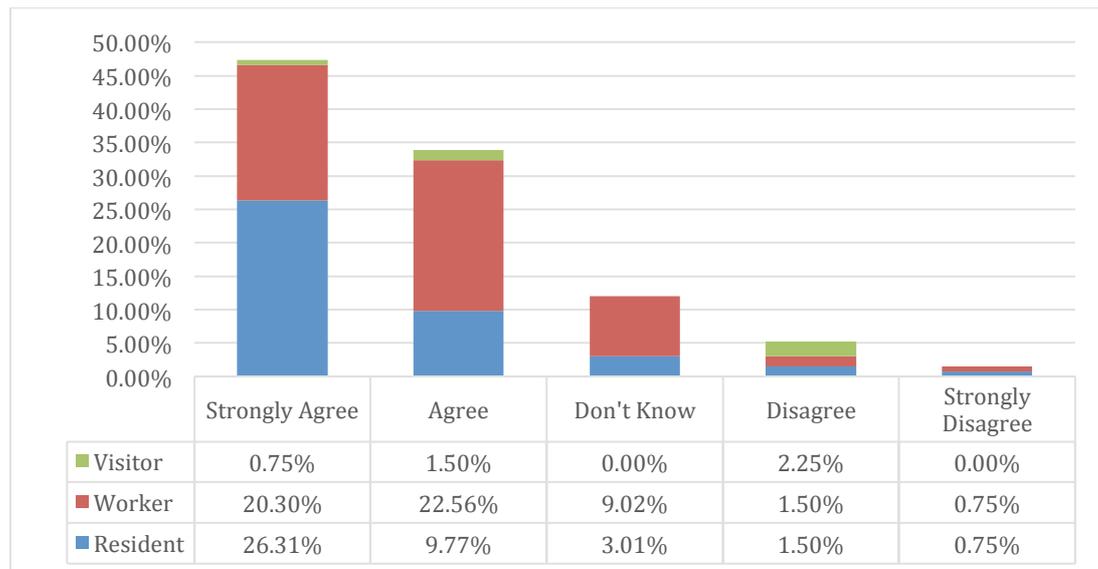


Q17. Residential Use and Complementary Uses in West Mayfair (Policies MRU2 and MRU3)
 New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential unit size.

Total Responses



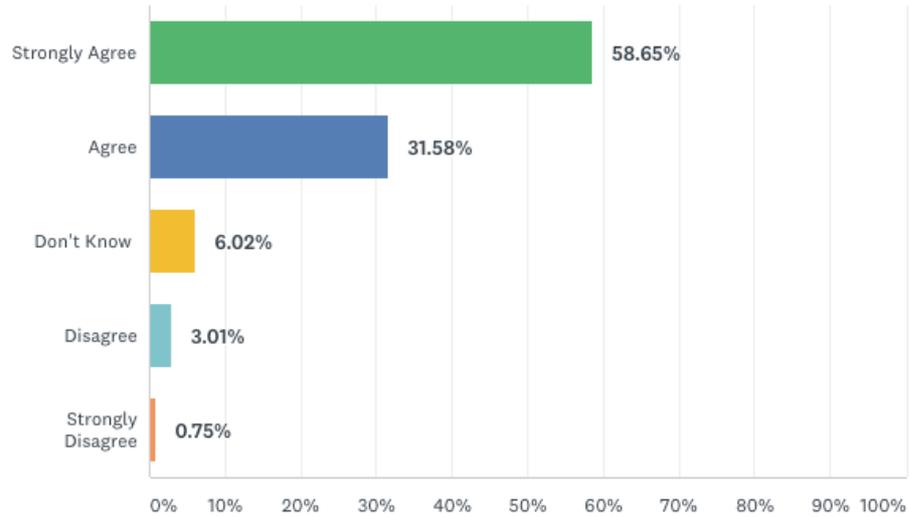
Breakdown Responses



Q18. Construction Management (Policy MRU4) Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

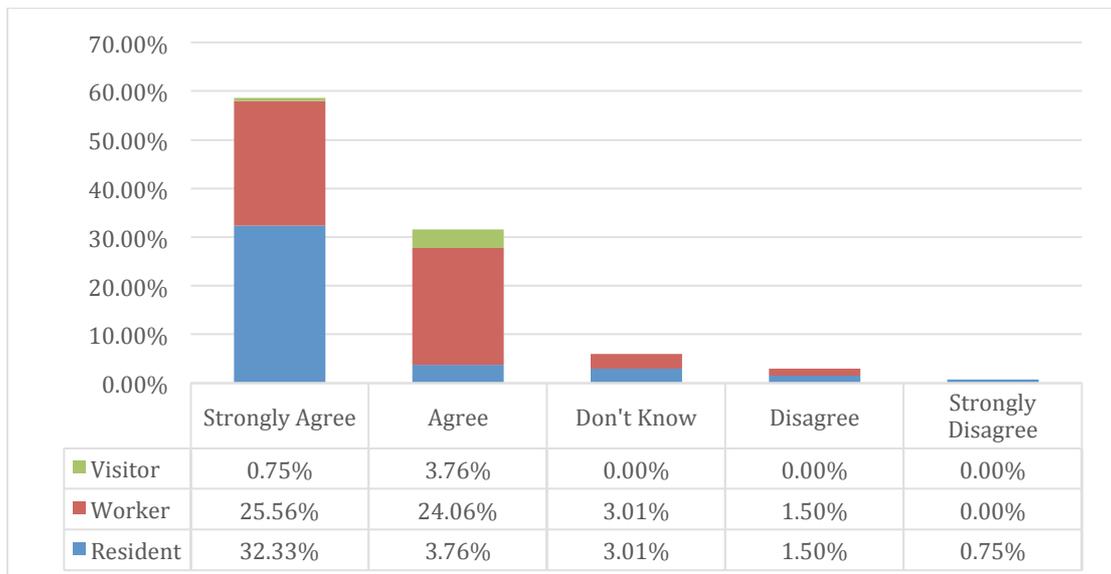
Total Responses

Answered: 133 Skipped: 46



Response percentage

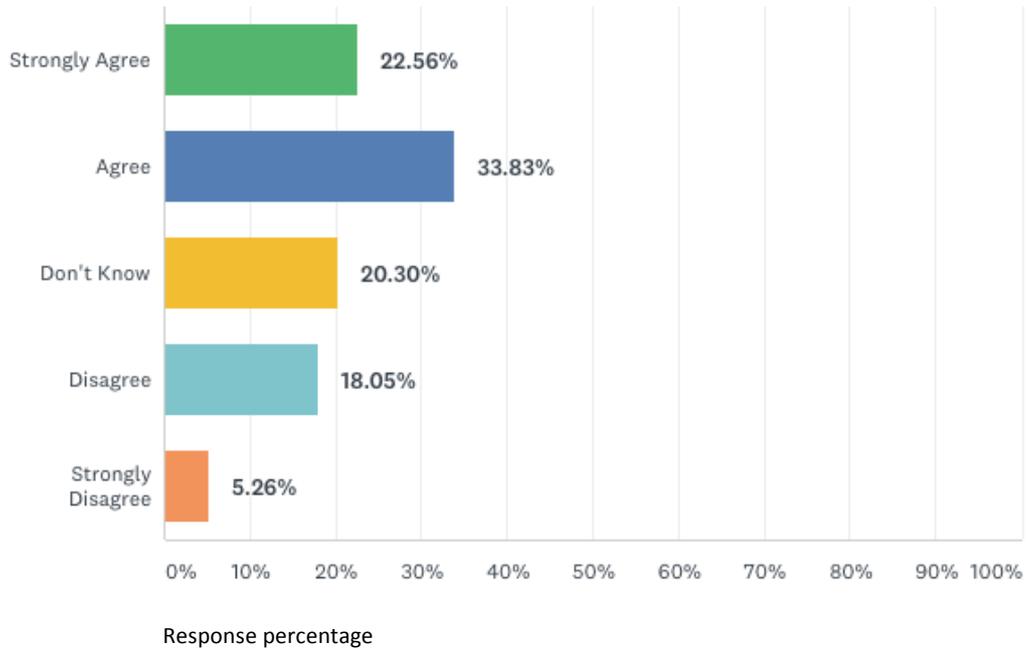
Breakdown Responses



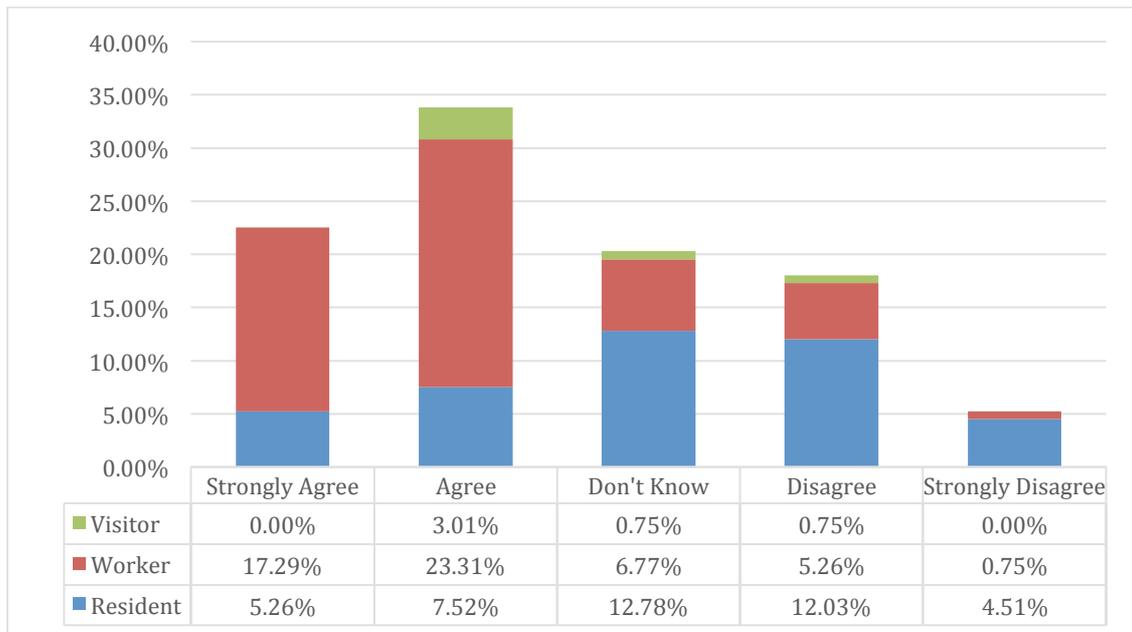
Q19. Commercial (Policy MC) New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

Total Responses

Answered: 133 Skipped: 46



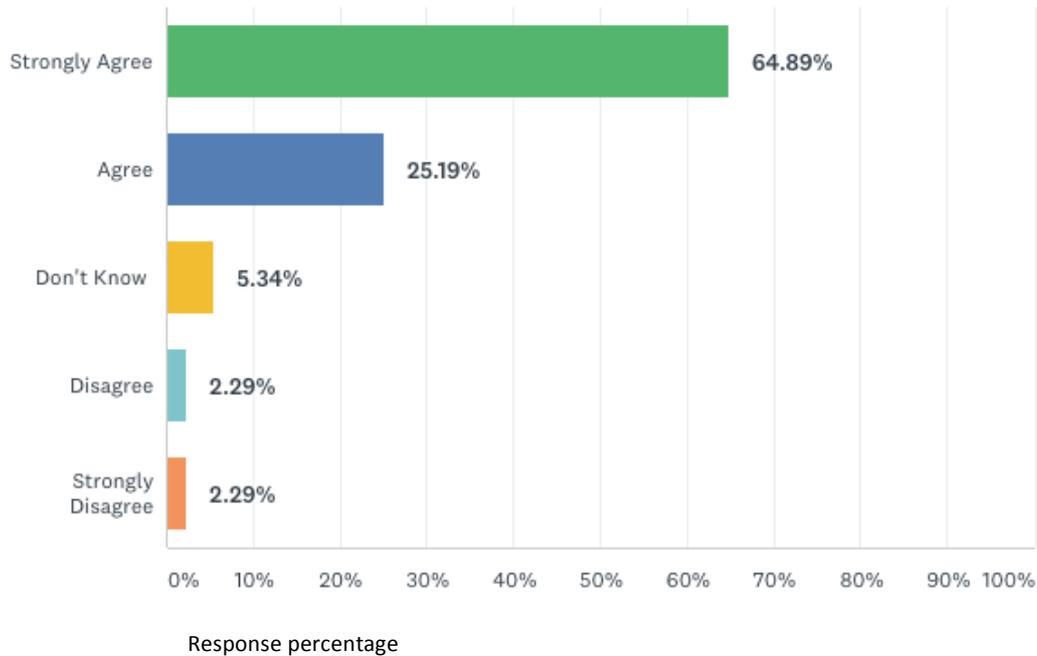
Breakdown Responses



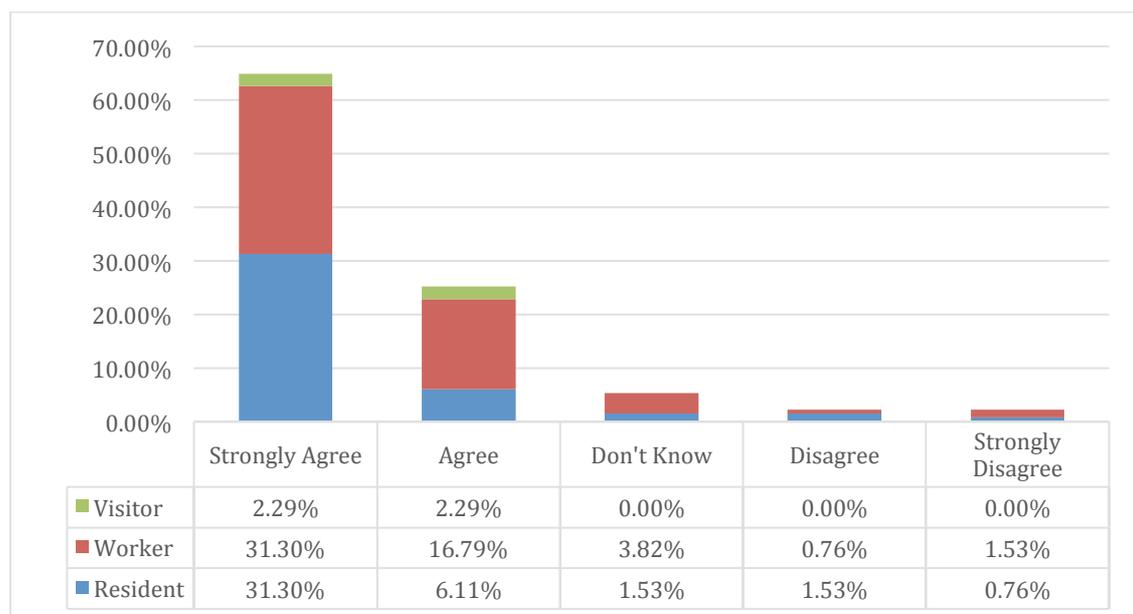
Q20. Cultural and Community Uses (Policy MSC) Mayfair’s cultural and community uses (for example, the library, churches and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.

Total Responses

Answered: 131 Skipped: 48



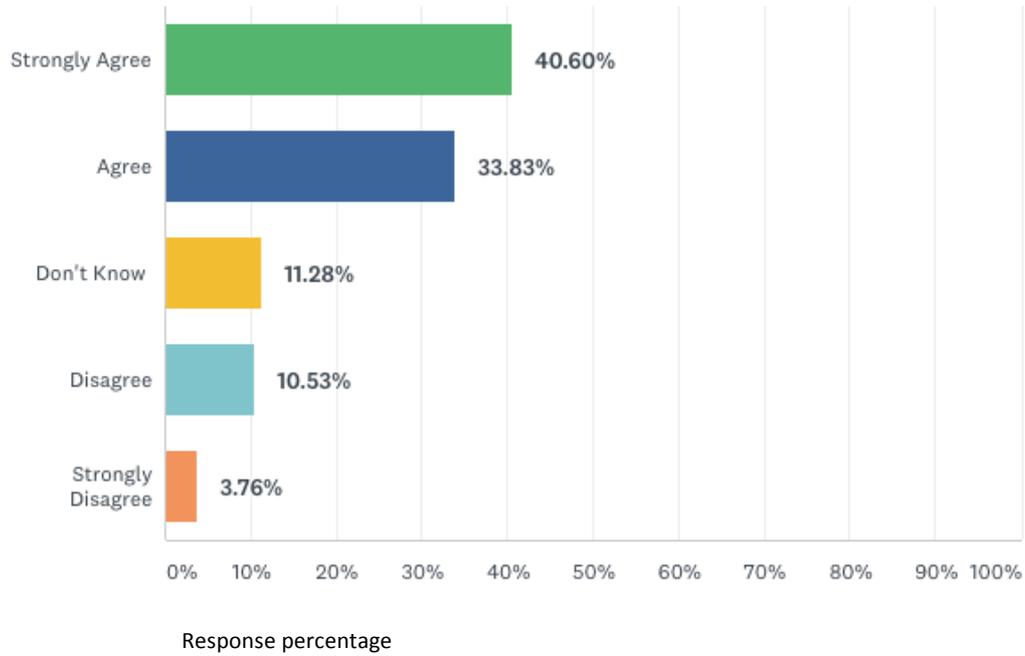
Breakdown Responses



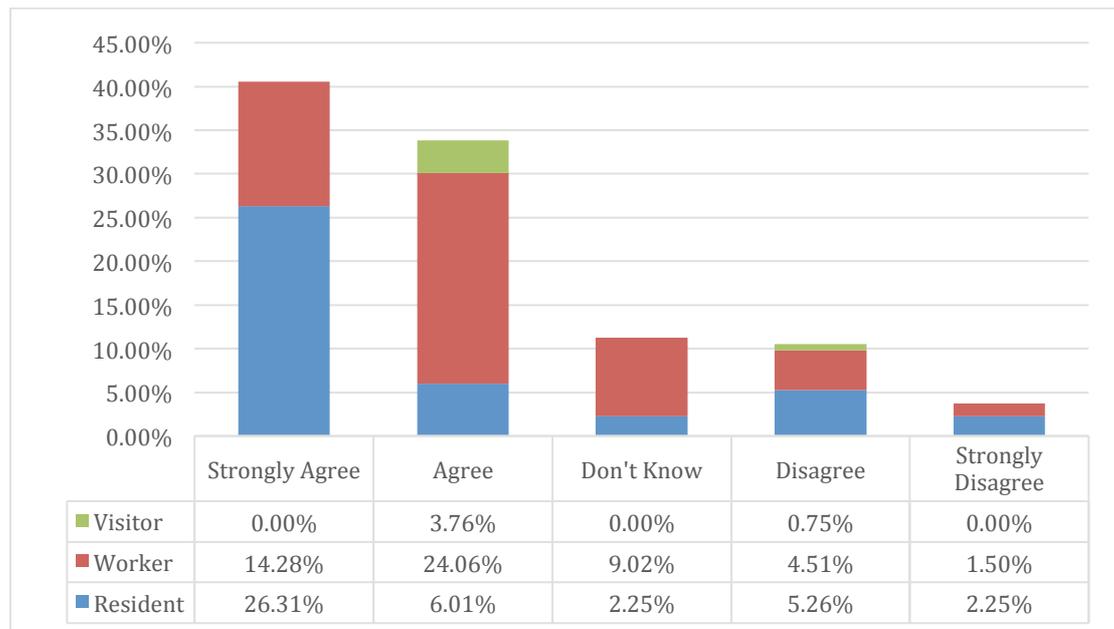
Q21. Shepherd Market (Policy MSM) Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

Total Responses

Answered: 133 Skipped: 46



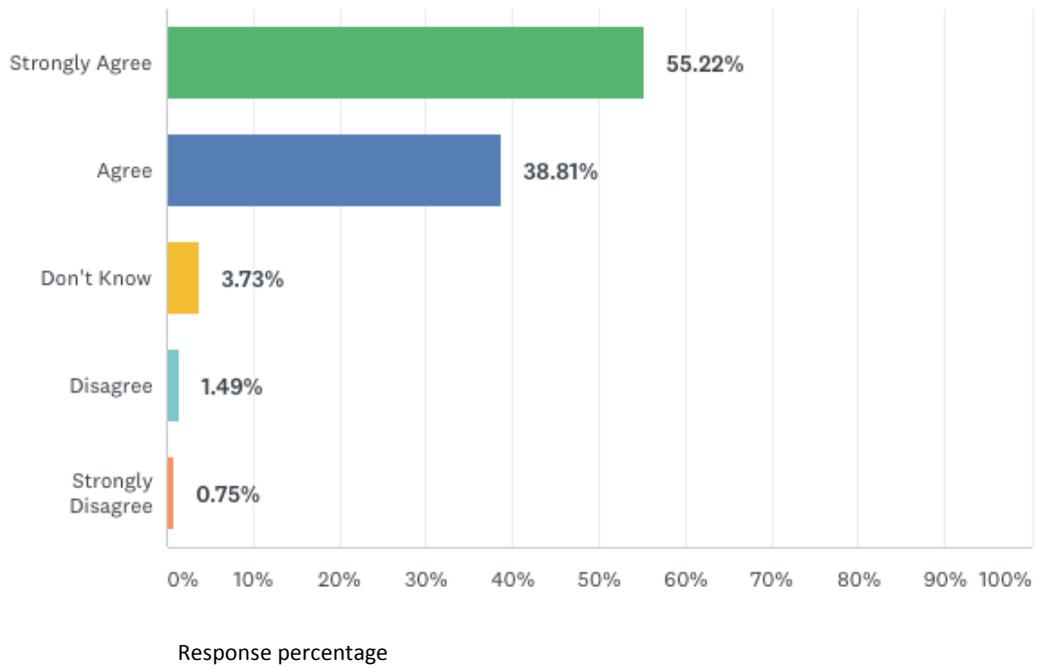
Breakdown Responses



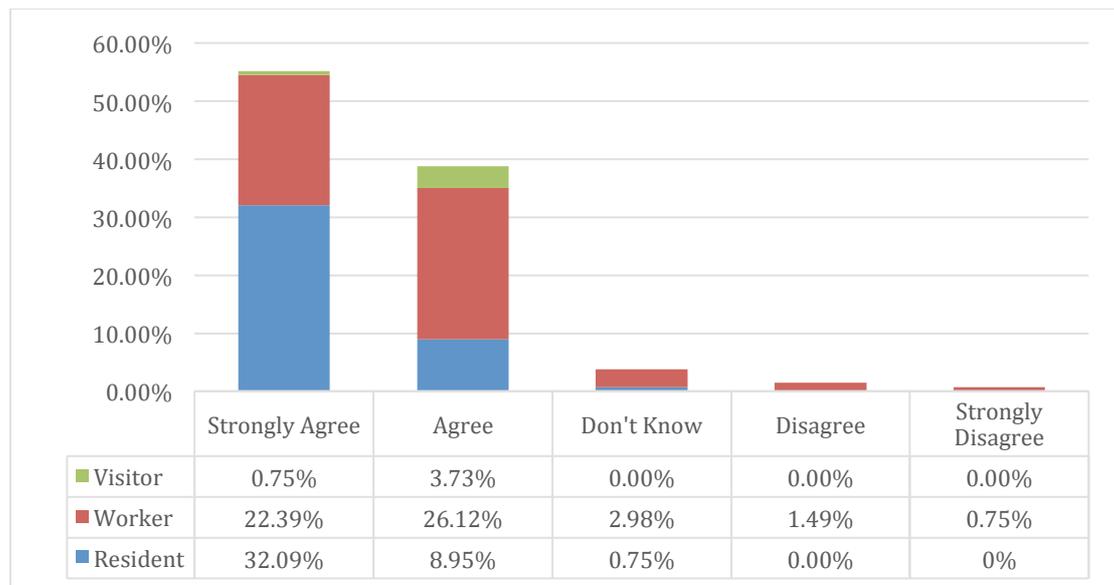
Q22. Servicing and Deliveries (Policy MSD) New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

Total Responses

Answered: 134 Skipped: 45



Breakdown Responses



Additional notes from the community on Chapter Three: Enhancing Experience

<p>MR1 – Retail Encouragement and Direction</p>	<ul style="list-style-type: none"> • Convenience shops and creative industries should be protected and a lot more can be done through this Plan • The market must drive retail development and that it would be too extreme to retain all existing businesses • Diversity and flexibility must be considered • The Plan should consider challenges in the retail sphere such as the internet • Uses should be referred to as ‘retail and lifestyle uses’ to reflect further the market • The Plan should refrain from blindly embracing mass market retail • Why does the plan not mention reopening the road in front of the American Embassy? It would improve traffic flow and management within the area.
<p>MR2 – Retail Public Realm Improvements</p>	<ul style="list-style-type: none"> • Consideration to retail frontages is as important as public realm • Why has Mayfair been divided into East and West?
<p>MR3 – Oasis Areas</p>	<ul style="list-style-type: none"> • Wonderful concept in practice but often leads to abuse on the environment • Rubbish collection and waste will need to be considered carefully • Oasis Areas could be expanded into many more additional areas than noted in the Plan • There are enough public squares in the area and this Plan does not benefit residents and would lead to public congestion.
<p>MR4: Public Convenience</p>	<ul style="list-style-type: none"> • More public convenience is required, including family facilities • These facilities must be well-maintained. Would suggest inclusion of facilities at Bond Street Station • Where will the toilet facilities be provided? • We do not want to see public convenience in the street or public realm • The opening up of Bond Street Station and Davies Street will create more problem with public toilets
<p>MR5: Shopfronts</p>	<ul style="list-style-type: none"> • Who would dictate and decide what counted as ‘high-quality’ • Shop frontages should be individual and not homogenous • All retail pavements should be swept and cleaned by tenants • This should apply to Oxford Street to Marble Arch as many shopfronts here are eyesores • Will the plan be able to influence Westminster City Council to ensure that the frontages of buildings are not

	destroyed?
MR6: Creative Originals	<ul style="list-style-type: none"> Garages should be used by artisans and artists and not for commercial use Should create smaller, affordable outlets for craftsmen and artists.
MRU1 – Residential Amenity	<ul style="list-style-type: none"> This policy should include growth areas such as East Mayfair Financial compensation should be given for noise and dust to residents How will this policy would be achieved in practice? Will this policy will restrain further growth in the area? There is limited amenity for residents at present in the local community.
MRU2 – Residential Use in West Mayfair MRU3 – Complementary Uses in West Mayfair	<ul style="list-style-type: none"> This policy should be applied to all of Mayfair, not just West Mayfair There should be a mix of homes was promoted, especially smaller homes What is the Plan doing to combat empty homes? Affordable housing and key worker homes should be considered in all new developments There is no regard to residents’ needs detailed Dividing Mayfair up by a ground floor plan makes East Mayfair look non-residential and underestimates the people living in this area as many live above shops Will Mayfair have a community facility within St Marks?
MRU4 – Construction Management	<ul style="list-style-type: none"> Basement development should be prohibited due to a range of negative impacts Demolition and construction is causing endless distribution to residents.
MC: Commercial Use in Mayfair	<ul style="list-style-type: none"> The Plan seems to be concerned mainly with increasing high-end retail floorspace There is enough office space already in the area Additional floorspace would alter the use mix too much and would not be conducive to the overwhelming residential nature of area This policy will attract blue chip companies and income for the area A balance of uses would be key and that the policy should be dependent on individual schemes I found the phrase “Retail and commercial growth must be allowed to flourish (in East Mayfair) without fetter” rather disturbing. What “unfettered” license is being requested here? How does this relate to the remark in 4.2.5 that it is “all about balance”?

<p>MSC: Community Uses</p>	<ul style="list-style-type: none"> • Community uses are extremely important to the area and helped to retain character • There is a lack of community centres and places for companionship in Mayfair • Relocation of community centres to suitable properties should be encouraged, if necessary • Remove the line ‘unless suitable provision can be made elsewhere in Mayfair’ from the outline of policy • Protecting uses without compromise is key • Mayfair should not turn into another retail area.
<p>MSM: Preserving the Special Character of Shepherd Market</p>	<ul style="list-style-type: none"> • The area should be highlighted as a destination; entertainment uses that do not impact residential properties should be encouraged • Further protection should be outlined for smaller venues as they are vital to the ambience of the area • It appears nothing of any relevance has been said about Shepherd Market in the Plan, past enthusiasm and plans to improve has been ignored • It is key to note in relation to this policy that there is a difference between night time economy and late night economy • No new entertainment uses should be permitted as to not turn the area into Soho • Protection is encouraged.
<p>MSD: Servicing and Deliveries</p>	<ul style="list-style-type: none"> • Models for deliveries, waste and servicing should be consolidated as seen on Regent Street and this should be seen across the West End • Deliveries are an issue in the area due to road blockages and late-time noise disturbance to residents. • The policy should be applied to all developments and not just new developments • This policy and links with sustainability goals are also welcomed.

Summary of Chapter Three

This chapter looked closely at uses in Mayfair and how to address character and scale across the local area. The community were in agreement that character must be preserved to echo the Mayfair ‘brand’ but the various ways of achieving this were mixed.

The questionnaire showed agreement, in principle, for the majority of proposals put forward, however, there was some caution about retaining all businesses due to relying on market needs and ensuring Mayfair is flexible to keep up with a changing world.

Residential uses were highly regarded and it was noted that the plan should try to promote a mix of unit sizes as well as encourage new amenity.

The policies, which received the most diverse set of results, were in regards to commercial use and construction. Many believed that commercial use needs protecting and expanding

as much as residential and is key to the character of the area, while others detailed that increasing commercial foot space would upset the balance in Mayfair. Construction was discussed in many cases on emotive levels and past experiences and insights were given. Many were sceptical about what would further help improve mitigation.

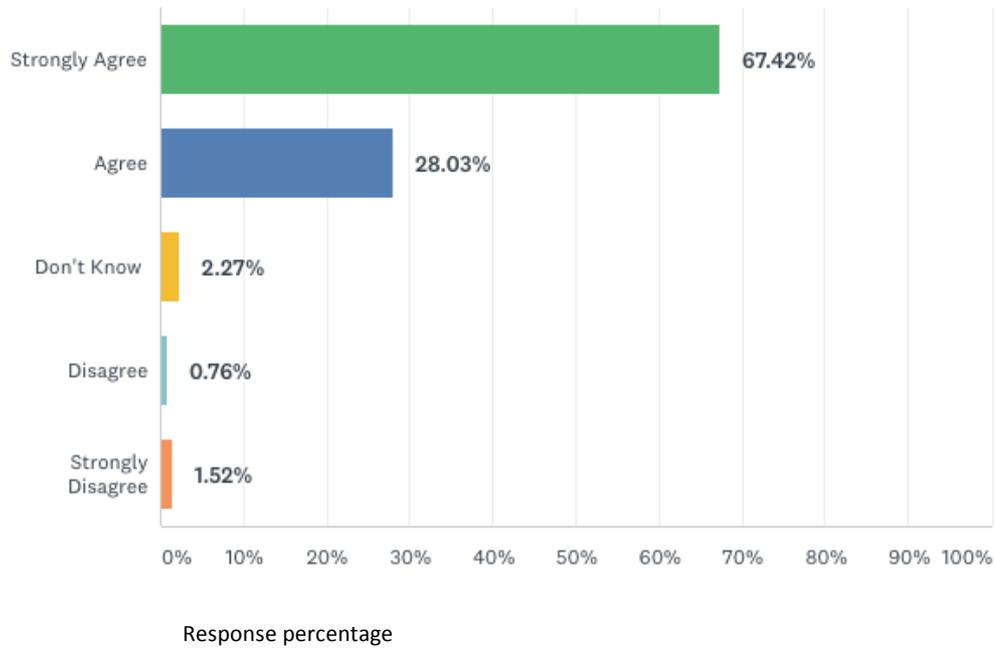
5.4 Chapter Four: Building on Heritage



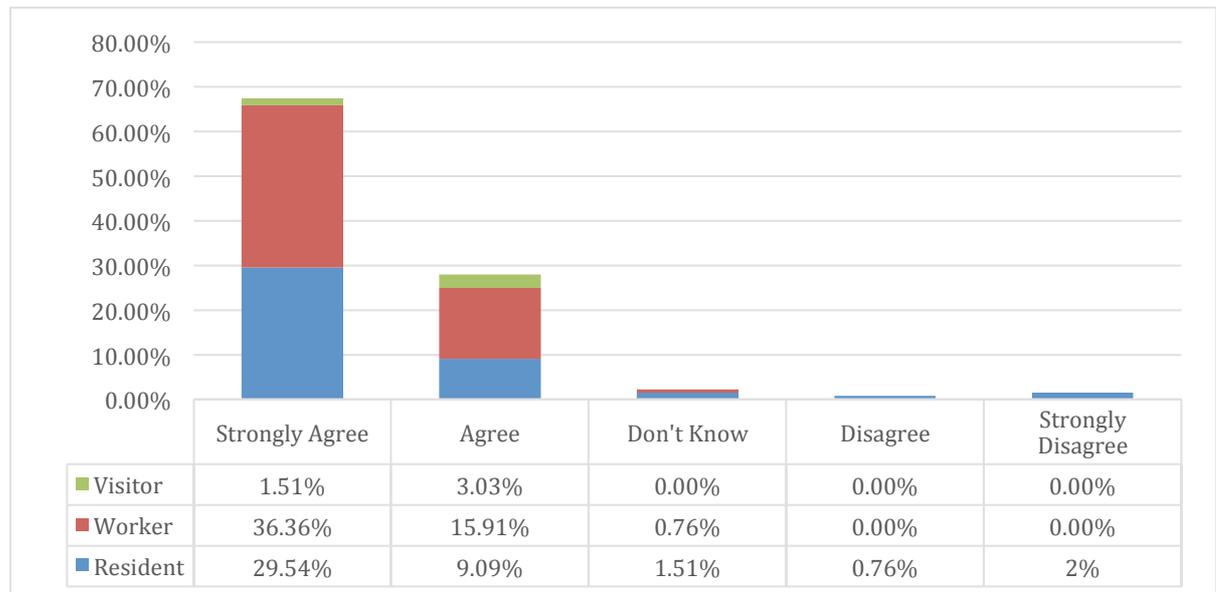
Q23. Design (Policy MD) New developments should be of the highest possible design quality to complement Mayfair’s existing built form, and they should respond positively to the character of the area.

Total Responses

Answered: 132 Skipped: 47



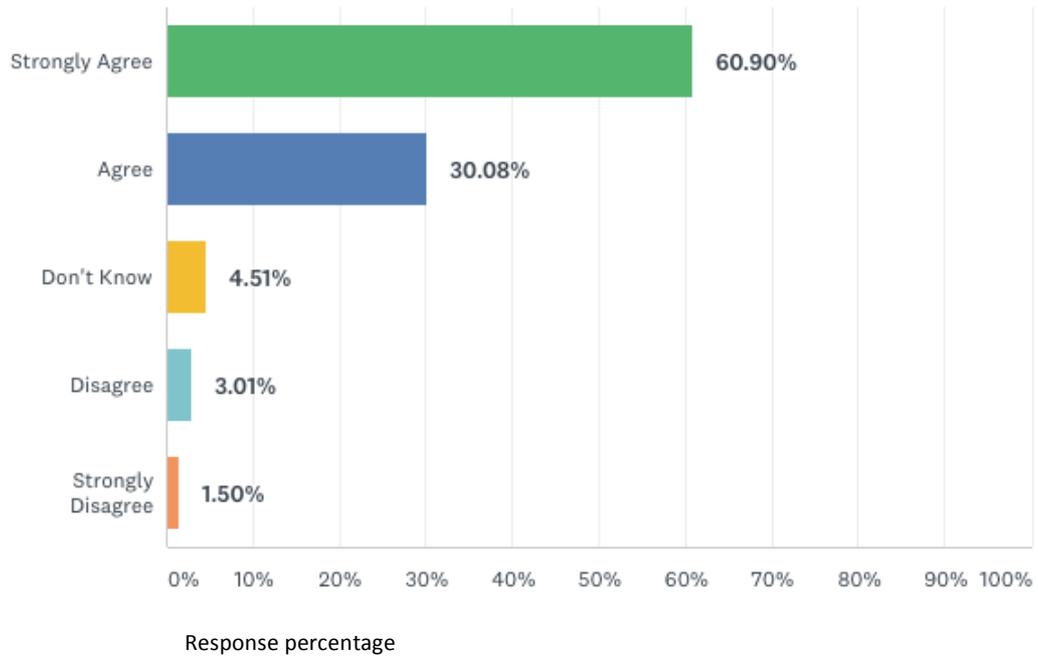
Breakdown Responses



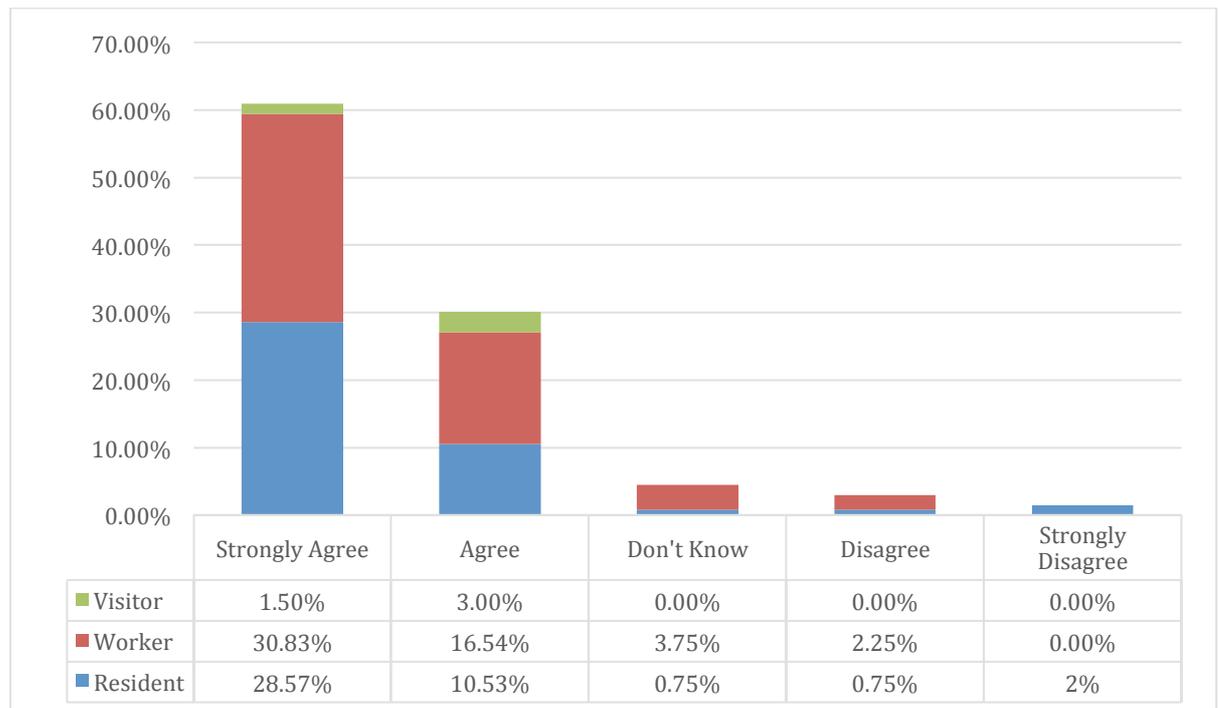
Q25. Air Quality (Policy MES1) All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.

Total Responses

Answered: 133 Skipped: 46



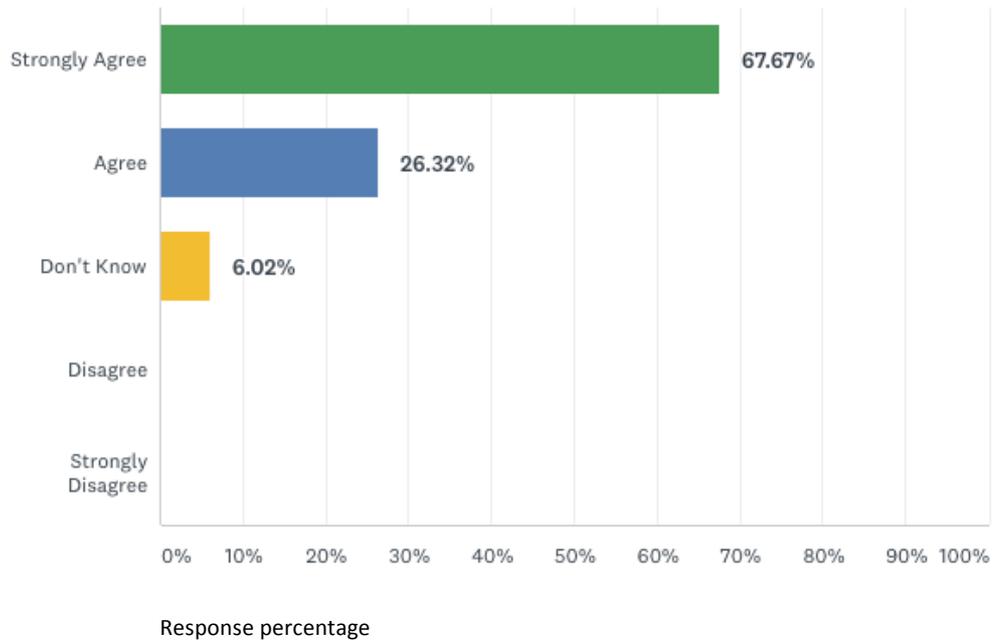
Breakdown Responses



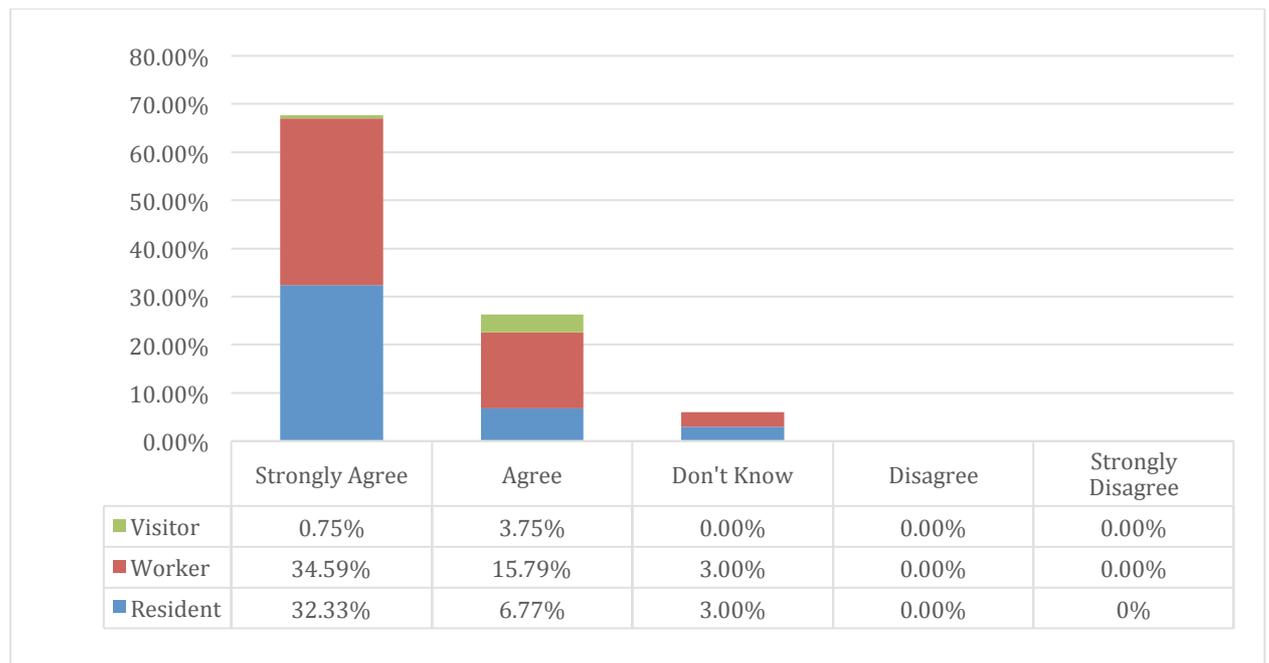
Q26. Waste (Policy MES2) Large developments must submit an Operational Waste Management Plan and provide an off-street collection point or demonstrate how waste servicing shall alternatively be managed.

Total Responses

Answered: 133 Skipped: 46



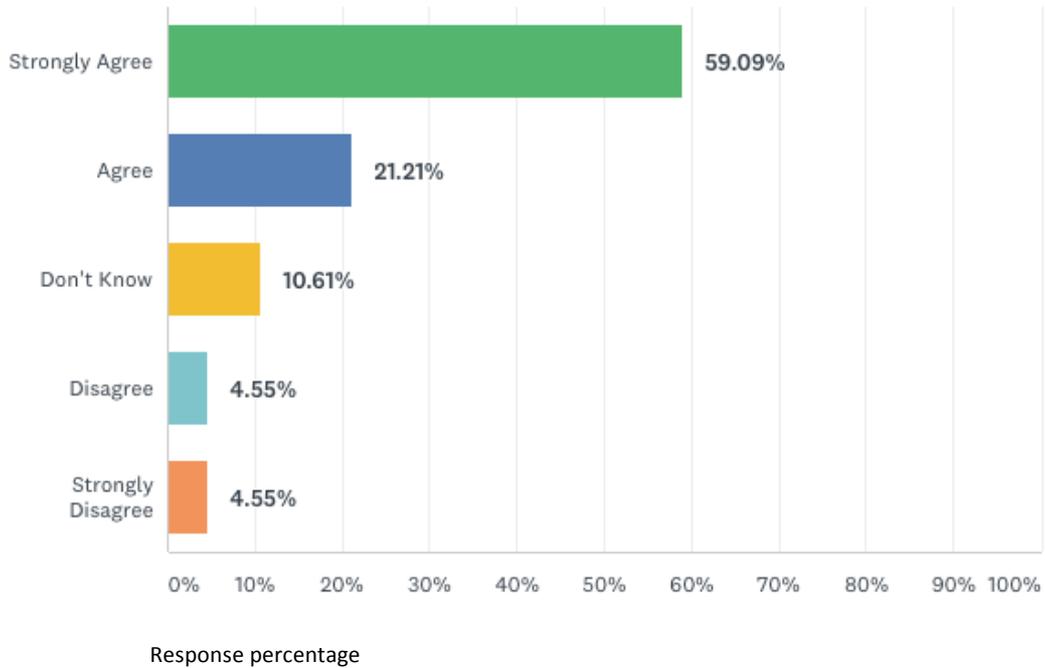
Breakdown Responses



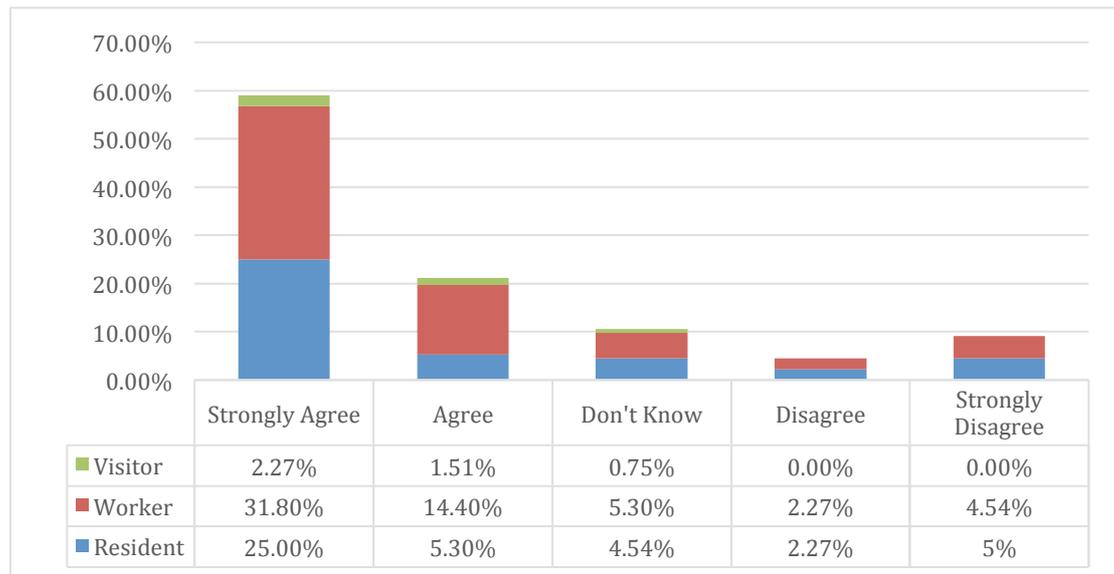
Q27. Climate Change Adaption (MES3) New developments should be designed to address the impact of climate change.

Total Responses

Answered: 132 Skipped: 47



Breakdown Responses



Additional notes from the community on Chapter Four: Building on Heritage

MD - Design	<ul style="list-style-type: none"> • High-quality design and character are the most important factors in protecting Mayfair • More craftsmanship is encouraged and comments centered on types of design that should not be pushed, including 'modern' developments, glass and pastiche • Development should be limited around public squares • Basement developments were not in character.
MES1 – Air Quality	<ul style="list-style-type: none"> • Green/living walls (linking with landscaping policy) as well as promotion of cycling • Polluting cars should be banned • How would the Plan address the introduction of electrical car charging? • Air quality issues in London are a myth and levels are zero • Air quality needs to be seriously addressed and is dangerous.
MES2 – Waste	<ul style="list-style-type: none"> • There is a problem in the area from both a residential and commercial perspective • Can we consolidate and use models such as clustering collection points to minimise on-street nuisance • Mayfair should be leaders in waste management and responsibility • Mayfair should be a Low Emissions Neighbourhood • Growing amount of waste in East Mayfair from the increase in the number of food outlets • Strong Neighbourhood Management measures will be critical to the success of the Plan • If Oxford Street huts are removed could they be replaced with recycling bins • Designer rubbish and recycling bins might encourage people to be more environmentally aware • What has happened to the waste reception and consolidation facility in Farm Street and where are the facilities for local people?
MES3 – Climate Change Adaptation	<ul style="list-style-type: none"> • Further greening, solar tiles and cycle stations should be included • Could we include solar energy to allow residents to have solar without seeking planning permission? • Developers should be sympathetic to the environment • Climate change by man is a myth.

Summary of Chapter Four

The policies in this chapter were aimed at looking at the built-environment in Mayfair in a sustainable manner. The policies were very well-received by the local community. Many on-the-ground practical initiatives, ideas and solutions were given to problems that are affecting everyday lives for residents, workers and visitors. There was some push back on the number of topics in regards to the credibility of the issues.

All other comments and the open-ended responses from the questionnaire can be found in Appendix G. Below details the most common words and phrases from Q.30 *Do you have any further comments?*

Waste Improve Allow Consider Making Air
Development Public Residents
ShepherdMarket Street Think Park Bring
Community Important Deliveries Lose
Rough Sleepers

5.5. Chapter Five: CIL and Section 106

There were a number of questions and queries raised by the community in regards to how the community benefits from the Section 106 agreement and CIL. Direct questions were asked in regards to the management and allocations of the funds as well as the responsibility and relationships different parties would have. These included:

- Who would decide how the S106 money is spent?
- Where will the S106 money be held?
- How much will be set aside for maintenance for the next 20 years?
- Is the Mayfair Neighbourhood Forum management structure completely to cover, supply, execute and maintain all the proposals contained in the Plan, or will outside agencies be employed? Or is it the remit of Westminster City Council?
- What guidelines are in place to prevent abuse of the funds?

5.6. Chapter Six: The Forum and the Plan

In addition to comments on specific policies, ideas and initiatives, there were also a few comments on the draft Plan as a general document as well as the Mayfair Neighbourhood Forum.

The Mayfair Neighbourhood Plan:

- The draft Neighbourhood Plan layout and content is difficult to navigate and review in detail
- Good document but needs proper enforcement
- Appreciate the hard work that has gone into writing it under the very difficult constraints of a number of pre-existing policies/plans and the mix (sometimes clash) of business and residential interests
- Would be useful if the images and maps had figure numbers to make them easily referred to
- Not a Neighbourhood Plan but a business plan
- The Plan overlooks the historic strength of the Mayfair brand
- The Mayfair Neighbourhood Plan is elitist
- Unclear what planning rules are being requested or relaxed.

The Mayfair Neighbourhood Forum:

- Delighted to see the Forum has come up with a comprehensive Plan for Mayfair and its residents, workers and tourists
- Resident representation of the Forum is appalling
- “This is the first time in that entire period that I have truly felt that Mayfair is represented by a group that is appropriately lobbying for the interests of the overall residential and business community. Whilst we shall never agree on absolutely everything, the fact that this is happening is both thrilling and gratifying.”

The Questionnaire:

- The questionnaire is ambiguous and without knowing the full Plan and concepts, it is impossible to provide a considered opinion
- Ironic that the questionnaire includes a large section on mixed-uses when the Forum leadership is overwhelmingly drawn from a single commercial stakeholder.

5.7. Statutory Consultees

Below details a basic overview of the feedback and comments received from statutory consultees in regards to the draft Mayfair Neighbourhood Plan. For full responses and documentation, please see Appendix G.

GLA – London Plan Team

Overall, the GLA noted that it is pleased with the Plan, detailing that it seeks to balance the needs of local residents with those of its role as a major employment area, international retail destination and part of the CAZ. The GLA noted that the Mayfair Neighbourhood Plan is in general, conformed with the Local Plan. A number of suggestions were given to improve clarity and improve policy areas:

- Pleased that the London Plan Central Activities Zone promotes strategic functions of the CAZ. May be useful to sight London Plan CAZ policies 2.10, 2.11 and 2.12 more explicitly
- Commitment to increased density, uses and efficient use of floorspace is welcome
- MR1.6 refer to stand alone 'huts' would be useful to have clearer definition
- Protection and encouragement of office space is welcome
- MSM appears to be a special policy area similar to Savile Row and would be acceptable in this location. A map of this should be marked up clearly showing the extent of the area
- Protection of public houses is strongly supported. The Plan text should reflect the change to General Permitted Development Order.

Historic England

Historic England welcomes the positive tone and content of the draft Plan, especially in regards to inclusion of heritage as part of the overarching vision and objectives for the area. Historic England further highlighted upon the importance of the historic environment in Mayfair and strongly agreed with a number of the questions in the questionnaire, including *(Design (Policy MD) New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.)*

Historic England noted that a cross-reference of policies would be welcome in regards to heritage and growth. Historic England also noted that the Archaeological Priority Areas in Mayfair were not included within the Plan and perhaps reference could be included to reflect the historic environment.

Transport for London (TfL)

TfL agreed that the Plan's tone and ambitions set out aligned well with the current TfL and the current Mayoral priorities, particularly in relation to vehicle traffic reduction, public space improvement, deliveries and services, construction logistics and walking and cycling.

TfL were positive about proposed project areas, such as the Oasis Areas and transformation of Park Lane and once adopted, would be keen to sit down and work through with relevant local stakeholders. TfL set out a number of initiatives that should be considered further throughout the Plan, including:

- Healthy Streets – principles of the healthy streets initiatives should be as highlighted in its February 2017 document
- Car Parking - reference to car-free developments was encouraged
- Oxford Street - reference to TfL consultation for pedestrianisation, which has recently closed for analysis
- Park Lane - transformation policies on improving facilities for pedestrians and cyclists are welcomed. However, TfL notes it is an important bus route and part of the strategic highway network and any improvement works will need to be coordinated with key stakeholders. There were queries surrounding the proposed underground bus facilities and the closure of the southbound carriageway
- Buses – any changes to Park Lane should ensure that existing bus movements and bus stand provisions are maintained. It also noted that Marble Arch is a key termination point for managing bus services and must be carefully considered
- Cycling – the commitment to cycling is welcomed, however, it is noted that the Plan should reflect and recognise the need to improve the cycling network throughout the neighbourhood area
- Cycle Hire – concerned that there is no explicit mention to cycle hire
- Deliveries and servicing – suggestion of a consolidation centre within the neighbourhood is encouraged to be included in the Plan
- Construction – TfL's new guidance *Construction Logistics Plan* should be referenced in the Plan
- Arboriculture – Urban greening policies are welcome and TfL agrees that development in the Park Lane area should maximise green infrastructure.

Thames Water

Thames Water supports policy MES3, in regards to managing water efficiency. Thames Water highlights that it is important that the Plan aligns with any necessary water and waste water infrastructure upgrades required to support growth.

Westminster City Council (WCC)

WCC acknowledged the amendments that had been made to the Plan, which sought to address a number of the council's comments on previous drafts of the Plan.

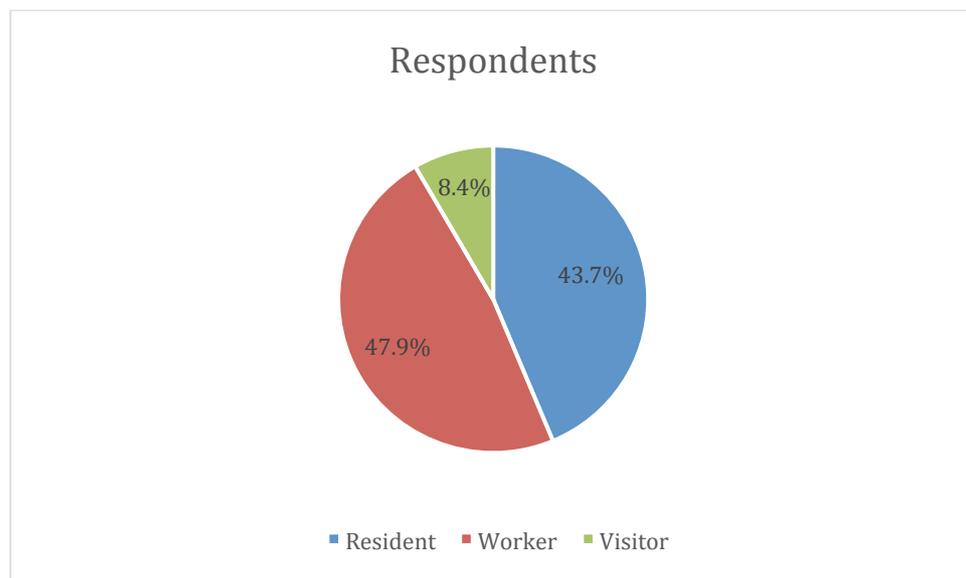
WCC raised concerns that the Plan does not meet the Basic Conditions of the Town and Country Planning Act 1990 as applied to neighbourhood plans. It still holds a number of concerns about some of the policies and concepts that would be difficult to apply due to imprecise wording and lack of qualifying details. WCC detailed concerns to a number of policies due to a variety of reasons, including:

- Policy MSG – concerns in relation to growth and the character areas of 'Central, East and West Mayfair'
- Policies should be carefully reviewed to ensure that wording does not undermine city plan policies
- Policy MRU1 – rewording suggested
- Policy MRU2.1 – the council depute that West Mayfair is predominately residential and an attempt to designate such a wide area in this way is contentious
- Policy MRU4 – not seen to be in general conformity with the strategic policies of the Plan

- Design policies – repeat all or part of the city plan strategic policies or seek to introduce new processes or the submission of new documentation
- Policy MGS3 – in addition to planning permission, it should be noted that an events licence would be required. A number of events in Berkeley Square currently have extant planning permission in perpetuity, therefore policies may only apply to new events coming forward
- Policy MSG3 – suggestion that rather than banning events during certain periods, the Forum should work constructively with the council and event operators to reach a mutually acceptable position.

6. Overview of Feedback – The Extended Consultation Period

The Extended Consultation Period looked specifically at Policy MGS3, Events in Green Spaces, in order to gain a deeper understanding into the local communities views. All feedback received during this period can be found in Appendix J. 122 respondents entered the survey online via the online questionnaire or by completing a hard copy questionnaire. Additional email responses received during this period can be found in Appendix J.



Graphs showing the outcome of each question can be found below. Further comments that were submitted alongside answers can be found in the Appendix J.

There was a technical error with Q.12, Q.13, Q.14, Q.15 and Q.17 on the online questionnaire. This meant that some users had difficulty inputting their answers. Some respondents could not select a multiple-choice answer from 'Strongly Agree' to 'Strongly Disagree' as well as insert their further comments. This meant there was some missing data where the user had submitted comments but were not able to select a 'Strongly Agree' to 'Strongly Disagree' option as well.

In several instances, it was clear what the user would have selected and answers were reclassified accordingly. For instance, the respondent wrote in their further comments what they would have selected as a 'Strongly Agree' to 'Strongly Disagree' or they commented that their answer was as their answer to the previous question. Data that has been reclassified has been outlined in the questions below.

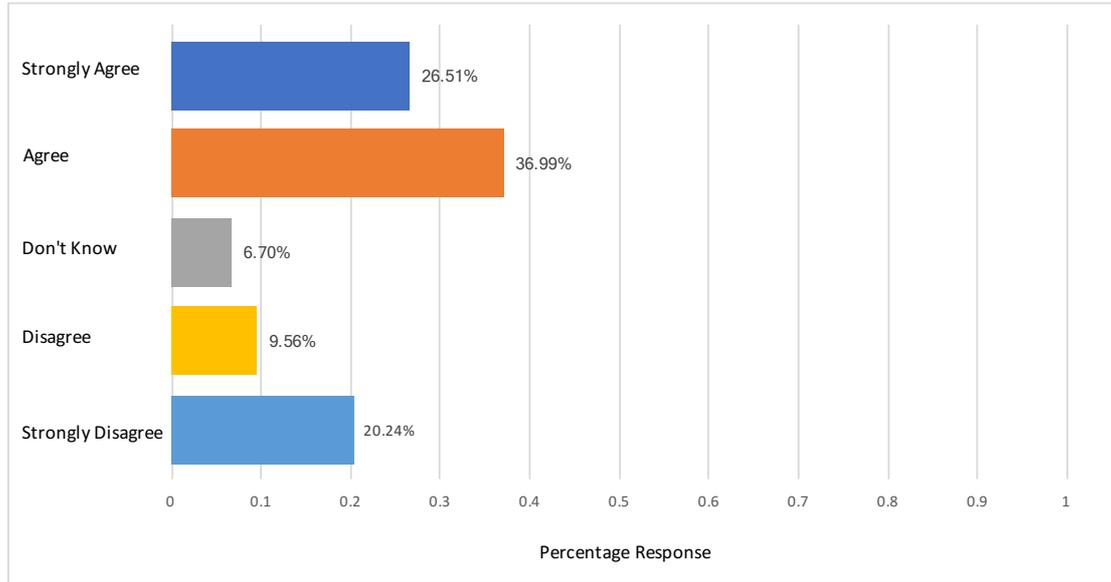
Where the answer could not be reclassified, it has still fed into the report but remained as a 'further comment' only answer; as opposed to a 'multiple choice and further comment' answer.

The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

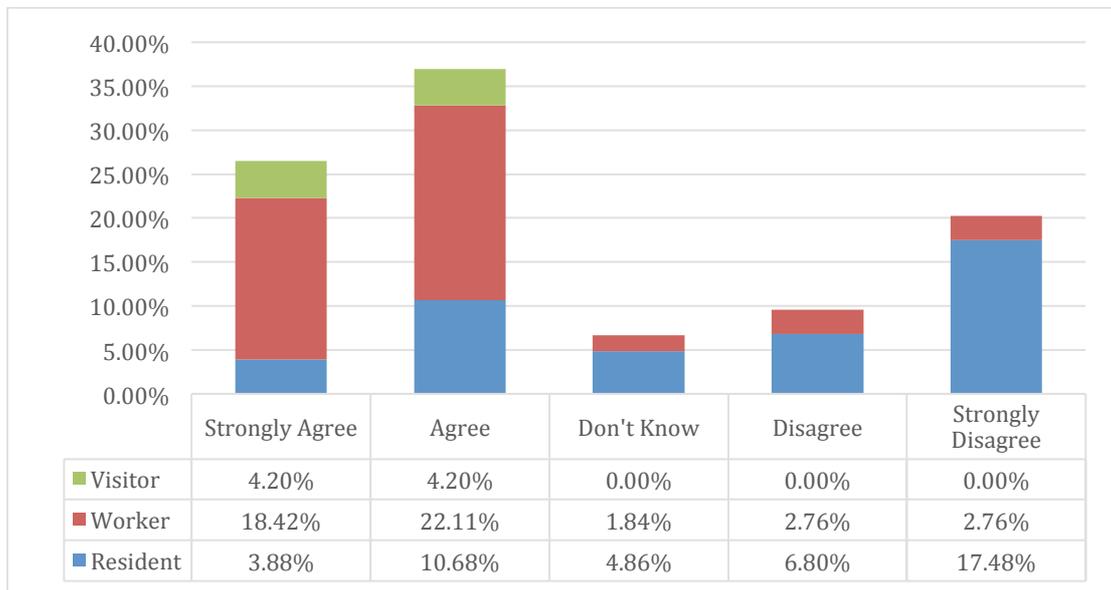
Q5. It is appropriate for Mayfair’s Green Spaces to be used to hold commercial events, such as those currently held in Berkeley Square (LREF, Glamour Awards, LAPADA).

Answered: 106 Skipped: 16

Total Responses



Breakdown Responses

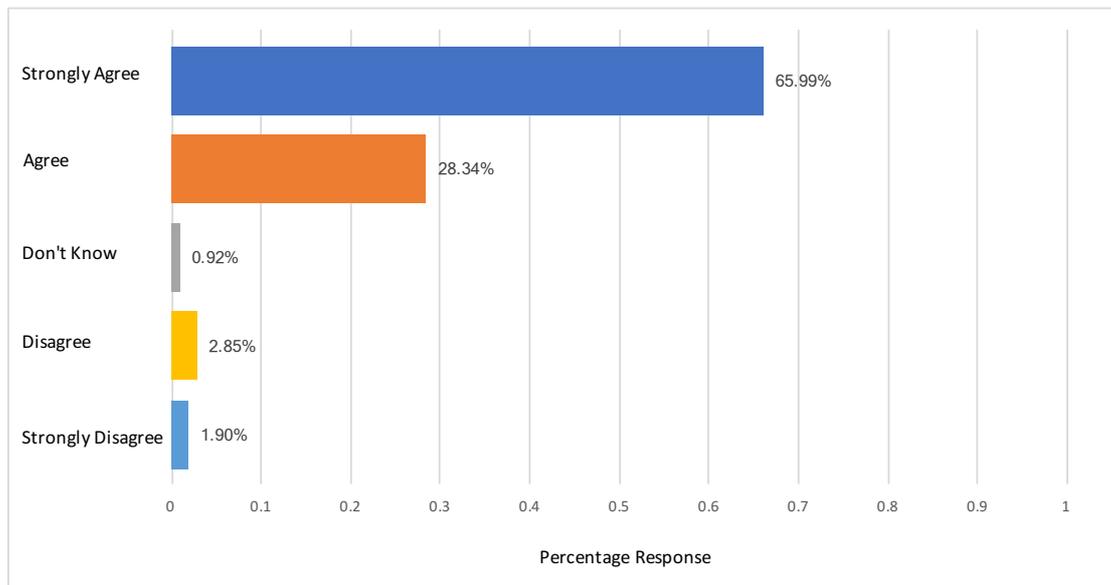


The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

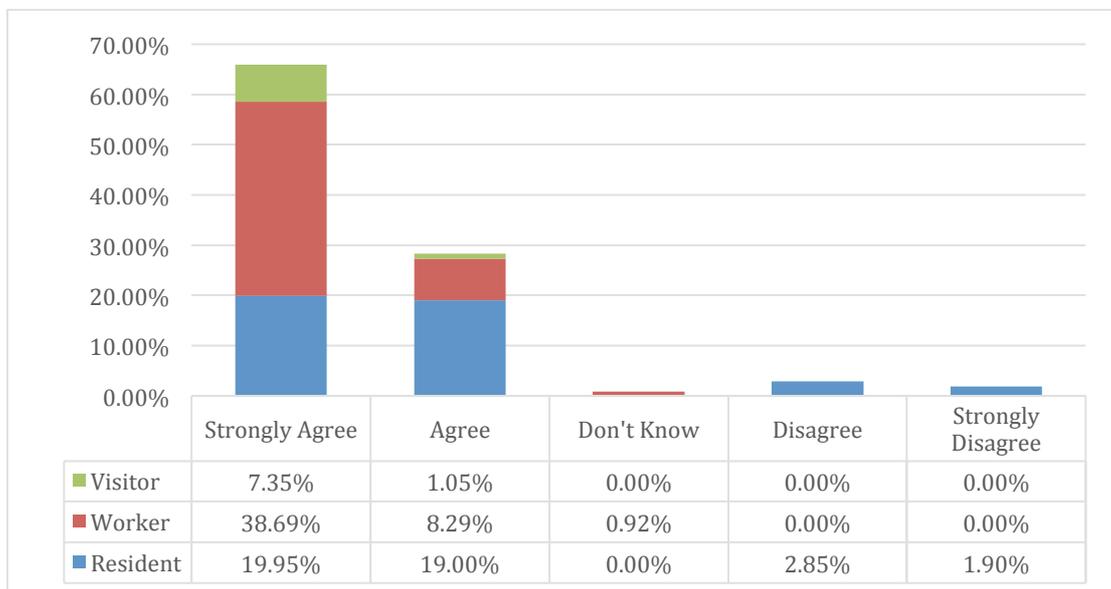
Q6. It is appropriate for Mayfair’s Green Spaces to be used to hold community or cultural events, such as those currently held in Grosvenor Square (Summer in the Square) and Mount Street Gardens (Mount Street Garden Party).

Answered: 108 Skipped: 14

Total Responses



Breakdown Responses

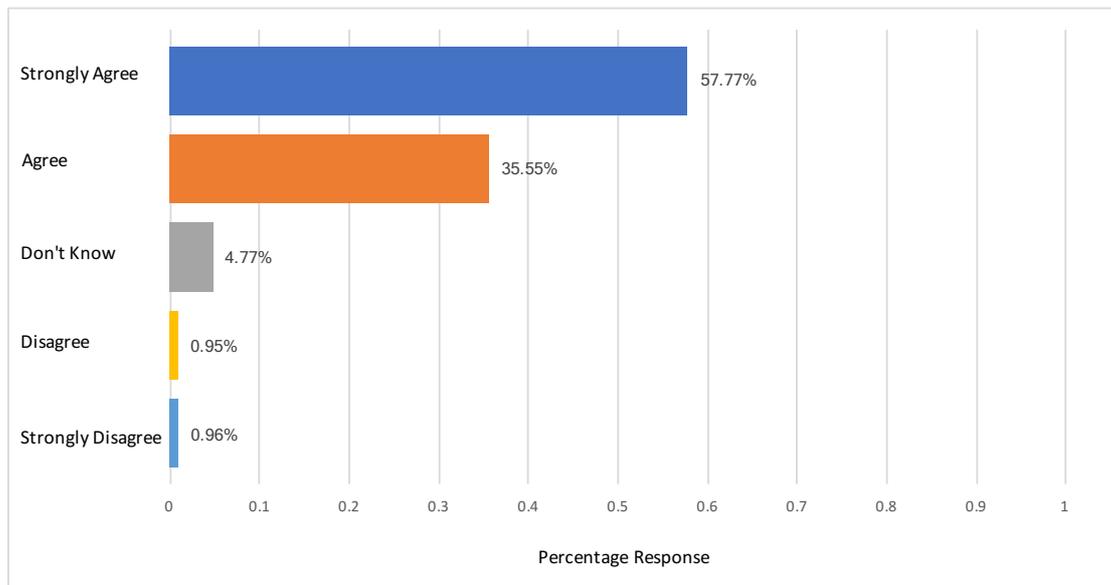


The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

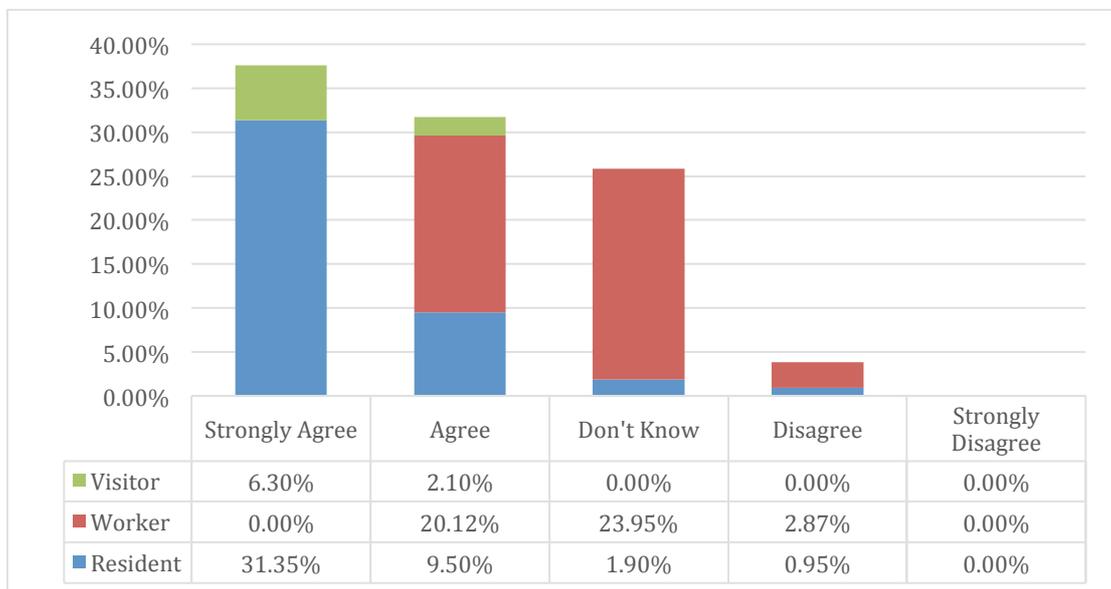
Q7. All events (whether commercial, cultural or community focussed) should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

Answered: 105 Skipped: 17

Total Responses



Breakdown Responses

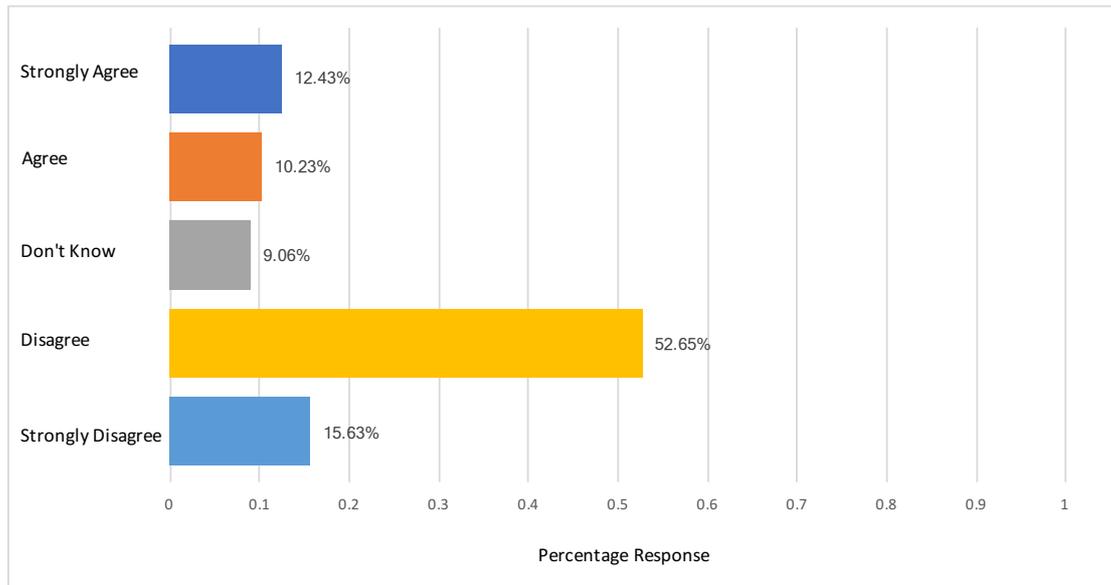


The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

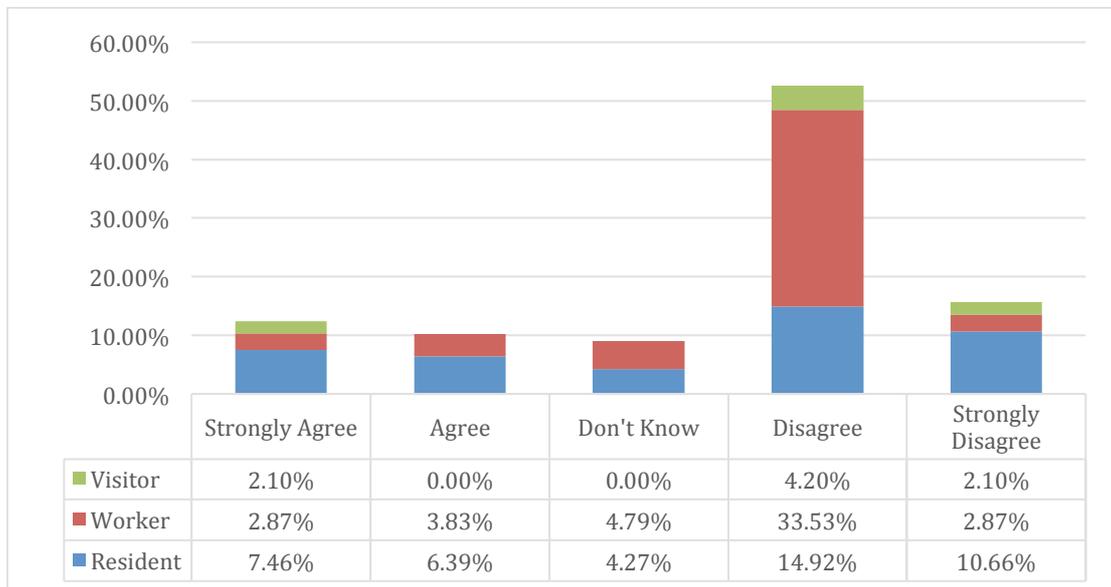
Q8. Only commercial events should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

Answered: 100 Skipped: 22

Total Responses



Breakdown Responses

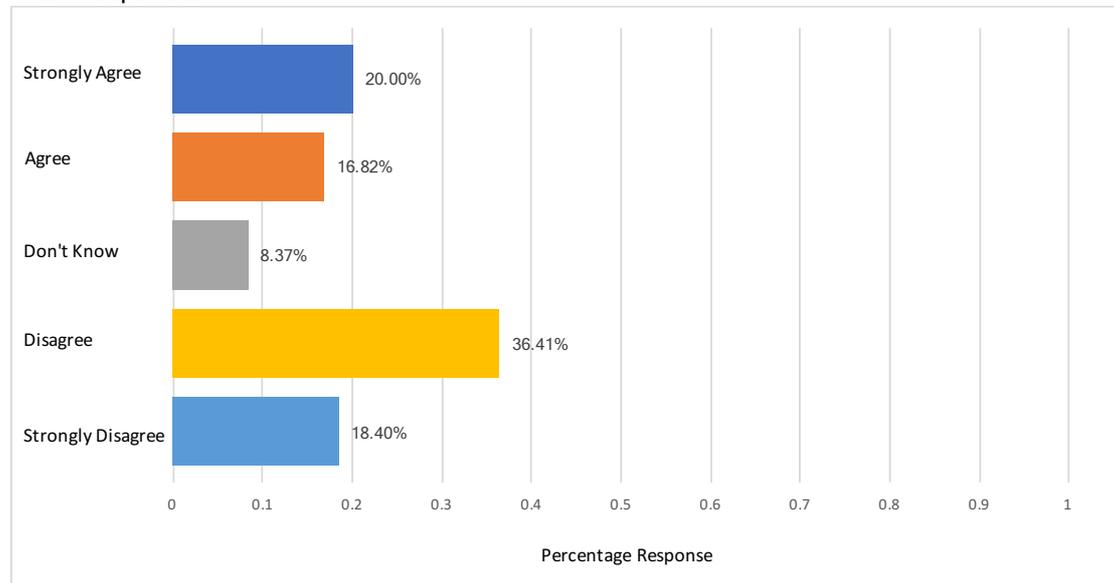


Q9. If events are permitted in Mayfair's Green Spaces, they should only be held during months of the year where public use of the green spaces is most limited (i.e. from October to March). In respect of Commercial Events:

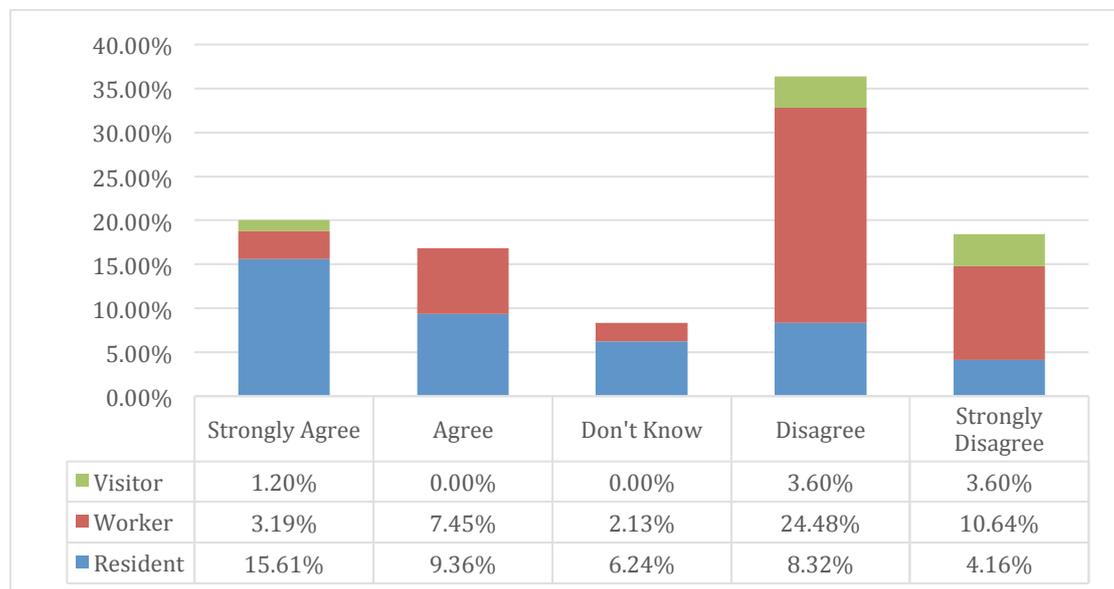
Answered: 95

Skipped: 27

Total Responses



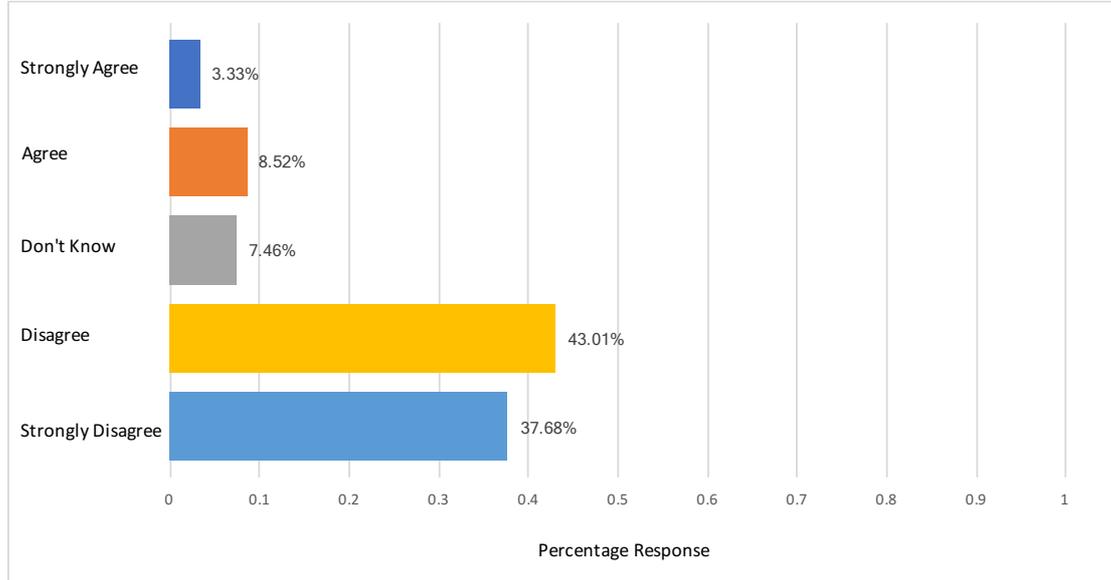
Breakdown responses



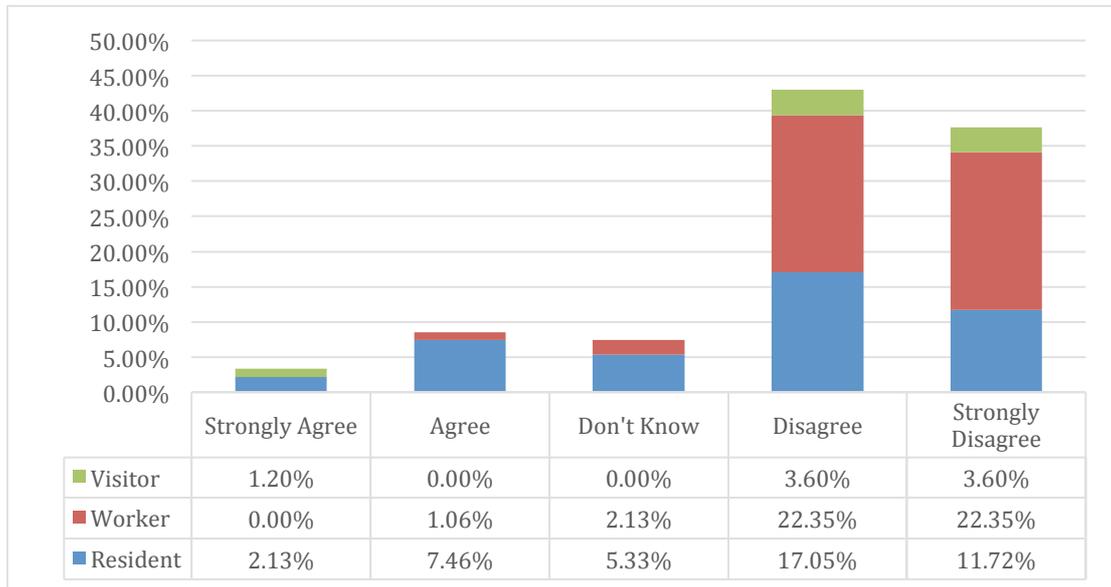
Q10. If events are permitted in Mayfair's Green Spaces, they should only be held during months of the year where public use of the green spaces is most limited (i.e. from October to March). In respect of Cultural / Community Events:

Answered: 94 Skipped: 28

Total Responses



Breakdown responses

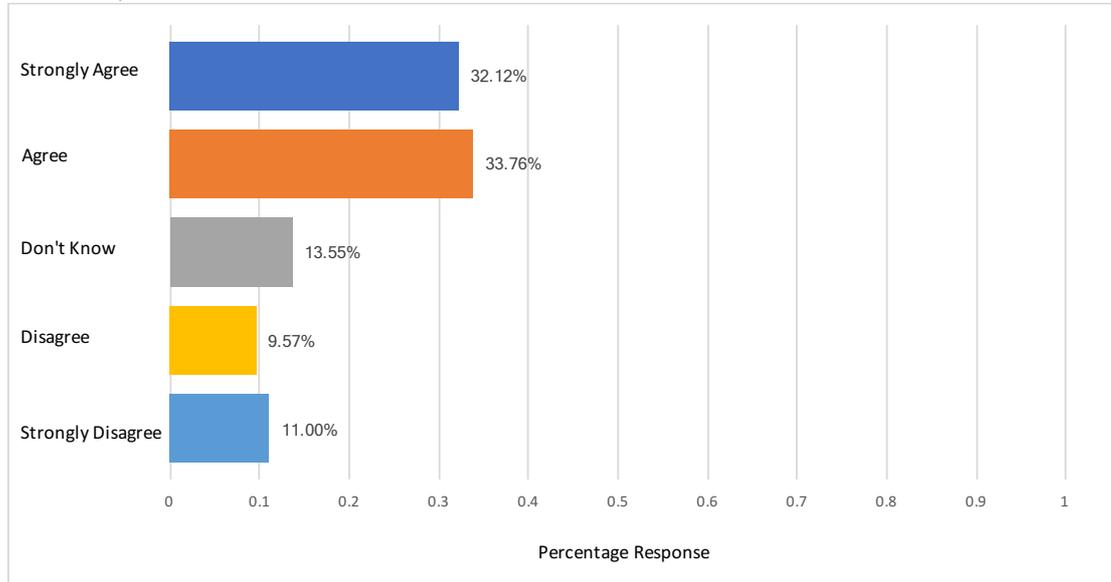


Q11. If events are to be permitted in Mayfair's Green Spaces, any event which takes up more than 40% of the Green Space should only be permitted for no more than a total of 40 days in any calendar year. In respect of Commercial Events:

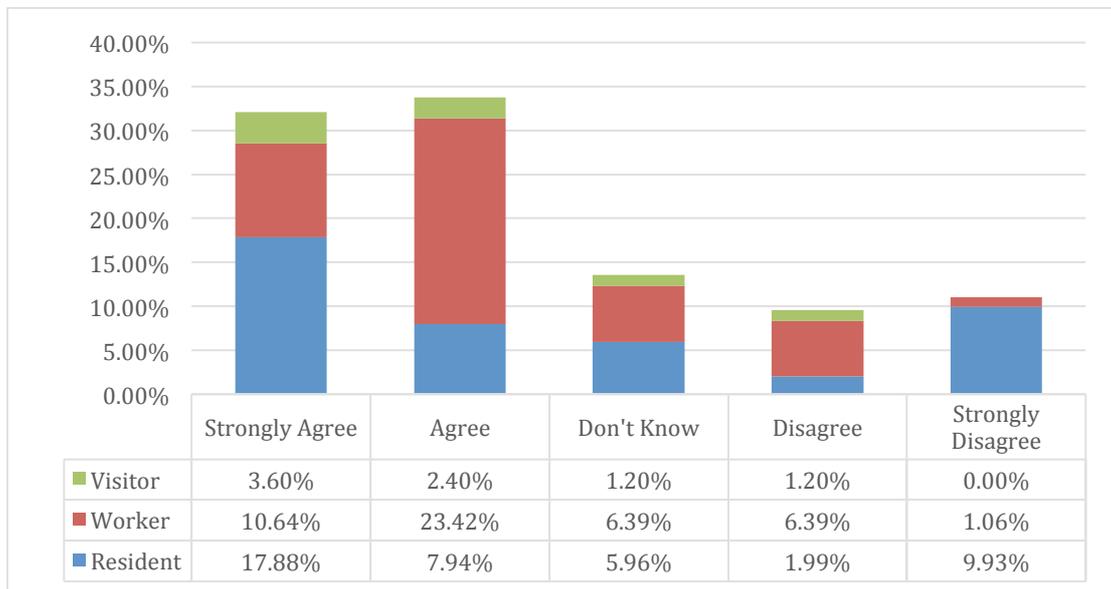
Answered: 97

Skipped: 25

Total Responses



Breakdown responses

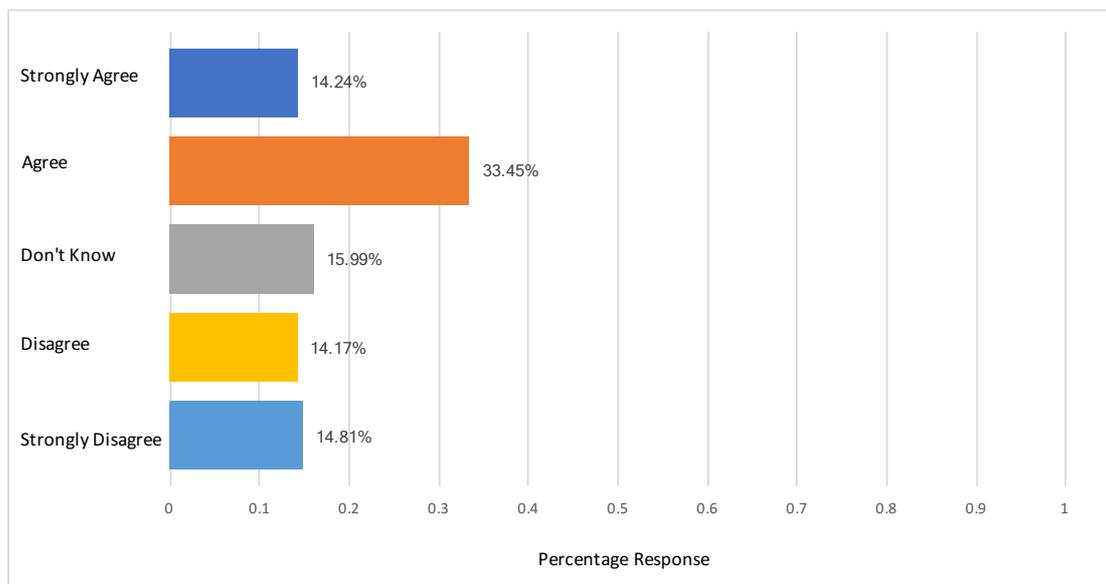


Q12. If events are to be permitted in Mayfair's Green Spaces, any event which takes up more than 40% of the Green Space should only be permitted for no more than a total of 40 days in any calendar year. In respect of Cultural / Community Events:

Answered: 94

Skipped: 28

Total Responses



Breakdown responses

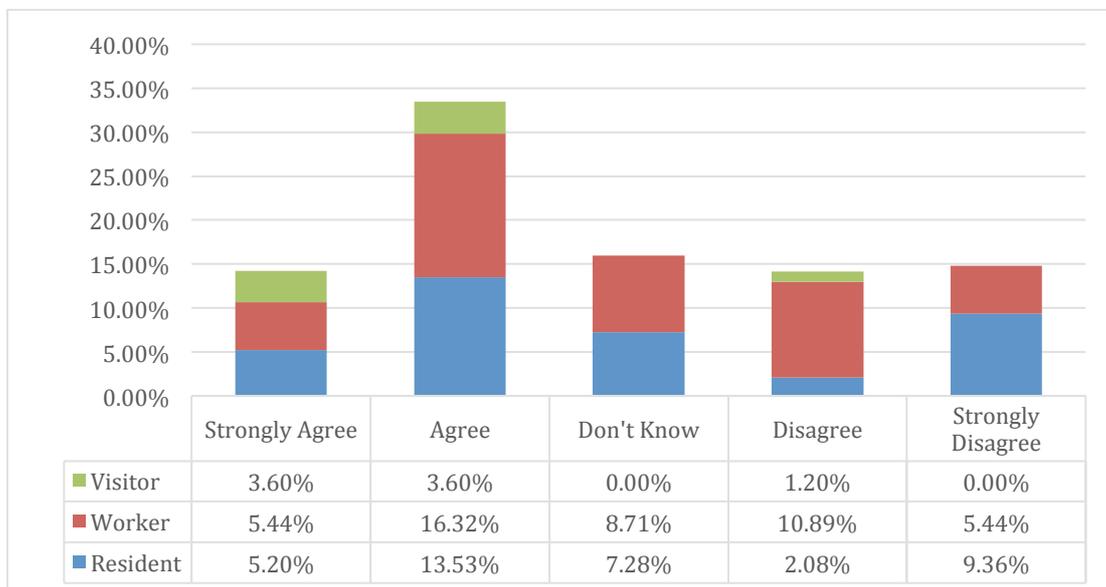


Table showing responses that were given a classification and to what:

Comment	Respondent	Classification
Question 12		
Don't know - depends, not clear	Resident	Don't know

The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

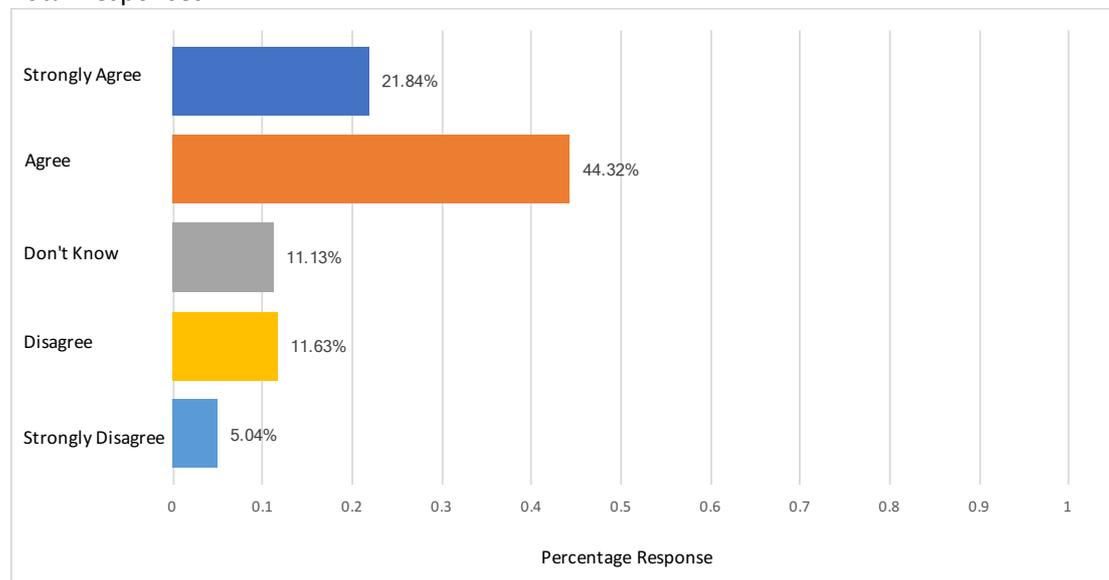
See above. Just stop these tawdry and often commercially based events that do nothing for the area	Resident	Strongly Disagree
Same as above	Resident	Disagree
Strongly disagree with the rule. Please note that the script for the question has an error. If you put in a comment, you can't say whether you agree or disagree. Anyway, for cultural or community events, it is important that they can use the entire park, but it should be limited to a maximum of 40 days a year. Commercial events can always be limited to parts of less than 40% of the parks, but cultural and community events up to 40 days a year should be possible even if they use the entire park.	Resident	Strongly disagree
Comments as for commercial events	Worker	Agree
(the form will not permit me to tick a box and comment). I agree and comments are as above	Worker	Agree
Same as commercial events	Worker	Strongly disagree
As above - 50% could be reasonable. Note this question would not accept further comments and Agree - which I do subject to this comment	Worker	Agree

Q13. Any events held in Mayfair's Green Spaces should be open to those who work or reside in Mayfair to attend. In respect of Commercial Events:

Answered: 97

Skipped: 25

Total Responses



Breakdown responses

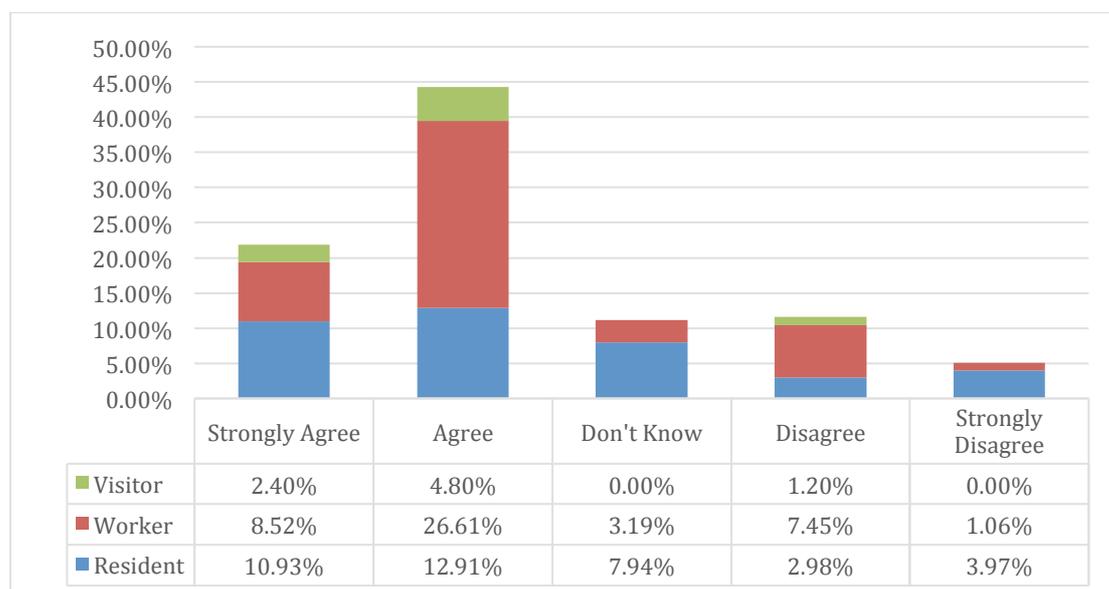


Table showing responses that were given a classification and to what:

Question 13	Respondent	Classification
Agree - but visitors should be welcome	Resident	Agree
I lightly agree, but note that this question doesn't allow us to click agree *and* leave a comment.	Resident	Agree
same as above	Resident	Disagree
Strongly disagree. If there are commercial events, we have to accept	Resident	Strongly

The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

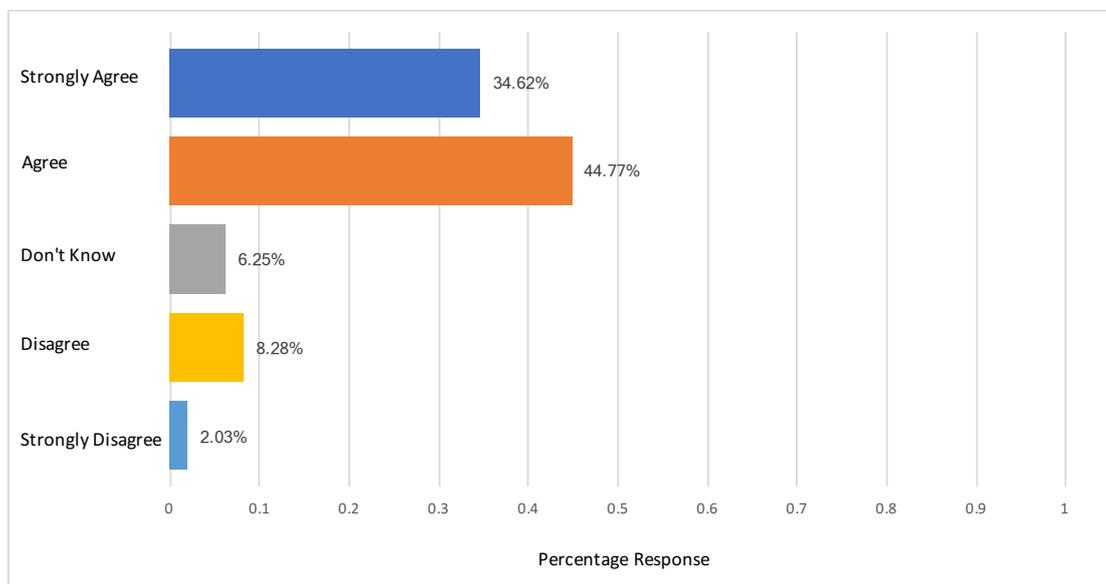
that not every resident or worker can walk in there. Again, the script has an error. There should be no commercial events in Mount Street Gardens.		disagree
Wherever possible	Worker	Agree
(problem as above). Agree - subject to whatever commercial constraints there are.	Worker	Agree
But they may need to pay. Again, unable to tick agree and complete this comment	Worker	Agree

Q14. Any events held in Mayfair's Green Spaces should be open to those who work or reside in Mayfair to attend. In respect of Cultural / Community Events:

Answered: 96

Skipped: 26

Total Responses



Breakdown responses

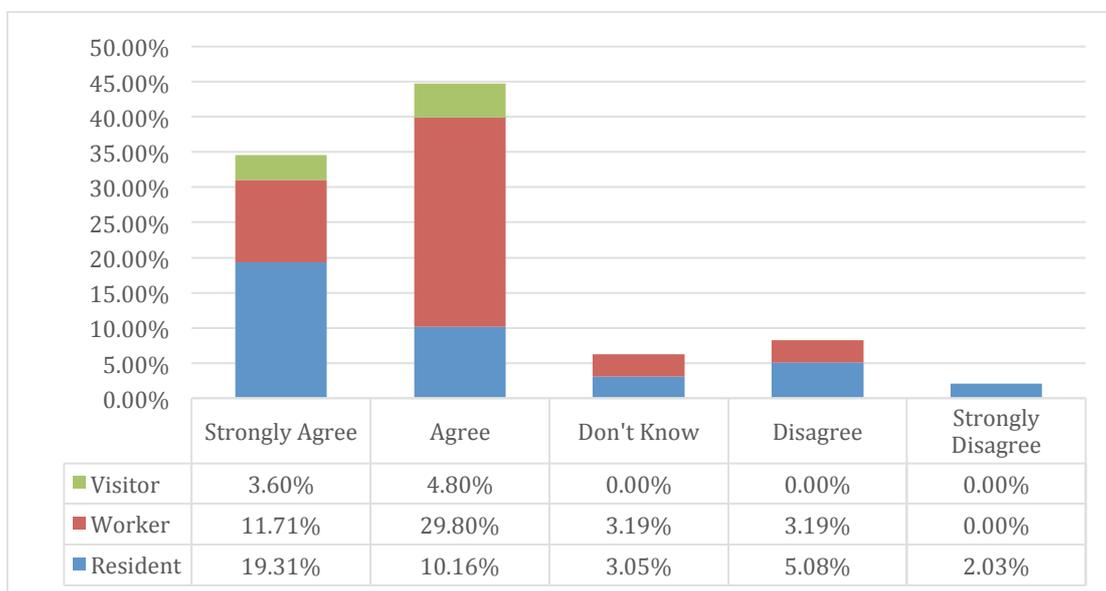


Table showing responses that were given a classification and to what:

Question 14	Respondent	Classification
Agree - but visitors should be welcome at any time	Resident	Agree
same as above	Resident	Disagree
No because some are fund raising in order to provide a community service. ie open meetings	Resident	Disagree

The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

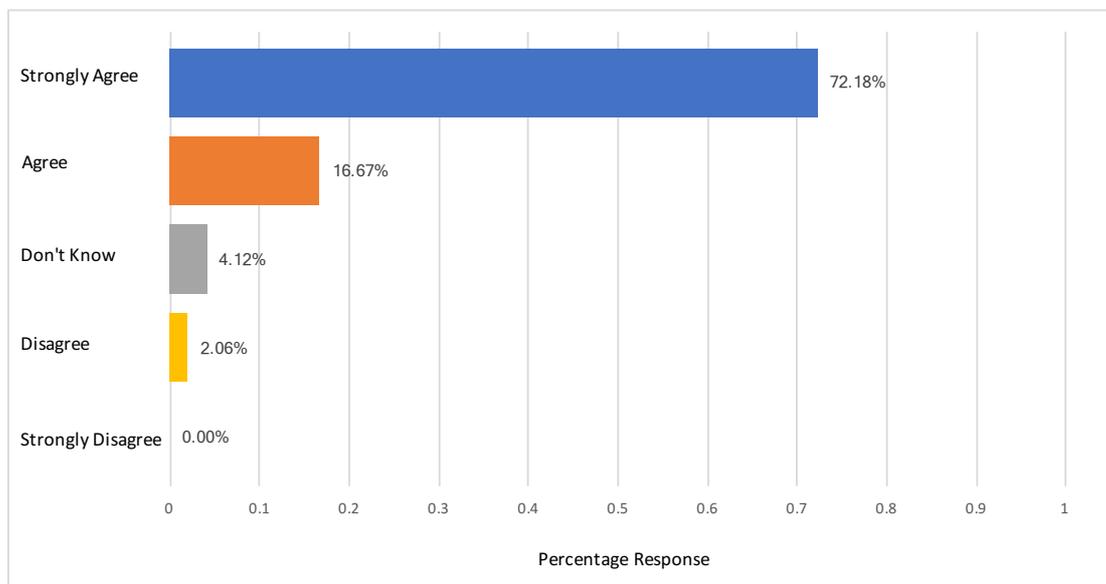
Again, cease these altogether.	Resident	Strongly Disagree
Wherever possible	Worker	Agree
As above	Worker	Agree

Q15. Any event taking place in one of Mayfair's Green Spaces should be required to remediate the Green Space in question following the event to make good any damage caused by the holding of the event. In respect of Commercial Events:

Answered: 97

Skipped: 25

Total Responses



Breakdown responses

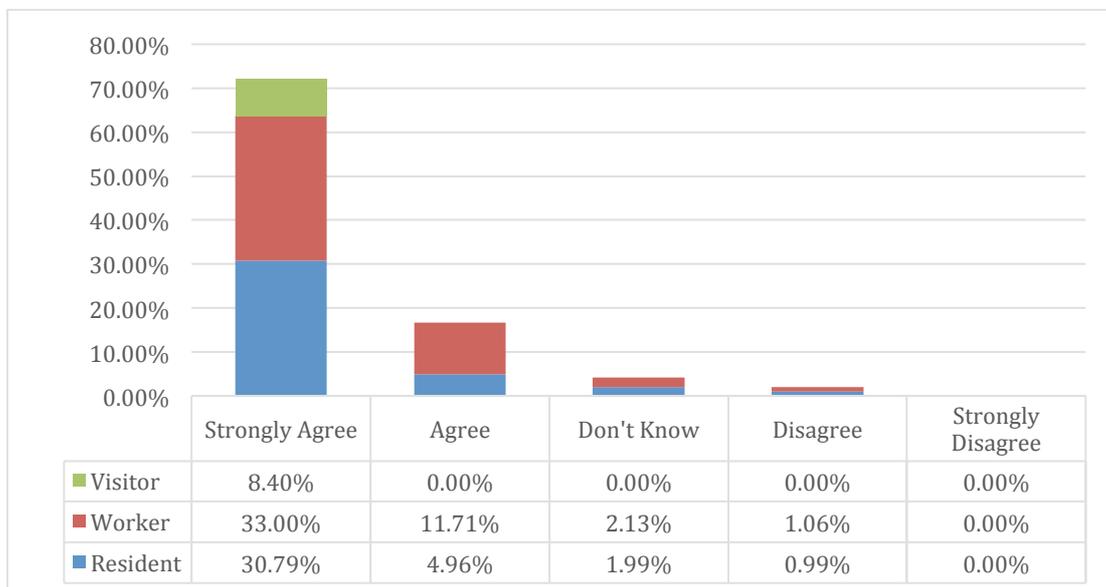


Table showing responses that were given a classification and to what:

Question 15	Respondent	Classification
This seems evident. Why is the question even raised?	Resident	Strongly Agree
If damage is done then it should be rectified right after the strip of the structure has been done. As to not hinder the use of the green	Resident	Agree

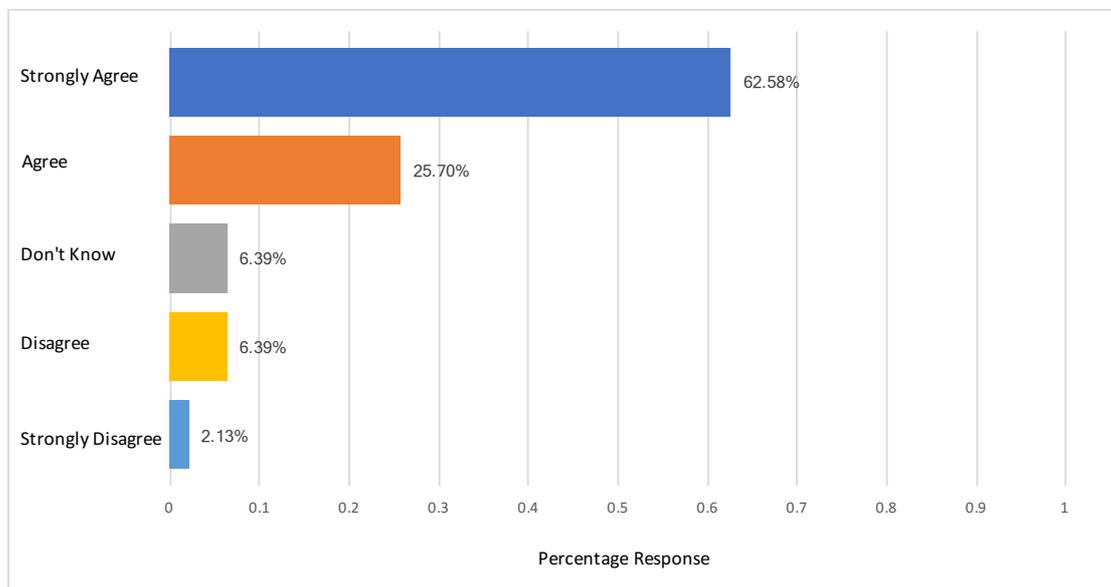
The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

for residents.		
same as above	Resident	Disagree
Plus contribute to ongoing improvements	Worker	Agree

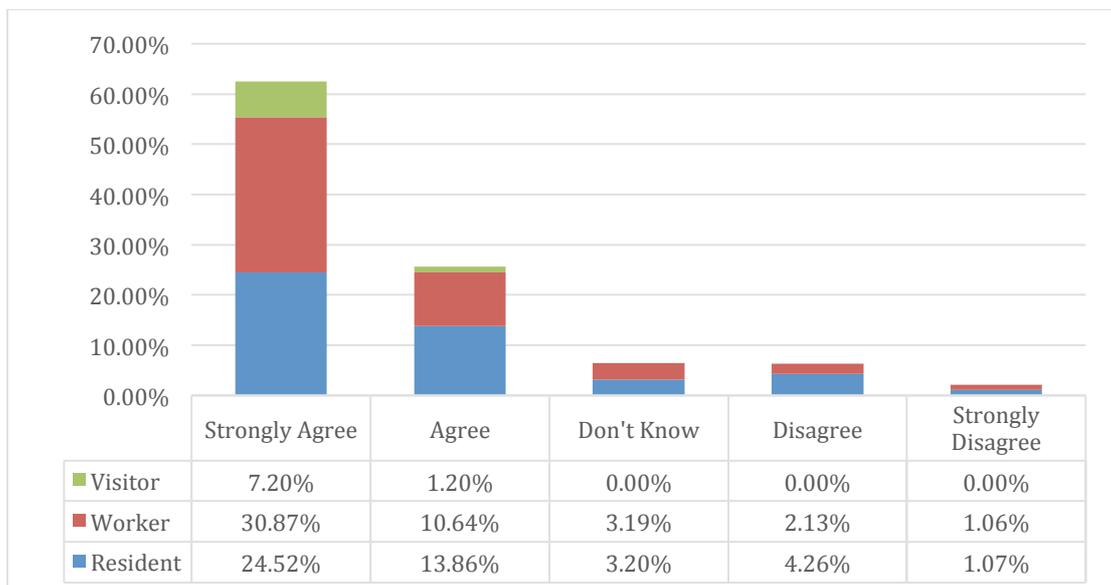
Q16. Any event taking place in one of Mayfair's Green Spaces should be required to remediate the Green Space in question following the event to make good any damage caused by the holding of the event. In respect of Cultural /Community Events:

Answered: 94 Skipped: 28

Total Responses



Breakdown responses

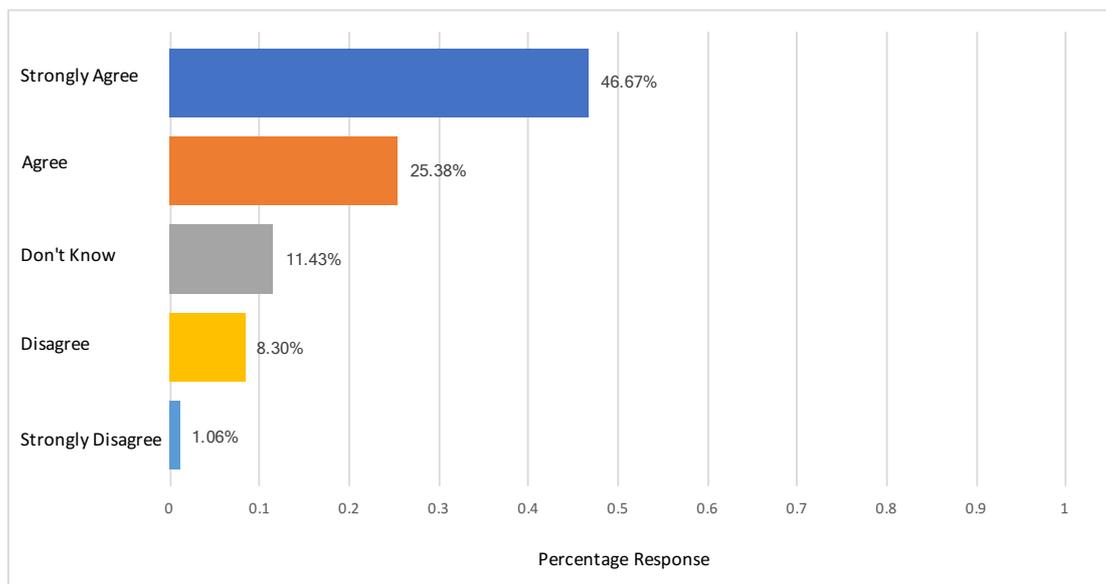


Q17. Any event taking place in one of Mayfair's Green Spaces should be required to contribute towards improvements over and above remediation from the event itself. In respect of Commercial Events:

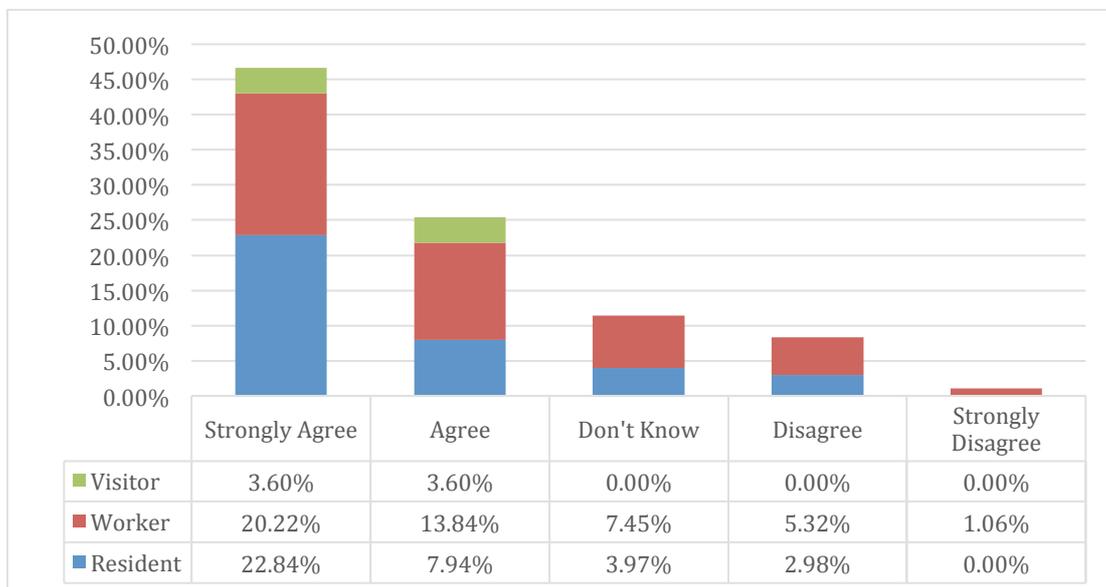
Answered: 97

Skipped: 25

Total Responses



Breakdown responses



Question 17	Respondent	Classification
Yes. they should but why not cut to the chase and just forget the in the first place? Or who is receiving money to do these events? Not residents	Resident	Agree
same as above	Resident	Disagree
Provided that those improvements are within the garden or another	Worker	Agree

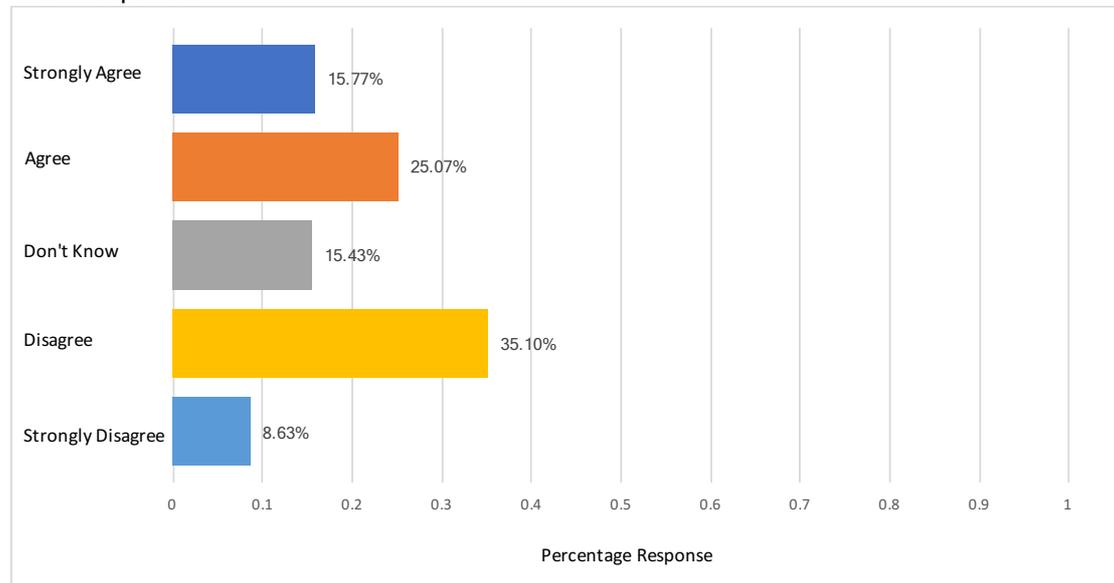
green space		
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Q18. Any event taking place in one of Mayfair's Green Spaces should be required to contribute towards improvements over and above remediation from the event itself. In respect of Cultural / Community Events:

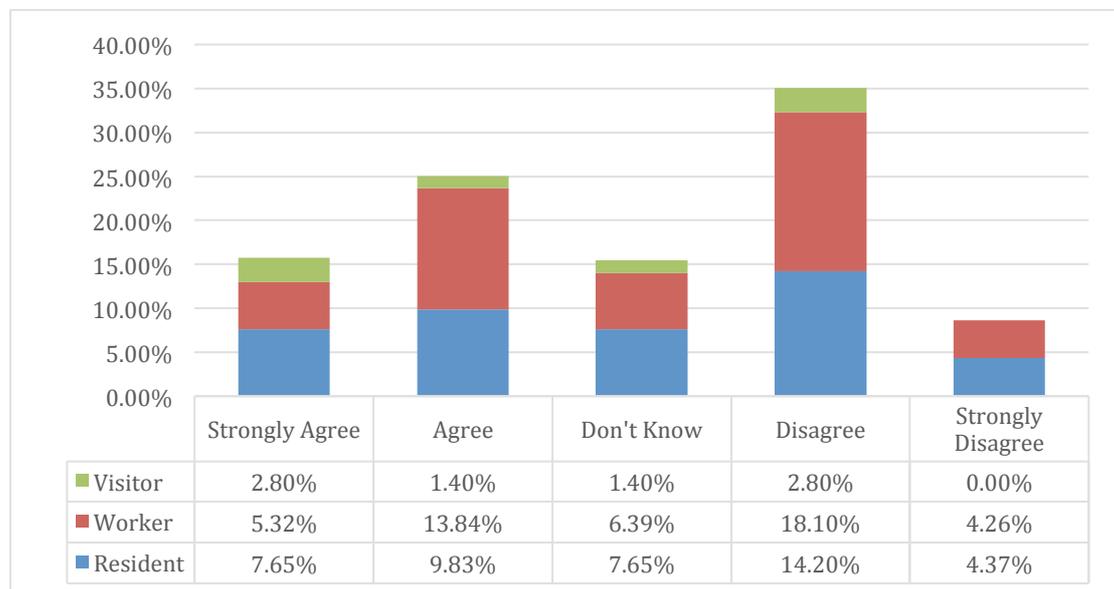
Answered: 92

Skipped: 30

Total Responses



Breakdown responses

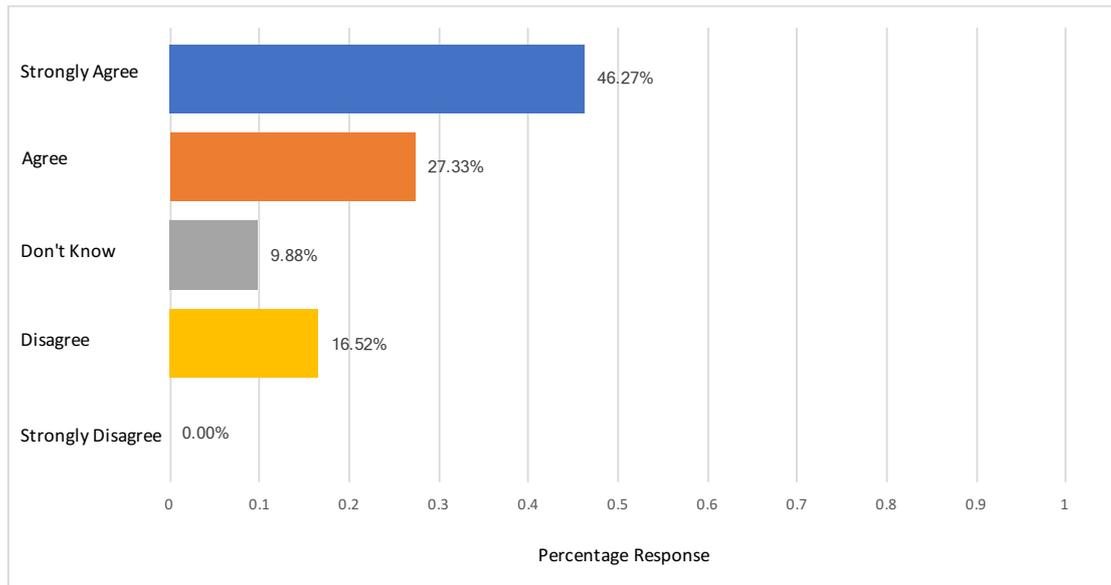


Q19. Any event taking place in one of Mayfair's Green Spaces should be required to reserve a portion of any profit made to be reinvested into the Green Space or the surrounding public realm within Mayfair. In respect of Commercial Events:

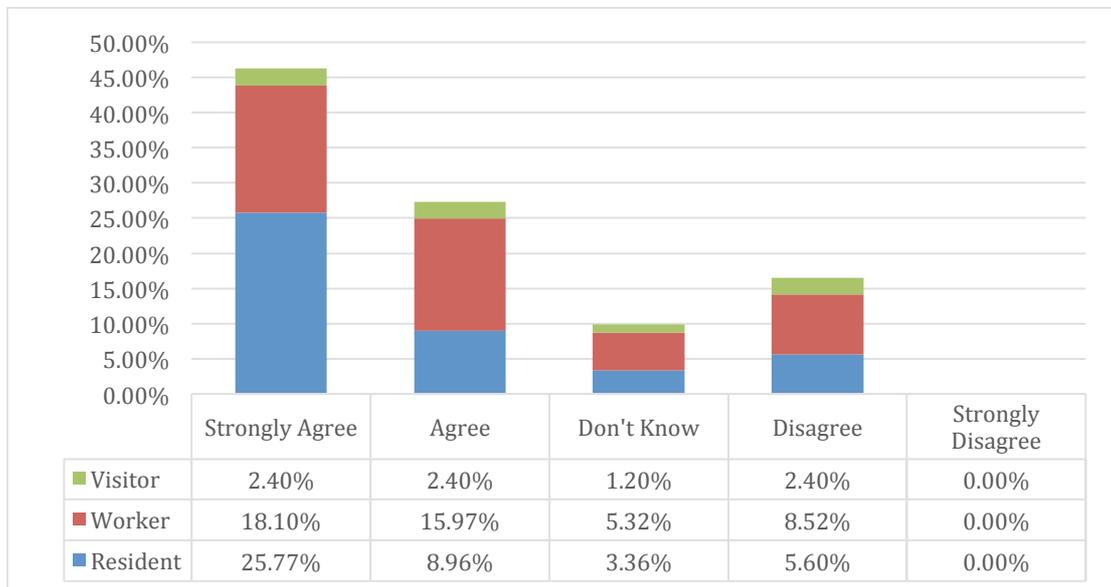
Answered: 92

Skipped: 30

Total Responses



Breakdown responses

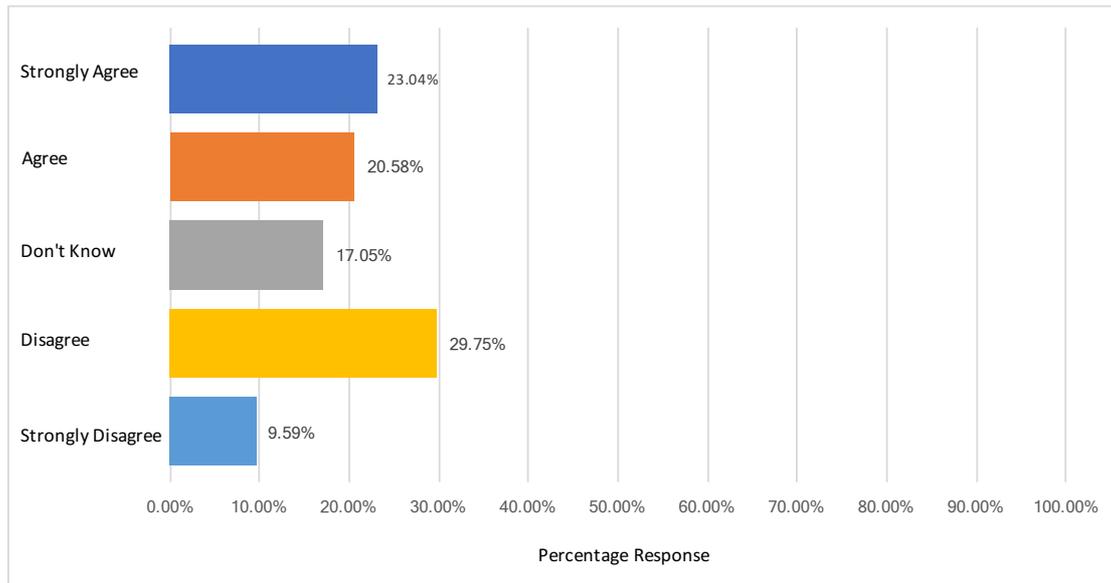


Q20. Any event taking place in one of Mayfair's Green Spaces should be required to reserve a portion of any profit made to be reinvested into the Green Space or the surrounding public realm within Mayfair. In respect of Cultural / Community Events:

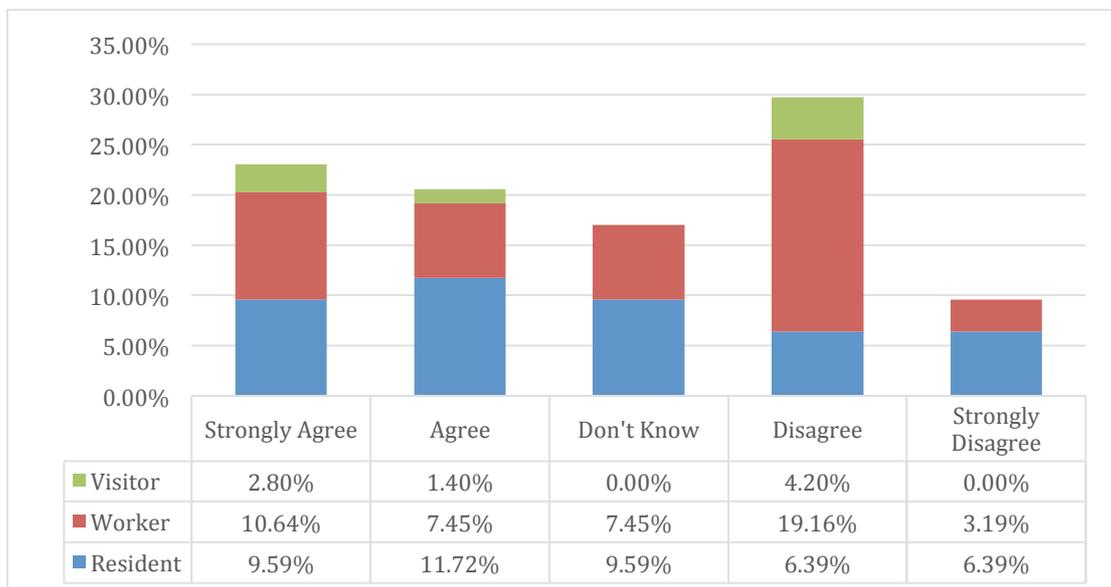
Answered: 93

Skipped: 29

Total Responses



Breakdown responses

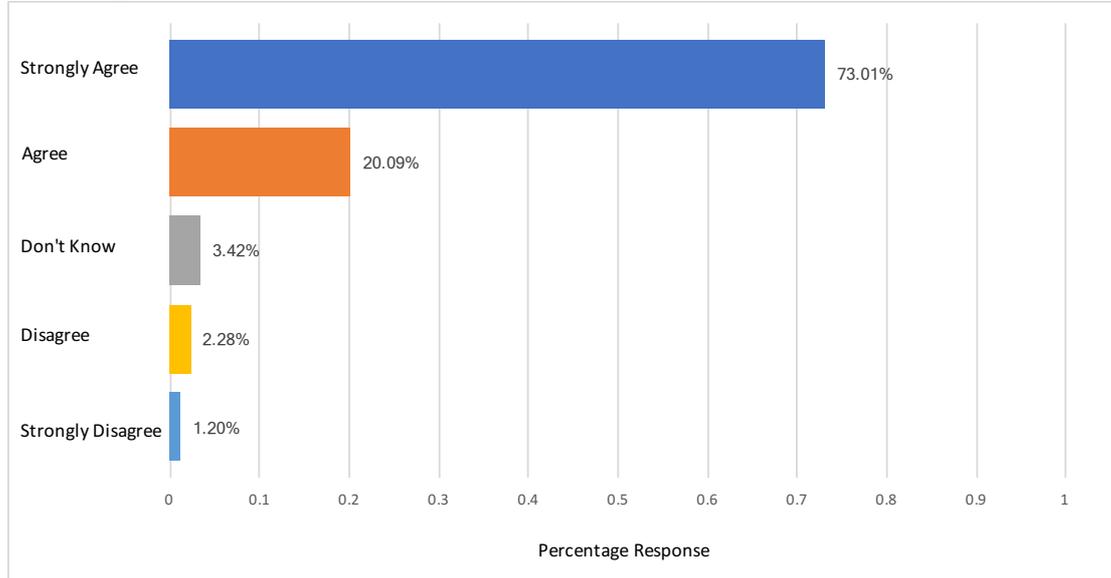


Q21. The trees in Mayfair’s Green Spaces enhance these spaces as tranquil areas for relaxation and should be maintained and protected.

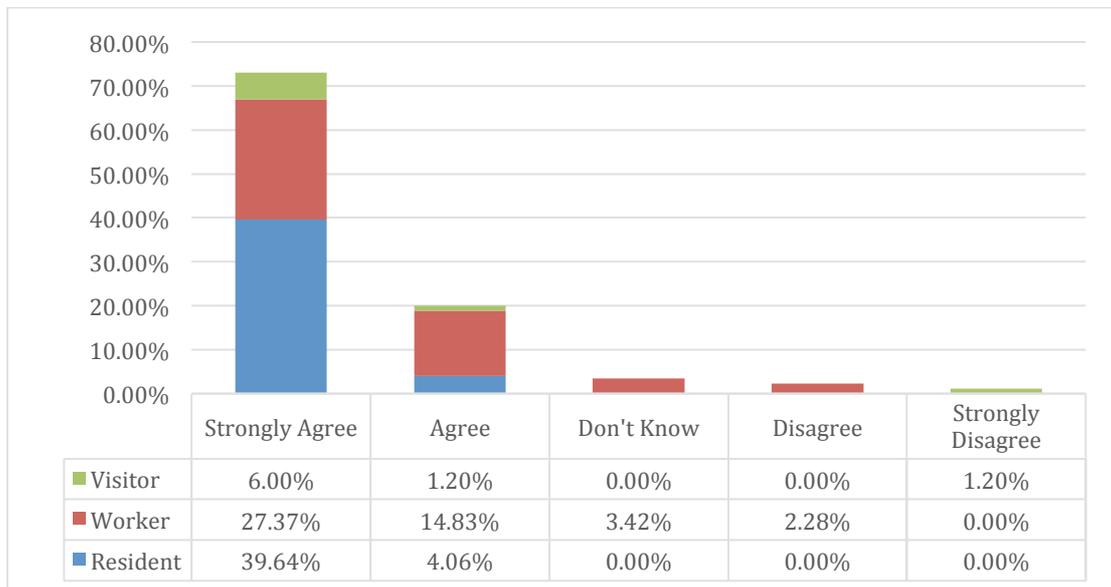
Answered: 93

Skipped: 29

Total Responses



Breakdown responses



Summary of Extended Consultation Period

Following the Summer Consultation Period and having considered the feedback received, the Forum identified that further consultation was required in relation to the policy regarding Events in Green Spaces (MGS3).

During the initial drafting of the MNP, the Forum received a number of comments regarding the events currently held in Berkeley Square. The Forum sought to address these comments by the Events in Green Spaces policy ensuring that any future events held in Berkeley Square or the other Green Spaces designated within the Plan were properly controlled to the satisfaction of both those who live and those who work within Mayfair.

However, the Steering Group felt that there was no clear consensus in the feedback received from the Summer Consultation Period on this policy. The Extended Consultation Period was therefore launched to ensure that this section of the MNP fully reflected the views of the community.

Policy MGS3 aims to set out criteria against which applications for planning permission for new events must be considered. The results from the Extended Consultation Period confirmed that 63.89% of respondents 'strongly agreed' or 'agreed' that it is appropriate for Mayfair's Green Spaces to be used to hold commercial events and 89.54% 'strongly agreed' or 'agreed' that it is appropriate for Mayfair's Green Spaces to be used to hold community or cultural events.

The majority of respondents were in strong favour that events should be subject to controls to ensure that do not have a significant impact on the local amenity. There was still a mix of opinion regarding the flexibility and timings of use of the green spaces. As previous, it was noted by a broad range of respondents that the terms set out sounded too restrictive and that there should be a balance and flexibility when looking into each event case-by-case.

As noted the results from this period looked specifically at Policy MGS3, Events in Green Spaces in regards to the how the space is used for commercial as well as community and cultural events. Following the Summer Consultation, it was apparent that this Policy had the most divided opinion amongst respondents.

7. How Consultation has Informed the Plan

The feedback received from the Summer Consultation along with the Extended Consultation have been reviewed in full and have been analysed and discussed in detail by the Steering Group and Planning Sub-Group.

The objective was to listen to local views and accommodate feedback. As a direct result the following main changes to the Mayfair Neighbourhood Plan:

- Residential policies (MRU1, MRU2, MRU3) are now Mayfair wide
- Policy MRU1, in relation to residential amenity, has been reworded to ensure it is a workable planning policy
- Removal of the restriction on events in green spaces (MGS3) to between October-March
- The Tyburn Retail Opportunity Frontage policy (MTR) has been amended to clarify that both retail and other complementary uses will be encouraged.

The Mayfair Neighbourhood Forum will continue to liaise and update the local community regarding any further updates to the Plan and as it moves through the neighbourhood planning process.

8. Conclusion

The consultation programme undertaken by the Mayfair Neighbourhood Forum has been successful in raising awareness with the local community about the draft Mayfair Neighbourhood Plan and the process going forward. It was also successful in gaining the opinion and valuable feedback of the local community and reaching out to those who may not normally engage in planning matters as well as those who do.

Through consultation, there have been many practical as well as strategic suggestions regarding the draft Plan from an equal mix of residents and workers.

The results from the Summer Consultation feedback questionnaire were positive and in general the majority of policies were well-received. The most diverse views from the questionnaire came from Policy MGS3 Events in Green Space, MTR Tyburn Retail Opportunity Frontage and MC Commercial Policy.

On the whole, residents who fed back into the Summer Consultation Period had no disagreement to policies surrounding Policy MR5 Shop Frontages, Policy MSD Servicing and Deliveries and MES2 Waste. There was a great deal of local on-the-ground knowledge of the area, spanning back decades in regards to complex issues such as transport, waste and growth. There was keen agreement that the mix of uses in Mayfair must continue to reflect the residential nature of the area and not undermine amenity. 20.61% of residents disagreed with the proposed Policy MTR Tyburn River Opportunity Frontage. Retail public realm and Park Lane transformation as well as commercial policies were also further contested amongst residential respondents. There were a number of queries into the character areas of 'Central, East and West Mayfair' and the definitions and make-up of each area. Residents were pleased that the Plan was taking shape and hoped that efficient management and enforcement would be put in place.

Business' views strongly aligned with residential views on multiple aspects on the Plan, including Policy MES2 Waste. There was no disagreement amongst workers who took the questionnaire on Policy MP Design and Policy MGS2 Mayfair's Green Spaces. In contrast to residential respondents, 76.05% working respondents strongly agreed or agreed that commercial use should be protected in Mayfair. It was noted that policies should remain flexible in order to adapt to the changing market trends.

It is apparent that the local community are in agreement that a lot of hard work had gone into the drafting of the Plan and many complex views have been considered alongside current policy at both national and local level. The local community in Mayfair generally understand and are in agreement regarding the principle need for growth in this central location. However, this must remain balanced and flexible to ensure that the character and scale of Mayfair is not jeopardised.

The Extended Consultation Period looks more closely at events in green spaces. The feedback received during this time showed that residents and businesses are keen for there to be controls in place surrounding events in green spaces. These would ensure that the green space and related public realm is protected and enhanced. However, some results showed that the community is keen for there to be flexibility surrounding when green space is used for events and for how long.

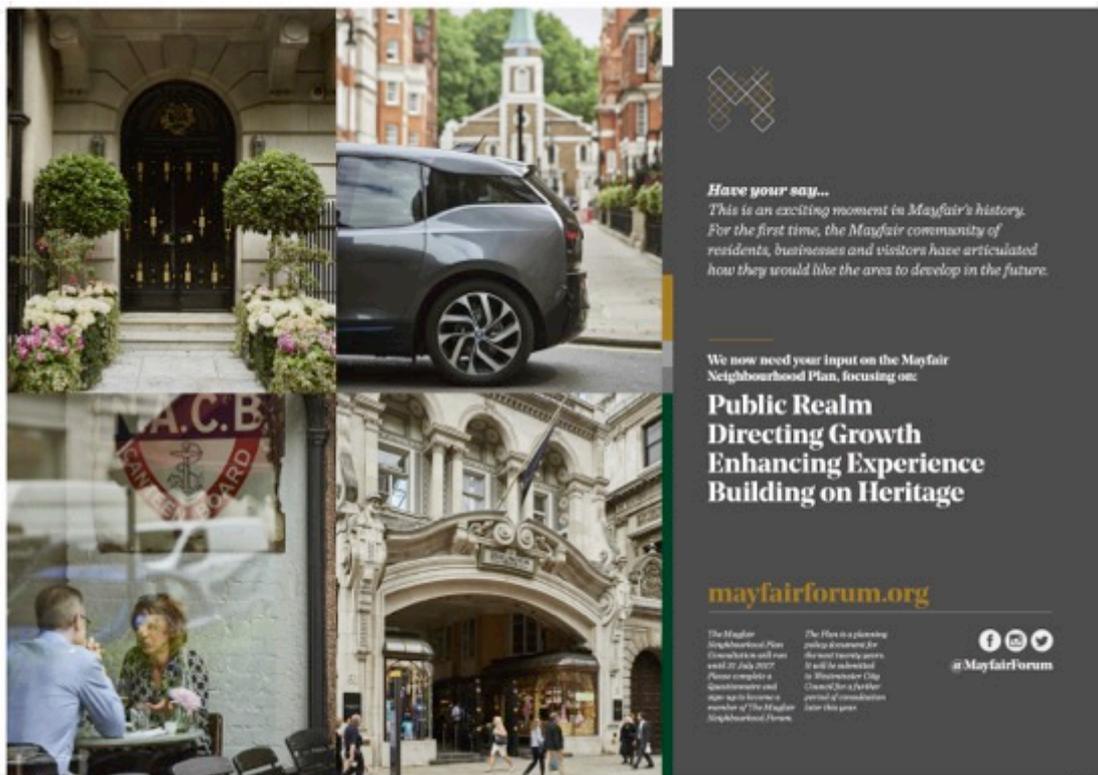
The Mayfair Neighbourhood Plan, Consultation Feedback Report 2018

The Mayfair Neighbourhood Forum will continue to liaise and update the local community as it seeks to update the Plan and move throughout the neighbourhood planning process.

ENDS

Appendices

Appendix A. Exhibition Boards



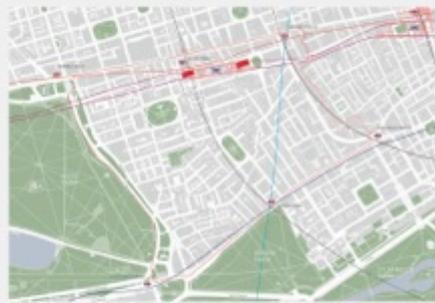
The Mayfair Neighbourhood Plan Area and Ground Floor Uses



Policy Constraints



Conservation Area



Movement - Rail



Crossrail Impact



Appendix B. Copies of email correspondence to members

Sent Tuesday 20 June 2017

Mayfair Neighbourhood Forum <info@mayfairforum.org>

Dear Member,

This is an exciting moment in Mayfair's history. For the first time, its community of residents, businesses and visitors have articulated how they would like the area to develop. Submit your thoughts on the Mayfair Neighbourhood Plan.

The consultation will run for six weeks until Tuesday 1 August 2017. This has been extended from the date detailed on the postcard due to technical difficulties. Complete the questionnaire online at www.mayfairforum.org or visit one of our permanent exhibitions to review the Plan and submit your thoughts.

We will be hosting and attending a number of events across Mayfair during the consultation period. Keep up-to-date with events on our website.

Best wishes,

Mark Henderson

Chair of the Mayfair Neighbourhood Forum

MAYFAIR NEIGHBOURHOOD FORUM

Have your say...

Voice of the Mayfair Community

This is an exciting moment in Mayfair's history. For the first time, the Mayfair community of residents, businesses and visitors have articulated how they would like the area to develop in the future. Be part of the voice and submit your thoughts on the final Mayfair Neighbourhood Plan. The consultation period has begun and will run until 31 July 2017. mayfairforum.org

The vision is to make Mayfair the most desirable and attractive area of London in which to live, work and visit.

Through three years of hard work, including three separate consultations, the Mayfair Neighbourhood Forum has refined their vision into an overall vision, objectives and policy initiatives.

Mayfair has a unique place in London. It is the country's most prestigious residential address and enjoys a world-class reputation for business, tourism and history. A fresh vision is needed to secure Mayfair's future and we need your input.

We would like to invite you to view the Plan and to share your thoughts. The consultation period has begun and will run until 31 July 2017.

You can view the Plan online or visit one of our permanent exhibitions. mayfairforum.org

Green and Associates
1 Beville Row, W1J 2JW
The Mayfair Library
31 South Audley Street, W1K 2PB

For more information email info@mayfairforum.org or call 0800 772 0475

Follow us and keep up to date with our events calendar @MayfairForum

The Mayfair Neighbourhood Forum is supported by The London Air 2017 to create neighbourhood planning solutions that guide the development and conservation of the neighbourhoods of the Mayfair Neighbourhood Plan in the coming years.

Facebook Twitter Instagram

Sent Thursday 29 June 2017

Mayfair Neighbourhood Forum <info@mayfairforum.org>

Dear Member

We are over a week into our consultation period and there is still plenty of time to have your say. Consultation ends Tuesday, 1 August so submit your thoughts on the future of Mayfair online now at www.mayfairforum.org

The Mayfair Neighbourhood Forum Steering Group looks forward to welcoming you to Forsters LLP on Monday, 3 July. Details of the presentation to be given are as below:

Monday, 3 July 2017

5pm–7pm

Forsters LLP

31 Hill Street, Mayfair, London, W1J 5LS

A presentation will be given about the Plan highlighting on the four main areas: **public realm, directing growth, enhancing experience and building on heritage**. There will be a Q&A session followed by teas and coffee and the opportunity to talk directly to those who have been working on drafting the Plan.

5	pm	Welcome and intro
5.05	pm	Public Realm – Presentation and Q&A
5.25	pm	Directing Growth – Presentation and Q&A
5.45	pm	Enhancing Experience – Presentation and Q&A
6.05	pm	Building on Heritage – Presentation and Q&A
6.25	pm	Break for coffee/tea
6.40	pm	Further questions and feedback/next steps
7.00	pm	Meeting closes

We are asking residents, workers and visitors to submit questions in advance of the event to info@mayfairforum.org. Pose your queries to the Mayfair Neighbourhood Forum Steering Group.

Come and meet us next week at Summer in the Square in Grosvenor Gardens. Grosvenor Square, London's second largest garden square, will be transformed into a relaxing haven offering **free** cultural and community events along with refreshments, free games and entertainment. Members of the Mayfair Neighbourhood Forum will be on hand to discuss the draft Plan in detail and gain your feedback:

- Tuesday, 4 July – 5pm-7pm in The Nook
- Wednesday, 5 July – 10am-7pm in The Hospitality Area
- Thursday, 6 July – 5pm-7pm in The Nook
- Friday, 7 July 5pm– 7pm in The Hospitality Area.

Best wishes

Mark Henderson, Chairman of the Mayfair Neighbourhood Forum



Sent Tuesday 19 July 2017

Dear Member/Amenity Group

I am emailing you in regards to the Mayfair Neighbourhood Plan. We are entering the final weeks of our consultation period and there is still time to have your say on the draft Mayfair Neighbourhood Plan.

We would be extremely grateful if you could please forward this email to all of your residential and business contacts as well as members in Mayfair and encourage them to be part of the voice and complete our online questionnaire!

We are actively encouraging all residents, businesses and visitors to Mayfair to complete our online questionnaire at www.mayfairforum.org.

The questionnaire will take approximately 15 minutes to complete and is a vital part of gathering feedback on the draft Plan. The questionnaire asks you to give your views on the draft Plan, so that the Plan can be amended and improved to better reflect the views of the whole community.

Review the draft Plan and the Executive Summary attached or visit our website to download in higher-resolution. Hard copies of the draft Plan are also available to view at the following locations:

- The Mayfair Library, 25 South Audley Street, W1K 2PB
- Gieves and Hawkes, 1 Savile Row, W1S 3JR.

You can also email your comments and feedback to info@mayfairforum.org or call 0800 772 0475 if you require the questionnaire in a different format.

Consultation ends Tuesday 1 August 2017.

www.mayfairforum.org

Yours sincerely

Mark Henderson

Chairman of the Mayfair Neighbourhood Forum



Sent Wednesday 26 July 2017

Dear Sir/Madam

We are emailing you as a Westminster City Council statutory consultee in regards to the Mayfair Neighbourhood Plan.

There is still time to have your say on the draft Mayfair Neighbourhood Plan. We are in the final week of our consultation period, which ends Tuesday 1 August 2017.

We are actively encouraging all residents, businesses and visitors to Mayfair to complete our online questionnaire at www.mayfairforum.org.

The questionnaire will take approximately 15 minutes to complete and is a vital part of gathering feedback on the draft Plan. The questionnaire asks you to give your views on the draft Plan, so that the Plan can be amended and improved to better reflect the views of the whole community.

Review the draft Plan and the Executive Summary attached or visit our website to download in higher-resolution. Hard copies of the draft Plan are also available to view at the following locations:

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You can also email your comments and feedback to info@mayfairforum.org or call 0800 772 0475 if you require the questionnaire in a different format.

www.mayfairforum.org

Yours sincerely

Mark Henderson

Chairman of the Mayfair Neighbourhood Forum





Distribution Report

Project Name: Mayfair Neighbourhood Forum
Client: FDR London

Date: 22nd June 2017

I confirm completion of the distribution of 10,000 leaflets to the following:-

LIST OF ROADS DELIVERED TO	
----------------------------	--

Park Lane
North Row
Green Street
Dunraven Street
Red Place
Lees Place
Shepherd's Place
Wood's Mews
Park Street
North Audley Street
Upper Brook Street
Culross Street

access via armed police (rear of
Embassy)

Upper Grosvenor Street
Reeves Mews
Grosvenor Square
Balfour Place
Mount Street
Aldfor Street
South Street
Farm Street
Rex Place
Deanery Street
Lancashire Court
Mount Row
Carlos Place
Adam's Row
Waverton Street
Hay's Mews
Hill Street
Charles Street
Clarges Mews
Queen Street

Binney Street
Duke Street
Tilney Street
Stanhope Court
South Audley Street
Curzon Street
Derby Street
Pitt's Head Mews
Market Mews
Hertford Street
Chesterfield Gardens
Shepherd Street
Park Lane Mews
Stanhope Row
Carrington Street
Down Street
Brick Street
Old Park Lane
Hamilton Mews
Hamilton Place
Piccadilly
Yarmouth Place
White Horse Street
Trebeck Street
Shepherd Market
Half Moon Street
Clarges Street
Bolton Street
Stratton Street
Mayfair Place
Berkeley Street
Dover Street
Albemarle Street
Old Bond Street
Burlington Arcade
Albany Court Yard
Sackville Street
Swallow Street
Vine Street
Piccadilly Place
Regent Street
Vigo Street
Savile Row
Burlington Gardens
Old Burlington Street
Cork Street
Cork Street Mews
Clifford Street
New Bond Street
Coach & Horses Yard
Boyle Street
Maddox Street
St. George Street
Mill Street
Conduit Street
Bruton Street
Bruton Lane

Bruton Place
Bourdon Street
Grosvenor Hill
Bloomfield Place
Hanover Street
Hanover Square
Tenterden Street
Dering Street
Woodstock Street
Princes Street
Harewood Place
Swallow Place
Sedley Place
Blenheim Street
Woodstock Street
South Molton Street
Davies Street
Weighhouse Street
St. Anselms Place
Gilbert Street
Davies Mews
South Moulton Lane
Brook's Mews
Avery Row

I confirm all properties both business and residential within Mayfair boundary were delivered to.

Prepared by: Jennifer Wallace-Bird, Stand

Appendix D. Mayfair Times Article

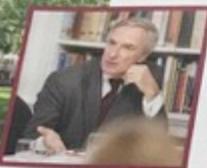




A RURAL RANT
FRANCIS FULFORD
TOM PARKER BOWLE
EDIBLE PURITANISM
A HISTORY LESSON
BERNARD CORNWELL

THE LIFE OF FRANK SINATRA
JONATHAN WINGATE
HOW AMERICA CREATED...

SEVEN ANALYSIS



GOOD NEIGHBOURS

The Mayfair Neighbourhood Plan is being put into place to protect the best bits of Mayfair - and improve the worst. Here Mark Henderson, new chairman of the Mayfair Neighbourhood Forum, gives us a breakdown of the plans so far



FROM TOP: Berkeley Square; Mark Henderson; Gilbert Street; the Connaught hotel



OVER THE PAST 30 YEARS, I have had the greatest pleasure to spend most of my working life in Mayfair. I now split much of my time between two retail businesses: *Gieves & Hawkes* at the *Rose* and *The New Craftsmen* at the *100* *Rose*. I understand the pride and passion that is shared by residents and people that work and visit Mayfair, and for some of the most expensive and highest quality retail, hospitality and business premises in the world. It is equally notable that it contains cultural assets, such as *The Royal Academy*; community assets, such as *The Grosvenor Chapel*; and affordable housing, such as the *Feodora Estate*. The *Mayfair Neighbourhood Plan 2018 to 2038* is an opportunity to shape the future of Mayfair.

influence decisions that will be made in years to come: how buildings, streets and public spaces will look and work. During this time, the impact of *Crossrail* will be felt, retail formats will change with the advent of online, offices will evolve, residential needs will alter as the population ages and transport improves, and fossil fuel-driven vehicles may well disappear.

The Plan is built on the ideas and comments received through a number of consultation events over the past three years. We hope it reflects your desires and aspirations for Mayfair - please tell us what you like, what you dislike and for you, what is missing. We didn't, of course, start with a blank sheet of paper; we are required to follow existing planning policy and strategy but this provides a boundary to our ideas not handcuffs that prevent our influence. An outline of the content, issues covered and the Plan's policy recommendations is set out below. A full copy of the Plan, including an executive summary, is available on *The Forum's* website (mayfairforum.org) with further details on the consultation process and how you can express your views and help to continue the shaping of the Plan.

THE FORUM is empowered by the *Localism Act 2011* to create neighbourhood planning policies to govern how development is to come forward. Its constitution was established with the approval of Westminster City Council in 2014. It is business-led - with a business director chairing the Steering Committee, four residential directors, four business directors, and up to four community directors. Three local ward councillors are invited to attend steering group meetings as observers. The Plan proposes policies with which future development in Mayfair must comply in order to be granted planning permission. One of the key legal requirements of neighbourhood plans is that they are in "general conformity" with the Mayor's own plans as well as the Government's national planning policy.

NEWS ANALYSIS



"The Forum is proposing policies which impose a new designation upon Mayfair's green spaces - akin to green belt"

FROM LEFT: Mount Street, Grosvenor Street, and the Strand, Alfred Street



traffic; and the delivery of a new retail-led route along the historic line of the Tyburn river, which in places is already functioning well and in others requires intervention.

POLICY SUMMARY

I. Public realm

While in places public realm in Mayfair is excellent, in others it is poor, and we want developers to help improve it. This includes creating additional space for pedestrians, attractive and safe streets, and improved walking routes. The public green spaces in Mayfair are beautiful and historic, and perform an important recreational and restorative function for the area. That function, and the use by the community of those spaces, has come under recent scrutiny with corporate events being held in temporary structures in Berkeley Square. The Forum is therefore proposing policies which: - akin to green belt; encourage local community use of the spaces; seek the enhancement of green spaces to encourage their use all year round; encourage public realm enhancements in the spaces and highways around green spaces (which are often hard to navigate); and impose restrictions on corporate events in green spaces, including requiring events to invest back into the green spaces. Previous years have seen a loss of green infrastructure in and around the public realm in Mayfair. Developers will be encouraged to deliver enhanced greening within their development, or to contribute towards the greening of public realm around the development.

II. Directing growth

One feature of the existing policy landscape (at Westminster and London-wide level) is the need to deliver sustainable growth to accommodate the accelerating increase in demand for all forms of use. Mayfair is no exception. For instance, Crossrail's opening is expected to have a dramatic increase in the number of people entering Mayfair from Bond Street and Hanover Square. The Plan encourages sustainable growth in key areas such as in the eastern section of Mayfair, and Oxford Street. Growth is conceived as including greater intensity of use, greater density and encouragement for mixed uses. The Plan encourages two "key-note transformational changes" to be considered: A re-think of how Park Lane operates so as to turn it from being a barrier to Hyde Park, into it being a vehicle-free public space in its own right, while retaining its importance as an arterial route for

III. Protecting and enhancing the built environment

The Plan encourages enhancement and protection of retail frontages by: resisting the loss of retail except in certain circumstances; encouraging the provision of local convenience shopping in Mayfair; improving public realm in retail areas; designating 'oasis' areas near retail streets; encouraging public toilets in large stores; seeking high-quality shop frontages; and protecting areas of special interest and value such as Savile Row and Cork Street. Part of Mayfair's fascination for residents, businesses and visitors is its wealth of cultural and community uses. The Plan seeks to go further than existing policy in protecting the retention of those uses within Mayfair. Major development will have to show how servicing and deliveries can be achieved to the benefit of neighbours.

IV. Building on heritage

The physical beauty of Mayfair lies predominantly in its built form. The Plan will encourage only the highest quality of design that will respond positively to the existing character; policies that ensure new development is of the highest environmental and sustainability standards, in terms of air quality, waste, climate change adaptability, sustainable materials, and being zero carbon.

Appendix E. Blank Questionnaire



CONSULTATION QUESTIONNAIRE

This questionnaire is for the whole Mayfair community: residents, workers and visitors. It asks you to give your views on the draft Plan so that the Plan can be amended and improved to reflect better the consensus of the whole community. The Plan will then be submitted to Westminster City Council for a further period of consultation later this year.

- Before completing this questionnaire, please review the Executive Summary and full draft Mayfair Neighbourhood Plan which can be found at www.mayfairforum.org.
- If you would like to submit further comments, please email info@mayfairforum.org
- Please call 0800 772 0475 if you have any enquiries or would like this questionnaire in a different format.

REQUIRED DETAILS:

Are you a resident/worker/visitor (please circle)

Postcode of organisation/address _____

OPTIONAL DETAILS:

Name: _____

Email address: _____

I Public Realm

1. Transforming Public Realm (Policy MPF)

New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and multifunctional streets are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy MGS1)

Grosvenor Square, Berkeley Square, Hanover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy MGS2)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the preservation and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy MGS3)

4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and remediation of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should reinvest proceeds into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Greening (Policy MUB)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy MSG)

As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy MTR)

A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policies MPL1, MPL2, MPL3)

The Plan should encourage a transformative change to Park Lane to make it more attractive, to enliven the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies MR1 and MR6)

The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy MR2)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Oasis Areas (Policy MR3)

The Plan should designate Oasis Areas for the provision of areas to sit and, where appropriate, eat and drink, to support the retail frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Convenience (Policy MR4)

New Large Scale Retail uses within the West End Retail Frontages should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



1.5 Shopfronts (Policy MR5)

Shopfronts should be of a high-quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy MRU1)

Residents and residential properties should be protected from adverse effects created by new commercial and entertainment uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2. Residential Use and Complementary Uses in West Mayfair (Policies MRU2 and MRU3)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential unit size.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3. Construction Management (Policy MRU4)

Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy MC)

New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy MSC)

Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shepherd Market (Policy MSM)

Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy MSD)

New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy MD)

New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



Appendix F. Meeting notes from Members' Consultation Evening



Mayfair Neighbourhood Forum, Members' Consultation Evening

Monday 3 July 2017, 5pm
Forsters LLP, 31 Hill Street, London

Approximately 30 members of the local community were present at Forsters LLP; It appeared there were more residential representatives than business members. Over the course of the evening, presentations were given on each chapter of the Plan and attendees had the opportunity to comment and ask any questions they may have had. Mark Henderson, Chairman of the Mayfair Neighbourhood Forum and Oliver Wright, Chairman of the Planning Sub-Committee were on-hand to present the draft Plan and encourage attendees to get involved in the consultation.

Oliver Wright explained that this was an opportunity for the Steering Group to listen to members and that not all questions could be answered today but would be considered in full.

Key discussion points	Action
<p>Mark Henderson (MH) introduced the Forum and the history of how it was formed. He explained that both business and residential representatives sit on the Forum's Steering Group. MH introduced the Plan and explained how it has come together over the past three years.</p> <p>The consultation process and timeline was discussed. It was explained that the Plan did not begin life as a blank piece of paper but has come to inform, influence and interpret policies from the local plan. The Plan has a positive assumption for development in the area, but MH explained it is how we approach it and direct growth, which will be important.</p>	
<p>Oliver Wright (OW) introduced himself and asked those present how they had found out about the event, i.e. was it via the website, email, social media. There was mixed responses from the audience but it appeared most found out about it via email or word of mouth.</p>	
<p>Comments from the audience on consultation to date:</p> <ul style="list-style-type: none"> - One resident had requested a copy of the Plan several times but has not received one. OW asked who she sent this request to but they could not remember. - It was asked why a copy of the Plan was not physically produced for everybody in Mayfair, as this would be the fairest way to consult. OW explained that printing that many copies off would not be sustainable. The draft Plan is available to download online or hard copies are available to read at Gieves and Hawkes and The Mayfair Library. There are also a number of copies available to loan to individuals who may not have the internet or need it in a different format. - It was commented that the questionnaire is too vague and is full of jargon. It was suggested that 'yes' and 'no' questions would be better. - One representative also thought the Plan was difficult to read and would prefer to see it in bullet point form. - It was commented that it is the same people coming to these events. It was asked how the Forum is communicating with the hidden part of Mayfair. OW explained that 10,000 postcards have been hand-delivered to every door in Mayfair. Many members of the audience did not believe they had received one. - Audience members noted that postcard distribution will not help and that door to door knocking is the best method. 	
Chapter 1 – Public Realm	

<p>OW introduced the chapter through a presentation, which noted key policies. After the presentation, there was the opportunity for those present to comment on any aspect or ask any questions they had.</p> <p>Q. In relation to MGS2 – ‘Fronts onto green space’ does it refer to existing or new structures built next to green space? - OW explained that it would be new or replacement structures.</p> <p>The audience discussed Grosvenor Square and the plans for retail space on the square, along with the proposals for the American Embassy.</p> <p>Q. Green space can already be considered through S106 agreements, which are legally binding. What more are you proposing through this Plan?</p> <p>Q. Will we get to assign where the S106 money is allocated in the local area?</p> <p>Q. For instance, regarding the development of the American Embassy, what would happen when the S106 money does not cover what we want to do?</p> <p>Q. Mayfair is already a Conservation Area. Does this not already cover a lot of policies you are outlining in this Plan?</p> <p>Q. There is a lot of green space, galleries and public uses in Mayfair, but not a public toilet in sight.</p> <p>Q. Who enforces the Mayfair Neighbourhood Plan once it is finally approved and in place? A. Westminster City Council (WCC) will take ownership of the Plan, once approved, policies will then become part of the development plan. The Forum will continue to have a role in keeping WCC up to the mark.</p> <p>Q. Will Westminster City Council have any input on the Plan, surely they will have more experience and knowledge than the Steering Group to advise? A. The Council has been heavily involved and the Forum has received feedback throughout the process. WCC will have full review once the Plan is formally submitted.</p>	
<p>Chapter 2 – Directing Growth</p> <p>OW introduced the chapter and explained that this section looks at where growth is best suited in Mayfair. He explained the forthcoming challenges for the area, such as Crossrail and how the Plan can help prepare for the future.</p> <p>Q. Crossrail figures on passenger movements are questionable and that many can be interpreted differently. I do not believe that Crossrail will bring more people to the area.</p> <p>Q. Why are we promoting retail along Bruton Place when the previous river café idea was shot down? - OW apologised as he mixed up street names in the presentation.</p> <p>Q. Park Lane cannot take any lanes for pedestrians and the protests must be stopped. A. OW explained that the Plan is not actively promoting any proposal but has looked into different approaches that use the pavement more effectively.</p> <p>Q. Are you considering anything for the carriageways along Park Lane?</p> <p>Q. Where will the traffic go? Why would you stop traffic along Park Lane? It is the artery of Mayfair and must keep moving.</p>	

<p>Q. I often feel trapped in Mayfair as a pedestrian and it is getting worse with the wide traffic lanes on Park Lane.</p> <p>Q. Could you build a garden bridge across Park Lane?</p> <p>Q. Cyclists are too greedy and too privileged, they are not monitored, therefore cause more problems.</p> <p>Q. Park Lane is a nightmare, as a courier, it is strange to meet a community that is advocating traffic and not looking to restrict flows.</p> <p>Q. What about the garages on Park Lane and the BMW underground storage, what could we do with that?</p> <p>Q. The Plan seems to be heavily focused on the working population and retail heavy not residential focused at all. A. OW explained that retail was first in the Plan but there are policies directed at residential, which he would come to.</p> <p>Q. The Plan is very retail heavy. Could we promote studio space for artists in the garages (such as on Bourdon Street)? There is so much talent in the area in a complete mix of uses that we need to retain.</p>	
<p>Chapter 3 – Enhancing Experience</p> <p>OW introduced the chapter and reminded those in attendance that questions and comments would be taken at the end of the presentation, not throughout.</p> <p>Q. Why are you not putting residential matters first in the Plan?</p> <p>Q. Where is West Mayfair? Should residential not be enhanced across the whole of Mayfair not only particular sections?</p> <p>Q. The Plan appears to be promoting retail at expense of residential all over Mayfair. West Mayfair is an awful idea for a Plan and residential should be considered everywhere.</p> <p>Q. The Plan appears to be the ‘Sohoisation’ of Mayfair and would ruin the area if it came to light in this form. There is nothing in the Plan to stop a club going up in central Mayfair. A. OW explained that he appreciated the concerns around this topic. He explained that the Plan was not in place to repeat policies and provisions that are already in place.</p> <p>Q. Have another look at retail and commercial development; this is how Soho was developed. There are already huge problems with Berkeley Street and we do not want this to spread further.</p> <p>Q. I am in favour of improving residential provisions. West Mayfair lacks small shops that residents can buy a newspaper or pint of milk from. For example, the American Embassy redevelopment should include some amenity shops.</p> <p>Q. There is also a lack of quirky shops in the area.</p> <p>Q. Local conveniences have gone in Mayfair, there are no hairdressers or corner shops. The community spirit has gone. There are no local restaurants that are affordable for the people in the area.</p> <p>Q. ‘People don’t have to live here’ is a rude comment I hear all the time. Generations of</p>	

<p>people live here and we should not be driven out.</p> <p>Q. I would like to see a haberdashery in the area.</p> <p>Q. Just look at Mount Street. All the convenience shops have gone, as they could no longer afford rents.</p> <p>Q. Waste is a big problem in the area.</p> <p>Q. Production and sellers in the same area has been a long tradition in Mayfair. Artisans need to be considered. Many garages across Mayfair are not in use. This could be our next project?</p> <p>Q. There are many good intentions behind the Plan. However, maybe some of the wording needs changing, as it is hard to read.</p> <p>Q. Changes to topography in the area have improved and I would like to thank this group.</p> <p>Q. Cork Street, a historic street, has been ripped of character. Why is it not in the Plan? – A. OW explained that Cork Street has been taken out of the Plan as it has been designated as a Special Policy Area by WCC. The MNF has tried hard to ensure that there is minimal repetition from WCC and across documents.</p> <p>Q. This is all too little too late. Our identity has been eroded.</p>	
<p>Chapter 4 – Building on Heritage</p> <p>OW introduced the final chapter.</p> <p>Q. Where in the Plan does it refer to noise pollution?</p> <p>Q. How can we exceed recycling targets when recycling is only collected once a week? This needs to improve.</p> <p>Q. Residential waste does not get much attention in practice. How do we complain and get something done about it?</p>	
<p>MH closed the meeting by highlighting on the technical nature of the Plan and the work that has gone into it so far. Neighbourhood Forums are happening across London and the UK. The Forum will lead to a truly consulted Plan to which WCC must take into consideration.</p> <p>MH thanked OW for all his hard work throughout the process and all of the hours he has voluntarily worked, along with the other Steering Group members. Members of the audience were also in agreement and thanked the team.</p> <p>Meeting closed for informal discussions.</p>	

ENDS

Appendix G. Feedback Received

Hard Copy Questionnaires



CONSULTATION QUESTIONNAIRE

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If you would like to submit further comments, please email info@mayfairforum.org.

Please call 0800 772 0475 if you have any enquiries or would like this questionnaire in a different format.

REQUIRED DETAILS:
Are you a resident, worker/visitor (please circle)
Postcode of organisation, address: W1S 1DX

OPTIONAL DETAILS:
Name: Clayton
Email address: clayton@mayfairforum.org

I Public Realm

1. Transforming Public Realm (Policy M07)
New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and multifunctional streets are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy M08)
Grosvenor Square, Berkeley Square, Grosvenor Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy M09)
Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the preservation and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy M10)
4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create an significant adverse impact on local amenity and tranquillity of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should reinvest proceeds into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Greening (Policy M11)
All developments should make reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy M01)
As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy M13)
A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policy M14, M15, M16)
The Plan should encourage a transformative change to Park Lane to make it more attractive, to enhance the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies M02 and M06)
The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy M05)
New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Oasis Areas (Policy M03)
The Plan should designate Oasis Areas for the provision of areas to sit and, where appropriate, eat and drink, to support the retail frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Convenience (Policy M04)
New Cycle Route Retail uses within the West End Retail Frontages should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



1.8 Shopfronts (Policy M04)
Shopfronts should be of a high-quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy M01)
Residents and residential properties should be protected from adverse effects created by new commercial and recreational uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policies M012 and M013)
New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy M014)
Developments should be required to demonstrate that any impact from construction, on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy M02)
New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy M05)
Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless a compelling case can be made otherwise in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shepherd Market (Policy M08)
Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Delivery (Policy M12)
New developments should demonstrate how servicing and delivery will be managed to ensure no adverse impact upon neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy M01)
New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



5. Environment and Sustainability

2.1 Air Quality (Policy M011)
All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Waste (Policy M010)
Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing shall otherwise only be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Climate Change Adaptation (M009)
New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

The Mayfair Neighbourhood Plan Consultation runs for six weeks. For more details about consultation events please visit www.mayfairforum.org or call 0800 772 0475. The information you supply will be used by The Mayfair Forum for administrative purposes within the terms of the Data Protection Act 1998.

Other Comments:





CONSULTATION QUESTIONNAIRE

This questionnaire is for the whole Mayfair community: residents, workers and visitors. It asks you to give your views on the draft Plan so that the Plan can be amended and improved to reflect better the consensus of the whole community...

REQUIRED DETAILS:

Are you a resident/worker/visitor (please circle)
Postcode of residence/work (please circle)

OPTIONAL DETAILS:

Name
Email address

I Public Realm

1. Transforming Public Realm (Policy MPP)

New developments should contribute to public realm enhancements to ensure accessible and spacious pedestrian and multi-functional streets are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy M2H)

Greenway Square, Berkeley Square, Grosvenor Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy M2H)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the preservation and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy M2H)

4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and recreation of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should relevant proceeds into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Greening (Policy M2G)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy M2G)

As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy M2H)

A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn Street.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policies M2A, M2B, M2C)

The Plan should encourage a transformative change to Park Lane to make it more attractive, to enhance the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies M2I and M2J)

The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy M2I)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Office Areas (Policy M2K)

The Plan should designate Office Areas for the provision of access to sit and, where appropriate, eat and drink, to support the retail frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Courtyards (Policy M2K)

New Large Office Faced uses within the West End Retail Frontages should provide publicly accessible courtyards.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



1.5 Shopfronts (Policy M2B)

Shopfronts should be of a high quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy M2L1)

Residential and residential properties should be protected from adverse effects created by new commercial and recreational uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policies M2L2 and M2L3)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential unit sizes.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy M2L4)

Developers should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial

3.1 Office (Policy M2C)

New office facades should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy M2C)

Mayfair's cultural and amenity uses (for example, the library, theatres and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shopping Market (Policy M2C)

Any proposals for new entertainment uses within Shopping Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy M2C)

New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy M2)

New development should be of the highest possible design quality to complement Mayfair's existing built form, and they should respect patterns in the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Environment and Sustainability

2.1 Air Quality (Policy M2E1)

All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Waste (Policy M2E2)

Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing shall otherwise be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Climate Change Adaptation (M2E3)

New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

Blank lines for providing other comments.



CONSULTATION QUESTIONNAIRE

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 - If you would like to submit further comments, please email info@mayfairforum.org
 - Please call 0800 772 0476 if you have any enquiries or would like this questionnaire in a different format.

REQUIRED DETAILS:

Are you a resident/worker/visitor (Please circle) Resident Worker Visitor
 Postcode of organisation/address _____

OPTIONAL DETAILS:

Name _____

Email address _____

I Public Realm

1. Transforming Public Realm (Policy MPT1)

New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and multi-functional streets are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy MGS1)

Greenway Square, Berkeley Square, Hanover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy MGS2)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which threatens or to public green spaces should pay special regard to the preservation and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy MGS3)

4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and restoration of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should represent proceeds into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Growth (Policy MGS)

All developments should take reasonable opportunities to contribute to growing in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy MGS1)

As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy MTR)

A new retail-led street should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policy MPL1, MPL2, MPL3)

The Plan should encourage a transformation change to Park Lane to make it more attractive, to enhance the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies MTR and MTR)

The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy MTR)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontage.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Outer Area (Policy MTR)

The Plan should designate Outer Areas for the provision of areas to sit and stand, where appropriate, not and drink, to support the retail frontage.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Conveniences (Policy MTR)

New Large Retail units within the West End Retail Frontage should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.8 Shopfronts (Policy MTR)

Shopfronts should be of a high quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy MR1)

Residential and residential properties should be protected from adverse effects created by new commercial and non-residential uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policies MR2 and MR3)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy MR4)

Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be minimised.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy MR)

New office frontage should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy MR)

Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless suitable proposals can be made elsewhere in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shepherd Market (Policy MR)

Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy MR)

New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbourhoods.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy MR)

New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Environment and Sustainability

2.1 Air Quality (Policy MESS)

All new built development within Mayfair will be required to undertake air quality screening and demonstrate cost improvements to both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Waste (Policy MESS)

Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing will automatically be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Climate Change Adaptation (MSS)

New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

The air quality is disgusting & dangerous
 This needs to seriously addressed!
 Why was the former Canadian Embassy allowed to be destroyed?

The rubbish/bins/providers are not good enough on Gilbert St. Too much

Do not cut down healthy trees as proposed in Hanover Sq! Rubbish on Gilbert by residents

CONSULTATION QUESTIONNAIRE

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- If you would like to submit further comments, please email info@mayfairforum.org.

- Please call 0800 779 0479 if you have any enquiries or would like this questionnaire in a different format.

REQUIRED DETAILS:

Are you resident/visitor (please circle)

Postcode of respondent's address _____

OPTIONAL:

Name _____

Email address _____

I Public Realm

1. Transforming Public Realm (Policy M07)

New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavement and multifunctional streets are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy M08)

Openness Squares, Berkeley Square, Stover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy M09)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the present use and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy M10)

4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and consideration of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should remain proceeds into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Shopfronts (Policy M11)

Shopfronts should be of a high-quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy M12)

Residential and residential properties should be protected from adverse effects created by new commercial and entertainment uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policy M13 and M14)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential use mix.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy M14)

Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy M15)

New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy M16)

Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected and new developments should be required to demonstrate that they will not impact on these uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shepherd Market (Policy M16)

Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy M17)

New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy M18)

New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Greening (Policy M19)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy M20)

Any growth in Mayfair will happen pursuant to existing Westminster and London wide policies. It is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy M21)

A new retail-led street should be developed, principally through public realm enhancements, along the historic line of the Tyburn Street.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policies M22, M23, M24)

The Plan should encourage a transformative change to Park Lane to make it more attractive, to calibrate the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies M25 and M26)

The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy M27)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Outer Areas (Policy M28)

The Plan should designate Outer Areas for the provision of amenity to sit and, where appropriate, eat and drink, to support the retail frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Openness (Policy M29)

New large scale retail uses within the West End Retail Frontages should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Environment and Sustainability

5.1 Air Quality (Policy M30)

All new built developments within Mayfair will be required to undertake air quality screening and demonstrate a net improvement to both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5.2 Waste (Policy M31)

Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing shall alternatively be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5.3 Climate Change Adaptation (M32)

New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

I will submit my comments via email.

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- If you would like to support further comments, please email info@mayfairforum.org.
- Please call 0200 772 0475 if you have any queries or would like this questionnaire in a different format.

REQUIRED DETAILS:

Are you a resident/visitor (please check)

Postcode of apartment/address: W1J 5ON

OPTIONAL DATA

Name: _____

Email address: _____

I Public Realm

1. Transforming Public Realm (Policy MTF)

New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and well-functional streets are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy MGS2)

Greenway Square, Berkeley Square, Hanover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy MGS3)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the presentation and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy MGS4)

4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and restoration of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should release proceeds into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Greening (Policy MGR)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy MGI)

As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy MTF)

A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policy MFL, MFL2, MFL3)

The Plan should encourage a traffic-calmer change to Park Lane to make it more attractive, to widen the street access, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies MGI and MGI2)

The existing mix and character of retail footprints should be retained, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy MGI2)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontage.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Oasis Areas (Policy MGI3)

The Plan should designate Oasis Areas for the provision of areas to sit and, where appropriate, eat and drink, to support the retail footprints.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Conveniences (Policy MGI4)

New Large Retail Schemes within the West End Retail Frontage should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.6 Shopfronts (Policy MGI6)

Shopfronts should be of high-quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy MGI7)

Residents and residential properties should be protected from adverse effects created by new commercial and entertainment uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policies MGI12 and MGI13)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential unit size.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy MGI14)

Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy MGI)

New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy MGI5)

Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shepherd Market (Policy MGI8)

Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy MGI2)

New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy MGI)

New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Environment and Sustainability

2.1 Air Quality (Policy MGI21)

All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Waste (Policy MGI22)

Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing shall alternatively be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Climate Change Adaptation (MGI23)

New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

Commercial development (including "private members' clubs") should not be permitted at all in residential streets

+ public sculpture shall only be permitted if it is approved by a qualified panel of art historians specially appointed to the purpose. The present programme of public sculpture run by Historic Westminster Council falls far short of the aesthetic standards that Mayfair deserves.

CONSULTATION QUESTIONNAIRE

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If you would like to submit further comments, please email info@mayfairforum.org.

Please call 0800 772 0475 if you have any queries or would like this questionnaire in a different format.

REQUIRED DETAILS:

Are you a resident/worker/visitor (please circle) RESIDENT WORKER VISITOR

Name _____

Email address _____

I Public Realm

1. Transforming Public Realm (Policy M1P)

New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and multifunctional areas are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy M2L)

Greenway Spaces, Berkeley Square, Hanover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy M2S)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the preservation and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy M2E)

Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and revitalisation of the green space following any such event should be promoted.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should reinvest proceeds into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Growing (Policy M1G)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy M3G)

As growth in Mayfair will happen pursuant to existing Westminster and London wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy M3D)

A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policies M3L, M3E, M3F)

The Plan should encourage a transformative change to Park Lane to make it more attractive, to reduce the street access, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies M3I and M3J)

The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as commission shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy M3K)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Civic Areas (Policy M3L)

The Plan should designate Civic Areas for the provision of access to sit and eat, where appropriate, eat and drink, to support the streetfrontage.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Conveniences (Policy M3M)

New Large Retail uses within the West End Retail Frontages should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.6 Shephard Green (Policy M1E)

Shephard Green should be of a high-quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy M2U)

Residential and residential properties should be protected from adverse effects created by non-residential and recreational uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policies M2U and M2V)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mix of residential use types.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy M2H)

Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy M1)

New office development should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy M1C)

Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shephard Market (Policy M2M)

Any proposals for new entertainment uses within Shephard Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy M1D)

New development should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy M1)

New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

8. Environment and Sustainability

2.1 Air Quality (Policy M2S)

All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement to both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Waste (Policy M2G)

Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing should alternatively be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Climate Change Adaptation (Policy M2C)

New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

THE AREA NEEDS TO RETAIN A STRONG RESIDENTIAL SENSE TO IT - WITH RELEVANT STAIRS FOR RESIDENTS - THE LOSS OF ALLAN'S & LORD'S HAS AFFECTED THE AREA FOR THOSE WHO LIVE HERE PERMANENTLY. WE NEED TO MAINTAIN & IMPROVE THE COMMUNITY FEEL TO MAYFAIR.

Thankyou.

CONSULTATION QUESTIONNAIRE

This questionnaire is for the whole Mayfair community: residents, workers and visitors. It asks you to give your views on the draft Plan so that the Plan can be amended and improved to reflect better the consensus of the whole community. The Plan will then be submitted to Westminster City Council for a further period of consultation later this year.

- Before completing this questionnaire, please review the Executive Summary and full draft Mayfair Neighbourhood Plan which can be found at www.mayfairforum.org

- If you would like to submit further comments, please email info@mayfairforum.org

- Please call 0203 775 0476 if you have any queries or would like the questionnaire in a different format.

REQUIRED DETAILS

Are you a resident of/employed in/visitor (please circle) RESIDENT EMPLOYED VISITOR

Postcode of organisation/address _____

OPTIONAL DETAILS:

Name _____

Email address _____

I Public Realm

1. Transforming Public Realm (Policy M1P)

New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and well-functioned streets are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy M2G)

Greenway Square, Berkeley Square, Hanover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy M2S)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which threatens to public green spaces should pay special regard to the preservation and character of the green space in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy M2B)

4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and remediation of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should not proceed into improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.6 Shopfronts (Policy M3S)

Shopfronts should be of a high quality design and should enhance the character of the building and surrounding streetscene.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Residential

2.1 Residential Amenity (Policy M3C)

Residential and residential properties should be protected from adverse effects created by new commercial and entertainment uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policies M3U2 and M3U3)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential uses etc.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy M3U4)

Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy M3T)

New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy M3C)

Mayfair's cultural and community uses (for example the library, churches and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shepherd Market (Policy M3M)

Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy M3D)

New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy M3I)

New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Greening (Policy M3B)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy M3E)

As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy M3F)

A new retail-led route should be developed, primarily through public realm enhancements, along the historic line of the Tyburn Street.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policies M3L, M3L2, M3L3)

The Plan should encourage a transformative change to Park Lane to make it more attractive, to reduce the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies M3I and M3E)

The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy M3G)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Oasis Areas (Policy M3H)

The Plan should designate Oasis Areas for the provision of areas to sit and eat, where appropriate, set and detail, to support the retail frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Conveniences (Policy M3M)

New Large Scale Retail uses within the West End Retail Frontages should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Environment and Sustainability

2.1 Air Quality (Policy M3R1)

All new built development within Mayfair will be required to undertake air quality assessment and demonstrate a net improvement in both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Waste (Policy M3R2)

Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing shall abjectively be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Climate Change Adaptation (M3R3)

New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

I Greening (Policy M23)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy M24)

As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy M25)

A new retail and more should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policies M26, M27, M28)

The Plan should encourage a transformation change to Park Lane to make it more attractive, to enhance the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies M29 and M30)

The existing scale and character of retail frontages should be retained, enhanced, and specific uses, such as convenience shopping and creative industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy M31)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Quiet Areas (Policy M32)

The Plan should designate Quiet Areas for the provision of areas to sit and, where appropriate, eat and drink, to support the retail frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Convenience (Policy M33)

New Large Scale Retail uses within the West End Retail Frontages should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



CONSULTATION QUESTIONNAIRE

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- Please call 0800 772 0475 if you have any queries or would like this questionnaire in a different format.

REQUIRED DETAILS:
Are you a resident/visitor (please tick)
Postcode /Municipality/Address

OPTIONAL DETAILS:
Name
E-mail address

I Public Realm

- 1. Transforming Public Realm (Policy M1P)**
New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and multi-functional streets are enhanced throughout Mayfair.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2. Local Green Spaces - Designation and Use (Policy M2G1)**
Greenway Spaces, including Greenway, Greenway Square and Market Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 3. Mayfair's Green Spaces (Policy M2G2)**
Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the preservation and character of the green space in question.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4. Events in Green Spaces (Policy M2G3)**
4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and notification of the green space following any such event should be provided for.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4.3 Events should ensure proposals take improvements to the green space itself.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

- 5. Growing (Policy M2G)**
All developments should take reasonable opportunities to contribute to growing in Mayfair, either within their developments or within the surrounding public realm.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

- 1. Growth Areas (Policy M2G)**
As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2. Tyburn Retail Frontage (Policy M2G)**
A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 3. Park Lane (Policies M2G1, M2G2, M2G3)**
The Plan should encourage a new additional change to Park Lane to make it more attractive, to reduce the street noise, to make it easier to campaign for pedestrian and cyclists and to allow better access from Mayfair to Hyde Park.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

- 1. Retail (Policy M2G and M2G)**
The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience and creative industry should be protected.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 1.1 Retail Public Realm (Policy M2G)**
New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 1.2 Office Areas (Policy M2G)**
The Plan should designate Office Areas for the provision of areas to sit out, where appropriate, not used to support the retail frontages.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 1.3 Public Conveniences (Policy M2G)**
New Large Scale Retail areas within the West End Retail Frontages should provide publicly accessible toilets.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

- 1.3 Shopfronts (Policy M2G)**
Shopfronts should be of a high-quality design and should enhance the character of the building and surrounding streetscape.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2. Residential**
- 2.1 Residential Amenity (Policy M2G1)**
Incidents and residential properties should be protected from adverse effects created by new commercial and entertainment uses.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.2 Residential Use and Complementary Uses in West Mayfair (Policies M2G1 and M2G2)**
New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential uses.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.3 Construction Management (Policy M2G4)**
Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 3. Commercial (Policy M2G)**
New office developments should be encouraged and protected, particularly in Central and East Mayfair.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4. Cultural and Community Uses (Policy M2G)**
Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 5. Shepherd Market (Policy M2G)**
Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 6. Servicing and Deliveries (Policy M2G)**
New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

- 1. Design (Policy M2G)**
New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

- 2. Environment and Sustainability**
- 2.1 Air Quality (Policy M2G)**
All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.2 Waste (Policy M2G)**
Large developments must submit an operational waste management plan and other provide an off-street collection point or demonstrate how waste services will otherwise be managed.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.3 Climate Change Adaptation (M2G2)**
New developments should be designed to address the impact of climate change.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

TWO MATTERS WHICH SHOULD BE TACKLED

1. *THE NOISE OF CARS, SAME ROUTING, REV UP PROVA HOME ST*

2. *CYCLEM IN MAINT STREET CARROWS, BANGORS FOR THE SCHOOL CHILDREN AND VERY NOISY FOR BICYCLIST AND SENIORS TO SIT FOR A QUIET TIME. CYCLIST GO EAST IN THE CARROWS, NOISE BUCKER NOISES*

CONSULTATION QUESTIONNAIRE

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 - Please call 0800 775 0475 if you have any enquiries or would like this questionnaire in a different format.

REQUIRED DETAILS:
 Are you a resident/worker/visitor (please specify) _____
 Friends of organisation (if relevant) WJLRC, FWH

OPTIONAL DETAILS:
 Name _____
 Email address _____

I Public Realm

- 1. Transforming Public Realm (Policy MPR)**
 New developments should contribute to public realm enhancements to ensure accessible and open public realm and such functional assets are achieved throughout Mayfair.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2. Local Green Spaces - Designation and Use (Policy MGS)**
 Greenway Squares, Berkeley Squares, Hercules Squares and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 3. Mayfair's Green Spaces (Policy MGS)**
 Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the preservation and character of the green spaces in question.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4. Events in Green Spaces (Policy MGS)**
 4.1 Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and restoration of the green spaces following any such event should be provided for.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4.2 Events should be held at times of the year when the impact on local use of the green spaces is minimised, in other words between October and March.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4.3 Events should relevant proceeds into improvements to the green space itself.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

- 5. Growing (Policy MGS)**
 All developments should take reasonable opportunities to contribute to growing in Mayfair, either within their developments or within the surrounding public realm.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

- 1. Growth Areas (Policy MGS)**
 All growth in Mayfair will happen pursuant to existing Westminster and London-wide policies. It is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial sites.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2. Tyburn Retail Frontage (Policy MTR)**
 A new retail-led street should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 3. Park Lane (Policies MPLL, MPLM, MPLD)**
 The Plan should encourage a transformation change to Park Lane to make it more attractive, to reduce the street noise, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

- 1. Retail (Policies MRL and MRS)**
 The existing scale and character of retail frontages should be retained, and enhanced, and specific uses, such as convenience shopping and creative industry should be protected.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 1.2 Retail Public Realm (Policy MTR)**
 New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 1.3 Retail Public Realm (Policy MTR)**
 The Plan should designate Open Areas for the provision of areas to sit and where appropriate eat and drink, to support the retail frontages.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 1.4 Public Open Spaces (Policy MRO)**
 New Large Open Retail areas within the West End Retail Frontages should provide publicly accessible outdoor spaces.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

- 1.2 Shop Fronts (Policy MRS)**
 Shopfronts should be of a high quality design and should enhance the character of the building and surrounding streetscape.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2. Residential**
- 2.1 Residential Amenity (Policy MRD)**
 Residents and residential properties should be protected from adverse effects created by new commercial and entertainment uses.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.2 Residential Use and Complementary Uses in West Mayfair (Policies MRU and MRU2)**
 New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential unit sizes.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.3 Construction Management (Policy MRD)**
 Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 3. Commercial (Policy MRC)**
 New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 4. Cultural and Community Uses (Policy MRC)**
 Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, where suitable provision can be made elsewhere in Mayfair.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 5. Shepherd Market (Policy MRS)**
 Any proposals for new residential uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 6. Servicing and Deliveries (Policy MRS)**
 New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

- 1. Design (Policy MRS)**
 New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

- 2. Environment and Sustainability**
- 2.1 Air Quality (Policy MRS)**
 All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.2 Waste (Policy MRS)**
 Large developments must submit an operational waste management plan and either provide an off-street collection point or demonstrate how waste servicing shall alternatively be managed.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE
- 2.3 Climate Change Adaptation (MRS)**
 New developments should be designed to address the impact of climate change.
- STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

CONSULTATION QUESTIONNAIRE

This questionnaire is for the whole Mayfair community - residents, workers and children. It asks you to give your views on the draft Plan so that the Plan can be amended and improved to reflect better the consensus of the whole community. The Plan will then be submitted to Westminster City Council for a further period of consultation later this year.

- Before completing this questionnaire, please review the Executive Summary and all draft Mayfair Neighbourhood Plan which can be found at www.mayfairforum.org
- If you would like to submit further comments, please email info@mayfairforum.org
- Please call 0800 772 0475 if you have any queries or would like the questionnaire in a different format.

REQUIRED DETAILS

Are you aged over 16 years old?
 Please tick appropriate box

OPTIONAL DETAILS

Name: _____

Email address: _____

I Public Realm

1. Transforming Public Realm (Policy MPT)

New developments should ensure their public realm enhancements to ensure accessible and enjoyable pavements and high quality street scenes are achieved throughout Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Local Green Spaces - Designation and Use (Policy MGS)

Queen's Square, Berkeley Square, Hercules Square and Mount Street Gardens should be designated as Local Green Spaces, being given areas of particular importance to the local community.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Mayfair's Green Spaces (Policy MGS)

Public green spaces in Mayfair, and their surrounding public realm, should be enhanced, and development which fronts on to public green spaces should pay special regard to the preservation and character of the green spaces in question.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Events in Green Spaces (Policy MGS)

Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and restoration of the green space following any such event should be provided for.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.2 Events should be held at times of the year when the impact on local use of the green space is minimised, in other words between October and March.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4.3 Events should ensure proceeds go to improvements to the green space itself.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Greening (Policy MGS)

All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their development or within the surrounding public realm.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

II Directing Growth

1. Growth Areas (Policy MGS)

As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair, such as around transport hubs and to existing retail and commercial areas.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Tyburn Retail Frontage (Policy MFT)

A new retail-led street should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Park Lane (Policies MFL, MFLS, MFLS)

The Plan should encourage a transformation change to Park Lane to make it more attractive, to reduce the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

III Enhancing Experience

1. Retail

1.1 Retail (Policies MRE and MRE)

The existing scale and character of retail frontages should be retained, enhanced, and specific uses, such as convenience shopping and outdoor industry should be protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2 Retail Public Realm (Policy MRE)

New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.3 Oasis Areas (Policy MRE)

The Plan should designate Oasis Areas for the provision of areas to sit and, where appropriate, eat and drink, to support the retail frontages.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.4 Public Conveniences (Policy MRE)

New Large Scale Developments within the West End Retail Frontages should provide publicly accessible toilets.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.5 Shopfronts (Policy MRE)

Shopfronts should be of a high quality design and should enhance the character of the building and surrounding streetscape.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Buildings

2.1 Residential Amenity (Policy MRE)

Facilities and residential properties should be protected from adverse effects created by new commercial and entertainment uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2 Residential Use and Complementary Uses in West Mayfair (Policies MRE and MRE)

New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential uses.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.3 Construction Management (Policy MRE)

Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Commercial (Policy MRE)

New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

4. Cultural and Community Uses (Policy MRE)

Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless a compelling case can be made elsewhere in Mayfair.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

5. Shepherd Market (Policy MRE)

Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night city use and should not adversely impact the existing mix of uses, quality and character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

6. Servicing and Deliveries (Policy MRE)

New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impacts on neighbouring amenity.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

IV Building on Heritage

1. Design (Policy MRE)

New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

8. Environment and Sustainability

8.1 Air Quality (Policy MRE)

All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

8.2 Waste (Policy MRE)

Large developments must submit an operational waste management plan and either provide an off-site net collection point or demonstrate how waste servicing shall alternatively be managed.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

8.3 Climate Change Adaptation (MRE)

New developments should be designed to address the impact of climate change.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

I would be very careful about any changes in Park Lane that would make the flow of traffic more difficult. At the moment buses and taxis very slow in approaching Hyde Park Corner, buses and taxis is necessary especially needed by older residents such as myself.

I would prefer to see the building on the Hyde Park side which would spoil the character. Trees in Park Lane and flower beds are a very special feature and should be preserved. Balance needs to be kept between priority of people over profit. Mount Street has changed its character since the priority has been given to luxury shopping.

Email Feedback Received

[REDACTED] W1K 5HJ

To: The Mayfair Neighbourhood Forum.
Response to 'The Plan'

31st July 2017

Dear Mark Henderson,

Apologies for the last-minute submission of my views, but the layout and content of your Plan was not easy to negotiate and time was required to read, assimilate and reply in a way that might be opaque to all.

Firstly, I am in complete agreement with Ron Whelan's (personal) comments which I have seen. I have not heard from the amenity society of Mayfair, the RSMSJ.

My views are: that The Mayfair Neighbourhood Forum's Plan is elitist and seems to be concerned only with increasing High End Retail wherever additional footage can be crammed in, without any regard to residents who also have requirements and needs.

Where there is wealth to spend, then the needs of the entire local population and visitors should be considered.

Where 'Localism' comes in:

Affordable housing for down-sizers and key workers should be included in all new developments. (3.1.11 / 3.1.15)

We have one post office for the whole of Mayfair and have lost convenience stores, hairdressers, butchers and other small businesses which provided many services.

More thought should go into creating smaller, affordable outlets for craftsmen, artists and services. (4.1) Perhaps the Tyburn (3.2/MR6) area proposal could house these?

Is Mayfair to have a community facility within St Mark's? (4.4.6)

Destruction and Construction:

We have had to put up with countless buildings being demolished almost overnight and the subsequent construction works over the past 20 years (not only Crossrail).

How much more is required to satisfy these urges to destroy and change?

Green spaces:

How does the MNF plan to encourage the local community to add or create green spaces? (MGS1). New builds should have a green policy with provision for creating pollution-busting measures.

Park Lane/Hyde Park:

As well as new buildings, more major road works, causing many more years of traffic jams, delays, buses rerouted, pollution, etc are envisaged. The proposed Park Lane plan (MPL1.3 and 2.1.6 i) is an unnecessary vanity project, with absolutely no justification or benefit to anyone.

(The underpasses from Mayfair to Hyde Park have been criminally neglected for years, only recently seeing a coat of paint. These underpasses could be a pleasure to use and become a feature: much like others in the area (Hyde Park Corner, etc) Helpful information about the area and pitches for music students should be encouraged.

Or a bridge... or two

Pollution:

Continued construction, HGVs, road works, re-routing, traffic jams, idling cars and lorries, etc. contribute to the massive problems we have with pollution. Mayfair should follow Marylebone's excellent lead and create its own LED (Low Emission Neighbourhood) group.

Toilets:

Bond Street Station / Davies Street: The opening of the new substations will create even more problems. Mayfair residents and retailers have a daily flow of urine (yes) staining and polluting the streets and doorways and taking strangers' filth into our living and working space.

According to TfL's Toilet Facilities map, there are no toilet facilities on the Central line in between White City and Bank. The area covered by Oxford Street, which in turn pollutes our living and working space. Disgraceful in a first world city.

Rubbish/Recycling:

Shopping bags, rubbish bags, take-away cartons, etc are left on doorsteps all over Mayfair. Designer rubbish and recycling bins might encourage people to be more environmentally aware.

If the Oxford Street 'huts' are removed (MR1.6) perhaps recycling bins could be installed in their place?

Green Spaces:

Grosvenor's Summer in the Square event is popular with everyone. What plans are in place to start charging an entrance fee and/or invite corporate sponsorship?
How many and what sort of events would MNF wish to promote? (2.2.9)
What objectives and conditions will be in place for third party funding? (2.2.10)

Oasis Areas:

MR3.1: Are 'Oasis Areas' to encourage on-street food and drink consumption? How will these areas be kept clean and tidy?

Infrastructure Requirements:

Proposed 25% of CIL receipts for a long list of 'Other Required Infrastructure Items' might not be enough (6.2) but is the area of most concern to most people.

How much will be set aside for maintenance for the next 20 years?

Neighbourhood Management:

7.0: Is the MNF management structure completely to convey, supply, execute and maintain all the proposals contained in The Plan, or will outside agencies be employed? OR is it the remit of WCC?

Grosvenor's Summer in the Square event is popular with everyone. What plans are in place to start charging an entrance fee and/or invite corporate sponsorship?

What guidelines are in place to prevent abuse of funds?

CJH: 31/7/2017/MNF Response

W1K

I disagree with the Mayfair Forum Plan and will be voting against it. I shall bring as much influence as possible to vote against it. I have not completed the questionnaire since I don't want to validate the proposed plan.

I wholeheartedly agree with Ron Wheelan's comments and Ruth Fieldings (shown below my further comments):

The plan does not address the following issues :

PUBLIC TOILETS: It is imperative they are included in the Mayfair Plan. Ideally they should be in Crossrail station. How do you equate a quality Mayfair experience with people peeing in the street and chauffeurs depositing plastic bottles of urine on the streets.

AIR QUALITY: Enforcement of idling legislation, publicity of the Idling rules.

Inclusion of GREEN ROOFS in new developments.

LOCAL SHOPS, existing shops have been forced out. These are an amenity for residents. High end retailers do not meet the everyday needs of residents.

PARK LANE: There is an undisclosed 'plan' to increase retail space here. To improve the access to Hyde Park, put the road underground. Cyclists and pedestrians could walk from Mayfair to Hyde Park.

MOUNT ROW: A quiet residential road, being destroyed by change of use particularly at 6-10, a beautiful Arts & Crafts house ripped apart and 36 households adversely affected.

RUBBISH/RECYCLING: The streets are never clear of rubbish due to the policy of allowing collections by different companies at different times. The Mayfair Plan needs to address the restructuring of rubbish removal.



I share Ron Whelan thoughts, I have added to his document which is below mine.

Firstly, I am most concerned that so few people were in attendance at the Mayfair Neighbourhood Forum (MNF) meeting held on 3rd July 2017, especially as the MFM had sent out thousands of invites. It clearly shows that the community is NOT engaged.

Reading the plan, what has stood out for me?

Firstly it was like wading through treacle and hard to understand, so forgive me if I have not understood or have missed any point.

WASTE

A) The MNF seems to be relying on new developments to provide solutions to new waste issues, but not the existing community waste issues. What has happened to the waste reception and consolidation facility in Farm Street, and, where are the facilities for local people? This has not been considered in the plan.

GROSVENOR SQUARE

B) Why does the plan not mention re-opening the road in front of the American Embassy? It would improve traffic flow and management within the area.

SHEPHERD MARKET

C) It appears nothing of any relevance has been said about Shepherd Market, it seems past enthusiasm and plans to improve has been ignored.
Why?

PLANNING REGULATIONS

D) It is unclear what planning rules are being requested or relaxed in the plan? I didn't see, for example the use of solar energy, this is something that the forum could agree to request/influence Westminster City Council (WCC) to allow residents to have solar without seeking planning permissions. Again what planning rules if any has the MNF requested to be relaxed?

COACH HOUSES

E) Using The Coach Houses and garages - most people at the 3rd July meeting agreed that these types of premises should be considered for use by artisans and artists and not for commercial use such as shops. **This is not the first time this has been suggested**, once again it appeared we were listened to, yet this has not been added to the plan. Why?

MOUNT ROW

F) Mount Row is a mainly residential street, number 6-10 a lovely arts and crafts house that has been used as office space and is now to be turned it into a shop. This does not benefit the surrounding residents except the landlord. Given the history of the property arts and crafts, that is what should direct its future use ahead of commercialisation, unfortunately the MFP being so business orientated seems to support this miss-use.

DEVELOPMENTS

G) Unfortunately the Canadian Embassy did not have a preservation order, the MNF mentions frontages throughout the neighbourhood plan. The plan seems to only speak of new developments, will the MNP be in the position to influence WCC to ensure that the frontages of beautiful buildings are not torn from the Mayfair landscape? Or not?

PLANNING

H) Who will be overseeing the planning for Mayfair? Up to now it's been the duty of the Residents Society of Mayfair & St.James, who will it be in the future? No mention of this in the plan.

PARK LANE

I) Park Lane, I can see the advantages of developing Park Lane, little pocket gardens, extending outside space to eat and shop, in an era, in the not so distant future with electric cars. The disadvantages, what is unclear is how this is to be managed, as Park Lane is an arterial route and without a clear plan it is unacceptable going forward. When asked at the meeting would some of Hyde Park be used for traffic while works went on, the speaker was horrified, when asked would the central reservation have to go, again the speaker was horrified. So it is clear this has not been either, thought through, not explained properly or is there something else afoot that is not to be made clear at this point?

SECTION 106

J) Section 106/ Community Infrastructure Levy (CIL)

The plan does not tell us what proportion of the monies collected by WCC the Mayfair Neighbourhood would receive? Who would decide how this money is spent? Where will it be held?

A Personal View

- 1. The first thing to be said about this plan is that it is not really a neighbourhood plan. It is essentially a business plan for the Mayfair area, and the vital components of any neighbourhood – the needs of residents and small local businesses - get little attention.*
- 2. One can understand this up to a point since the Mayfair community itself doesn't really exist. What does exist is*

(a) The geographical area

(b) A historic and powerful brand status, created long ago by the Landed Gentry

(c) Four or perhaps five local communities who do not communicate very much with each other and tend to have completely separate agendas.

None of this reality is reflected in the Forum's plan and this, I would argue, is the fundamental weakness in this document.

- 3. One major consequence of this omission is that, by ignoring the reality of the different communities within the Mayfair area, it allows the arbitrary division of Mayfair into East (considered to be non-residential in the plan) and West, considered to be largely residential. This division of course bears little resemblance to the actual demographic and social reality.*
- 4. A further major problem with this plan is that because it focuses so heavily upon the expansion of retail business activity in the area, and the supposed need to increase shopping footfall, it completely overlooks the fundamental basis of the historic strength of the Mayfair 'Brand'.*
- 5. This basis is Exclusivity. It is this which attracts businesses and residents to the area, and it is this which underpins the high property values and rents in Mayfair.*
- 6. The whole tone of this plan is calculated to seriously weaken if not actually eliminate this unique brand attribute for Mayfair. Whilst the plan uses expressions such as "world class" shopping frontages such as Oxford Street, it doesn't spell out what such expressions actually mean. 10 or 15 minutes spent in Oxford Street, for example, on Friday or Saturday would quickly dispel any notion of the street being a world class or high class shopping venue.*

I have read the Mayfair Neighbourhood Plan through and appreciate the hard work that has gone into writing it under the very difficult constraints of a number of pre-existing policies/plans and the mix (sometimes clash) of business and residential interests.

As a resident of Brook Street for some 40 years, I would like to comment specifically on what I see as some of the issues surrounding the designation of and the plans for "East Mayfair". The Mayfair Neighbourhood Plan specifically states that the challenge in Mayfair is "ensuring growth happens in such a way that enhances the quality of life for residents" and I presume that this means all residents in the area, not just those in residential West Mayfair. Please correct me if I am wrong. I would therefore like to explore the context and possible actions going forward which might help to make this situation more tolerable for the residents of East Mayfair.

East Mayfair has been earmarked in the Plan as destined for an increase in "density" which I presume to mean an increase in retail and food activity and possibly even higher buildings (?) Ironically the number of flats that have been built in and are still being planned for East Mayfair has exploded over the last decade or so and there are residents everywhere usually living "above the shop". Accordingly, dividing Mayfair up by a ground floor plan makes East Mayfair look to be non-residential, which quite clearly underestimates the number of people now living in this district. As the area is quite old and many streets are narrow, lounges and bedrooms are often directly over the street which makes them more vulnerable to noise nuisance.

People who choose to live in a city, live with what they must. Westminster Council has always tried to promote a fair balance between "work, rest and play". The problems arise when the rules are broken, e.g. when deliveries occur out of hours, when businesses allow their shopfitters to work overnight, when bars attract and cannot contain noisy customers. In Mayfair many customers of bars/restaurants arrive and depart by car which unfortunately adds to the noise pollution. Moreover, there is increasing provision being made for 'al fresco' dining in Mayfair and more venues are now applying for outdoor dining/drinking space on balconies or roofs, which is even more intrusive.

Westminster in the past has had one of the best enforcement regimes in London, envied by those who lived further afield. Unfortunately, despite the sterling efforts of many dedicated staff, this service has deteriorated. With the council less able to provide the resource for enforcement and an overstretched police force, I believe that key to making the growth desired by the Plan even remotely tolerable for the residential population will be Neighbourhood Management measures. These should include landlords and retail groups committing to taking more responsibility for educating and monitoring their business tenants and for all groups, including amenity societies, to accept responsibility for the upkeep of their neighbourhood.

The increase in visitors and the desire for an increase in pedestrian spaces will also bring a number of challenges such as how to control those attracted by visitors and by vehicle free spaces including cyclists, pedicabs, skateboarders, roller bladers, buskers with amplifiers, beggars and pickpockets. You can see them today in and around Bond Street Station/South Molton Street. More visitors and more pedestrian spaces will bring more challenges. It is critical that there is resource available to enforce and maintain these areas as they are meant to be (and not only during the day).

Another challenge arises from the increase in the number of food outlets particularly in East Mayfair. Take for example the area in and near Lancashire Court where there is already a growing mound of food waste which is not being adequately dealt with because there are not enough bin stores (land being too expensive for such a use), because it is so difficult to provide efficient collections in this area because of the narrow, crowded streets and passageways and because the tenants do not always adhere to the rules. This issue needs to be worked through now and not left until later when there will be even more food outlets.

I believe, that critical to the success of the Plan in whatever form it ends up, is strong Neighbourhood Management measures and these will inevitably have to be, to a large degree, planned and implemented at a local level.

Some small final observations:

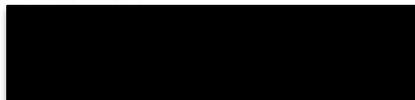
One wonders whether the anticipated growth in visitors/shoppers will sustain so many different shopping areas? Surely anyone drawn down South Molton Lane/Avery Row for example is a potential customer lost to many of the shops in South Molton Street, East Brook Street or even Oxford Street?

I think that, sadly, a number of the measures which look rather good in the Plan, such as the prevention of the loss of A1 premises (MR1.1) and not permitting the amalgamation of existing retail units into large sized units within Mayfair Shopping Frontage (MR1.3), are rather a case of closing the stable door after a number of the horses have already bolted...

Lastly I would like to say that I found the statement on p.45 to the effect that "Retail and commercial growth must be allowed to flourish (in East Mayfair) without fetter" rather disturbing. What "unfettered" license is being requested here? How does this relate to the remark in 4.2.5 that it is "all about balance"?

Sorry to be late in.

Kind regards,



Grosvenor response to Mayfair Neighbourhood Forum consultation

We are pleased to have the opportunity to comment on the MNF's draft Neighbourhood Plan. Having recently published our own vision for the future of Grosvenor's Mayfair estate, we find much to agree with in the MNF's plan. We have structured our comments below to reflect the relevant sections of the draft plan. We look forward to working with the Neighbourhood Forum for the benefit of the future of Mayfair and all who live, work and visit.

Transforming public realm

- **Public Realm (MPR1).** We support the call for greater quality in the public realm. Grosvenor has a long history of showing leadership in this domain, which we intend to continue – see for example our plans for Berkeley Square. We are generally supportive of all elements of the proposed policy, which aligns well to our own Vision for the parts of Mayfair we manage. Our own experience suggests that there are a number of public and private sector stakeholders who would be willing to make co-ordinated investments to enhance the public realm in Mayfair, provided an appropriate commercial model can be put in place. That said, we would be wary of applying the policy in such a way that Mayfair became progressively more homogeneous, with all the streets looking the same with the same public realm (even if it is beautiful). We also want to allow space for interesting and fun animations in the public realm with public art and cultural activities to give people a reason to come.
- **Green spaces (MGS1 -3).** Whilst the green spaces of Mayfair are clearly very important to the local community, we believe that Grosvenor Square (which is larger than Trafalgar Square and one of few green spaces close to Oxford Street) and Berkeley Square are also important at a London and arguably international level. We would be concerned if any attempt to designate these as Local Green Spaces diminished their ability to respond to this wider audience. Grosvenor wants to make sure our green spaces contribute to the vitality and growth of the West End, so would want to support more events and animation to support this – doing so in a collaborative way, as our call for ideas for Grosvenor Square demonstrates.
- Whilst we recognise that events in green spaces within Mayfair need to be managed with consideration for the varied needs of the local community, we believe that MGS3 as currently drafted is too restrictive. For example, the popular Summer in the Square festival in Grosvenor Square, which Grosvenor organises and sponsors, would be prevented were events only permitted between October and March.
- **Greening (MUB).** We support this agenda as demonstrated by our new Greener Grosvenor strategy and support for events such as Wild West End. We would strongly encourage the Mayfair Neighbourhood Forum to adopt to Wild West End green space matrix to ensure green space which is created or installed has a purposeful function and that connected green space across Mayfair is identified as a priority.

Directing growth

- **Growth areas (MSG):** We believe there is significant potential for Mayfair to contribute a lot more to the growth of the West End (see Oxford Street consultation points below). In general we support the MNF (e.g. focus growth near transport hubs), though we would want to push for appropriate commercial uses in side streets supporting the main retail parades, as international research suggests this helps retail areas to flourish in the face of pressure from online alternatives.

- For reference, these were the headline principles we put forward for the recent WCC/TfL Oxford Street consultation, which we believe should apply more broadly in Mayfair:
 - Changes to transport on Oxford Street should support the wider district's ability to host thriving commercial activity and neighbourhoods.
 - Any approach to transport should be aligned with, and support, a compelling vision for growth that focuses on the need of users, and encompasses improvements to public realm, street trading, the efficient use of kerb space, greening and wayfinding.
 - Any traffic displacement should not result in a net increase in traffic volume, congestion or pollution across the district.

This will require in turn a robust transport strategy tackling, at least, the area from Wigmore Street in the north to Brook Street in the south. That strategy should be agreed and implemented in tandem to changes on Oxford Street. We stand ready to contribute to its development.

 - Maximising the benefits of the wider place-based opportunity will require effective collaboration between a range of public and private sector stakeholders, as well as aligned objectives within a clear commercial framework. The opportunity to attract private sector and coordination is substantial, not least given the potential for investment in development that can in turn fund and host more jobs and fundamentally better places.
 - A better key for the map on pg28 explaining what the map annotations all mean would be helpful. From our perspective it would make better sense for the north Mayfair growth area to stretch right across to North Audley Street. The policy statement is very short here. More definition would be helpful.

Enhancing experience

- **Retail (MTR2, MR1-6)**
 - We support of the notion of the Tyburn retail route and we align well to this ambition. A major challenge for implementation will be how to harness what are effectively service streets (South Molton Lane and Bruton Lane) as main streets. However, if the servicing and waste solution is strong then perhaps this might be able to work.
 - It seems out of place to specifically refer to there being no plans or intentions to cut through Bourdon Street to Bruton Place. The plan does not include any other property specific restrictions. We recommend removing this section.
 - We should encourage greater diversity and interest within our shopfront design to ensure our streets do not become cookie cutter/clones of one another. Whilst high quality design is important, it does not all need to be the same.
 - We are very supportive of the approach on oasis areas and would encourage greater outside seating. We need to be mindful of pedestrian flows however, and ensure sight lines for the retail units are not blocked. Weighhouse Street could also be included as an Oasis area, given its adjacency to the Crossrail Station and proximity to Oxford Street.
 - We are supportive in principle of providing public toilets discreetly within larger retail stores, particularly if accompanied by the removal of street-level cubicles which currently reduce permeability in the public realm, recognising the lack of public conveniences and family facilities in Mayfair.

- On the green 'huts', rather than just prevent new ones, existing 'huts' should be removed due to detrimental impact on the street scape and blocking access to important side streets.
- The map on page 36 could better show sites under construction with the planning approved use i.e. residential on 20 and 1 Grosvenor Square. There are also some odd/incorrect labelling. For instance there is a big red transport blob and a few around on Grosvenor Street?
- On page 39 we would also suggest including Weighhouse Street as a Mayfair Retail Frontage Street as well as Princes and Hanover Street.
- **Residential (MRU 1-4):** We agree in principle that residents should be protected from adverse effects of new commercial/entertainment uses, but this must not become an absolute block on new uses: the plan needs to recognise this is part of the West End, and the Central Activities Zone. There isn't much in the plan on the definition of amenity and convenience retail. This is something Grosvenor is working on as part of our vision, but we see this as a key area where the policy wording could be sharpened given the broad ranging views on what amenity/convenience retail means to different people.
- **Commercial (MC):** We agree new office floorspace should be encouraged.
- **Cultural and community uses (MSC):** We support these, though we would need to make sure they are focused on current and future needs (i.e. don't protect historic uses that no longer reflect the needs of today's community). We also feel that the objective could be better defined here. The mix of cultural and community/social seems confused. The map on page 50 only really shows community uses (with 1 cultural – RA) but there are lots more cultural uses on here such as galleries etc.
- **Servicing and deliveries (MSD):** Grosvenor is actively pursuing initiatives to tackle existing servicing and delivery issues in Mayfair. We are supportive in principle of more stringent requirements on developers to consider this for their own properties and perhaps the policy should go further to ensure that where developments are major that they seek to support the district surrounding them to help reduce the wider problem: e.g. removing waste from the pavements into organised community bin stores.

Building on heritage

- **Architectural design (MD1-4):** Architectural Excellence is a key outcome from Grosvenor's own Vision – we agree with the need to complement what is already there.
- **Environment and sustainability (Policy MES1):** Grosvenor strongly supports this policy. We would be interested in understanding the methodology used to measure the net impact and how this can be consistent across all development projects. We would also like to see higher standards for smaller construction projects which are often not subject to same stringent checks as larger projects. All vehicles used onsite should be at least Euro 6 emissions standard.
- **Climate Change Adaptation (MES3)** Grosvenor strongly supports this policy as we recognise the importance of mitigating the impact and adapting to climate change. Development projects involving existing buildings should also be required to show how they are future proofing the building to adapt to climate change.
- We would also like to see a policy on increasing electric charging points. Grosvenor aim to install 20 charging points in Mayfair and Belgravia, with four being completed by early 2018.

Other comments

In the CIL & S106 (pg 63) why is only 25% of the CIL directed to be spent in Mayfair? Should this not be more e.g. 50%+?

We hope the Neighbourhood Forum finds our comments helpful. We very much look forward to working together to build on Mayfair's rich heritage to deliver a successful neighbourhood for decades to come.

On Thu, Jul 27, 2017 at 12:16 PM

Dear Mark, Oliver and Marie-Louise,

In response to the Consultation on the Draft Mayfair Neighbourhood Plan, we would like to make comment on some of the points.

In section 2.2.4 (page 23) the Plan states that "some of the Squares are used for private events, which are considered to be to the detriment of the quality of the space and public enjoyment of it." We do not feel that this is a fair statement that truly represents the views of Mayfair businesses, residents and visitors. We can provide over 60 letters of support from residents and businesses about the events that we organise which we included in our original Planning Applications and our Local Business Surveys. We would ask that the Mayfair Forum demonstrate the basis for including this clause in the Plan.

In section MGS3 (page 23) the Plan lays out a framework for future events in green spaces. Point c suggests that events should only be held between the months of October – March. The difficulty with staging events in this period is that the reinstatement work takes considerably longer during the winter months and the use of the squares will be further limited. Events are best suited to the Spring and Autumn when the grass can be reseeded quickly and there is less risk of damaging weather (as referenced in the Plan's own point 5.18, page 59).

Point d in this same section proposes that the cumulative total of days for events occupying more than 40% of the space must be limited to 28 days per year. As organisers of events in Berkeley Square, we are concerned by this proposed timeline. It is unrealistic to stage events of suitable calibre within this time restriction. And it is precisely these events which generate revenue for Westminster Council which can then be reinvested into the spaces to further enhance the amenity for residents, workers and visitors. We appreciate that the Plan acknowledges this point in section 2.2.11 (page 24).

In point 5.10 of the Executive Summary (page 4) the Plan calls for protecting the cultural uses in Mayfair and in section 1.2.4 (page 14) the Plan confirms the "famous art and antiques associations" of Mayfair. For LAPADA in particular who represent over 500 art and antiques dealers, we recognise how these businesses have been pushed out of Mayfair in favour of international luxury brands. LAPADA lobbied to have the Special Policy Area implemented but unfortunately this is not enough to protect all of the arts and antiques businesses. Therefore, the LAPADA Art & Antiques Fair and the PAD London Fair are vital opportunities for dealers to exhibit in the heart of Mayfair for one week. Furthermore, both of these events re-establish Mayfair as a centre of art, culture and heritage internationally. Timebased Events produces both The Glamour Women of the Year Awards and the London Real Estate Forum in June both of which are prestigious and long-running events. Hanover Square's Condé Nast hosts The Glamour Women of the Year Awards which honours inspiring leaders, from trailblazers in television and film to healthcare advocates, entrepreneurs and athletes. While the London Real Estate Forum is an event of local and international significance that provides the opportunity for Westminster City Council and the London property community to showcase the wide range of opportunities to invest and locate in the capital. This established event in Mayfair has wide reaching impact and benefits for Westminster and across London.

In Appendix 5 (p. 76), the plan states, "The events cause substantial disruption to the public's enjoyment of the square with poor levels of remediation, particularly the condition of the grass in the winter months. There is an apparent failure of the commercial events to restore the square after the events have finished." We strongly object to this statement and request that it is removed from the plan. Every year, each event has fully complied with all requirements from WCC and have paid promptly the full remediation fees with

reinstatement works beginning within two weeks of the last tenancy day, weather permitting. It is the responsibility of WCC to then carry out the works and we use our best endeavours to encourage them to complete these as quickly as possible. We can provide photographic documentation of the condition of the square before and after the events and at times through the year. Equally, squares such as Grosvenor Square, which do not host events with temporary structures, also suffer from poor maintenance and landscaping throughout the year.

In conclusion, we feel strongly that the points made specifically in relation to events in Green Spaces do not take into account the wider appreciation of these events by residents, businesses and visitors. We also feel that the restrictions proposed are too extreme and will damage the potential for WCC to generate revenue that is strongly needed for maintenance and enhancement of these areas as well as for the wider community. We would ask that these points are reviewed and amended to strike a more reasonable balance.

Yours sincerely,



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LAPADA Limited registered in England No.1168440

31st July 2017

The Mayfair Neighbourhood Forum
Via email

Re: LAPADA Art & Antiques Fair

Dear Mark, Oliver and Marie-Louise,

Thank you for meeting with us in late June.

As you are aware, the LAPADA Art & Antiques Fair in Berkeley Square is staged by LAPADA The Association of Art & Antiques Dealers, which is the largest society of professional art and antiques dealers in the UK. The LAPADA Fair is the Association's flag ship event and opportunity for the visiting public to buy with confidence in the knowledge that each exhibitor, as a member of LAPADA, must adhere to a strict Code of Practice and an expert committee of 70 specialists is assigned the task of pre-vetting every piece individually for authenticity. Many of our exhibitors are either local Mayfair and St James's businesses or have been in the past but have since moved away from the area due to the pressures of competing with international luxury brands and increased shop rents and business rates.

For centuries, the area has attracted artists, dealers and craftsmen which have played an important role in making Mayfair unique and desirable. This tradition of expertise and specialist knowledge has helped to sustain the UK's leading position in the international art and antiques trade and helps to attract discerning visitors with an appreciation for art and culture to the local area. Each year following the LAPADA Fair we conduct a 'Local Business' survey with many of the local restaurants, private members clubs, shops and hotels in the area citing their increased turnover during our tenancy on Berkeley Square and their overall support and enthusiasm for the event. Today, Mayfair is the cornerstone of London's art market with international dealers relocating to the area.

Berkeley Square itself has also experienced an exciting period of cultural redevelopment. In 2014, the international auction house Phillips relocated its European Headquarters to a renovated space on Berkeley Square. The area's rejuvenation is further supported by a number of new restaurants and private members clubs that have recently opened or who have renovated their premises in the area. Many of these businesses have been incredibly supportive of the LAPADA and PAD Fairs as the fairs have helped to establish Berkeley Square as location synonymous with art, antiques, design and the decorative arts over the last decade.

To support our discussion in June and the information pack that we provided for you in that meeting (also attached here for your reference), we wanted to summarise the specific points that we believe are important to understand about the LAPADA Art & Antiques Fair and our operations on Berkeley Square to demonstrate our care and respect for the local community and area:

Complaints: To date there have been no complaints associated with the staging of LAPADA and PAD fairs in Berkeley Square. Status updates are sent daily to Westminster Council to advise them on our daily build schedule and anything of concern whilst we are onsite and to encourage an open line of communication. Each activity that we undertake on Berkeley Square is agreed with Westminster Council in advance.

50% of the Park is open to the public at all times: 50% of Berkeley Square is always open to the public during regular park open hours during our Build, Fair events, and dismantle. Park benches are

relocated from the North side to the South side to ensure that park visitors have ample seating during the tenancy of the events.

Reinstatement works on Berkeley Square: With Westminster Council, we assess the reinstatement works the first day after de-rig and the reinstatement works always start within two weeks after our tenancy period, weather dependent. We pay for all reinstatement costs and in instances where we are presented with more cost-effective solutions that may result in a slower reinstatement period, we opt for the quickest and most professional solution to ensure that the park is left in the best possible condition for the community.

Communication in the run up to the LAPADA Fair and during the tenancy period: Our direct contact details are included on all signage on Berkeley Square, we circulate invitations and our contact details to residents and local businesses based in or around Berkeley Square from our own database (we would welcome more information from the MNF), and we circulate information to all of the local Business and Resident associations via email for them to pass this information onto their members whose personal contact details we do not have access to. We also host many private tours and lectures that are made freely available to the local community.

Complimentary invitations to the Fairs: We invite the following local residential and business groups to the LAPADA and PAD Fairs; Grosvenor Mayfair Residents' Association, The Mayfair Residents Group, The Bond Street Association, The Resident's Society of Mayfair & St James's, and the Mayfair Neighbourhood Forum. These groups all received VIP Invitations to the LAPADA Fair. Last year the LAPADA Fair invitation was also included in the MNF's events email on 1st September 2016.

Planning Approval: We were granted Planning Approval for Berkeley Square in June 2016 in perpetuity with the aim to reduce our number of tenancy days which we have done in 2017 and we hope to do further in future years if health & safety procedures can be maintained to the same high standard.

Our 2016 Planning Application included 41+ Letters of Support from Mayfair businesses and residents. We conduct a Local Business Survey post event and over 40 businesses strongly support the event for the increased business that the fairs bring during their open periods. Businesses include restaurants, hotels, retail shops and galleries. A number of private individuals also lent their support, including our LAPADA President, the Lord Chadlington, who lives in Mayfair.

Payments into Westminster Council: For 2017, we have shortened the tenancy period, and have agreed to a 20% fee increase. This year we will pay a combined £220,000 to Westminster Council which includes our tenancy fees and various licenses and applications to different Westminster Council departments.

Mayfair Residents who Support the Fairs: LAPADA's in-house visitor attendance database includes 771 contacts in the W1J, W1S, W1K postcodes which are defined as residing in Mayfair. This data is from visitors opting to leave us their contact details for complimentary invitations to future editions. This number is set to grow following this September's event.

Visitor Numbers & Audience Profile: The LAPADA Fair has 114 exhibiting galleries. Last year the LAPADA Fair attracted over 20,000 visitors to Berkeley Square. This year the LAPADA Fair is sponsored by Killik & Co, a local Mayfair based investment fund. Killik & Co plan to invite their own

client database to the LAPADA Fair and they plan to use the event to connect and further engage with their clients.

The LAPADA in-house database includes over 45,000 UK and international collectors who have attended fairs over the last several years. Last year we noted a significant number of international visitors, especially from the USA, Australia, Kuwait, Brazil and Abu Dhabi.

The Private and Champagne Preview is hosted jointly by LAPADA Chairman, Lord de Mauley and the LAPADA Presidents, the Earl Howe and, Mayfair resident, the Lord Chadlington. Attendees range from art collectors and connoisseurs, to business leaders, celebrities, interior decorators, fashion designers and politicians.

Consolidation of the Art Market in London and the importance of Mayfair: The establishment of the art/antique/design fairs in Berkeley Square has helped to support the art and antiques trade with several new galleries and businesses moving from Bond Street to closer to Berkeley Square. The opening of Phillips on Berkeley Square (opposite the PAD Fair's main entrance) has further consolidated the area as an international centre for design.

Mayfair Special Policy Area: The LAPADA Fair supports the Council's aspirations around the art market in Mayfair. The LAPADA Fair directly supports the Council's objectives for the Mayfair Special Policy Area, with a number of Mayfair's art galleries and antiques dealers being active exhibitors every year. The LAPADA Fair is therefore intrinsically linked to the SPA and the ongoing promotion and success of the art trade in Mayfair, ensuring that it continues to attract business and coverage, and public interest and awareness of the art trade.

Local Exhibitor Feedback: From our Letters of Support we have highlighted a few below to give the MNF some tangible examples of what the LAPADA Fair means to these local businesses.

Philip Mould & Company – Philip Mould OBE, 18-19 Pall Mall, London SW1Y 5LU

"We find that during LAPADA many of the visitors to the fair then decide to view our gallery in St James during the fair or decide to visit the gallery later in the year. The fair has matured into a successful and inspiring international art event which helps to contribute to Mayfair's own prestige and attracts significant numbers of high spending cultural tourists to the country."

Panter & Hall – Matthew Hall, 11-12 Pall Mall, London SW1Y 5LU

"Of all the fairs we attend, the LAPADA event is unique in that we are able to meet many new clients living and working within close proximity to our premises. In this respect, we are able to gauge the high proportion of 'locals' amongst the attendees and their very positive feeling towards the event and their often expressed enjoyment of the overall experience. In an era of spiralling commercial rents many of the smaller, specialist antique and art dealers have found themselves excluded from the area. Traditionally Mayfair and St James's have been the natural home to the British art world, now sadly property related overheads have led to the closure of many dealerships, notably three of the largest institutions, Frost & Reed, Agnews and Arthur Ackerman with a combined age of 637 years. For many smaller dealers, who perhaps in previous generations had begun business in Westminster, the LAPADA Fair provides an opportunity to reach a clientele otherwise lost to them. Conversely it is a rare opportunity for the residents and workers of the borough to meet the leading specialists in their field and view stock rarely now available in the area."

Beaux Arts London – Patricia Singh, 48 Maddox Street, London W1S 1AY

"The location of LAPADA at Berkeley Square in Mayfair is historically home to one of the most internationally recognised and largest art markets in the world with many fine art institutions lining the streets close by. A well-established gallery in the Mayfair art scene, Beaux Arts London recently moved gallery space to Maddox Street in 2014 after two decades in Cork Street, due to re-development plans. The fair is walking distance from the gallery which means we can easily direct potential buyers to our own space to view more works. Due to its prestigious reputation, the fair manages to attract a large number of sophisticated collectors, thus raising the profile of the gallery."

Ongoing Cross Rail works at Bond Street Tube station: Since 2011 Gray's Antiques Centre has suffered from the disruption caused by the ongoing Cross Rail works. Many of the businesses located at Gray's need to exhibit at the LAPADA Fair to maintain their long-term businesses.

Local Exhibitor Feedback: Wimpole Antiques – Lynn Lindsay, 2 Upper Wimpole Street, London W1G 6LD "Although it is only 150 yards or so from our centre at Grays' in Davies Street the Fair has been a lifeline as the footfall at Gray's Antique Centre has been so badly affected by the Crossrail works. North Mayfair was been very hard hit by the disruption and construction, the oasis of Berkeley Square has a great morale lifter for many of us dealers. It was noticeable that many international customers found the location beautiful and were relaxed and happy to be part of the exciting London Arts Scene. It all adds up to the attraction of London as the world's favourite place to visit."

LAPADA Art & Antiques Fair local galleries 2015 – 2017: London and especially Mayfair shop rents, property taxes and business rates have increased sometimes more than 150% this year. It is important, that we support the local art and antiques trade, a central part of Mayfair's tradition and heritage dating back over 200 years.

Businesses Located in Westminster: LAPADA Association members in Westminster number around 60. Listed below are the galleries directly associated with the LAPADA Fair.

1. A Rakyan Collection
2. Albemarle Gallery
3. Anthea AG Antiques
4. ArtHistorical Ltd
5. Beaux Arts London
6. Sandra Cronan UK Ltd
7. Davis-Kielar Works of Art & Interior
8. Horton
9. JH Bourdon-Smith Ltd
10. John Joseph
11. Julian Simon Fine Art Ltd
12. Lucas Rarities
13. Mackinnon Fine Furniture
14. Matthew Foster Ltd
15. Nigel Milne
16. Moira Fine Jewellery
17. Panter & Hall Ltd
18. Pash & Sons
19. Peta Smyth Antique Textiles
20. Philip Mould Portrait Miniatures
21. Pushkin Antiques
22. Rebecca Hossack Gallery

<p>CRP Partner Boroughs:</p> <ul style="list-style-type: none"> ● Camden ● City of London ● Islington ● Kensington & Chelsea ● Lambeth ● Lewisham ● Southwark ● Westminster <p>Boroughs CRP work with:</p> <ul style="list-style-type: none"> ● Hackney ● Hammersmith & Fulham ● Tower Hamlets ● Wandsworth 	<p>CRP Partner BIDs:</p> <ul style="list-style-type: none"> 1 Angel London 2 Baker Street Quarter Partnership 3 Better Bankside 4 Camden Town Unlimited 5 Cheapside Business Alliance 6 Euston Town BID 7 Hatton Garden BID 8 Heart of London Business Alliance 9 Marble Arch BID 10 New West End Company 11 Northbank BID 12 Paddington Now 13 South Bank BID 14 Team London Bridge 	<ul style="list-style-type: none"> 15 The Fitzrovia Partnership 16 Vauxhall One 17 Victoria BID 18 WeAreWaterloo <p>CRP Strategic Partners:</p> <p>Greater London Authority Groundwork London London & Partners Network Rail Transport for London</p> <p>CRP Accountable body:</p> <p>Westminster City Council</p>
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London, specifically Mayfair, the centre of London's art and antiques trade.

With this partnership, CRP is uniquely placed to coordinate businesses, boroughs, and community groups who call London home to deliver environmental sustainability and other interventions. and is consistently ranked as the city with the highest average visitor spend. The growing number of high-net-worth international visitors are now generating greater demand for luxury goods including art – a position we should seek to maintain throughout Brexit and after.

Cross River Partnership is delivering ambitious programmes to improve London's environment, improve air quality and deliver healthy streets. On behalf of LAPADA The Association of Art & Antiques Dealer's Chairman, Board, members and exhibitors we hope that the information provided here gives you more background on why we stage the LAPADA Fair and respect and care for Berkeley Square, and the benefits our event brings to the local community.

Please do let us know if you would like to provide any further information and your feedback and comments are welcome. We look forward to our continued work with the Mayfair Neighbourhood Forum and any support we can lend to it.

With best regards,





Historic England

Our ref: PL00116612 - HD/P5034

Mr M Henderson
Chair
Mayfair Neighbourhood Forum

By email: info@mayfairforum.org

26th July 2017

Dear Mr Henderson,

Mayfair Neighbourhood Plan (2018-2038) pre-submission consultation

Thank you for the invitation to comment on the draft Mayfair Neighbourhood Plan. Government through the Localism Act (2011) and Neighbourhood Planning (General) Regulations (2012) has enabled local communities to take a more pro-active role in influencing how their neighbourhood is managed and develops. The Regulations require Historic England, as a statutory consultee, to be consulted on Neighbourhood Plans where the Neighbourhood Forum considers our interest to be affected by the Plan.

As Historic England's remit is to provide advice on proposals affecting the historic environment our comments relate to the implications of the draft Neighbourhood Plan for heritage assets. As the draft plan notes, Mayfair enjoys a globally-recognised heritage, with around 700 listed buildings in the area as well as two registered parks and gardens. Almost all of the neighbourhood area is covered by conservation area designation, while it also is adjacent to the Grade I registered Hyde Park. As a result, we have reviewed the document against the National Planning Policy Framework (NPPF) and its core principle that heritage assets be conserved in a manner appropriate to their significance, so they can be enjoyed for their contribution to the quality of life of this and future generations.

Historic England welcomes the positive tone and content of the draft Plan. Given the importance of the historic environment to the identity of Mayfair, we welcome both the inclusion of heritage as part of the overarching vision and objectives for the area (1.2.16) and policies MD 1-3 covering new development, design and heritage. In this regard we strongly agree with question 1 in section IV of your questionnaire (Design). We would suggest that policy MD2 could be further strengthened and would better reflect the NPPF if it were to refer to any potential impact on the *significance* of any affected heritage asset(s) (see paragraph 126 of the NPPF). A cross-reference to these policies would also be welcome in relation to policy MSG (Sustainable Growth) - this could perhaps be inserted at 3.1.6.



Historic England, 1 Waterhouse Square, 138-142 Holborn, London EC1N 2ST
Telephone 020 7973 3700 Facsimile 020 7973 3001
HistoricEngland.org.uk

Please note that Historic England operates an access to information policy.
Correspondence or information which you send us may therefore become publicly available.



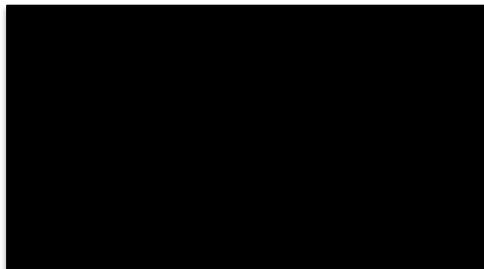


We also welcome the focus throughout the document on the importance of a high quality public realm, including the explicit link between new development and achieving improvements to it as well as financial contributions. We therefore strongly agree with question 1 in section 1 of the questionnaire (transforming public realm). As noted above, almost the entirety of the neighbourhood plan area is covered by conservation area designation. We would suggest that this context could be made clearer in the introduction to the plan, not least to make the link with the NPPF (paras 126 and 137) and its expectation of new development making a positive contribution to local character and distinctiveness. This could also be referenced elsewhere, for example policies MTR, MR1, MR2 and MR5.

We would agree with the statement regarding Mayfair's heritage at para 5.1.2, although note that appendix 4 relates only to the public realm rather than the totality of the local historic environment. A notable omission here is the lack of reference to archaeological interest, not least as the neighbourhood is covered by two Archaeological Priority Areas (please see <https://content.historicengland.org.uk/content/docs/planning/apa-city-of-westminster.pdf>). A separate appendix could usefully provide information on the relevant legislation, policies, strategies and sources of information relating to the historic environment.

I trust these comments are helpful. Please note that this advice is based on the information that has been provided to us and does not affect our obligation to advise on, and potentially object to any specific development proposal which may subsequently arise from this Neighbourhood Plan, and which may have adverse effects on the environment. We trust this advice is of assistance in the preparation of your Plan and encourage you to share it with the local planning authority.

Yours sincerely



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Correspondence or information which you send us may therefore become publicly available.





01 August 2017

Mayfair Neighbourhood Forum
info@mayfairforum.org
by Email

Dear Mayfair Neighbourhood Forum,

Transport for London
Group Planning

Windsor House
42 – 50 Victoria Street
London SW1H 0TL

Phone 020 7222 5600
Fax 020 7126 4275
www.TfL.gov.uk

MAYFAIR NEIGHBOURHOOD PLAN

Please note that these comments represent the views of Transport for London (TfL) officers and are made entirely on a "without prejudice" basis. They should not be taken to represent an indication of any subsequent Mayoral decision in relation to a planning application based on the proposed scheme. These comments also do not necessarily represent the views of the Greater London Authority (GLA). Any views or opinions are given in good faith and relate solely to transport issues.

Thanks for consulting TfL Planning on the draft version of the Mayfair Neighbourhood Plan.

Firstly I would like to reiterate that TfL is keen to work with the Forum to deliver aspirations for sustainable growth in Mayfair. Overall the tone and ambition of the document aligns well with current Mayoral and TfL priorities, particularly in relation to vehicle traffic reduction, public space improvements, deliveries and servicing, construction logistics, and walking and cycling.

The draft plan's directness, clarity and specificity on how S106 receipts and up to 25% of the CIL generated within the neighbourhood area will be secured and spent are also very welcome. Should it be adopted, positive and proactive joint working will be required between TfL, the Forum and Westminster City Council, especially to scope and deliver projects such as the proposed Oasis spaces and potential transformational change of Park Lane.

Further discussions with TfL and other relevant local stakeholders such as the Knightsbridge and Hyde Park Neighbourhood Forums will of course be required to agree funding and detailed design for such projects, especially those directly impacting Park Lane as part of the Transport for London Road Network (TLRN), and other local TfL assets, services and infrastructure. And for all such projects, formal agreement with TfL will be required.

TfL looks forward to building on the positive engagement and partnership working which has fed into this plan already. I also wish to submit a number of more detailed comments, which are outlined below:

CIL spending

The Forum may wish to consider adding the following caveat to all potential spending on its CIL list:

MAYOR OF LONDON



VAT number 756 2770 08

*Excludes works that may be required within development sites and works required in order to make a specific development acceptable in planning terms.

Without this type of wording it would not be possible within the regulations to seek S106 contributions (cash or kind) for any project on the list as this would be classed as double dipping.

Healthy Streets

Throughout the Plan there is no explicit mention of Healthy Streets, although a number of the principles underpinning this agenda are included within the document. Given the Mayoral focus on these themes and the recently published Healthy Streets for London vision document (February 2017), it would be good to clearly integrate the Healthy Streets principles and indicators, and provide commitment to meeting them, especially in policies MR3.1 and MPR1.

Walking

Creating Healthy Streets in London will require a step change in attitudes towards and delivery of attractive and excellent walking routes across the capital. TfL therefore welcomes the Forum's commitments to boost pedestrian amenity throughout Mayfair and integrate local developments with the recently published Westminster Walking Strategy (page 71).

The comment at page 21 that footway widening will be insufficient alone to cater for and make the most of Crossrail's arrival in the vicinity seems to indicate a desire on the part of the Forum to treat the plan area as a walking network through and within which permeability and circulation of pedestrians should be considered and planned for holistically, rather than taking individual routes and sites in isolation. TfL will support this approach as it aligns well with our Healthy Streets agenda.

A key focus of Healthy Streets is encouraging active travel for public health reasons and to reduce private motor travel to 20% of all journeys in London by 2050 in line with the new MTS. Any support the Forum can give to walking in Mayfair will help us to achieve those London-wide aims and therefore be most appreciated.

Car Parking

TfL supports car-free approaches to development in highly accessible areas like Mayfair, as per London Plan policies 6.11 (Smoothing traffic flow and tackling congestion), 6.12 (Road network capacity) and 6.13 (Parking). TfL expects all development in Mayfair to have no car parking spaces except for blue badge for disabled people.

Paragraph 6.44 of the London Plan endorses a local approach to deciding what is adequate parking for disabled people, and new London Plan policies on Blue Badge parking are currently evolving as part of the new MTS and London Plan.

to the previous consultation, extensive changes to Park Lane would be likely to impact on roads beyond the immediate area.

TfL has not yet undertaken any feasibility work to assess the impacts of major changes on Park Lane, and the cost and timescales for such changes are likely to be significant. The kind of schemes discussed on pages 33 and 34, for example, could easily cost significantly more than the total income generated for the Forum by neighbourhood CIL during the stated plan period of 2018 to 2038.

Park Lane forms a vital link in the scheduled express coach and tour bus networks and any changes will need to take these services into account to minimise impacts on to their operation and passenger experience. The stops at Marble Arch in particular are a very important interchange between frequent regional and airport express services (principally to Oxford, Luton and Stansted) and the TfL network. Marble Arch and Piccadilly are also key hubs for tourist sightseeing bus services, some of which have routes that use roads within Mayfair.

We are also apprehensive about the desire to relocate coach parking on Park Lane to an underground facility. Such a facility was looked into previously and deemed commercially unviable due to adverse impacts on both operations and passengers. That said we would be pleased to discuss your ideas further, including relocation of coach parking and coach set down/pick facilities, should further feasibility work lead to an improved, practically workable proposal.

Together with developers and operators, the Forum may wish to consider how coaches and minibuses service hotels across the area, for groups of guests and people attending functions and conferences.

Notwithstanding the above, TfL Urban Design colleagues have also questioned the Forum's proposal to shut the southbound carriageway rather than the northbound one. Closure of the southbound carriageway would still create a fairly wide strip of land severed from the main park by road.

Pedestrians moving from north to south would gain a better and more comfortable walking experience being closer to the park than going along a broad paved corridor next to the existing buildings. The southbound carriageway side also lacks genuinely active uses due to the presence of car showrooms, hotels and residences.

These characteristics suggest that the park side of Park Lane is much more likely to become an attractive pedestrian desire line. Subject to the above comments on the principle, TfL suggests that if closure is to be investigated that this is of the northbound carriageway, which was cut through the park in 1960-63, the southbound carriageway being the traditional route of Park Lane.

Buses

The main focus of Policy MPR1 and its supporting text on pages 21 and 70 to 73 is reducing bus numbers, without recognition of the bus network's role in

to the previous consultation, extensive changes to Park Lane would be likely to impact on roads beyond the immediate area.

TfL has not yet undertaken any feasibility work to assess the impacts of major changes on Park Lane, and the cost and timescales for such changes are likely to be significant. The kind of schemes discussed on pages 33 and 34, for example, could easily cost significantly more than the total income generated for the Forum by neighbourhood CIL during the stated plan period of 2018 to 2038.

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Buses

The main focus of Policy MPR1 and its supporting text on pages 21 and 70 to 73 is reducing bus numbers, without recognition of the bus network's role in

providing accessible mass transport to and from all corners of the capital. It should also be noted that a number of feedback responses to the recent Oxford Street consultation welcomed the introduction of Crossrail, but also pointed out the bus network is and will remain crucial to Oxford Street's role as a strategic retail and business hub. A similar point applies to the role which buses play in bringing people to Hyde Park and the array of tourist and visitor destinations in the wider Mayfair area and indeed local businesses.

As a result any changes to Park Lane should maintain existing bus movements and bus stand provisions. Bus stand changes likely to be necessary for the Oxford Street scheme will also need to be taken into account. Existing bus stand space on Piccadilly and Conduit St should be protected. Any reductions to the number of bus services which take place in the area are unlikely to mean less standing spaces are required. That said, TfL is happy to consider bus stand relocations as long as suitable alternative locations are provided.

Marble Arch is a key termination point for managing bus services during both planned and unplanned network disruption and is likely to have an even more important role with Oxford Street Transformation and the new central London bus network. All bus movements at Marble Arch must be carefully considered in any proposed changes to Park Lane. There are also a number of roads within the area which although not TfL bus routes are key bus diversions routes and it would be essential to protect these for the ongoing management of the bus services. These routes will continue to be required after the Oxford Street scheme regardless of its consultation outcomes.

The roads most often used for bus diversions are North Audley Street, Grosvenor Square, Upper Grosvenor Street, Grosvenor Gate, St Georges Street, New Bond Street, Brook Street, Fitzmaurice Place, Curzon Street and Bolton Street.

Cycling

TfL welcomes the commitment to cycling at page 71. The reference to the Central London Grid at page 72 is particularly welcome. However the plan should perhaps acknowledge that cycling movements both into and within central London are rising as demonstrated by increases in cycling every year from 2012 to 2015 in the London Travel Demand Survey (LTDS). There is significant potential for further growth, as demonstrated by the recent TfL Analysis of Cycling Potential report (March 2017, see <http://content.tfl.gov.uk/analysis-of-cycling-potential-2016.pdf>).

TfL therefore suggests that the plan should recognise the need to improve the cycling network throughout the neighbourhood area, improve its relationship with the wider London cycling network, and encourage provision of new cycling facilities and infrastructure.

A Cycling Level of Service (CLOS) assessment (see TfL London Cycling Design Standards Section 2.2) could be carried out for the plan area, and the scores achieved by all existing local routes simply plotted onto a colour-coded map and included in the plan. This would provide a useful indication of where future investment should be directed to improve the cycling network (including S106 and CIL contributions).

TfL notes the mention on page 65 that footway cycling is an issue in the local area. This reflects the lack of appropriate cycling infrastructure in Mayfair (e.g. segregated lanes). TfL also supports the commitment on pages 71 and 72 to finding space for on street cycle parking. There is potential for this work to be linked to the Oxford Street project and TfL would welcome further engagement with the Forum to discuss cycling infrastructure, including parking, in more detail should the plan be adopted.

Cycle Hire

TfL is concerned that the document makes no explicit references to Cycle Hire, especially considering that there is a great deal of stress on the network in both Mayfair and Westminster more widely. Any new development in Mayfair will increase demand for Cycle Hire, impacting on both bike and space availability and redistribution visits.

This costs TfL significant sums from operational budgets and impacts the quality of the experience for Cycle Hire customers. Westminster represents 17% of the Cycle Hire network, yet it accounts for 23% of morning peak travel on Cycle Hire bikes. The area around Mayfair, Oxford Street and Hyde Park is a focal point for most of the redistribution and manual intervention required to help maintain the network throughout the day.

Due to this, we suggest that new and expanded Cycle Hire docking stations should be added to the S106 and CIL spending list at page 63 of the plan together with identifying the option of developer contributions towards manual redistribution when new or expanded docking stations can't be delivered. There are a number of significant gaps in Cycle Hire provision across Mayfair where new docking stations would support local connectivity and the overall network, in particular Grosvenor Street, Brook Street and Hanover Square. TfL would also be happy to help the Forum plot these locations on a map within the document to inform planning mitigation negotiations.

Deliveries & Servicing

As stated in response to the previous consultation, Policy MSD1 at page 53 (Retail Servicing and Deliveries) would benefit from making reference to TfL's best practice guidance on Delivery and Servicing (available from <http://content.tfl.gov.uk/delivery-and-servicing-plans.pdf>). However the general spirit of the policy wording and measures and interventions prioritised in the supportive text reflects the TfL guidance in any case.

The Forum may wish to consider encouraging establishment of a freight consolidation centre within the neighbourhood. Consolidation of delivering and servicing involves one location receiving multiple deliveries from suppliers, grouping deliveries to a similar address, and getting efficiently (i.e. more fully) loaded delivery vehicles, including cargo bikes, to deliver the consolidated goods to local recipients. This is designed to minimise vehicle journeys and improve the reliability and efficiency of deliveries, as well as reducing congestion.

Developers and building occupiers in Mayfair should also consider:

- Working with nearby customers to share a single delivery. See the Tfl Freight website for case studies of how this can be done successfully.
- Postponing non-urgent deliveries until they can be combined with other jobs in a similar area
- Retiming deliveries to avoid busy delivery/collection times during network peaks and also in places such as Mayfair when there are most pedestrians and cyclists (see <http://content.tfl.gov.uk/getting-the-timing-right.pdf>)

Construction

The Construction policy at page 47 also largely reflects Tfl guidance and aspirations. However Tfl requests that the supportive text is amended to make explicit reference to our new guidance on Construction Logistics Plans (CLPs). Tfl is promoting a new CLP template for all developments to follow. It is accompanied by an easy to use spreadsheet model for estimating vehicle movements accurately based on a consistent set of data inputs; the land uses, construction methods and phasing of each development.

Developers using these resources will enable creation of a consistent set of data on vehicle movements and phasing for all large developments in London. The data will be collated and shared to support further analysis and innovation (see <http://content.tfl.gov.uk/construction-logistics-plan-guidance.pdf>). We feel that ensuring the new CLP methodology is mentioned in your plan, and following the advice therein will also potentially make your engagement with local businesses, residents and developers much easier.

Other important road safety measures must also be considered at application stage and preventive measures delivered through the construction and operational phases of all development. We therefore strongly encourage the use of contractors who are accredited to the Fleet Operator Recognition Scheme (FORS) and meet the vehicle and driver standards of Construction Logistics and Community Safety (CLOCS). Again this could be reflected in the Plan.

Arboriculture (trees)

The Urban Greening Policy at page 26 is welcome and Tfl concurs that all new developments in the Park Lane area should maximise green infrastructure created and provided by means of planning obligations. Tfl Planning will support the Forum and local authority in assessing the suitability of any TLRN or other Tfl-owned sites for planting and soft landscaping as new developments come forward. Furthermore we would welcome explicit support from you to safeguard ours and others' existing green estate before, during and after the construction of new developments, through appropriate protection measures and sensitive design to avoid any plant and tree pruning or removal.

Park Lane is one of the greenest parts of the TLRN and there is be limited scope to introduce many new trees to the central reservation in the existing road layout. However, if part of the carriageway is pedestrianised, it is likely

this would create more opportunities for tree planting and other greening and soft landscaping. Such changes would also be beneficial for sustainable urban drainage (see the London Sustainable Drainage Action Plan 2016 and the latest TfL Sustainable Urban Drainage Systems [SuDS] guidance, available from <https://tfl.gov.uk/corporate/publications-and-reports/streets-toolkit>).

Travel Planning & Business Engagement

New London Plan policy on Travel Plans is currently evolving as part of the new MTS and London Plan. At this stage in the development of new policy on this matter, all planning applications and local authorities should take into consideration current London Plan policy 6.3C (Assessing Effects Of Development On Transport Capacity) which states:

Workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance.

The relevant TfL best practice guidance will soon be updated (see <https://tfl.gov.uk/info-for/urban-planning-and-construction/travel-plans>). TfL will be happy to consult the Forum about this or provide more information on request.

Meanwhile the Forum should follow the current London Plan policy on Travel Plans, and also encourage developers and business in Mayfair to engage with the TfL Transport for Business team and their Cycling for Business package. Designed to help businesses promote cycling in the workplace, it includes safety checks and bike marking, safety seminars and commuter cycle skills sessions. For further information please visit:

- <https://tfl.gov.uk/info-for/business-and-commercial/travel-for-business/cycling-for-business>

Please do not hesitate to contact me should you have any queries or clarifications about these comments.

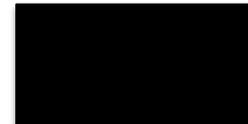
Yours sincerely



28 July 2017
Mayfair Neighbourhood Plan



Sent by email: info@mayfairforum.org



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5-6 Napier Court
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Reading RG1 8BW
T: +44 (0) 118 952 0500
savills.com

Dear Sir/Madam,

MAYFAIR NEIGHBOURHOOD PLAN CONSULTATION. RESPONSE ON BEHALF OF THAMES WATER

Thames Water Utilities Ltd (Thames Water) Property Services function is now being delivered by Savills (UK) Limited as Thames Water's appointed supplier. Savills are therefore pleased to respond to the above consultation on behalf of Thames Water.

Thank you for consulting Thames Water on the above document. Thames Water is the statutory water and sewerage undertaker for the Mayfair Neighbourhood Plan area.

General Comments

Thames Water endorse the support under Policy MES3 and the associated supporting text within the Neighbourhood Plan for water efficiency measures together with reference to the requirements of the London Plan in relation to sustainable drainage.

Water and Wastewater Infrastructure Delivery

It is important that development is aligned with any necessary water and wastewater infrastructure upgrades required to support growth. In order to ensure that any upgrades required are delivered ahead of the occupation of development Thames Water may seek the use of planning conditions to secure the agreement of drainage strategies or phasing of development.

Thames Water encourage developers to engage with them as early as possible to understand the demands and to establish whether or not upgrades to the existing network would be required to support development.

Thames Water would therefore recommend that developers engage with them at the earliest opportunity to establish the following:

- The developments demand for water supply infrastructure both on and off site and can it be met;
- The developments demand for sewage treatment and sewerage network infrastructure both on and off site and can it be met
- The surface water drainage requirements and flood risk of the area and down stream and can it be met

Further information for developers on sewerage and water infrastructure can be found on Thames Water's website at: <http://www.thameswater.co.uk/cps/rde/xchg/corp/hs.xsl/558.htm>

Or contact can be made with Thames Water Developer Services

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.
Savills (UK) Limited, Chartered Surveyors, Regulated by RICS. A subsidiary of Savills plc. Registered in England No. 2801136.
Registered office: 33 Margaret Street, London, W1G 0JD





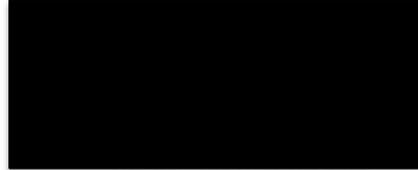
By post at: Thames Water Developer Services, Reading Mailroom, Rose Kiln Court, Rose Kiln Lane,
Reading RG2 0BY;
By telephone on: 0845 850 2777;
Or by email: developer.services@thameswater.co.uk

I trust the above is of use but please do not hesitate to contact me if you have any queries.

Yours sincerely,



Mr Mark Henderson
Mayfair Neighbourhood Forum
By email: info@mayfairforum.org



Date: 1st August 2017

Dear Mark,

Mayfair Neighbourhood Plan Regulation 14 stage response

I hope that you are well and thank you for your email of the 20th June 2017, on behalf of the Mayfair Neighbourhood Forum, giving an opportunity for the council to comment on the pre-submission Regulation 14 draft of the Mayfair Neighbourhood Plan (MNP).

I would like to take this opportunity to acknowledge the amendments to the current version of the plan, which have sought to address a number of the council's comments on earlier versions. However, it is clear that a number of the key comments raised previously by the council remain unaddressed.

I outline below the council's comments on the pre-submission draft plan. These should be read in conjunction with all previous sets of comments that we have sent to the forum on previous drafts. In its current form we remain of the opinion that the draft plan does not meet the Basic Conditions as set out at paragraph 8(2) of Schedule 4B to the Town and Country Planning Act 1990 as applied to neighbourhood plans by section 38A of the Planning and Compulsory Purchase Act 2004.

Previously we have also supplied comments intended to assist the forum, which deal with more general drafting matters, such as the need for neighbourhood plans to be clear and unambiguous, and supported by appropriate evidence:

"A policy in a neighbourhood plan should be clear and unambiguous. It should be drafted with sufficient clarity that a decision maker can apply it consistently and with confidence when determining planning applications. It should be concise, precise and supported by appropriate evidence. It should be distinct to reflect and respond to the unique characteristics and planning context of the specific neighbourhood area for which it has been prepared." Paragraph 041 Reference ID: 41-041-20140306 National Planning Practice Guidance dealing with Neighbourhood Planning

We note that some policies and concepts would still be difficult for an applicant (or their agent) submitting a planning application and a planning officer in determining that

application to apply - e.g. policies with poorly defined boundaries such as the 'baggy box' concepts envisaged by the Central, East and West Mayfair designations, and policies which require evidence as to need – e.g. policies on Shepherd's Market.

In terms of areas in which the draft fails to meet the basic conditions I would draw your attention to the following matters which are of particular concern:

Policy MSG on Growth raises general conformity concerns due to its very imprecise wording and lack of qualifying criteria. Some of the growth areas identified – and particularly the 'character areas' of Central, East and West Mayfair raise particular issues in the context of City Plan policies. The council has previously responded to you on these, and reiterates its concerns. Additionally, of the growth areas identified in the map on p28, there appears to be a conflict between the identification of Shepherd's Market as an area for growth on the map, and the MSM policies which seek to preserve its character – mainly through limits on entertainment uses.

Certain policies are still phrased in terms of specifying that development will financially contribute towards specific projects/priorities, and while wording has been amended in some places, some policies such as MPL1 still talk about financial contributions, from development in vaguely defined areas, which under basic condition (a) is not appropriate in the context of advice and guidance issued by the Secretary of State – specifically NPPF paras 203- 206 on the use of Planning Conditions and Guidance. Some policies and parts of the supporting text – e.g. paragraph 3.3.12 - suggest that the Forum has direct control over the spend of CIL. I would draw your attention to the Cabinet decision taken on 20th February 2017¹ on the Governance of the Westminster CIL and Pooled Section 106 Resources, under which the funding is *retained by the council and spent by it in consultation with the neighbourhood communities* in which development paying a CIL has taken place. The MNP policies should be carefully reviewed to ensure that all similar wording is amended appropriately, as this has the potential to undermine city plan policies and raises concerns as to appropriateness given national policies and guidance on this issue.

MRU1 raises concerns in terms of sustainable development in that it seeks 'no increase' in noise or rubbish from 11pm-7am. Whilst the words 'after mitigation' have been inserted, the council remains of the view that it may not be possible to fully mitigate – to zero - all such impacts. Furthermore, adhering to such wording amounts to a test that is impossible to meet, and could be construed as effectively promoting less development than is set out in the Local Plan - which would not be appropriate under basic conditions (a)– having regard to NPPF para 184 – by preventing otherwise beneficial development which might contribute positively to the evening and night-time economy, and under paragraph 16 of the NPPF – the need to 'plan positively to support local development'. Rewording this to 'no significant' or 'no material' impact is suggested. It is also suggested that the policy should apply to use classes A3 and A4 or 'licensable premises' – entertainment being a commercial use and it not being clear whether this policy is aimed at other types of commercial use including offices or hotels.

¹ Available at <http://committees.westminster.gov.uk/ielListDocuments.aspx?Cid=130&Mid=3947&Ver=4>

Previous comments regarding policies MRU2.1 remain unaddressed. The council disputes that West Mayfair is a 'predominantly' residential area, and an attempt to designate such a wide area in this way is contentious. This is considered inappropriate under basic condition (a) in light of NPPF paragraph 16 which requires neighbourhoods to 'develop plans that support the strategic development needs set out in Local Plans, including policies for housing *and* economic development'. The Council has reiterated that this is a strategic matter both in previous written responses and in meetings, and it is not appropriate for the neighbourhood plan to frustrate Strategic City Plan policies in this way.

MRU4 is considered to be inappropriate in light of national policies and guidance, and is not considered to be in general conformity with the Strategic Policies of the plan. It seeks to extend council services (the Code of Construction Practice) in such a way as would undermine delivery of the Council's own plan priorities, necessitating a response on every construction site in Mayfair, without the qualifications that are clearly set out in the Council's own policy and its Code of Construction Practice. It is suggested that this could be amended to 'encouraging' such uses to comply with the Code of Construction Practice.

The design policies set out at MD1-MD3 (as well as certain other policies) remain inappropriate in that they repeat all or part of City Plan Strategic policies (MD1 and MD3) or seek to introduce new processes or the submission of new documentation (MD2 and part MD3) to be assessed – e.g. independent verification of design. These pertain directly to the council's operational arrangements for determining planning applications and as such are not appropriate matters for a Neighbourhood Plan, which should deal with the development and use of land. (Planning Practice Guidance Paragraph: 004 Reference ID: 41-004-20170728). This also undermines government guidance and directions as to deregulation and is likely to impede, frustrate and delay the delivery of development in the CAZ.

With regard to MGS3 it should be noted that in addition to planning permission, such events would require an events licence. It should be noted also that events which currently take place in Berkeley Square (i.e. the London Real Estate Forum and Glamour Awards in June, and the LAPADA and PAD in September) have extant planning permission in perpetuity. Therefore, MGS3 will apply only to those new events coming forward, and the supporting text should reflect this position. We note that in the last year these events (including set up, operation and dismantling) have totalled approximately 63 days out of 365 which equates to less than 20% per calendar year, and that during the operational period of these events the entire south side of the Square remains accessible to the public. The council suggests that rather than attempting to effectively 'ban' events from April –September each year, through draft MSG3(i) the Forum should work constructively with the council and event operators to reach a mutually acceptable position.

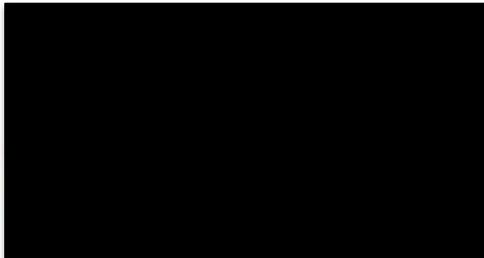
Notwithstanding the above the council has concerns that including the reference to 'accessibility' in MGS3(i)(a) is tantamount to a policy test which cannot be achieved and,

therefore, could be construed as effectively promoting less development than is set out in the Local Plan - which would not be appropriate under basic condition (a)– having regard to NPPF para 184. We note the insertion of a 40% threshold in MGS3(i)(d) but a more pragmatic approach would be to amend this to 50% which is in line with the portion taken up by those events with extant planning permission. The council does not consider it reasonable, or a land use planning matter for MGS3(i)(e) to require events to be open to the public for their duration, nor is it enforceable. More reasonable requirements should be considered in this respect. While the council understands the requirement for remediation in green spaces following events, it is not clear that requiring that spaces be 'enhanced' (part (ii)) or that the use of income from events cross subsidises further enhancement (part (iii)) meets basic condition (a). Moreover, these requirements do not pertain to the development or use of land it is not an appropriate matter for a neighbourhood plan to cover (Planning Practice Guidance Paragraph: 004 Reference ID: 41-004-20170728)

Many of the previous comments on the environmental policies have not been addressed and comments previously made still apply. In particular, these should be implementable, a question which arises given that many of these policies exceed London Plan requirements.

In commenting we have sought to be clear about the grounds on which we consider policies do not meet the statutory basic conditions. I also at Appendix A – a summary of the strategic matters that should be addressed, and at Appendix B copies of previous responses and correspondence, which I hope is helpful.

Yours sincerely,



Survey Monkey Raw Data Comments

Q1. Transforming Public Realm (Policy MPF) New developments should contribute to public realm enhancements to ensure accessible and sympathetic pavements and multifunctional streets are achieved throughout Mayfair.

#	FURTHER COMMENTS	DATE
1	The public realm is as important as the building in contributing to the architectural appeal of Mayfair	8/1/2017 5:08 PM
2	bring back londoners to the area! they need to be able to afford to live there	8/1/2017 12:31 PM
3	Mayfair should have a masterplan informing priorities.	7/28/2017 11:11 AM
4	No more basement developments - they take the longest, and cause the most disruption to immediate neighbours, and damage neighbouring streets, eg Charles St - a scandal permitted by.. Westminster Council	7/27/2017 6:56 PM
5	Stop the corporate events in the parks.	7/27/2017 1:32 PM
6	unless you propose more pedestrian walkways and there are too many now the proposed Bond Street is a nightmare - the actual shoppers on the street have plenty of room already any saturday tourist can put up with it as they aren't shopping anyway all they do is window shop. Mount Street is a MESS -	7/27/2017 9:05 AM
7	This is too open-ended. Each development needs to be assessed on its own merits.	7/27/2017 7:25 AM
8	There should be an appropriate roads hierarchy that gives priority to pedestrians over other road users. CIL receipts should be hypothecated to public realm schemes where there is no alternative funding if they meet the objectives of the Plan.	7/26/2017 7:07 PM
9	Interesting to see how you deal with viability challenges given pressure caused by existing statutory framework	7/24/2017 5:13 PM
10	It would be better to use areas of public realm (hard landscape) rather than green areas for corporate events (e.g. a pedestrianised street or road closure)	7/22/2017 8:43 AM
11	I like the tranquility around Mayfair, even when busy in some areas	7/21/2017 5:50 AM
12	We need to proceed carefully on this. The continued success of Mayfair will depend on providing easy access for wealthy visitors who may prefer to travel by taxi or chauffeur driven car	6/21/2017 11:12 AM
13	The reason I didn't tick 'Strongly Agree' is that if the requirement to contribute is too great, developers may extract consent for increases in the square footage which could have a detrimental effect. An optimal balance is required.	6/21/2017 10:57 AM
14	The current balance of residential---commercial should remain unchanged.	6/21/2017 10:38 AM
15	Prefer to see Bruton Place restored to a cobbled Mews	6/21/2017 10:18 AM
16	Efficiently and effectively deal with rubbish resulting from works	6/21/2017 9:37 AM
17	Planting of trees to line streets of particular importance	6/21/2017 9:06 AM

Q2. Local Green Spaces – Designation and Use (Policy MGS1) Grosvenor Square, Berkeley Square, Hanover Square and Mount Street Gardens should be designated as Local Green Spaces, being green areas of particular importance to the local community.

#	FURTHER COMMENTS	DATE
1	Grosvenor Square, Berkeley Square and Hanover Square - are prominent public spaces with London/international renown. Should provide amenity and attraction for all.	8/1/2017 5:08 PM
2	But this should not prevent an imaginative use in such squares as a matter of principle	8/1/2017 12:49 PM
3	This policy should not restrict the ability to improve the noted areas and shouldn't be taken literally, to mean that they can only be "green" spaces. They are of importance as areas of respite but could contain more community facilities.	8/1/2017 8:17 AM
4	There are limited amenities for children, at least 2 or 3 if the parks should be transformed to accommodate this. I believe the parks are used for the most part by workers in the area & not residents	7/31/2017 8:08 PM
5	There should be zero events held in Berkeley Square, they devastate the square bi-annually. I have taken videos of the square before and after events for the last two years and it takes 2-3 months before the square recovers. In that time it is shut off for public use which is unacceptable to me.	7/31/2017 4:45 PM
6	The local green spaces are important to the local community but should also be accessible to the general public and visitors to the area.	7/31/2017 4:18 PM
7	But it is important not to allow large scale events in this spaces such as Hyde Park concerts which have caused considerable problems for local residents.	7/31/2017 2:27 PM
8	Green spaces are essential assets to the local community, but are also important assets to Royal Parks, WCC and whoever else owns them. I would have thought a balance between their needs and the communities' needs would be fair. For example if WCC is able to raise funds for an appropriate event, this could be used to improve the environment around, e.g. street cleaning, road repairs, hanging baskets. Win win?	7/31/2017 9:04 AM
9	they give us free clean air	7/30/2017 4:49 PM
10	It is important to make sure that e.g. Berkeley Square is over-dominated by events such as the annual art fair. It is not appropriate to local residents that so much of the square is inaccessible to residents for so many weeks in the year.	7/29/2017 8:07 PM
11	Events are fine and in fact make the spaces more interesting and animated. They must be managed better, particularly before and after (reinstatement). Summer in the square is marvellous - more please.	7/28/2017 11:11 AM
12	Some of these should be open in the evening with a cafe, too	7/27/2017 6:56 PM
13	I think Grosvenor Sq can be more significant than a 'local' square, pulling pedestrians/tourists etc down from Ox St	7/27/2017 11:08 AM
14	ofcourse its important - problem is you are ruining all the green spaces by allowing for so many big events - you have ruined hyde park and berkeley square is fast becoming a spot where no grass actually grows its top sod from the last event . Its ruining our square	7/27/2017 9:05 AM
15	Local community should have preference over corporate event schedules	7/27/2017 7:25 AM
16	They should not be changed or damaged.	7/26/2017 1:38 PM
17	Should be quiet places to relax in the midst of the busy city	7/25/2017 11:25 PM
18	Agree, but occasional corporate / private events should be permitted (for charity use or other uses which contribute to London / Mayfair as a global city)	7/22/2017 8:43 AM
19	I feel Hanover Square could benefit with some children areas to play, Nice South of France have a park with practical moving seating and games which blend with the park and its fun.	7/21/2017 5:50 AM
20	Water features would be nice	6/21/2017 10:18 AM
21	Hanover Square has been blighted by beggars and homeless 'camping out' in the square in the past. Effective monitoring of the squares is essential. Also often inadequate rubbish collection from insides and external areas of bins. Frequently overflowing	6/21/2017 9:37 AM
22	This should include Brown Hart Gardens too.	6/21/2017 8:53 AM

Q3. Mayfair's Green Spaces (Policy MGS2) Public green spaces in Mayfair, and their surrounding public realm, should be enhanced and development that fronts on to public green spaces should pay special regard to the preservation and character of the green space in question.

#	FURTHER COMMENTS	DATE
1	The charm and comfort of e.g. Grosvenor square lies also in its "old fashionedness". It is a very important unstructured outdoor space for those living and working nearby. Impromptu picnics, morning jogging, dog walking, lunchtime outdoors and in the summer time even scrabble players on their picnic table. It doesn't need to be over developed but allowed to grace the area in its supported naturalness. The 9/11 memorial is particularly special as reminder of history and the continued need for reflection. as a square it works and we love the summer in the square festival...deck chairs and a permanent table tennis table might be the addition I would enjoy!	8/1/2017 2:37 PM
2	Whilst Mayfair's green spaces are a great asset, there is much room for improvement to these spaces.	8/1/2017 8:17 AM
3	See previous connects - not enough amenities for children	7/31/2017 8:08 PM
4	not just green spaces but others as well ie Carlos place	7/31/2017 11:37 AM
5	stop with the glass ! use artisans wood	7/30/2017 4:49 PM
6	It is good to preserve green space, but it can be replanted, for example, within reason (leaving the big trees)	7/29/2017 8:07 PM
7	There are two statements. What do you mean by 'enhanced'? Preservation, certainly	7/27/2017 7:25 AM
8	I don't like the way this question is phrased, if enhancement is cutting off current trees such as recent proposals for Hanover square, then I don't agree.	7/26/2017 1:38 PM
9	Square like Grosvenor Sq should keep the hedge around to make it private but use friendly like is happening with events like Summer in the Square. Near fountains could be lighting and some cover seating areas when raining but warm days for people to gathered in the evenings.	7/21/2017 5:50 AM

Q4. Events in Green Spaces (Policy MGS3) Proposals for events to be held in Mayfair's Green Spaces should only be permitted if the events create no significant adverse impact on local amenity and remediation of the green space following any such event should be provided for.

#	FURTHER COMMENTS	DATE
1	see comment at 6	8/1/2017 12:49 PM
2	I would be keen to see a greater definition of "local amenity" in this context as this term will be open to a wide interpretation.	8/1/2017 8:17 AM
3	There should be zero events held in Berkeley Square, they devastate the square bi-annually. I have taken videos of the square before and after events for the last two years and it takes 2-3 months before the square recovers. In that time it is shut off for public use which is unacceptable to me.	7/31/2017 4:45 PM
4	All events whether in Green Spaces or elsewhere are bound to cause some disruption to some of the businesses, residents and visitors but London has to compete with other capital cities. Events bring people who would not normally come to the area and increase dwell time. They are also a way of raising its profile. However not all green spaces are suitable for events.	7/31/2017 4:18 PM
5	However, events should be encouraged	7/31/2017 3:09 PM
6	Art Fairs and events do nothing for the area, amenities and take away from local business.	7/31/2017 11:51 AM
7	It is essential to protect our green spaces, however I believe we should be having more events throughout the year. These should be accessible to the community (reduced price or free) and done sympathetically. However these will bring vibrancy and life to Mayfair, why wouldn't we want to do this?!	7/31/2017 9:04 AM
8	and are inclusive to residence	7/30/2017 4:49 PM
9	The balance is poor at the moment, and there are too many events in Green Park and Berkeley Square at present.	7/29/2017 8:07 PM
10	But please lets have more events that promote community and culture	7/28/2017 11:11 AM
11	There are few events that could impact the community - let's have many, many more of them..	7/27/2017 6:56 PM
12	No more corporate events.	7/27/2017 1:32 PM
13	The local needs should be balanced with the purpose of the events and wider benefit- as long as they are well managed and the green spaces restored following the events	7/27/2017 11:08 AM
14	I live in mayfair 2-3 days a week, not eligible for a residents permit and find the constant events in Berkeley Sq take up valuable parking spaces for people like me that we fought hard to retain.	7/27/2017 9:11 AM
15	Loss of amenity to the local population and visitors to be avoided	7/27/2017 7:25 AM
16	Whilst I agree with this policy, we must be wary of being too restrictive, especially when SME bodies approach the bodies for use.	7/26/2017 3:58 PM
17	Concerned about Grosvenor Sq being used all year round for events. This should not happen.	7/26/2017 2:18 PM
18	I think they should be banned, they will all have an adverse impact, it's just the extent which is different	7/26/2017 1:38 PM
19	There should be very few events	7/25/2017 11:25 PM
20	I believe that use of the squares for events that draw people to Mayfair benefits the whole of the area. Perhaps commercial events in the winter would cause less loss of amenity to local residents and workers	7/25/2017 11:15 PM
21	I agree with the remediation point but do not believe that the residents should have sole say on what is approved	7/24/2017 5:13 PM
22	I agree, but the word SIGNIFICANT should be further defined as such proposals will always have SOME impact. Remediation is an absolute requirement.	7/22/2017 8:43 AM
23	Far too many events already - how can we roll these back?	7/21/2017 11:15 AM
24	Green spaces should be use with respect from events organizers and general public as norm and impose it.	7/21/2017 5:50 AM
25	It needs to be a carefully curated programme of events that suitably reflect the heritage and vision of Mayfair as a destination	7/18/2017 2:01 PM
26	Of late, events in Berkeley Sq have largely overtaken the Sq for residents such as Glamour/Grazia magazine PAD and the car rallies	7/7/2017 3:37 PM
27	Properly managed events should be encouraged but should require remediation	7/6/2017 5:32 PM
28	Residents should get special access prices/deals to all events.	6/30/2017 9:14 AM
29	but we should not lose the buzz events create	6/21/2017 11:46 AM
30	Berkeley Square is badly affected each year by the temporary events which destroy the grass for most of the summer	6/21/2017 11:28 AM
31	Berkeley Square is overused with marquee events	6/21/2017 10:18 AM
32	Westminster CC seems to allow far too many public events which interfere with and often abuse areas rather than enhance Mayfair	6/21/2017 9:37 AM
33	In the main green spaces should be for quiet enjoyment	6/21/2017 9:06 AM
34	I don't think any public events should be held in the Green Spaces.	6/21/2017 8:53 AM

Q5. Events in Green Spaces (Policy MGS3) Events should be held at times of the year when impact the on local use of the green space is minimised, in other words between October and March.

#	FURTHER COMMENTS	DATE
1	Events which are longer than a few days and not open to the public should be restricted to these months	8/1/2017 5:08 PM
2	Not necessarily, it depends on the event. If it is community led or community enhancing such as summer in the square in Grosvenor square then it can be at any time. It is the commercially(I question the 'in perpetuity' (antiques fair) the scheduled commercial events in Berkley square?	8/1/2017 2:37 PM
3	The approach should not be this proscriptive,a balance needs to be struck	8/1/2017 12:49 PM
4	I agree that there should be control on events, and particular events such as those in Berkeley Square should be restricted in the summer months, but there are some community events (such as Summer in the Square) which are more sympathetic to the square and community and which should be allowed during the summer months. Events such as theatre, film and music in the open air will only really work in summer months. It would therefore be useful to define what is meant by "Events" here to not preclude some of Mayfair's widely enjoyed summer events.	8/1/2017 8:17 AM
5	No events at all, as a resident and worker in Mayfair, my commute is through Berkeley square and having it shut off makes me walk on a heavily congested sidewalk rather than through a leafy park.	7/31/2017 4:45 PM
6	Events	7/31/2017 4:18 PM
7	It's only grass! It will grow again	7/31/2017 3:09 PM
8	Events should be held when there is evidence of optimal levels of tourism.	7/31/2017 2:30 PM
9	confused by phrasing of the question	7/31/2017 1:32 PM
10	It is essential to protect our green spaces, however I believe we should be having more events throughout the year. These should be accessible to the community (reduced price or free) and done sympathetically. However these will bring vibrancy and life to Mayfair, why wouldn't we want to do this?!	7/31/2017 9:04 AM
11	Could have more impact on grass during this time	7/30/2017 11:41 AM
12	There should be flexibility and proportionality.	7/29/2017 8:07 PM
13	summer in the square is in the summer. PLease let it continue that way. It would also be lovely to have summer theatre and music events. The above policy would block those which would be a great shame.	7/28/2017 11:11 AM
14	No events in green spaces.	7/27/2017 1:32 PM
15	Parking is affected all year in Berkeley Square. I find the weather is so mild all year now that the parks are still enjoyed in winter.	7/27/2017 9:11 AM
16	There are some events, such as Lumiere and at Christmas, which by their nature have to take place outside the suggested months. The restrictions should not apply to community events nor to small scale commercial events that may use only a small part of the garden or be for very short periods of time.	7/26/2017 7:07 PM
17	This would be detrimental to deriving any revenue - which would contribute to the maintenance and development of the spaces - by third party hire.	7/26/2017 3:58 PM
18	A Park is a park and should remain that way. Otherwise places like Grosvenor Square will turn into Hyde Park.	7/26/2017 2:18 PM
19	Few events even in winter when it is easy to ruin the grass	7/25/2017 11:25 PM
20	I don't think that there should be a blanket ban on summer events	7/25/2017 11:15 PM
21	There is clearly most interest in these events between March & October	7/24/2017 5:13 PM
22	Some events may deserve to be exceptions	7/18/2017 9:18 PM
23	Events, if well considered, should have a positive effect for local residents and thus should be held throughout the year	7/10/2017 10:26 AM
24	The public space should be open to resident, visitors and workers through the year	7/6/2017 5:32 PM
25	No significant adverse impact on local amenity will occur if people are abiding by the rules, regardless of time of year.	6/21/2017 11:58 AM
26	Berkeley Sq does not follow this. Public events should still be allowed	6/21/2017 11:28 AM
27	I don't think any events should be held in Green Spaces, but in Hyde Park, which can cope with the traffic.	6/21/2017 8:53 AM

Q6. Events in Green Spaces (Policy MGS3) Events should reinvest proceeds into improvements to the green space itself.

#	FURTHER COMMENTS	DATE
1	In a sensible and long lasting fashion and with due regard to established character	8/1/2017 12:49 PM
2	I feel very strongly that this should be the case. I think this should perhaps also go further and invest in the public realm and infrastructure around the squares if additional funds are raised above those required to enhance and maintain the green spaces.	8/1/2017 8:17 AM
3	No to any events in the square	7/31/2017 4:45 PM
4	Certainly if the events are sponsored a share of the profit should go into improvements.	7/31/2017 4:18 PM
5	only if it is needed, the money may be used elsewhere	7/31/2017 10:24 AM
6	Events should add more value to our green spaces. All proceeds seems quite extreme, perhaps a share (50:50) would seem more appropriate	7/31/2017 9:04 AM
7	No events in green spaces.	7/27/2017 1:32 PM
8	I don't think it's fair to ask the council to ring fence the income but a percentage of it used in the area not necessarily the parks themselves. For example rubbish in the streets has increased in my opinion as people become more careless about disposal.	7/27/2017 9:11 AM
9	and the local community	7/27/2017 7:25 AM
10	Some portion of the proceeds not all	7/27/2017 1:18 AM
11	The squares should not be exploited for wider commercial gain	7/26/2017 7:07 PM
12	This outflow should be included in the fee for hiring the venue	7/26/2017 3:58 PM
13	Some of the proceeds - but unless they can keep some themselves there will be no point in them staging them	7/25/2017 11:15 PM
14	I don't believe this should be all proceeds but certainly a percentage.	7/24/2017 10:36 AM
15	Depending on the amount coming in, I wouldn't restrict this to the existing green spaces - if we raised a lot from these events could we perhaps invest in more green spaces, parklets etc throughout Mayfair?	7/21/2017 11:15 AM
16	This would seem to imply that all revenues from events should go to the green space which seems unreasonable.	7/6/2017 5:32 PM
17	Events shouldn't damage the green spaces in the first place.	6/30/2017 9:14 AM
18	Perhaps a percentage of proceeds!	6/21/2017 11:58 AM
19	See above.	6/21/2017 8:53 AM

Q7. Greening (Policy MUB) All developments should take reasonable opportunities to contribute to greening in Mayfair, either within their developments or within the surrounding public realm.

#	FURTHER COMMENTS	DATE
1	before Cross rail started building and we saw the plans I asked for a living wall on the Gilbert street side. I was told this was too complicated. IN the light of global warming and the stated preferences and goals in the Mayfair Forum proposals please could some sort of living wall be established on the ventilation shaft which now looms over the street. It cannot be beyond the capacity of the engineers and gardeners to provide this. Not only enhancing the quality of life of visitors and residents alike but also contributing to badly needed improved air quality. if the Chinese can build whole cities of hanging gardens...we can at least provide for one building structure	8/1/2017 2:37 PM
2	No to any events in the square.	7/31/2017 4:45 PM
3	contributions from company's in the area	7/30/2017 4:49 PM
4	It is important that greening can include streetscape interventions such as flower baskets	7/29/2017 8:07 PM
5	We want more trees, planting etc	7/28/2017 11:11 AM
6	There is little realistic opportunity of 'greening' Mayfair, for heaven's sake	7/27/2017 6:56 PM
7	No events in green spaces.	7/27/2017 1:32 PM
8	Community responsibility should be observed	7/27/2017 7:25 AM
9	There must be ongoing maintenance obligations for greening with a requirement to replace dead plants should they not survive	7/26/2017 7:07 PM
10	Green roofing is an easy win for the environment. Please consider urban beehives within this opportunity	7/21/2017 11:15 AM
11	It will bring more sense of belonging to the area.	7/21/2017 5:50 AM
12	remove the words "reasonable opportunities.Too subjective.	6/21/2017 12:54 PM
13	More trees along pavements with fairy lights like Manhattan	6/21/2017 10:18 AM
14	Again see above.	6/21/2017 8:53 AM

Q8. Growth Areas (Policy MSG) As growth in Mayfair will happen pursuant to existing Westminster and London-wide policies, it is important that the Plan directs growth to appropriate areas within Mayfair. This includes areas around transport hubs and to existing retail and commercial areas.

#	FURTHER COMMENTS	DATE
1	I think the red shaded area along Oxford Street in North Mayfair should continue further westwards along to North Audley Street as this area can support additional growth. I am keen that delineation of the red shaded area on this plan (which needs referencing in a key) does not preclude any further change in other areas of Mayfair, but rather provide a focus for a greater level of significant growth to respond to London's growth.	8/1/2017 8:30 AM
2	Mayfair is a small & confined area & its character has already been changed for ever with many traditional & long established businesses being driven out by Greedy Landlords.	7/31/2017 2:59 PM
3	without impinging on existing residential usage	7/31/2017 11:54 AM
4	if people are contribute to plans they feel more invested in the area	7/30/2017 4:53 PM
5	Footfall is already high - will it become too high?	7/29/2017 8:09 PM
6	Surely the Oxford Street growth area should extend further west?	7/28/2017 11:13 AM
7	Crossrail will have little real effect on Bond St/Mayfair as those who already come to Oxford St will, where convenient, simply take Crossrail rather than the Central Line - so not many new visitors are likely.	7/27/2017 7:02 PM
8	I am against greater intensity of use and greater density in Mayfair.	7/27/2017 1:36 PM
9	another ridiculous statement that does not address any issue or ,make any real statement - every one of these are stupid as no one would disagree	7/27/2017 9:09 AM
10	Some of these commercial areas are already at their limits.	7/26/2017 1:52 PM
11	Growth should be encouraged across the area where appropriate	7/6/2017 5:40 PM
12	Planning to increase 'growth' around Oxord Street environs is a nightmare. Already overcrowded, shops take little repsonsibility for nor are they required to keep areas nearby cleands, tidy, green. Traffic increase due to increased retail development will continue to e a problem. There are sufficient retail opportunities already in the area. Danger of turning the area into a large retail site.	6/21/2017 9:41 AM
13	This will make congestion even worse.	6/21/2017 8:57 AM

Q9. Tyburn Retail Frontage (Policy MTR) A new retail-led route should be developed, principally through public realm enhancements, along the historic line of the Tyburn River.

#	FURTHER COMMENTS	DATE
1	could this not also be something which reflects the cultural and historic nature of the Tyburn route. High end retail does not necessarily reflect this.	8/1/2017 3:10 PM
2	Streets in this area are far too narrow, route is too meandering and what does it achieve?	8/1/2017 9:21 AM
3	I support the idea and like the thought of connecting this route through Mayfair. I do not understand why there is specific reference to the linking of Bruton Place and Bourdon street along this route when there are many more challenges and aspects of this quite ambitious proposal that aren't commented upon. If there was an opportunity to make the connection in the centre of the route I do not think this should specifically be ruled out by the policy wording. To me if this initiative is to be successful then it needs to be entirely linked, if the pedestrian flow moves back on to Bond Street then there will be no connection in the middle and the whole idea of a new animated "lane" route through Mayfair will be lost.	8/1/2017 8:30 AM
4	Sorry, but I don't understand the relevance of this	7/31/2017 3:11 PM
5	It is hardly surprising that as The Mayfair Neighbourhood Forum acts as a "Cats Paw" for Grosvenor Estates & Properties that this item should be on the agenda. This Plan speaks of protecting the community & yet its real aim is completely transparent, which is to maximise its return on properties which are currently used for non commercial uses ie. Garages ect	7/31/2017 2:59 PM
6	a new survey would be required for this as ignores existing residential use in some parts	7/31/2017 11:54 AM
7	It seems out of place to specifically refer to there being no plans or intentions to cut through Bourdon Street to Bruton Place. The plan does not include any other property specific restrictions. Recommend removing this section.	7/31/2017 9:06 AM
8	with studio spaces and workshops for locals	7/30/2017 4:53 PM
9	Great idea. Bruton Lane is a very sad, dirty, lost part of Mayfair providing little interest to anyone.	7/28/2017 11:13 AM
10	Irrelevant..	7/27/2017 7:02 PM
11	I am against greater intensity of use and greater density in Mayfair.	7/27/2017 1:36 PM
12	Much of this route is of very poor appearance and having a retail frontage offers the opportunity to provide amenity retail which could not otherwise afford Mayfair rents	7/26/2017 7:09 PM
13	Absolutely not, this runs through Mayfair and it would be a total Chaos. Who came up with this idea??	7/26/2017 1:52 PM
14	No need for more retail routes	7/25/2017 11:28 PM
15	Agree in general terms but not sure of the significance of the Tyburn. It feels like this has been put together principally because of the existing partial retail offer	7/24/2017 5:16 PM
16	The area identified is incredibly lacking in quality, an improvement is a must	7/22/2017 8:47 AM
17	Your answer options are faulty - 'dont disagree' in place of strongly disagree. Very poor attention to detail. I see no value to this policy - the public are not going to appreciate the Tyburn routing, it's a special interest idea that will struggle to translate itself into success. i.e. it won't organically function as a single destination in the neat way depicted in the map because the route is not homogenous and there is no way to perceive one part of the route from another. What's more, we don't need to expand more and more retail into side streets, we want mixed use not more overdevelopment.	7/21/2017 11:24 AM
18	Should be very attractive is some water fixtures will be shown too.	7/21/2017 6:10 AM
19	It is unclear the benefit of this or who will pay for it	7/6/2017 5:40 PM
20	there is no justifiable reason for this - it will merely serve to restrict traffic and increase density which is already at capacity	6/22/2017 4:08 PM
21	That's nonsense. The Tyburn is an underground river and you are trying to give an historical importance it does not have.	6/21/2017 8:57 AM

Q10. Park Lane (Policies MPL1, MPL2, MPL3) The Plan should encourage a transformative change to Park Lane to make it more attractive, to enliven the street scene, to make it easier to navigate for pedestrians and cyclists and to allow better access from Mayfair to Hyde Park

#	FURTHER COMMENTS	DATE
1	Is this another Oxford Street situation? Where will the heavy traffic be rerouted?	8/4/2017 2:23 PM
2	I think the ideas presented in the plan are fantastic and support the direction of MNF funding towards this bold but critical initiative which has been contemplated but not furthered for decades. Consolidation of the eastern carriageway into the west makes absolute sense.	8/1/2017 8:30 AM
3	Traffic should come first - this is a major traffic artery in London	7/31/2017 8:27 PM
4	Shutting one part of the carriage way will lead to major traffic obstruction	7/31/2017 8:11 PM
5	The trunk road should be underground like they have done in Brussels	7/31/2017 3:11 PM
6	In my opinion there should be far less emphasis on cyclists, they have become a real liability in Mayfair for residents, with their often total lack of awareness of the Highway Code & disregard for Traffic lights/pedestrian crossings ect plus fastening bicycles to lampposts, which used to be illegal making passing along narrow streets very difficult particularly if you are elderly or disabled.	7/31/2017 2:59 PM
7	this is a heavily used motor way that is an essential link through London Where will this heavy traffic be relocated?	7/31/2017 11:54 AM
8	cycling no cars are needed in Mayfair	7/30/2017 4:53 PM
9	Pedestrianisation is very attractive - Westminster has the 5th highest carbon emissions of any Council area in England, as you know	7/29/2017 8:09 PM
10	This would be transformative to the neighbourhood.	7/28/2017 11:13 AM
11	This is a disastrous proposal. Any plan to cut Park Lane would be a logistical DISASTER for London, and the wider region. It is one of the very few broad boulevards left in London - it is essential for the smooth, reliable running of road traffic - the delivery sector in London, a truly vital sector - employs 700,000 in London, both inner and outer. And no more cycle lanes - used by few, which cause disastrous jams that have paralysed Parliament Square, and Bayswater.	7/27/2017 7:02 PM
12	I don't agree with closing a carriageway. I find the underground walkway from Park Lane to Hyde Park a bit intimidating. Cameras would reduce this feeling.	7/27/2017 9:16 AM
13	We do not need or want to enliven the street scene along Park Lane it is a street with literally zero interesting places to window shop and nor will it - it is residential and high end hotels ZERO need other than to c=jam up traffic yet again as Mount Street has and as Bond Street will	7/27/2017 9:09 AM
14	Enhance the existing underpasses. Build a bridge	7/27/2017 7:28 AM
15	But I do not agree with removing the height restriction for Park Lane	7/27/2017 1:20 AM
16	This needs the support of TfL. Park Lane is an urban motorway that is totally inappropriate for both Mayfair & Hyde Park	7/26/2017 7:09 PM
17	I am less concerned about access to Hyde Park: my main concern is the huge amount of pedestrian congestion on the north end of Park Lane on the east side.	7/26/2017 4:00 PM
18	Need further details. Not sure how this would work.	7/26/2017 2:20 PM
19	Worry about increased activity spilling into residential streets as with pop concerts now think it could be a place for better architecture and suggest competitions	7/25/2017 11:28 PM
20	This is a nice idea but in reality the east side of the park is a bit of a dead end and remote from any other amenities. Enlivenment could have a significant impact on the area which I would describe as the quietest residential area (from Park Lane to Park Street and the streets in-between)	7/22/2017 8:47 AM
21	Yes I think easier access to the park would be desirable but we are talking about an 8 lane carriageway here so let's be realistic. Please don't close a lane of Park Lane for some loopy public use idea, the issue is getting across the Lane, so closing trafficways along its length does nothing to remedy that issue. What's more we'll end up with the situation we have with cycle superhighways elsewhere - more pollution from slow moving / idling traffic as the same number of vehicles squeeze down fewer carriageways thereby emitting MORE air pollution along our Western edge. I'd rethink this idea completely - footbridges or underpasses are the answer, not interfering with the functioning of a major road.	7/21/2017 11:24 AM

27	Park Lane is perhaps the most important arterial road in London outside the CongestionCharge zone - the proposed plan would lead to huge traffic delays and the proposals do not make it any easier for pedestrian access to the park as they merely speak of reducing park lane from 2 carriageways to one. there would still be a huge barrier of traffic to cross and therefore the existing lay out is adequate. one option would be to add safer means of crossing into the parks and keep those areas free of beggars and homeless people. alternatively create street level crossing zones. Park Lane as a road artery is critical to keeping London moving	6/22/2017 4:08 PM
28	The idea of closing off one half of Park Lane sounds mad. Let's not make getting round London even more difficult than it already is.	6/21/2017 11:20 AM
29	Unsustainable traffic system at present	6/21/2017 10:19 AM
22	I like the picture where pedestrian areas is visual at the moment, but the crossing underneath Park Lane doesn't feel safe to use as it feel isolated, same better crossing point to Green Park, terrible busy and confusing just to cross the road in Picadilly to Green Park.	7/21/2017 6:10 AM
23	Recognise the need to allow good traffic flows also	7/18/2017 9:18 PM
24	It is currently a disaster for both pedestrians and cyclists, improvements would be welcome.	7/18/2017 2:06 PM
25	Park Lane can often be a bottle neck and reducing the lanes will only make it worse.	7/10/2017 10:28 AM
26	I've answered this way because I don't think the proposed plan is particularly great. It will cause chaos for traffic if half the traffic lanes are cut. However I do like the idea of some of the proposals especially on the east side of Park Lane. It's a particularly unpleasant street to walk down. Cycle crossings into Hyde Park or into Mayfair are non existent. I am a frequent cyclist and there is no way to cycle across Park Lane into Mayfair if you are not at Upper Brook Street. Stanhope Gate is a terrible cycle crossing. I live at the end of Park Lane. This needs to be remedied.	6/24/2017 11:37 AM

Q11. Retail (Policies MR1 and MR6) The existing scale and character of retail frontages should be retained and enhanced and specific uses such as convenience shopping and creative industry should be protected

#	FURTHER COMMENTS	DATE
1	'Convenience stores' or 'corner shops have all but disappeared as have several traditional 'greasy spoon' cafes which add character and are where significant numbers of residents might prefer and can certainly afford. The eateries that are now springing up do not serve the needs of many local residents who cannot afford the prices charged.	8/1/2017 3:10 PM
2	except for one butcher on mount street , residents have to resort to waitrose on edgware road	8/1/2017 12:35 PM
3	I think a lot more can be done to develop the creative and craftsmanship aspect of Mayfair, not only around Savile Row and Cork Street but in the streets surrounding Bond Street and Mount Street to compliment the stores on those streets. I support the protection of convenience shopping and believe that more should be done to improve convenience shopping on affordable "local" streets to locate these services in the most convenient places for the local residential community.	8/1/2017 8:50 AM
4	No protection - it's what the local market will support	7/31/2017 8:32 PM
5	You should grant aid smaller independent retailers	7/31/2017 3:16 PM
6	There is no point in keeping the character if there are roadworks outside all of the time blocking the street.	7/31/2017 2:59 PM
7	Exist scale and character should be considered, however it seems a bit extreme for all to be retained. Measured diversity is surely a good thing.	7/31/2017 9:14 AM
8	mayfair is in danger of becoming a vacus place of neither one thing or another we need to find our character again - local bespoke creative	7/30/2017 5:47 PM
9	There should be scope to encourage entry-level creative businesses to establish themselves locally.	7/29/2017 8:13 PM
10	Although retail is changing and it may be that small retail spaces become less useful. The plan should provide flexibility for retail trends to allow physical space to adapt.	7/28/2017 11:21 AM
11	Westminster Council should ONLY approve officer developments if the ground floor is dedicated to retail space, especially small, individual shops.	7/27/2017 7:11 PM
12	Shepherd Market definitely needs to be protected as a unique and interesting place to visit for locals and tourists. It is important for residents and workers to have regular cafes, restaurants and shops. Its not just about Michelin stars!	7/27/2017 9:31 AM
13	'Enhanced' means what? Newsagents, toilets and creative outlets required	7/27/2017 7:38 AM
14	The retail industry is facing huge challenges; a more appropriate term would be 'retail and lifestyle uses'	7/22/2017 8:51 AM
15	BUT DON'T EXPAND RETAIL FURTHER!	7/21/2017 11:30 AM
16	I like walking in Mayfair and get distracted by buildings, house with lot of character. I	7/21/2017 6:57 AM
17	i think that retail should be enhanced and maintained however i do not beleive that convenience shopping anf creative industry should be "protected" by policy	7/20/2017 6:16 PM
18	Retained and enhanced but not to grow quantitatively. Few shops serve local residents	7/18/2017 9:23 PM
19	If by convenience shopping you mean the equivalent of corner shops then yes this must be protected. They are all being lost and residents are left with very little. Retail is thriving without any intervention. Focus does not need to be on increasing and certainly does not need to be on attracting more multinational companies. Look at how ruined Burlington Arcade is.	6/24/2017 11:46 AM
20	Protect the future of art and antique dealers who add so much to the character and interest of the area.	6/21/2017 11:27 AM
21	Enhancement of retial frontagess essential< Oxford Street is tacky and downmarket in appearance.	6/21/2017 9:58 AM
22	Mayfair must remain "high end"	6/21/2017 9:10 AM

Q12. Retail Public Realm (Policy MR2) New development in East Mayfair should contribute to the improvement and enhancement of the public realm around West End Retail Frontages.

#	FURTHER COMMENTS	DATE
1	Must include other frontages not just retail	8/4/2017 2:25 PM
2	It is vitally important that the character of established areas is protected as areas such as Cork St and Savile Row are destinations for both customers and tourists. This attraction to these areas is as a result of not only their history and heritage but their unique character as different from more commercial retail areas.	7/31/2017 9:14 AM
3	new development must be - contributing, vibrant, relevant, inclusive	7/30/2017 5:47 PM
4	I am against greater intensity of use and greater density in Mayfair.	7/27/2017 1:44 PM
5	Why is Mayfair being divided?	7/27/2017 7:38 AM
6	I do not believe that East Mayfair needs any further improvement retail wise. There is already enough retail in that area.	7/26/2017 2:23 PM
7	East Mayfair does need a significant improvement generally. Focusing more attention in the plan on this zone would seem sensible as there is greater headroom for substantive improvements.	7/21/2017 11:30 AM
8	Consideration to enhance resident's realm equally important	6/21/2017 10:24 AM

Q13. Oasis Areas (Policy MR3) The Plan should designate Oasis Areas for the provision of areas to sit and, where appropriate, eat and drink, to support the retail frontages.

#	FURTHER COMMENTS	DATE
1	Must include other types of areas	8/4/2017 2:25 PM
2	Important to facilitate the right mix on the retail streets	8/1/2017 5:45 PM
3	I note quiet places of rest and reflection for shoppers to recharge. Well yes. But is life all about shopping and is this what we want to continuously promote? is the appetite for shopping sustainable? Although there is concern about rough sleeping I recently saw in Montreal non roofed small structures with wooden benches and table on the pavement...not a bus stop and not in front of a shop but just there for people to sit and enjoy being outside and eat their own sandwiches! I am sure this is pretty impossible in a packed West end. But can Oasis areas if they really are to be that include empty (non retailing) greened places, just to sit.	8/1/2017 3:10 PM
4	I think there are additional areas to those specifically mentioned in the plan that could present themselves as opportunities to become Oasis Areas.	8/1/2017 8:50 AM
5	Shepherds market needs more seating	7/31/2017 8:32 PM
6	There are enough public squares for this use already	7/31/2017 8:14 PM
7	Street cafes etc	7/31/2017 3:16 PM
8	Once again if Oasis areas are to be built they should be built in stages to cause the minimum amount of disruption.	7/31/2017 2:59 PM
9	There is a lovely new Deli on Weighhouse Street, called Mae Deli, should this area be included?	7/31/2017 9:14 AM
10	toilets !!! not global coffee shopes	7/30/2017 5:47 PM
11	It is important that people can rest in public spaces	7/29/2017 8:13 PM
12	They only work where cafe's and space supporting the function exists. Brown Hart Gdns is a good example. Will the plan encourage these uses in oasis spaces where they don't already exist?	7/28/2017 11:21 AM
13	This does not benefit Mayfair residents and encourages public congregation in a residential neighborhood.	7/27/2017 1:44 PM
14	The streets leading on to Oxford Street need some thought	7/27/2017 7:38 AM
15	I do not agree with this as this will encourage the development of further retail space in Mayfair. Please do not turn this area into another Soho.	7/26/2017 2:23 PM
16	The nature of these areas should be controlled - 'where appropriate to eat and drink' could quickly become an bustling al fresco food court rather than a quiet oasis zone.	7/21/2017 11:30 AM
17	People when resting would appreciate shopping and will take more time to explore and not trying to run away to go home when tired and hungry.	7/21/2017 6:57 AM
18	slightly agree - think carefully about appropriate areas	6/30/2017 4:29 PM
19	we already have sufficient oasis areas and the plans as proposed are not adding to Mayfair but detracting from its character and turning it into a open air restaurant	6/22/2017 4:17 PM
20	ONLY if road and street cleaning is improved. Wonderful concept yet in practice often leads to an increase in street rubbish and abuse of environment. Unfortunately people do not respect the environment and abuse it. Consequently it is essential that street cleaning and refuse collection in Mayfair is drastically improved and penalties and fines to retail outlets which fail to keep area clean or adhere to refuse disposal rules. This may sound draconian when it is in fact realistic. Having lived in Mayfair for many years I have witnessed further deterioration in street cleanliness often as a result of retail and food outlet/restaurant blatant disregard for the environment	6/21/2017 9:58 AM
21	This will create oasis' of even more people, noise and rubbish. The only people this supports is the retail frontages and their ability to capitalize on the spending power of visitors.	6/21/2017 9:09 AM

Q14. Public Convenience (Policy MR4) New Large Scale Retail uses within the West End Retail Frontages should provide publicly accessible toilets.

#	FURTHER COMMENTS	DATE
1	I agree that we need more public conveniences in Mayfair. I am not convinced that providing these in West End Retail frontages is the correct approach. Perhaps within very large stores (on the main retail frontages) and well signposted. Consideration should also be given to the provision of family facilities.	8/1/2017 8:50 AM
2	It should aid their trade as well	7/31/2017 3:16 PM
3	Not necessary in the Mayfair area unless well maintained and luxurious.	7/31/2017 2:59 PM
4	as a store many people come in just to use customer facilities	7/31/2017 1:37 PM
5	Especially if it means the removal of those public conveniences! They look better than most, however who wants a massive WC in the middle of the street	7/31/2017 9:14 AM
6	see above :)	7/30/2017 5:47 PM
7	These should be free of charge to access	7/29/2017 8:13 PM
8	But not within the public realm.	7/28/2017 11:21 AM
9	This does not benefit Mayfair residents and encourages public congregation in a residential neighborhood. Don't turn Mayfair into Oxford Street.	7/27/2017 1:44 PM
10	Toilets should be provided and maintained independent of retail outlets	7/27/2017 7:38 AM
11	No idea why this is important, seems unnecessary. If you think it will stop people urinating in the street it's a misjudgement as people won't know they're there and this behaviour happens usually as a product of the nighttime economy when retail venues are closed.	7/21/2017 11:30 AM
12	Perhaps new buildings for Bond Station should have Public toilets with attendants and charge tariff, to keep facilities clean and friendly use.	7/21/2017 6:57 AM
13	It is unclear as to whether this means public toilets open 24/7 or toilets within large shops available during shop opening hours	7/6/2017 5:47 PM
14	Why contribute to opportunities for increasing dirty, filth and unpleasant odours in the area? I often wonder if planners really understand human nature. People do not respect an environment they do not live in and Mayfair has more non residential workers and visitors than residents. Consider the problems Soho residents encounter even when increased toilets are provided at the weekends. Perhaps Mayfair would not have the same number of drinkers and revellers as Soho but we already have enough and an increase in public facilities would add to environmental problems, not decrease them. Rather, ensure that planning permission for pubs, restaurants, food outlets depends on providing in house toilet facilities. Put the responsibility onto establishments which attract people who would need these facilities because of the very nature of their business.	6/21/2017 9:58 AM
15	I don't think there should be new Large Scale Retail allowed.	6/21/2017 9:09 AM

Q15. Shopfronts (Policy MR5) Shopfronts should be of a high-quality design and should enhance the character of the buildings and surrounding streetscape.

#	FURTHER COMMENTS	DATE
1	But prefer not to have them	8/14/2017 11:56 AM
2	But should reflect uses, not council whims	7/31/2017 3:16 PM
3	Definitely	7/31/2017 9:14 AM
4	What counts as 'high quality design'? Who decides?	7/29/2017 8:13 PM
5	Latest shopfronts don't enhance the Georgian architecture, and never will. Westminster Council's planning dept lets anything through, without amendment..	7/27/2017 7:11 PM
6	Will there be a 'formula' - Who decides?	7/27/2017 7:38 AM
7	i think retailers shouldbe encouraged to look individual, creating interest and engaging. having the same retail fronts is boring!	7/20/2017 6:16 PM
8	At least in the case of new developments	7/18/2017 9:23 PM
9	All Retail and commercial pavement fronts should be swept and cleaned by the tenants!	6/28/2017 10:35 AM
10	Especially on Oxford Street at Marble Arch. A lot of them are eye sores. But funding will have to be provided for small scale operators that are not part of some international conglomerate. I'm in favour of keeping some of the tourist shops selling trinkets but they should be cleaned up.	6/24/2017 11:46 AM
11	Absolutely a must to retain the period characteristics	6/21/2017 10:24 AM

Q16. Residential Amenity (Policy MRU1) Residents and residential properties should be protected from adverse effects created by new commercial and entertainment uses.

#	FURTHER COMMENTS	DATE
1	Imperative in a living city	8/4/2017 2:25 PM
2	As a worker in Mayfair I agree with Residents being protected from nuisance which might arise as a result of commercial and entertainment uses. In some places, where appropriate, Mayfair does however need more of these uses for the working and visitor populations, and indeed for the residents themselves so I am concerned that this policy will restrain further growth in this area. Applying to specific areas as per the plan is sensible.	8/1/2017 8:50 AM
3	Which is why Grosvenor Properties "Tyburn" is totally wrong	7/31/2017 3:09 PM
4	within reason.	7/31/2017 9:45 AM
5	always and made to feel included	7/30/2017 5:47 PM
6	Only in predominantly residential areas. Mayfair's principal role is as a place of business, retail and leisure. The plan must promote that purpose first and foremost.	7/28/2017 11:21 AM
7	I can't think of a single residential property protected by Westminster Council..	7/27/2017 7:11 PM
8	Residents interests over commercial interests.	7/27/2017 1:44 PM
9	New residential should not be directed to areas of existin evening or night-time economy	7/26/2017 7:13 PM
10	This is a must.	7/26/2017 2:23 PM
11	Whilst I agree I don't see how this is achieved by some of the other policies mentioned, there is a clear contradiction.	7/26/2017 1:58 PM
12	dependent on the specifics of the scheme	7/25/2017 5:48 PM
13	Agree, but in assessing potential adverse effects the track record of the Landlord and Tenant in managing entertainment and commercial uses should be taken into account.	7/22/2017 8:51 AM
14	The only main problem is the noise and disturbance when public causes and disrupt residents sleep every day. What is a solution for it?	7/21/2017 6:57 AM
15	This is a very board proposition. Residents are part of the Mayfair community and there should be a balance between the various uses and users	7/6/2017 5:47 PM
16	Residential properties are not protected at all at the moment. Consideration is given to entertainment in my area. It's terrible.	6/24/2017 11:46 AM
17	especially in growth area such as East Mayfair	6/22/2017 8:43 PM
18	this should include financial compensation for noise and dust and the developers being duty bound to clean the neighbouring building facades when they finish. experience has demonstrated that whenever our building paints the exterior some developer comes along a month later next door and ruins all our paintwork with dust and pollution rendering our efforts useless. residents suffer far too much from developers and noise and road blockages they create	6/22/2017 4:17 PM
19	we need to protect but not be reactionary	6/21/2017 11:50 AM
20	More residents parking. Less pay and display	6/21/2017 10:24 AM
21	Protection now borders on the inadequate. Hanover Square is surrounded by developments causing increased noise, dirt, and disruption.	6/21/2017 9:58 AM
22	They are not already though. We in residential areas have noise and deliveries 24/7.	6/21/2017 9:09 AM

Q17. Residential Use and Complementary Uses in West Mayfair (Policies MRU2 and MRU3) New residential development in West Mayfair should be required to reflect and complement the predominantly residential character of the area, including providing a mixture of residential unit size.

#	FURTHER COMMENTS	DATE
1	Most important for all of mayfair not just West Mayfair	8/4/2017 2:25 PM
2	I am sorry that you are not bringing forward 'To ensure balance range of housing in value and size in Mayfair open to a broad range of Incomes and i wonder why? also that you are not taking forward traduce the number of empty houses . I wonder why?	8/1/2017 3:10 PM
3	mayfair needs more residents who spend at least 90% of their time living in mayfair	8/1/2017 12:35 PM
4	I would support the policy requirement that new residential uses provide a range of unit sizes to ensure that smaller more affordable units are built.	8/1/2017 8:50 AM
5	I do not believe West Mayfair currently has a residential character. A lot of the apartments are indistinguishable between hotels and offices.	7/31/2017 2:59 PM
6	absollutely important that this is for all mayfair not just west mayfair	7/31/2017 12:09 PM
7	a mixture of affordability is also important	7/31/2017 10:29 AM
8	social housing - take note of the creative long lasting social housing built to last in the area already	7/30/2017 5:47 PM
9	Small houses are important for a good social mix, not just flats.	7/29/2017 8:13 PM
10	surely the biggest issues is empty homes. What does the plan do to address this problem? Should it promote smaller units?	7/28/2017 11:21 AM
11	What new residential development in West Mayfair? We have had enough.	7/27/2017 1:44 PM
12	There a re a lot of new super prime properties currently being developed west of Berkeley Square, these will no doubt remain empty most of the year. Smaller units may encourage Londoners to live in Mayfair rather than investors who wait for capital growth.	7/27/2017 9:31 AM
13	dependent on the specifics of the scheme	7/25/2017 5:48 PM
14	Given significant patches of Westminster are fibre internet black spots; in the revisions and consultation of Planning's Local Plan; can the Planning requirements be updated to require any new developments of two units or more to mandate for the developer to ensure fibre internet is supplied as part of the Planning Permission?	7/7/2017 3:40 PM
15	We don't need more homes only oligarchs can afford and don't live in.	6/24/2017 11:46 AM
16	Agree re complimenting. Unit size will always be demand driven.	6/21/2017 12:59 PM
17	And mixed incomes. It should not just be for the rich.	6/21/2017 9:09 AM

Q18. Construction Management (Policy MRU4) Developments should be required to demonstrate that any impact from construction on traffic or residential amenity will be mitigated.

#	FURTHER COMMENTS	DATE
1	This is a good aspiration but very difficult from experiencing the practice to fulfil.	8/1/2017 3:10 PM
2	This should apply to the council as well!!!	7/31/2017 3:16 PM
3	This is an absolute must. It should also be mitigated by Westminster council which projects can run simultaneously so as not to have too much upheaval.	7/31/2017 2:59 PM
4	goes without saying	7/30/2017 5:47 PM
5	Most major developments require 1-3,000 deliveries by truck - no way of hiding these..	7/27/2017 7:11 PM
6	Why are you encouraging new development over preserving what we have?	7/27/2017 1:44 PM
7	The digging up of roads and building development is noisy for workers as well as people like me who work from home	7/27/2017 9:31 AM
8	Not to mention environmental impact...	7/24/2017 5:21 PM
9	Ask always to consider and respect the residential areas for a good community spirit, avoiding too many complaints,	7/21/2017 6:57 AM
10	Currently not happening for Curzon Street development by Bolton st and Clarges st	7/7/2017 3:40 PM
11	the word mitigated does not go far enough - they must be forced to show that the effects will be wholly absorbed and compensated	6/22/2017 4:17 PM
12	Appallingly managed at present.	6/21/2017 12:59 PM
13	And that all sub-basement developments should be prohibited in residential and conservation areas as they cause significant damage to existing historic properties due to enormous levels of vibration during construction and create a permanent detriment due to echo chamber effects which amplify the noise of underground trains and the cumulative effect on the water table.	6/21/2017 11:12 AM
14	Plenty of room for improvement Vs current approach	6/21/2017 10:24 AM
15	Overdo but WCC planning does not seem to consider these points when granting planning permission. As I write this my flat on the 6th floor is shaking due to deep underground excavation on a building at the top of my street and it is not Crossrail	6/21/2017 9:58 AM
16	Yes, but you do not suggest how it will be mitigated.	6/21/2017 9:09 AM

Q19. Commercial (Policy MC) New office floorspace should be encouraged and protected, particularly in Central and East Mayfair.

#	FURTHER COMMENTS	DATE
1	Should be in any part of Mayfair. There are resident communities all over this area	8/4/2017 2:25 PM
2	In office areas of Central and East Mayfair we should actively encourage the development of the office stock to allow it to respond and adapt to changing office trends i.e. more open and collaborative work places with a greater blend and blurring between office, retail and leisure uses.	8/1/2017 8:50 AM
3	This is not conducive to the residential nature	7/31/2017 8:32 PM
4	Enough offices here already	7/31/2017 8:14 PM
5	New office space attracts blue chip companies which generate income for the area.	7/31/2017 4:38 PM
6	The balance is precarious	7/31/2017 3:16 PM
7	Office environments in Mayfair kill the provenance and atmosphere of the area and should not be allowed.	7/31/2017 2:59 PM
8	unnecessary congestion in the centre when the space could be based elsewhere	7/31/2017 1:37 PM
9	this will change the mixed development in mayfair whose residents must be protected	7/31/2017 12:09 PM
10	Whilst it is important to encourage new office floorspace this should not be at the expense of attracting businesses that would add to the value of an area.	7/31/2017 9:14 AM
11	This is very important. We should encourage all office development in Mayfair! We shouldn't have any onerous restrictions on developers for building more office space, we really need it!!	7/31/2017 9:14 AM
12	got enough more social to bring back the hart of mayfair	7/30/2017 5:47 PM
13	Yes, but remember that the Coalition Government brought in legislation that any office space may be converted to residential without Planning permission...	7/29/2017 8:13 PM
14	Few developers will put in any new offices when residential is worth 3x more.	7/27/2017 7:11 PM
15	NO, Mayfair is a residential community. Do not encourage new office floorspace.	7/27/2017 1:44 PM
16	The mix is what gives Mayfair its unique character. Offices bring people into the area which supports local pubs and cafes etc	7/27/2017 9:31 AM
17	Office use will decline	7/27/2017 7:38 AM
18	Retention of office floorspace is essential for the comercial success of the West End	7/26/2017 7:13 PM
19	And south and west Mayfair within reason	7/25/2017 11:28 PM
20	Dependent on the scheme	7/25/2017 5:48 PM
21	Relevant scale office space	7/21/2017 11:30 AM
22	Good having variety in the area, interesting when going for a walk seeing lot of different things.	7/21/2017 6:57 AM
23	Not if such developmentsradically affect the balance. Not sure why large offices would choose to locate here, given rental levels	7/18/2017 9:23 PM
24	I strongly DISAGREEE - but you have 2 strongly agree options !!!!! Is this survey fixed to produce a desired outcome?	6/22/2017 4:17 PM
25	Already residential/office ratio is tilted towards commercial use	6/21/2017 9:58 AM
26	There is enough office floor space in Mayfair.	6/21/2017 9:09 AM

Q20. Cultural and Community Uses (Policy MSC) Mayfair's cultural and community uses (for example, the library, churches and public houses) should be protected, unless suitable provision can be made elsewhere in Mayfair.

#	FURTHER COMMENTS	DATE
1	Only if there is a criteria for what is suitable	8/4/2017 2:25 PM
2	Remove line 'unless suitable provision can be made elsewhere in Mayfair	8/4/2017 2:09 PM
3	Remove line 'unless suitable provision can be made elsewhere in Mayfair'	8/4/2017 2:05 PM
4	mayfair lacks a community centre. he churches and the library are the only places where a hall can be used for community events. My 87 year old neighbour bemoans the lack of a permanent place for community activities and events and just somewhere to go for companionship and a cup of tea...at any time. As mentioned at the AGM this year we are a fast raging population and this is a big lack. Out of hours activities at t eh library are dependent on the availability and often generosity) of staff. The churches need to hire their community rooms often in order to balance their books. With the new developments and conversions...it is a shame that this has not already been included in planning ideas. If someone had the money and the idea a building such as the American embassy could have included a section with community space and even a swimming pool and gym for residents. At a wonderful young trainee architects fair on Brown Hart gardens (pre 2013) where students from UK and (I believe) Hungary?) proposed ideas for changing the use of existing buildings in Mayfair...one of these was a community centre in the American embassy building	8/1/2017 3:10 PM
5	I personally don't care so much for the public houses, but the library, churches and St. George's School should be protected and remain in situ.	8/1/2017 9:24 AM
6	These uses are very important for all residents, workers and visitors to Mayfair.	8/1/2017 8:50 AM
7	This "suitable provision" could be another loop hole for development of existing community buildings in more valuable locations.	7/31/2017 3:09 PM
8	Mayfair should be the most exclusive village in the world and not a building site with 70's style office blocks.	7/31/2017 2:59 PM
9	These are all really important assets for the community. However I don't think we need to restrict them always being in the same place. If they can be relocated to a better suiting property, this should be encouraged.	7/31/2017 9:14 AM
10	nerver suitable replacements just more of the above	7/30/2017 5:47 PM
11	The Mayfair Library is an important community asset	7/29/2017 8:13 PM
12	The decision by Westminster Council to attack, and then destroy the Red Lion pub, the best in the area, some years ago was a deliberate act of vandalism by a handful of its councillors, most of all by one who moved into the area.. Currently, no pub is safe.	7/27/2017 7:11 PM
13	Why does provision have to be made elsewhere? Keep them where they are.	7/27/2017 1:44 PM
14	As above. Its about keeping the character	7/27/2017 9:31 AM
15	There must be a valid case for retaining the use - there is no point keeping a church as a church if there is no congregation	7/26/2017 7:13 PM
16	Absolutely. Otherwise this will simply turn into another retail only area in London.	7/26/2017 2:23 PM
17	Existing cluster round the gardens should be protected	7/25/2017 11:32 PM
18	They bring strong sense of Community and should be not only protected but help to use libraries and churches more, public houses do not need help to use them and is really nice to have them around too.	7/21/2017 6:57 AM
19	i think it depends on use. if they are being used sufficiently then there is a case for them to be protected - however a number of htese spaces are under used and not relevant to today and the futures consumer	7/20/2017 6:16 PM
20	The library should be protected but the churches should be converted into more useful spaces	6/30/2017 9:18 AM
21	They must protected full stop. No caveats.	6/24/2017 11:46 AM
22	we have no need for churches - knock them all down and feed the homeless with the proceeds - as for pubs we have plenty and they are nothing but noisy and disruptive places so the less the better	6/22/2017 4:17 PM
23	library is now an outdated use and should be forward looking with more tech	6/21/2017 11:50 AM
24	Protect heritage assets without compromise	6/21/2017 10:24 AM
25	Cultural and community uses should not be moved at all.	6/21/2017 9:09 AM

Q21. Shepherd Market (Policy MSM) Any proposals for new entertainment uses within Shepherd Market must not result in an increased concentration of late-night activity and should not adversely impact the existing mix of uses, quality and character of the area.

#	FURTHER COMMENTS	DATE
1	There is a difference between evening & late night economy	8/4/2017 2:25 PM
2	That's what Shephard's Market is all about.	8/1/2017 9:24 AM
3	Whilst I am not against the late night uses within Shepherd Market I agree that there should be a balance in the provision of late night activity and all day uses.	8/1/2017 8:50 AM
4	Entertainment, if it has no impact on residential properties & encourages tourists to the area should be encouraged	7/31/2017 8:32 PM
5	This is not SoHo	7/31/2017 3:16 PM
6	Depending on the entertainment I would say the more focus on the area as a destination, the better.	7/31/2017 2:59 PM
7	I would rather this area was not effected, not over commercialised or crowded. Great recommendation for clients in its current status	7/31/2017 1:37 PM
8	the difference between night time economy & late night economy should be noted & upheld	7/31/2017 12:09 PM
9	We love Shepherd Market!	7/31/2017 9:14 AM
10	I live near Shepherd Market - I enjoy the liveliness of the area, but noise should not be allowed to increase.	7/29/2017 8:13 PM
11	Protection must be found for small retailers and restaurants which are vital to the ambience and community of Shepherd Market - we have already lost many and this must cease or this very special corner of Mayfair will be lost	7/28/2017 5:46 PM
12	would 5 Hertford St have been blocked by this policy. If so, I don't agree with it.	7/28/2017 11:21 AM
13	No new entertainment uses. Do not turn Mayfair into Soho.	7/27/2017 1:44 PM
14	It depends what kind of late night activity. As before the mix is important	7/27/2017 9:31 AM
15	Shepherd Market needs to be protected, not expanded.	7/26/2017 1:58 PM
16	Some of the night-time uses in this area should be discouraged	7/25/2017 11:28 PM
17	If you want the area to regenerate and improve you will have to allow change. Making it a more desirable destination will inevitably mean more people want to go there, so this policy seems to set itself up to fail or hinder the improvement of the area.	7/21/2017 11:30 AM
18	It should be more night places around that awesome place as is really nice in the evenings. We need back a place like Dover Street Wine bar, it had restaurant, bar and mainly a dance floor was always available with music to dance the night away. Missed for people in England and around the world. It was affordable, friendly and fun fun.	7/21/2017 6:57 AM
19	I feel very strongly about this. 5 Hertford Street causes enough traffic and delivery problems. There is no need or room for more. Shepherd Market has lost one of it's longest term residents recently. It must retain its character as a place to live, work and be entertained. It's unique in all of London.	6/24/2017 11:46 AM
20	Ideal area for late night.	6/21/2017 12:59 PM
21	All entertainment in shepherds Market causes disturbance to residents	6/21/2017 10:50 AM
22	Agree but doubt that it could be enforced	6/21/2017 9:58 AM
23	I do not think that there should be newly proposed entertainment uses in Shepherd St Market.	6/21/2017 9:09 AM

Q22. Servicing and Deliveries (Policy MSD) New developments should demonstrate how servicing and deliveries will be managed to ensure no adverse impact upon neighbouring amenity.

#	FURTHER COMMENTS	DATE
1	Freight consolidation such as the scheme introduced in Regent Street has to be the way forward. This should be considered on a West End wide level.	7/31/2017 4:38 PM
2	Yes, but also reflect new delivery concepts	7/31/2017 3:16 PM
3	But this will be an impossibility if Grosvenor wish to development streets which are at present predominantly residential, which brings us back to the "Tyburn" retail route.	7/31/2017 3:09 PM
4	Not just new but ALL developments should have to submit a demonstration on how servicing and deliveries will be managed or there should be a penalty.	7/31/2017 2:59 PM
5	should also consider how businesses operate and support sustainability goals.	7/31/2017 1:37 PM
6	particulary for residents	7/31/2017 12:09 PM
7	servicing and delivering needs to managed better all round	7/31/2017 10:29 AM
8	can the plan be prescriptive in requiring consolidated models for deliveries, waste etc?	7/28/2017 11:21 AM
9	.. but not possible.	7/27/2017 7:11 PM
10	Do not encourage new developments. Audley Square is a shameful use of Mayfair space. A huge plot of land to be occupied by a few oligarchs. No public amenities and locals will not even be able to enter the front door. The best way to completely destroy Mayfair Village.	7/27/2017 1:44 PM
11	As above the Landlord and Tenants track record should be taken into account	7/22/2017 8:51 AM
12	Affecting a good night sleep for careless delivery people who should be warned to respect the residential areas and do their job with consideration to avoid complaints.	7/21/2017 6:57 AM
13	The sound of recycling collection from clubs and hotels early in the morning is the worst!	6/24/2017 11:46 AM
14	this is crucially important - the current situation is pathetic - trucks and lorries constantly blocking roads	6/22/2017 4:17 PM
15	Currently a huge problem	6/21/2017 10:24 AM
16	Especially noise with so much residential building near Oxford St.	6/21/2017 9:09 AM

Q23. Design (Policy MD) New developments should be of the highest possible design quality to complement Mayfair's existing built form, and they should respond positively to the character of the area.

#	FURTHER COMMENTS	DATE
1	Character is defined by quality so a building not perhaps in the Mayfair style can still enhance	8/1/2017 12:54 PM
2	There should be a hight limit on buildings around public squares, Grosvenor Square's redevelopments are adding hight to all sides and eventually the park will recieve less sunlight destroying the public amenity.	8/1/2017 9:29 AM
3	We need to preserve the high level of architectural diversity and quality of Mayfair.	8/1/2017 9:00 AM
4	No more 'modern' blocks that will be dated in 20 years.	7/31/2017 3:06 PM
5	more craftsmanship less off site pre-build blocks less bloody glass	7/30/2017 5:54 PM
6	Iceberg development should be kept to the minimum or ceased because of the inconvenience to longstanding residents and threat to the traditional nature of the area	7/28/2017 5:50 PM
7	avoid pastiche	7/28/2017 11:22 AM
8	Do not encourage new developments. I am living for 5 years between 2 of them, they have destroyed my daytime enjoyment of living here.	7/27/2017 1:46 PM
9	Its a pleasure to watch character buildings every where in Mayfair,	7/21/2017 7:05 AM
10	An earlier question speaks of a mix of uses. I hope the 'character of the area' does not mean a 'wealthy ghetto'	7/18/2017 9:24 PM
11	Obviously! Some of the new apartment developments seem to have got it right lately which is encouraging.	6/24/2017 11:48 AM
12	Mayfair should set the highest standards in the UK	6/21/2017 10:25 AM
13	Also for old established developments which have uattractive and down market designs - e.g., Oxford Street	6/21/2017 9:59 AM
14	I don't think any new developments should be built.	6/21/2017 9:17 AM

Q24. Air Quality (Policy MES1) All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.

#	FURTHER COMMENTS	DATE
1	Please see my comment about green/living wall on the Cross rail ventilation shaft at Gilbert street	8/1/2017 3:10 PM
2	Polluting cars should be stopped and fined when smoke is emitted from the exhaust.	8/1/2017 9:29 AM
3	All new buildings should also provide cycle parking and shower units within the building	7/31/2017 4:46 PM
4	shame on us with the poorest air quality so this is imperative	7/30/2017 5:54 PM
5	I would like to know how this Plan will address the recent introduction of high charges for electrical car charging - it now costs five times per mile to drive electric cf. petrol for Westminster residents. Affordable green car charging should be a priority.	7/29/2017 8:18 PM
6	Air pollution is near zero, and it is a myth widely believed, even among 'experts'. I write for the FT on this, and have taken down many an eco-scare story. Go to the NPL in Teddington for the true facts..	7/27/2017 7:16 PM
7	Stop new development.	7/27/2017 1:46 PM
8	If practical.	7/27/2017 9:34 AM
9	I think offering this improvement will make lot of people happy and feel healthier.	7/21/2017 7:05 AM

Q25. Air Quality (Policy MES1) All new built development within Mayfair will be required to undertake air quality screening and demonstrate a net improvement in both building and transport emissions.

#	FURTHER COMMENTS	DATE
1	Through development in Mayfair we need to find a solution to the issue of waste being left on the streets in Mayfair.	8/1/2017 9:00 AM
2	Mayfair is a mess with total lack of residential waste units. It is usual when walking around Mayfair to see bags of rubbish & recycling left on street corners, this should be addressed immediately on wonder we are plagued by rats	7/31/2017 8:16 PM
3	Recycling is key	7/31/2017 4:46 PM
4	Should be leaders in the city of London on waste management and responsibility.	7/31/2017 1:39 PM
5	black bags of rubbish on the streets must be a thing of the past	7/31/2017 12:14 PM
6	the bin bags from multiple collection agencies make a mess every evening	7/31/2017 12:10 PM
7	See above re consolidation models.	7/28/2017 11:22 AM
8	WHY allow large developments in Mayfair? WHY???	7/27/2017 1:46 PM
9	We have real issues with Commerical waste being dumped all over Mayfair. This is especially the case in my street.	7/26/2017 2:28 PM
10	I worry that off-street collection points actually make the collection of waste more of a nuisance - i.e. collection trucks have to linger in the area for longer whilst the off-street site is accessed. Could this be mitigated in the OWMP referenced which could require the appropriate siting / clustering of these collection points to minimise the on-street hassle for / by trucks?	7/21/2017 11:34 AM
11	Visible rubbish piles due to ineffective waste collection arrangements at the moment are disgraceful	6/21/2017 10:25 AM

Q26. *Climate Change Adaption (MES3) New developments should be designed to address the impact of climate change.*

#	FURTHER COMMENTS	DATE
1	Can existing developments/buildings be supported/encouraged to address climate change and where possible adapt or improve, even by such small additions as greening.	8/1/2017 3:10 PM
2	Roof top solar tiles, not panels	7/31/2017 3:18 PM
3	not sure how it is relevant. if it is meant that developers should be sympathetic to the environment and work as efficiently as possible then strongly agree.	7/31/2017 9:49 AM
4	Cycle stations should be included in the plans which have disappeared in Savile Row/Clifford St	7/31/2017 9:22 AM
5	recycling, green walls, bird boxes more green everywhere	7/30/2017 5:54 PM
6	I think you mean 'adaptation'. Climate change by man is a myth. Temperatures are stable or falling - in the teeth of claims by 'scientists'..	7/27/2017 7:16 PM
7	No large developments, no new developments.	7/27/2017 1:46 PM
8	Add more wall living plants, they look great.	7/21/2017 7:05 AM
9	Not a priority	6/21/2017 9:59 AM

Q27. Do you have any further comments?

#	RESPONSES	DATE
1	Two matters which should be tackled. 1. The noise of cars, small racing cars, rev up around Mount Street. 2. Cycling in Mount Street Gardens, dangerous for the school children and very popular for residents and seniors to sit for a quiet time. Cyclists go fast in the gardens, need bigger notices.	8/14/2017 12:02 PM
2	I would be very careful about any change in Park Lane that would make the flow of traffic more difficult. At the moment buses and taxis very slow in approaching Hyde Park corner. Buses and taxis are necessary, especially needed by elderly residents such as myself. I would further require no buildings on the Hyde Park side which would spoil the alignment. Tress in Park Lane and flower beds are a very special feature to be preserved. Balance needs to be kept between priority of people profit. Mount Street has changed in character since the priority has been given over to luxury shopping.	8/14/2017 11:57 AM
3	It would have been better if the existing large residential population of mayfair could have been better protected against the impact of many new office & retail planned developments. better if solutions could have been found to alleviate the impact of our dismal traffic problems,finally a way of avoiding the impact of other antisocial uses in our late night economy all over Mayfair	8/4/2017 2:26 PM
4	The air quality is disgusting and dangerous. This needs to be seriously addressed! Why was the former Canadian Embassy allowed to be destroyed? The rubbish/bins/providers are not good enough on Gilbert Street. Too much rubbish on Gilbert Street by residents. Do not cut down healthy tress as proposed in Hanover Square!	8/4/2017 2:10 PM
5	I will submit comments via email	8/4/2017 2:05 PM
6	Commerical development (including 'private member clubs') should not be permitted at all in residential streets. Public sculpture should only be permitted if it is approved by a qualified panel and has finance specially appointed to the purpose. The present programme of public sculpture run by Westminster City Council falls far short of the aesthetic standards that Mayfair deserves	8/4/2017 2:02 PM
7	The area needs to retain a strong residential sense to it with relevant shops for residents. The loss of Allan's and Lord's has affected the area for those who live here permanently. We need to maintain and improve the community feel to Mayfair. Thank you	8/4/2017 2:01 PM
8	North Audley Street should have retail units and places to eat which are open throughout the day and catering for a variety of price points to cater for all the people visiting. Affordable places to shop and eat should be available. More community shops for the residents and visitors shops be available rather than only luxury stores. The shopping facilities should open longer on weekdays and weekends to cater for the increased pedestrian flow during these later times. Facilities which bring in more people to the street should be encouraged.	8/1/2017 6:40 PM
9	I was a very late starter to the Mayfair forum (the 2017 AGM) due to other Mayfair community commitments and am now last minute in responding to this survey. I trust I am in time (I am in Canada for the summer so timing is a little awry). I notice that you mention decommissioning phone boxes that are not needed. Please do not remove them. They are iconic. Can they be converted? In several places in the UK I have seen them used as book exchanges and once a coffee take away 'shop'. In France last summer I also spied a book exchange converted phone box. But my best sighting was of a musician in the phone box outside the gates of Mount street gardens beside the library /Grosvenor chapel..he was tuning his violin in that impossibly small space but it was of course fairly sound proof and and the sound would have resonated very well. Please keep and convert creatively phone boxes!	8/1/2017 3:10 PM
10	Less cars, more locals, diverse income groups to bring life back to a beautiful but increasingly irrelevant area.	8/1/2017 12:39 PM
11	Beggars and rough sleepers are a very big problem, one in particular buys and shoots up heroin around my home. Not sure what the solution but this is not a great environment for my children growing up and walking to school through Mount Street Gardens and we generally pass 2-3 rough sleepers in the morning. Perhaps the churches can arrange to look after them?	8/1/2017 9:29 AM
12	A minor point but the maps in the plan could do with some better labelling/legends/keys. The map on pg 28 might benefit from a key. Also the map on pg 36 has some inaccuracy, for instance a large transport use is shown at ground floor on Grosvenor Street (24-25). For units under development I would expect to see the planning use granted at ground floor i.e. 20 Grosvenor Square as residential and 1 Grosvenor Square as residential/A3.	8/1/2017 9:00 AM
13	Consider pedestrianising shepherds market & making it into a mini Covent garden while retaining its character	7/31/2017 8:35 PM
14	With the introduction of Crossrail things have to change even though it would seem some of the residents are adverse to it. The Mayfair Plan is the	7/31/2017 4:46 PM
15	You may need to consider the modernisation of retail, with more internet shopping, and more local deliveries. Also issue with cruising UBER drivers!	7/31/2017 3:18 PM
16	Our business is currently suffering due to the sheer scale of different projects taking place in Mayfair. From Crossrail to the Bond Street development, to general roadworks in Albemarle and Dover street, to Landlords of Bond Street constantly refurbishing their units. This should be managed and not just allowed to continue simultaneously. If every time a development finishes, another three start without any cohesion then we will only continue to lose potential visitors to other areas.	7/31/2017 3:06 PM
17	Our Savile Row member companies would welcome a parking scheme that reduced the traffic problems currently being experienced - long queues blocking the road and a constant line of white vans parked for extended periods which inhibits customers ability to easily access the company and creates a difficult environment for pedestrians.	7/31/2017 9:22 AM

18	Those green 'huts' along Oxford Street are a real blight to the street scape. They help to herd the masses on Oxford St, blocking the side streets. They only seem to cater for tourists and have no benefit for residents or workers. They also look terrible! So much in this plan is about preserving and enhancing the world-class beauty of Mayfair and then we have the green 'huts'.... Do I need to say anymore? They must go!	7/31/2017 9:17 AM
19	if we do not make every effort to improve our relationship with our environment we will be the losers	7/30/2017 5:54 PM
20	On Page 72 of your Plan, you mention rough sleeping purely in the context of 'antisocial behaviour' and the need to 'design out' homelessness from Mayfair. This is a repellent attitude. Rough sleeping is a human problem experienced by real people. It is not an abstract problem to be 'designed out'. I note that your Chair is Mark Henderson and that his firm Gieves and Hawkes are happy to profit from making ceremonial uniforms for military personnel. 1 in 6 rough sleepers in London are ex-servicemen or women. I am shocked at our Plan's attitude towards homeless people. Your plan repeatedly celebrates the wealth and attractions of Mayfair. Some of that wealth should be used to serve people in need in the area. It should not be used to 'design out' homelessness and push people into poorer areas. This is NIMBYism of the most deplorable kind.	7/29/2017 8:18 PM
21	Priority should be given to preserving the community nature of special parts of Mayfair such as Shepherd Market which are already under threat; this should be reversed.	7/28/2017 5:50 PM
22	The cycle parking bays on the corner of Clifford Street and the corner of New Burlington Street have been removed, we would like to see these returned as there is no where for cyclists to park their bikes in the area. Also there are constantly large vans parked on Savile Row, would it be possible to restrict delivery times to 2 hours in mornings and afternoons.	7/28/2017 4:13 PM
23	Open up the streets to 1-4 hour parking for visitors. This would maximise footfall for owned-managed retail businesses, as would the reopening of Hyde Park to visitor traffic. Not likely to happen but worth demanding. All remember the bustle of the 1980s and 1990s in Mayfair - now it is a ghost town by comparison.	7/27/2017 7:16 PM
24	My comment is really that I have found your questions ambiguous and without knowing the full concepts, plans, etc it is not possible to provide a considered opinion. It is important not to lose sight of the importance of the art galleries in the area which by definition brings culture and elegance to Mayfair. Having occupied its premises for some 40+ years, the Mansour Gallery has built up a client list over that period, all of whom know exactly where we are. This may well be the case for other galleries. It is essential that the location of the gallery remains the same.	7/27/2017 1:32 PM
25	- There is a strong focus on 'public realm' which is fine but I think we are in danger of Mayfair becoming to bland and boring. We should give people a 'reason to come'- encourage impactful public art and allow some fun installations/events which respecting the residential community	7/27/2017 11:19 AM
26	Parking is a major issue for me. I am against anything that reduces this availability. Whilst I appreciate Mount Street is a huge asset to the area I miss the quirkiness of the independant shops which is why its important to retain the diversity of Shepherd Market.	7/27/2017 9:34 AM
27	It seems developers are to lay waste to Mayfair whether we like it or not...	7/27/2017 7:50 AM
28	no	7/26/2017 3:28 PM
29	I have been a resident here since birth. I am concerned that Mayfair is slowly being turned into another Soho and that the residents will suffer at the end of the day. We have real issues with transport, rubbish collection and noise at the moment. This will only increase with new development. West Mayfair (what is left of it) must be protected and remain a predominantly residential area. This area is surrounded by retails to the North and East and by the activities in Hyde Park during the summer and Winter Wonderland for 3 Months. Please can you ensure that at least West Mayfair remains as it is and not subject to development in future.	7/26/2017 2:28 PM
30	Proposed upcoming bus diversion routes off oxford into Mayfair will increase pollution and noise levels for Mayfair residents.	7/26/2017 2:10 PM
31	No. In general, Mayfair is marvellous.	7/25/2017 11:30 PM
32	Apologies if I have submitted this for the second time. My memory is poor.	7/25/2017 7:53 PM
33	Your resident representation on the forum is appallingly low. Ironic that this questionnaire included a substantial section on the mixed use of the area when your forum leadership is overwhelmingly drawn from a single commercial stakeholder.	7/21/2017 11:34 AM
34	Go for it!	7/21/2017 10:57 AM
35	I enjoyed living in Mayfair for the strong sense of Community, but we must remember that constantly new people are coming and other moving away, there should be a way to integrate them quicker into the community, As I learnt when helping with the consultations, people like the idea of being integrated but sometimes do not know where to start or what is available?	7/21/2017 7:05 AM

36	No	7/18/2017 9:24 PM
37	Given significant patches of Westminster are fibre internet black spots; in the revisions and consultation of Planning's Local Plan; can the Planning requirements be updated to require any new developments of two units or more to mandate for the developer to ensure fibre internet is supplied as part of the Planning Permission?	7/7/2017 3:40 PM
38	Existing waste collection provisions need to be urgently improved - either location or frequency of collections. The waste from some places left on streets is embarrassing for the neighbourhood and does not look good to visitors to Mayfair	6/30/2017 4:32 PM
39	Mayfair should become a Low Emissions Neighbourhood, and should put all possible actions into reducing pollution way ahead of the lethargic and limited actions being taken and planned by the mayor. Also residential streets around the major roads (Park Lane/Oxford Street/Regents Street/Piccadilly should be residents only, including no Black taxis which seem to have the worst emissions.	6/30/2017 9:22 AM
40	Delighted , to see that the forum , has come yep with a comprehensive plan for Mayfair and it's Residents, Workers and indeed it's Tourists. Well Don!!	6/28/2017 10:43 AM
41	We need also to transform New Bond St with green space we need trees like in Avenue Montaigne in Paris, with bench to allow visitors to sit,	6/23/2017 9:13 AM
42	it seems VERY APPARENT this forum is pushing to open up lovely pedestrian access from East Mayfair for access to Hyde Park and push all of the development and commercial tax paying office space to Oxford Street area and Regent Street area. This is not right and will be strongly opposed.	6/22/2017 8:46 PM
43	Further improvements to Grosvenor Square. Road management for Park Lane making north bound two way and traffic calming for south bound.	6/21/2017 4:44 PM
44	Good document but unless there is proper enforcement will just be hot air.	6/21/2017 1:01 PM
45	Delivery and collection of goods and waste should be only during specific hours	6/21/2017 11:51 AM
46	I would reiterate my comments made under Q21, that subbasement developments, even if it is only one additional subbasement floor cause considerable damage to neighbouring historic buildings and the unbearable noise and vibrations break up existing communities as some people move out because they cannot continue to live in their own homes. There are also long term consequences such as echo chamber effects which greatly amplify underground rail noise and water damage.	6/21/2017 11:18 AM
47	Yes. I think we should ban pedicabs from Oxford St. I do not think we should introduce 24/7 deliveries, even if there are increasing demands from the logistics industries. I do not accept your wording of beggars, chugged, or rough sleepers as being an anti social issue. Westminster council has a duty to help these people. We should not legislate to get rid of them, or that they are the problem. The system that cannot support them is the problem. We do not want an increased number of White Van deliveries.	6/21/2017 9:17 AM
48	NO	6/20/2017 9:45 PM

Appendix H. Copies of email correspondence to the membership (Extended Consultation)

SUBJECT: The Mayfair Neighbourhood Plan: Consultation, Further Consultation and General Meeting 23 November

Mayfair Neighbourhood Forum <info@mayfairforum.org>

10/27

/17

Dear Member

As you will be aware, we ran an extensive consultation process on the Mayfair Neighbourhood Plan over the summer – running from 13 June to 1 August 2017. This was an important process intended to confirm the content of the plan and its proposed policies that will inform planning decisions over coming decades.

The results of the consultation process generally strongly supported the content of the Plan – and a report with full details is published today on the Forum’s website. There was only one area where the Steering Group felt that further consultation was required and this related to business focussed and restricted access events in public squares – and, in particular, relating to when they would be permitted, if they are to be. We will therefore be inviting further comment and extending our consultation on this point until 15 November. Please visit the website to submit your views and any supporting evidence. The questionnaire on the extended consultation can also be found in the link below. Copies of the questionnaire will also be made available from Monday 30 October at The Mayfair Library. If you require the questionnaire in a different format please do contact us via email or call 0800 772 0475.

<https://www.surveymonkey.co.uk/r/KXLTSTG>

The Forum will be holding pre-Christmas drinks and a General Meeting on 23 November at 5.30pm at The Garden Room (entrance via blue door on south side of the Chapel, opposite Pulbrook & Gould) The Grosvenor Chapel, 24 South Audley St. The agenda will be an update concerning progress of the Plan. Any members wishing to add items to the agenda should notify the secretary at Sophie.Dracup@grosvenor.com by no later than 9 November. If you would like to attend please reply to info@mayfairforum.org please note, there is limited capacity.

I hope you find the report useful and if you do have any further comments please do feel free to e-mail me.

Yours faithfully

Mark Henderson
Chairman of The Mayfair Neighbourhood Forum

www.mayfairforum.org

SUBJECT: Mayfair Extended Consultation: There is still time to have your say!

Mayfair Neighbourhood Forum <info@mayfairforum.org>

11/7
/17

Dear Member

There is still time to have your say in our extended consultation. Following our consultation over the summer, the Steering Group felt that further input was required surrounding **Events in Green Spaces**, particularly relating to when they would be permitted, if they are to be. We are therefore inviting further comments and extending our consultation until Thursday 15 November. Complete the questionnaire online now in the link: <https://www.surveymonkey.co.uk/r/KXLTSTG>

Hard copies of the questionnaire are also available in The Mayfair Library to complete. If you require the questionnaire in a different format please do contact us via email or call 0800 772 0475.

By way of quick reminder, we will also be holding a General Meeting on Thursday 23 November from 5.30pm. I am delighted to let you know that Fr Richard Fermer has kindly offered to allow us to use the Grosvenor Chapel if numbers exceed the limited capacity of the Garden Room. We should, therefore, be able to accommodate all those wishing to attend the General Meeting. To help us with numbers, please do reply to info@mayfairforum.org if you intend to come.

The agenda will cover updates concerning the progress of the Plan. Any members wishing to add items to the agenda should notify the secretary at Sophie.Dracup@grosvenor.com by no later than Thursday 9 November.

Best wishes

Mark Henderson
Chairman

Mayfair Neighbourhood Forum

0800 772 0475
Email info@mayfairforum.org

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SUBJECT: Final days to have your say on the Mayfair Plan

Mayfair Neighbourhood Forum <info@mayfairforum.org>

11/1
4/17

Dear Member

We are entering the final days of our extended consultation period. We are actively encouraging all residents, businesses and visitors to Mayfair to complete our extended online questionnaire at <https://www.surveymonkey.co.uk/r/KXLTSTG>

The questionnaire will take approximately 10 minutes to complete and is a vital part of gathering feedback. The questionnaire asks you to give your views on policies relating to Events in Green Spaces so that the Mayfair Neighbourhood Plan can reflect the views of the whole community.

Hard copies of the questionnaire and draft Plan are available to view at The Mayfair Library, 25 South Audley Street, W1K 2PB.

You can also email your comments and feedback to info@mayfairforum.org or call 0800 772 0475 if you require the questionnaire in a different format.

Consultation ends midnight Wednesday 15 November 2017.

Yours faithfully

Mark Henderson

Chairman of the Mayfair Neighbourhood Forum

www.mayfairforum.org

Mayfair Neighbourhood Forum

0800 772 0475

Email info@mayfairforum.org

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SUBJECT: Reminder: MNF General Meeting - Thursday 23 November, 5.30pm

Mayfair Neighbourhood Forum <info@mayfairforum.org>

11/2
0/17

Dear Member

This is a reminder of the Mayfair Neighbourhood Forum's upcoming General Meeting and pre-Christmas drinks on Thursday 23 November at 5.30 pm, at The Garden Room (entrance via blue door on south side of the Chapel, opposite Pulbrook & Gould), The Grosvenor Chapel, 24 South Audley Street.

If you would like to attend, please reply to info@mayfairforum.org. If you have already confirmed your attendance please disregard this reminder.

Kind regards

Mayfair Neighbourhood Forum

0800 772 0475

Email info@mayfairforum.org

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EXTENDED CONSULTATION QUESTIONNAIRE, OCTOBER 2017

Following the Consultation Period in the summer 2017, and having considered the feedback received, the Forum has identified that further consultation is required in relation to the policy regarding Events in Green Spaces (MGS3).

During the initial drafting of the Mayfair Neighbourhood Plan, the Forum received a number of comments regarding the events currently held in Berkeley Square. The Forum sought to address these comments by the Events in Green Spaces policy ensuring that any future events held in Berkeley Square or the other Green Spaces designated within the Plan were properly controlled to the satisfaction of both those who live and those who work within Mayfair.

We felt that there was no clear consensus in the feedback received. The Forum therefore wishes to ensure that this section of the Mayfair Neighbourhood Plan fully reflects the views of the community and is carrying out further consultation to obtain more specific feedback on this policy.

This extended consultation will last for three weeks, opening on Wednesday 25 October and closing at midnight on Wednesday 15 November.

For more information, to submit the questionnaire or if you require it in a different format, please email info@mayfairforum.org or call 0800 772 0475.

To return completed hard copies of the questionnaire, please post to The Mayfair Neighbourhood Forum, 25 Frith Street, London, W1D 5LB.

REQUIRED DETAILS:

Are you a resident/worker/visitor to Mayfair? (please circle)

Postcode of organisation/address: _____

OPTIONAL DETAILS:

Name: _____

Email address: _____

Events in Green Spaces (Policy MGS3)

Policy MGS3 aims to set out criteria against which applications for planning permission for new events must be considered. These controls will ensure that planning permission will only be granted for new events which comply with these criteria.

It should be noted that an application for planning permission would not be required, and the draft policy would not apply, to temporary events which did not last for more than 28 days within any calendar year, nor events which already have planning permission.

The full text of policy MGS3 can be found within the consultation version of the draft Mayfair

Neighbourhood Plan at www.mayfairforum.org

1. Types of Events

1.1. It is appropriate for Mayfair's Green Spaces to be used to hold commercial events, such as those currently held in Berkeley Square (LREF, Glamour Awards, LAPADA).

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2. It is appropriate for Mayfair's Green Spaces to be used to hold community or cultural events, such as those currently held in Grosvenor Square (Summer in the Square) and Mount Street Gardens (The Mount Street Gardens Summer Fair).

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Restrictions on Events

2.1. All events (whether commercial, cultural or community focused) should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2. Only commercial events should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3. Control of Events

(Please note that in this section, provision is made for a response to be given in respect of both commercial events and cultural/community events)

3.1. If events are permitted in Mayfair's Green Spaces, they should only be held during months of the year where public use of the green spaces is most limited (i.e. from October to March).

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



3.2. If events are to be permitted in Mayfair's Green Spaces, any event which takes up more than 40% of the Green Space should only be permitted for no more than a total of 40 days in any calendar year.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE 5 STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3.3. Any events held in Mayfair's Green Spaces should be open to those who work or reside in Mayfair to attend.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3.4. Any event taking place in one of Mayfair's Green Spaces should be required to remediate the Green Space in question following the event to make good any damage caused by the holding of the event.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3.5. Any event taking place in one of Mayfair's Green Spaces should be required to contribute towards improvements over and above remediation from the event itself.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

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3.6. Any event taking place in one of Mayfair's Green Spaces should be required to reserve a portion of any profit made to be reinvested into the Green Space or the surrounding public realm within Mayfair.

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**NEIGHBOURHOOD
FORUM**

Judy Kuttner

Oct
27

<kuttnerj2@gmail.com>

And I take it that the East/West split issue is going to be swept aside. Do we still have "unfettered" in the wording :-) Did Westminster comment in any way?

Will check when I get back if I can to see if there were any more accidents in our new two way system. I know that someone got hit crossing Brook Street and a motorbike hit a car doing a U-turn I think in front of Claridges and there were two small collisions in Davies Street, but I only hear if someone tells me.

Jason-Paul Hirsh

Nov
11

to me

Dear Mark,

Sadly I will not be able to make the 23rd as I will be at a Thanksgiving party.

I am most certainly against the use of public parks for private (paid entry) events, apart from it being against the current law it takes such a long time before they recover back to an original state that it is time for the next event.

Grosvenor's initiative in Grosvenor square however is wonderful as it's inclusive and open to the public, public squares are wonderful for the community which is necessary in Mayfair as at least half the buildings are permanently empty that any sense of community is extra important.

Thanks for listening,

Jason



CROSS RIVER
PARTNERSHIP

Consultation: Events in Green Space
Marylebone Neighbourhood Forum

Response from Cross River Partnership (CRP)

15th November 2017

VIEWS AND INFORMATION

The views expressed in this submission are on behalf of Cross River Partnership (CRP) staff as a group of professionals with expertise in urban regeneration and sustainability projects and do not necessarily reflect the views of our funding and Board partners.

In this response CRP is not promoting solutions to the issues being addressed; only suggesting opportunities which could be investigated in the context of central London.

CONTACT DETAILS

Cross River Partnership

6th Floor

5 Strand

London

WC2N 5HR

crossriverpartnership.org

@CrossRiverPship

Phone: 020 7641 2198

WHO WE ARE

[CRP](#) is a public-private partnership that has been delivering regeneration projects in London since 1994.

CRP is currently delivering a range of regeneration programmes in the central London sub-region, which each contribute to the achievement of one or more of these objectives.

- Sustainable employment opportunities
- Economic growth and prosperity
- Air quality and carbon reduction
- Making places that work

CRP is a voluntary association of local authorities, business organisations and other strategic agencies relevant to London. We deliver programmes alongside Transport for London, the Greater London Authority, central London boroughs, and Business Improvement Districts (BIDs).



<p>CRP Partner Boroughs:</p> <ul style="list-style-type: none"> ● Camden ● City of London ● Islington ● Kensington & Chelsea ● Lambeth ● Lewisham ● Southwark ● Westminster <p>Boroughs CRP work with:</p> <ul style="list-style-type: none"> ● Hackney ● Hammersmith & Fulham ● Tower Hamlets ● Wandsworth 	<p>CRP Partner BIDs:</p> <ul style="list-style-type: none"> 1 Angel London 2 Baker Street Quarter Partnership 3 Better Bankside 4 Camden Town Unlimited 5 Cheapside Business Alliance 6 Euston Town BID 7 Hatton Garden BID 8 Heart of London Business Alliance 9 Marble Arch BID 10 New West End Company 11 Northbank BID 12 Paddington Now 13 South Bank BID 14 Team London Bridge 	<ul style="list-style-type: none"> 15 The Fitzrovia Partnership 16 Vauxhall One 17 Victoria BID 18 WeAreWaterloo <p>CRP Strategic Partners:</p> <p>Greater London Authority Groundwork London London & Partners Network Rail Transport for London</p> <p>CRP Accountable body:</p> <p>Westminster City Council</p>
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With this partnership, CRP is uniquely placed to coordinate businesses, boroughs, and community groups who call London home to deliver environmental sustainability and other interventions.

Cross River Partnership is delivering ambitious programmes to improve London’s environment, improve air quality and delivery healthy streets. Information on CRP’s projects and programmes can be found in Appendix A.

Mayfair hosts some of London's most historic and beautiful green spaces. Cross River Partnership (CRP) is pleased to have an opportunity to respond to the extended consultation on the use of Mayfair's green spaces to ensure their benefit for future generations.

CRP advocates for the activation of Mayfair's green spaces to encourage more community use, especially for cultural events that bring people together and celebrate the natural environment.

CRP also recognises the commercial demand for these prestigious green spaces to host corporate events. In this instance CRP believes that it is important that these events give back in some form – the local government income generated from such events could for example, in part, be ring-fenced to support community greening initiatives.

CRP believes that community events should be prioritised over corporate events. Private events need to be balanced with a provision of accessible green space for all. In particular linking to the Mayor's London Environment Strategy, which states that about 47 per cent of London is classified as green or blue open space. This is made up of 33 per cent of green space like parks, woodland and farmland and 14 per cent of private, domestic garden green space.

It is also necessary to limit any adverse impacts upon residents such as noise, lighting, increased traffic and pollution of all organised events taking place in Mayfair's green spaces.

CRP holds the view that commercial/ community events should not be constrained to seasons where public use of green spaces is limited. This is because public use of green spaces should be encouraged and promoted year round – including in the winter as part of a socially engaged, healthy, active community. To this end, events should be spread evenly throughout the year, ensuring regular access to public.

Length of events should be determined on a case by case basis, but be mindful of the accessibility of the green space throughout the year.

All events, whether community or commercial should be required to make good the green space they occupy and access after any events. In particular, commercial events should consider the impact that they have had on the accessibility of the green space, as well as noise, transport, odour, other environmental concerns, and inconvenience to residents and visitors to the area and to this end endeavour to do more to improve the area beyond their event. This may well include an investment of a proportion of the profits taken for each event into the area.

CRP strongly agrees that all trees in Mayfair's green spaces, and streets should be maintained and protected. Trees are valuable assets in our city, supporting biodiversity; and helping London to adapt to the pressures of climate change.

Appendix A

How CRP operates

CRP develops, fundraises for and delivers programmes that add value at a sub-regional level to the individual activities of its public and private partners. CRP operates with Westminster City Council as its legal authority.

CRP delivers projects via a number of programs targeted at addressing various environmental regeneration issues in central London. The following is a summary of programmes delivered:

[Greening the Business Improvement Districts \(BIDs\)](#)

Over the past five years, supported by seed funding from the Mayor of London, Drain London Fund and Natural England, Cross River Partnership has coordinated The Greening the BIDs Steering Group, bringing together Business Improvement District to deliver 19 Green Infrastructure Audits and 16 GI installations, including rain gardens, green walls and green roofs, across central London. The Living Wall on the side of the Rubens Hotel in Victoria is one high profile example. See appendix B.

[Central London Sub Regional Transport Partnership \(CLS RTP\)](#)

CRP facilitates this partnership of the eight central London boroughs (Camden, City, Islington, Kensington and Chelsea, Lambeth, Southwark, Wandsworth and Westminster) on behalf of Transport for London. The partnership undertakes research and trials innovative schemes involving both Local Authorities and BIDs to support growth and place making, encourage uptake of active and sustainable transport modes, improve air quality, and make the transport system more efficient. In 2015/16 the partnership facilitated:

- A secure cycle parking demand and feasibility study
- An area-based delivery and servicing review
- A waste consolidation improvement programme
- European funding for tailored freight logistics programme (FreightTAILS)
- A scoping study for a Low Emission Neighbourhood

[Freight TAILS](#)

CRP has successfully levered in funding from URBACT III to deliver Freight TAILS - Tailored Approaches to Innovative Logistics Solutions. Freight TAILS will share best practice and learning between 10 different European cities, and write this up in the form of city-specific Integrated Action Plans to achieve freight management that is as consolidated, clean and safe as it can be.

[Freight Electric Vehicles in Urban Europe \(FREVUE\)](#)

CRP is the lead partner for this 30-strong trans-national partners Programme to trial different sizes and types of freight electric vehicles across 8 countries across different climates, industry sectors and policy environments. Detailed statistical results will begin to come through during 2016/17,

Events in Green Spaces – Cross River Partnership
Response

showing the real contribution that freight electric vehicles (including large electric vehicles) could make to air quality and a cleaner London. This programme is funded by the European Union's Seventh Framework Programme.

[West End Partnership Freight Programme \(WEP\)](#)

As part of this work, WEP have set up Freight Group to pull together all the current projects working to reduce freight. The development of a plan to 2020 will ensure that enough is being done to keep the West End moving, with goods and services coming and going efficiently. The programme will look at reduction, re-timing and consolidation of freight movements, in addition to increasing ultra-low emission vehicle projects to deliver commercial, health and air quality benefits.

[Smart Electric Urban Logistics \(SEUL\)](#) – The SEUL project is part of the Low Emission Freight and Logistics Trial funded by the Office for Low Emission Vehicles in partnership with Innovate UK. SEUL provides an innovative set of solutions which will support this change and make a vital contribution to cutting emissions in central London. It will also provide a scalable set of outputs which other logistics and freight operators can implement to improve their vehicle fleets and ultimately the environment.

[Clean Air Better Business \(CABB\)](#)

Fresh from the success of Clean Air Better Business Phase 1, CRP is now delivering Clean Air Better Business Phase 2 with 16 inner London boroughs and BID partners, funded by the Mayor's Air Quality Fund. An exciting programme of collaborative behaviour change activities will be delivered with business over the next three years.

[New West End Air Quality Strategy](#)

Cross River Partnership is working with New West End Company to deliver a strategy to improve air quality in the busy West End shopping area. This Air Quality Strategy aims to deliver a significant reduction in air pollution between 2016 and 2020. It complements the action that will simultaneously be undertaken by public authorities, including Westminster City Council and Transport for London. Initiatives of the program include:

- Consolidating suppliers (via the West End Buyers Club)
- Developing and implementing Delivery and Servicing Plans
- Providing cycle-friendly workplaces
- Encouraging visitors to arrive in the West
- End using low-emission travel modes

[Oxford Street West Business Engagement Research](#)

Extensive research with businesses within the district to understand their current procurement and resultant deliveries and servicing activities. Discussing the issues around high volumes of freight and servicing vehicles in the district, and helping businesses consider implementing more efficient practice

[Heart of London Deliveries, Waste and Recycling Plan](#)

Events in Green Spaces – Cross River Partnership
Response

Development of a plan to reduce the visibility and volume of delivery and servicing vehicles in the Heart of London area; plus a reduction in the visibility of waste on the street

4-year programme to support the delivery of this plan by engaging businesses through a variety of measures including preferred supplier schemes; waste reduction; reduce personal deliveries to the office.

Through these projects Cross River Partnership has developed tools which provide practical advice to businesses on how to improve air quality and reduce local congestion. These actions benefit CRP's BID and borough partners as well as the businesses that implement them through improved operating efficiencies; improved staff health and an improved business environment. They are designed for use by any business, including being 'light-touch' for businesses that may not have sustainability resource.

deliverBEST

Cross River Partnership has developed an online tool that enables businesses to very quickly identify relevant actions they can take to improve the efficiency of their deliveries, save money, reduce congestion and cut air pollution. www.deliverbest.london has been developed based on CRP's experience working with over 50 businesses across central London and Europe.



CRP's deliverBEST business engagement team also support business to act on recommendations made by delivering bespoke 1:1 support, providing implementation insights, measuring results, and creating case studies to promote the impact of actions taken.

[West End Buyers Club](http://www.westendbuyersclub.london)

Cross River Partnership developed the West End Buyers Club (www.westendbuyersclub.london) shared supplier scheme for New West End Company. The tool has been reducing the number of waste and office supplies delivery trips across the West End and is now being rolled out across a wider geographical area, to cover additional Business Improvement District Areas and the Marylebone Low Emission Neighbourhood.



Click. Collect. Clean Air.

'Click and collect' services such as Amazon Lockers, Doodle and Parcelly consolidate parcel deliveries and divert unnecessary deliveries from congested and polluted high streets, especially personal deliveries. But the range of services on the market can be confusing, and many people are unaware just how easy, convenient and affordable 'click and collect' can be.



CRP's website www.clickcollect.london explains how the different click and collect services work, maps parcel collection points across London and the U.K., and provides free trials of premium options, making it easy for online shoppers to test alternative delivery options. A behaviour change campaign with materials including leaflets, posters and videos supports businesses to promote alternatives to workplace deliveries to their staff.

Recruit London

Recruit London is a free local recruitment service for businesses. Our workplace coordinators train and place out of work residents into jobs across central London. Our recruitment service appeals to the following groups:

Employers

The Recruit London service is free to employers and CRP offers up to six months of work place mentoring, mock interviews and a tiered assessment process.

Partners

Our referral partners include a number of Business Improvement Districts, charities, the Job Centre and the Business Disability Forum. The relationship works a number of ways: we provide and receive candidates, and provide workplace coordinators to conduct work placement days onsite when a number of vacancies need to be filled.

Jobseekers

Our workplace coordinators get to know jobseekers so they can match skills with suitable full and part-time vacancies, for paid jobs, apprenticeships, work experience and other work opportunities.

Hard Copy Feedback Form



EXTENDED CONSULTATION QUESTIONNAIRE, OCTOBER 2017

Following the Consultation Period in the summer 2017, and having considered the feedback received, the Forum has identified that further consultation is required in relation to the policy regarding Events in Green Spaces (MGS3).

During the initial drafting of the Mayfair Neighbourhood Plan, the Forum received a number of comments regarding the events currently held in Berkeley Square. The Forum sought to address these comments by the Events in Green Spaces policy ensuring that any future events held in Berkeley Square or the other Green Spaces designated within the Plan were properly controlled to the satisfaction of both those who live and those who work within Mayfair.

We felt that there was no clear consensus in the feedback received. The Forum therefore wishes to ensure that this section of the Mayfair Neighbourhood Plan fully reflects the views of the community and is carrying out further consultation to obtain more specific feedback on this policy.

This extended consultation will last for three weeks, opening on Wednesday 25 October and closing at midnight on Wednesday 15 November.

For more information, to submit the questionnaire or if you require it in a different format, please email info@mayfairforum.org or call 0800 772 0475.

To return completed hard copies of the questionnaire, please post to The Mayfair Neighbourhood Forum, 25 Frith Street, London, W1D 3LR.

REQUIRED DETAILS:

Are you a resident/worker/visitor to Mayfair? (please circle)

Postcode of organisation/address: W1K5 4LV

OPTIONAL DETAILS:

Name: _____

Email address: _____

Events in Green Spaces (Policy MGS3)

Policy MGS3 aims to set out criteria against which applications for planning permission for new events must be considered. These controls will ensure that planning permission will only be granted for new events which comply with these criteria.

It should be noted that an application for planning permission would not be required, and the draft policy would not apply, to temporary events which did not last for more than 28 days within any calendar year, nor events which already have planning permission.

The full text of policy MGS3 can be found within the consultation version of the draft Mayfair Neighbourhood Plan at www.mayfairforum.org

1. Types of Events

1.1. It is appropriate for Mayfair's Green Spaces to be used to hold commercial events, such as those currently held in Berkeley Square (L'OREAL, Glamour Awards, LAPADA).

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2. It is appropriate for Mayfair's Green Spaces to be used to hold community or cultural events, such as those currently held in Grosvenor Square (Summer in the Square) and Mount Street Gardens (The Mount Street Gardens Summer Fair).

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Restrictions on Events

2.1. All events (whether commercial, cultural or community focused) should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2.2. Only commercial events should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

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3. Control of Events

(Please note that in this section, provision is made for a response to be given in respect of both commercial events and cultural/community events)

3.1. If events are permitted in Mayfair's Green Spaces, they should only be held during months of the year where public use of the green spaces is most limited (i.e. from October to March).

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



3.2. If events are to be permitted in Mayfair's Green Spaces, any event which takes up more than 40% of the Green Space should only be permitted for no more than a total of 40 days in any calendar year.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

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3.3. Any events held in Mayfair's Green Spaces should be open to those who work or reside in Mayfair to attend.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3.4. Any event taking place in one of Mayfair's Green Spaces should be required to remediate the Green Space in question following the event to make good any damage caused by the holding of the event.

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3.5. Any event taking place in one of Mayfair's Green Spaces should be required to contribute towards improvements over and above remediation from the event itself.

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3.6. Any event taking place in one of Mayfair's Green Spaces should be required to reserve a portion of any profit made to be reinvested into the Green Space or the surrounding public realm within Mayfair.

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In respect of Cultural/Community Events:

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4. Trees in Green Spaces

4.1. The trees in Mayfair's Green Spaces enhance these spaces as tranquil areas for relaxation and should be maintained and protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

The information you supply will be used by The Mayfair Forum for administrative purposes within the terms of the Data Protection Act 1998.

Other Comments:

No To cutting down trees
in any park or square

No to Gros square having
a cafe

LEAVE HANOVER +
GROS SQ ALONE

NO NEEDS FOR ANYTHING
OTHER THAN WHATS
THERE!



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BUT I OBJECT TO USING GROS SQUARE FOR ANY LENGTH OF TIME. THIS IS AN OASIS FOR LEISURE WORKERS AND MANY RESIDENTS.

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SUMMER IN THE SQUARE IS APPROPRIATE. THE LAND ISN'T TOO DESTROYED. PERKS THE POPULARITY, MORE BUSINESS SHOULD BE IN SQUARES REST OF THE TIME

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NEIGHBOURHOOD FORUM

MAYFAIR NEIGHBOURHOOD FORUM

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REQUIRED DETAILS:

Are you (Resident) worker/visitor to Mayfair? (please check)

Postcode or organisation/address

W1R 4HE

OPTIONAL DETAILS:

Name:

Judy Ruttnes

Email address:

Ruttnesregina@gmail.com

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MAYFAIR NEIGHBOURHOOD FORUM

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Odd question, no event should have this amount of space/time

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

Depends, not clear

3.3. Any events held in Mayfair's Green Spaces should be open to those who work or reside in Mayfair to attend.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3.4. Any event taking place in one of Mayfair's Green Spaces should be required to remediate the Green Space in question following the event to make good any damage caused by the holding of the event.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

 NEIGHBOURHOOD FORUM

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3.5. Any event taking place in one of Mayfair's Green Spaces should be required to contribute towards improvements over and above remediation from the event itself.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

3.6. Any event taking place in one of Mayfair's Green Spaces should be required to reserve a portion of any profit made to be reinvested into the Green Space or the surrounding public realm within Mayfair.

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STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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 NEIGHBOURHOOD FORUM

4. Trees in Green Spaces

4.1. The trees in Mayfair's Green Spaces enhance these spaces as tranquil areas for relaxation and should be maintained and protected.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

The information you supply will be used by The Mayfair Forum for administrative purposes within the terms of the Data Protection Act 1998.

Other Comments:

Green spaces are the lungs of Mayfair. They are an important provider of peace, ~~and~~ and a small slice of nature. They should not be covered over in large measures (e.g. LAPADA). People who live and work locally and those who arrive to shop or work must be allowed a chance to use the space for quiet pursuits - to eat, to rest, to read etc. It should not be a "draw" to boost retail sales. Activities in the ~~green spaces~~ should not be for distant users of the ~~green spaces~~ those who live/work along the borders of the green spaces.

 MAYFAIR NEIGHBOURHOOD FORUM

MAYFAIR NEIGHBOURHOOD FORUM

EXTENDED CONSULTATION QUESTIONNAIRE, OCTOBER 2017

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During the initial drafting of the Mayfair Neighbourhood Plan, the Forum received a number of comments regarding the events currently held in Berkeley Square. The Forum sought to address these comments by the Events in Green Spaces policy ensuring that any future events held in Berkeley Square or the other Green Spaces designated within the Plan were properly controlled to the satisfaction of both those who live and those who work within Mayfair.

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Are you a resident/worker/visitor to Mayfair? (please tick)

Postcode of organisation/address: *W1K 7JG*

OPTIONAL DETAILS:

Name:

Email address:

Events in Green Spaces (Policy MGS3)

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It should be noted that an application for planning permission would not be required, and the draft policy would not apply, to temporary events which did not last for more than 28 days within any calendar year, nor events which already have planning permission.

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1. Types of Events

1.1. It is appropriate for Mayfair's Green Spaces to be used to hold commercial events, such as those currently held in Berkeley Square (LRF, Glamour Awards, LAPADA).

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

1.2. It is appropriate for Mayfair's Green Spaces to be used to hold community or cultural events, such as those currently held in Grosvenor Square (Summer in the Square) and Mount Street Gardens (The Mount Street Gardens Summer Fair).

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

2. Restrictions on Events

2.1. All events (whether commercial, cultural or community focused) should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE



3.2. If events are to be permitted in Mayfair's Green Spaces, any event which takes up more than 40% of the Green Space should only be permitted for no more than a total of 40 days in any calendar year.

In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

SHOULD BE LESS PREFERABLY 0

In respect of Cultural/Community Events:

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Other Comments:

Multiple horizontal lines for providing other comments.



EXTENDED CONSULTATION QUESTIONNAIRE, OCTOBER 2017

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OPTIONAL DETAILS:

Name: MARIE-LOUISE BURROWS

Email address: mrsmlb@btinternet.com

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In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

RSMSJ - Summer Garden Party
payments from profits returned to local benefits.
restoration of fountain, legal costs, local soup kitchens etc. etc



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In respect of Commercial Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

40% to include vehicle access to Berkeley Sq also
and 40 days to include access to build.

In respect of Cultural/Community Events:

STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

ditto

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repair grass by TURF (not seeding) & IMMEDIATELY after end of event.



In respect of Cultural/Community Events:

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NEIGHBOURHOOD FORUM

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STRONGLY AGREE AGREE DON'T KNOW DISAGREE STRONGLY DISAGREE

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Other Comments:

*If it is agreed that commercial use of Berkeley Sq. is allowed, it must be only from Oct - Mar. but not same restrictions for community events but NOT for same length of time.
Berkeley Sq. should be treated separately from other green spaces due to the elegance of the sq. & its architectural excellence & the beauty of its trees.*



MAYFAIR NEIGHBOURHOOD FORUM

Further Comments Submissions to Extended Consultation Questionnaire

Q5. It is appropriate for Mayfair's Green Spaces to be used to hold commercial events, such as those currently held in Berkeley Square (LREF, Glamour Awards, LAPADA).

- | | | | |
|--|---------------------|---|------------------------------------|
| <input type="checkbox"/> But i object to usage of grosvenor square for any length of time. This is an oasis for lunch time workers and many residents | 11/16/2017 1:20 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Yes, I strongly agree | 11/15/2017 3:28 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> 'Some' events make sense, but there are too many of them in our opinion. | 11/15/2017 1:49 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Soemtimes agree | 11/15/2017 1:48 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Not sure why these should be hosted in this way, though I can't say they cause me direct problems. | 11/15/2017 1:26 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Yes - to drive vibrancy and footfall | 11/15/2017 11:12 AM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> I think green spaces should be used for local residents and workers | 11/15/2017 9:08 AM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Balancing public amenity with activity is important. Overtly commercial activities must support the neighbourhood either through commercial or social contributions. | 11/15/2017 8:46 AM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> As long as the time taken to set up, hold and take down only amounts to a certain percentage each year | 11/15/2017 8:45 AM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Half the garden is closed off, the grass is destroyed and is unsightly for many weeks/months after. Why is it the a public place can be used for private events? Also, when the event takes place a noticeable increase of people/cars are present on bourdon street which is very disruptive considering the very quiet nature of the street otherwise. | 11/14/2017 9:50 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> It limits access to the green space and adds no residential value. Civic and community events open to all are preferred. No concerns with one day events – weddings, film shoots, etc. – but things that span weeks should not happen. | 11/14/2017 8:14 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> On one hand the spaces should remain unfettered and be open at all times of the year in accordance with legislation that governs their use for all residents, visitors and workers alike for wellbeing, respite and calm, however on the flip side these types of event are so important to maintaining Mayfair's unique position as an internationally recognised art, fashion and cultural destination. Events that support the cultural heritage, contemporary and classic which help Mayfair support the competitiveness of the West End, London and the UK must be supported. Revenue raised from events should be directly used to improve and maintain the green spaces. | 11/14/2017 8:13 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> I think it brings different visitors to the area which has a benefit to local trade | 11/14/2017 7:48 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> As long as proceeds are reinvested and the events are controlled | | | |

	11/14/2017 7:06 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This diversity of use, events and visitorship is vital.		
	11/14/2017 5:51 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	So long as they are in a controlled manner and the profits from such events are reinvested in Mayfair's open space.		
	11/14/2017 5:11 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	We feel that these are events which have taken over our green spaces & squares. They are not for the benefit of the community & destroy the area. They are of too long a duration & destroy the ambience.		
	11/14/2017 4:58 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	As long as greens are looked after and resident get a chance to be part of it		
	11/14/2017 4:19 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	But not necessarily in Berkeley Square or for extended periods of time. The question is misleading in referencing high profile events as opposed to low impact commercial events which would not cause disruption or disturbance.		
<input type="checkbox"/>	Grosvenor Square is a calm and beautiful square and should remain so without any trading opportunities.		
	11/14/2017 3:39 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Level of usage is about right now.		
	11/14/2017 3:32 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Yes, while not without problems for residents, they put money back into the area		
	11/14/2017 3:27 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	So long as the quantity, quality and relevance to the community is carefully controlled		
	11/14/2017 10:15 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This is giving advertising space in a public area. Downmarket, cheap and does nothing to enhance Mayfair		
	11/13/2017 6:03 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Assuming some revenue from the event is put back into the garden to reinstate damage and continue the transformation of the space		
	11/13/2017 11:56 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	But they should be relevant to the community, of high quality and limited in number and scale		
	11/13/2017 10:02 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Yes but not in summer times when people like to use the spaces the most		
	11/9/2017 4:55 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Berkeley Square should be the only area used to hold commercial events.		
	11/9/2017 12:41 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	They should be limited in number		
	11/8/2017 9:09 PM	View respondent's answers	Categorize as... ▼

- It is not that I disagree in principle, but I have seen the impact of these events in practice, and the noise, increased footfall and effect on the grass and birdlife is too extreme.**

11/8/2017 5:35 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Yes but only if the majority of the square remains open to the public.**

11/8/2017 1:17 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- It would depend on the length of those events and the potential disruption to the neighborhood**

11/7/2017 7:17 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- These events are abusive of a very precious green space in Mayfair and contribute nothing at all to the enjoy,met of the local community**

11/7/2017 7:10 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Agree only depending on the conditions of use**

11/2/2017 3:01 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- For a limited number of days**

11/1/2017 10:57 AM
[View respondent's answers](#)
[Categorize as... ▼](#)
- If they can help bring the grass back in a nice way, that always helps.**

10/31/2017 3:11 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- I agree provided the events are of short duration and that the money from these events goes back into the community.**

10/30/2017 5:08 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- What happens there can be done in any of the over 100 function or ball rooms in London. For good reasons, one would not allow to build a building on the park ground. For the same reason one should not allow to do it temporarily. The residence and visitors pay sufficient tax to keep the parks running.**

10/28/2017 3:06 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Agreement on the basis that there is further investment into square maintenance.**

10/28/2017 8:27 AM
[View respondent's answers](#)
[Categorize as... ▼](#)
- There should be a limit to the amount of days given over to these events. 20 per annum?**

10/28/2017 3:34 AM
[View respondent's answers](#)
[Categorize as... ▼](#)
- The event I saw in Berkeley Square was a design event which seemed appropriate and brought interest to the area.**

10/27/2017 9:25 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Green spaces should stay green, and be for the public**

10/27/2017 8:19 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Time and time again, a prefab shanty town is built in the northern half of Berkeley Square, denying this public space to thousands of people and destroying the grass. The building works also create traffic congestion and damage other parts of the Square.**

10/27/2017 6:42 PM
[View respondent's answers](#)
[Categorize as... ▼](#)

Q6. It is appropriate for Mayfair's Green Spaces to be used to hold community or cultural events, such as those currently held in Grosvenor Square (Summer in the Square) and Mount Street Gardens (Mount Street Garden Party).

- Summer in the square is appropriate. The land isn't too destroyed. Proves the popularity, more benches should be in squares rest of the year**
11/16/2017 1:20 PM [View respondent's answers](#) [Categorize as... ▼](#)

- I strongly agree**
11/15/2017 3:28 PM [View respondent's answers](#) [Categorize as... ▼](#)

- Yes - the green spaces need to work harder but at the same time have a balance - dont want to see them like Hyde Park where it takes months to erect and then dismantle**
11/15/2017 11:12 AM [View respondent's answers](#) [Categorize as... ▼](#)

- But don't allow commercialism to ruin them with adverts etc**
11/15/2017 8:45 AM [View respondent's answers](#) [Categorize as... ▼](#)

- These are not only fun but I would encourage more of them. Accessible to all, does not destroy or condone off any of the grass and when its gone it leave no trace.**
11/14/2017 9:50 PM [View respondent's answers](#) [Categorize as... ▼](#)

- These types of events are open to all and build community and make it a great place to live (e.g. if it is commercial beyond vendors or requires a ticket, it should be rethought.)**
11/14/2017 8:14 PM [View respondent's answers](#) [Categorize as... ▼](#)

- Entirely, these types of event are so important because it allows the wider Mayfair community (resident, worker and visitor alike) to have a number of focal points throughout the calendar year to come together and have a great time - they present an open and accessible opportunity for all to collectively or individually enjoy these key places. The events and green space 'places' are actively curated to provide something for all and make our Mayfair more attractive as a place to live work and play!**
11/14/2017 8:13 PM [View respondent's answers](#) [Categorize as... ▼](#)

- All of these events are widely enjoyed by visitors, workers and residents**
11/14/2017 7:48 PM [View respondent's answers](#) [Categorize as... ▼](#)

- And more besides**
11/14/2017 7:06 PM [View respondent's answers](#) [Categorize as... ▼](#)

- Quality needs to be first class and then yes.**
11/14/2017 5:51 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- I see these events as a key part of the Mayfair community and should be celebrated and continued. These events are embedded in the district "May Fair"**
11/14/2017 5:11 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- These are for the community & are generally of short term duration. We do not want more commercial activity there**
11/14/2017 4:58 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- As long as it at par with Mayfair standard and compliments the area.**
11/14/2017 4:19 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Prehaps one event per annum, at the most.**
11/14/2017 3:39 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- these events are hardly 'cultura' and rarely community based. Mayfair draws people from outside the area, mostly shoppers, who use these events more than residents.**
11/13/2017 6:03 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Test**
11/13/2017 2:59 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Again - not too many**
11/8/2017 9:09 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- There should be an agreement on how many of these events can be held. Also, the charging should directly benefit the green space involved.**
11/8/2017 5:35 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- These events clearly benefit the community and promote the neighborhood to the residents**
11/7/2017 7:17 PM [View respondent's answers](#) [Categorize as...](#) ▼

<input type="checkbox"/>	These events are not totally disruptive to the local community and not overly long in duration and are aimed at the enjoy,entitled of people who live and work in Mayfair. This is in stark contrast to the events in Belgrave Square.	11/7/2017 7:10 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	As long as the events are well advertised to local residents who should be welcomed to attend	11/1/2017 10:57 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Some of these events bring something really positive to the squares.	10/31/2017 3:11 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Yes, these are a joy and helps cement Mayfair's unique status	10/30/2017 5:08 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Yes, because these are public events in the interest of the community and visitors. There should be reasonable limits, but this is one of the natural function of public spaces.	10/28/2017 3:06 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	The number of days per annum to be agreed. 40 days?	10/28/2017 3:34 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	These would seem to give the area a sense of community.	10/27/2017 9:25 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	These two are fine but no more, please	10/27/2017 6:42 PM	View respondent's answers	Categorize as... ▼

Q7. All events (whether commercial, cultural or community focussed) should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

- | | | | |
|--|--------------------|---|------------------------------------|
| <input type="checkbox"/> Strongly agree | 11/15/2017 3:29 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> The pre and post works and infrastructure significantly add to the time the squares are unavailable and cause very noticeable disruption. | 11/15/2017 1:51 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Governance and event management plans are essential to allow the clear purpose of each event to be realised with minimal impact to those most likely to be negatively affected. | 11/15/2017 9:48 AM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> If accessibility is limited this should only be for a short period | 11/15/2017 9:11 AM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Living within very close proximity to these wonderful gardens and knowing first hand how the area changes when these events take it it is my opinion that they are indeed subject to controls. | 11/14/2017 9:52 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Should be completed by 10pm (unless New Years). | 11/14/2017 8:16 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> This should be enforced to ensure they contribute positively to the locality | 11/14/2017 7:49 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> There is always a balance. | 11/14/2017 5:52 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Yes, these events should be controlled so as not to impact local amenity. | 11/14/2017 5:12 PM | View respondent's answers | Categorize as... ▼ |
| <input type="checkbox"/> Each event should have an Operational Management Plan and be subject to a formal licence - whether a premises licence or TEN | 11/14/2017 4:20 PM | View respondent's answers | Categorize as... ▼ |

<input type="checkbox"/>	Such an idealistic idea. Such regulations are beyond anyone's control and impossible to enforce.	11/13/2017 6:05 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Test	11/13/2017 2:59 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	There are simply too many events in Berkeley Square. I am a local resident, and my use of the square is reduced when these events are on.	11/8/2017 5:36 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Agree although often to create a fantastic event it is necessary to accept that noise and accessibility to green space may be affected for a limited period of time. The objective would be to ensure no long term disruption to the above.	11/8/2017 1:19 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	community events do not generally adversely impact, commercial does so shouldn't be allowed.	11/8/2017 9:02 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	As long as the controls are reasonable.	11/7/2017 5:51 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	I don't agree with holding them at all	11/6/2017 3:44 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Events that use less than 50% (or other similar reasonable %) of the green space should be subject to fewer controls.	11/6/2017 11:56 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	If the events themselves are well produced and bring something special to the neighbourhood, wouldn't we want to be careful about scaring them off?	10/31/2017 3:12 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	And all litter is cleared up and any grassy areas reinstated if damaged.	10/30/2017 5:10 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Yes, there should be controls. However, one should take into account that commercial events have better funding to comply with them. For community and cultural events, the controls have to be managable.	10/28/2017 3:09 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Best way to ensure this is to have none	10/27/2017 8:19 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Yes, but who will be responsible for these controls? Westminster Council?	10/27/2017 6:44 PM	View respondent's answers	Categorize as... ▼

Q8. Only commercial events should be subject to controls to ensure that they do not have a significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking and accessibility to the green space.

<input type="checkbox"/> Strongly agree	11/15/2017 3:29 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> All events should be subject to appropriate controls.	11/15/2017 1:51 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Any event that may have an impact should adopt a commensurate approach to mitigation	11/15/2017 9:48 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> If accessibility is limited this should only be for a short period	11/15/2017 9:11 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> The same safeguards should be in place regardless of the type of activity. Balance must be monitored and achieved.	11/15/2017 8:47 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> We still have to live here while the event is happening. For example, closing a road for an event should be prohibited. No event or protest should ever shut down park lane, for example. Blows my mind that a world class city allows this to happen non-stop.	11/14/2017 8:16 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> All events	11/14/2017 7:49 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> All events have similar impacts potentially and should be managed	11/14/2017 5:52 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Both commercial and community events should be subject to controls.	11/14/2017 5:12 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Residents should be part of it	11/14/2017 4:20 PM	View respondent's answers	Categorize as... ▼

<input type="checkbox"/>	All events should be subject to the same controls	11/14/2017 4:20 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	All events should be subject to control	11/14/2017 3:36 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	all should	11/14/2017 3:29 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Commercial Events should not be permitted	11/14/2017 12:36 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Community and commercial events should be regulated and subject to controls if they are held.	11/13/2017 6:05 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	All should be subject to controls	11/9/2017 12:42 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Should apply to all	11/8/2017 9:10 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	No reason to single out commercial events only	11/8/2017 5:36 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	But requirements should be reasonable for community /charity events	11/8/2017 2:05 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	The restraints on commercial events should be greater than on community events or events that are open to all.	11/8/2017 1:19 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	We see the impact of commercial events in berkeley sq & hyde park, it will make an impact in all these areas, so should not be allowed. this question is therefore not applicable.	11/8/2017 9:02 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	A control and approval process should be in place	11/7/2017 7:18 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	All events should have those controls	11/7/2017 5:53 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Commercial events should not be permitted	11/7/2017 5:53 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	all should be controlled.	11/6/2017 3:44 PM	View respondent's answers	Categorize as... ▼

-
- Any event that restricts complete access to a green space should be subject to the same controls**
11/6/2017 11:56 AM [View respondent's answers](#) [Categorize as... ▼](#)
-
- I live very near Berkeley Square, and the noise from the events isn't a problem.**
10/31/2017 3:12 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Covered in Q7**
10/31/2017 2:54 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Would not want a very noisy music festival**
10/30/2017 5:10 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- As stated before, all events should have controls, but commercial events should have stronger once.**
10/28/2017 3:09 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- ALL events should be subject to control and code of conduct**
10/28/2017 3:37 AM [View respondent's answers](#) [Categorize as... ▼](#)
-
- The other events should have these controls if they are causing the above issues. I haven't selected strongly agree, in case these other events are not causing any of the above points.**
10/27/2017 9:28 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- All events should be controlled**
10/27/2017 8:19 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- All events should be monitored and controlled.**
10/27/2017 6:44 PM [View respondent's answers](#) [Categorize as... ▼](#)
-

Q9. If events are permitted in Mayfair's Green Spaces, they should only be held during months of the year where public use of the green spaces is most limited (i.e. from October to March). In respect of Commercial Events:

- Good idea - commerical events in the Winter and community in the Summer albeit it should not be set in stone**
11/15/2017 11:19 AM [View respondent's answers](#) [Categorize as...](#) ▼

- Unless there is a strong and compelling argument to the contrary and measures are in place to renew and enhance the green space following the event then it is agreed that focus of these events should be scheduled away from spring and summer months. Events held during the Oct-Mar period would help animate the green places during colder and darker months.**
11/15/2017 10:01 AM [View respondent's answers](#) [Categorize as...](#) ▼

- Different people may want to use the greens for different reason throughout the year. In order to be fair we must take into consideration people who may enjoy the cold fresh air in the green spaces.**
11/14/2017 9:58 PM [View respondent's answers](#) [Categorize as...](#) ▼

- This would depend on the type of event. Summer in Grosvenor Square complements the summer months**
11/14/2017 7:52 PM [View respondent's answers](#) [Categorize as...](#) ▼

- depends upon the public space in question.**

- It is about balance and frequency.**
11/14/2017 5:55 PM [View respondent's answers](#) [Categorize as...](#) ▼

- It is possible for commercial enterprises to hire existing rooms in hotels & clubs instead**
11/14/2017 5:30 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Commercial events should be allowed all year round so long as they don't dominate the green spaces within which they are located.**
11/14/2017 5:18 PM [View respondent's answers](#) [Categorize as...](#) ▼

- More damage will be caused to the gardens in winter - it would be mush better to spread the events, in moderation, throughout the year with more in the summer when the ground would not be so soft.**
11/14/2017 4:35 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Residents should be invited so they feel the part of the event and celebrations**
11/14/2017 4:25 PM [View respondent's answers](#) [Categorize as...](#) ▼

- I don't think this is practical. The demonstrated demand is for use in the warmer months; damage will be greater and remedial time longer during winter months. One option could be reducing the proposed period to May to August (say) when events are banned or simply enforcing a maximum number of days through the year and maximum area.**
11/14/2017 11:23 AM [View respondent's answers](#) [Categorize as...](#) ▼

- Should snot be held at all at any tie of the year. This is not a community based area, and it is a phantasy to pretend or try to make it one.**
11/13/2017 6:12 PM [View respondent's answers](#) [Categorize as...](#) ▼

- There will be less demand (revenue will be limited) and the weather conditions indicate there will more impact on the spaces themselves**
 11/13/2017 12:00 PM [View respondent's answers](#) [Categorize as... ▼](#)
- This may not be viable as events in winter months will potentially create more damage and will require heating etc..**
 11/8/2017 5:40 PM [View respondent's answers](#) [Categorize as... ▼](#)
- I disagree because I use Berkeley Square all year round. I live off Berkeley Square. It affects me when an event is held there, regardless of time of year.**
 11/8/2017 9:19 AM [View respondent's answers](#) [Categorize as... ▼](#)
- Again you are assuming that events will be allowed, they should not. gardens are an amenity for local residents and workers to enjoy.**
 11/8/2017 9:19 AM [View respondent's answers](#) [Categorize as... ▼](#)
- This is a trick question. Events in groove or square and mount street gardens only take place in summer. Those in Berkley Square are autumn but no time of year is appropriate for the expropriation of this essential space for commercial events.**
 11/7/2017 7:18 PM [View respondent's answers](#) [Categorize as... ▼](#)
- that could cause damage to the space**
 11/7/2017 5:58 PM [View respondent's answers](#) [Categorize as... ▼](#)
- Perhaps to take over a large portion of the space, but not a ban during the other periods of the year.**
 11/7/2017 5:54 PM [View respondent's answers](#) [Categorize as... ▼](#)
- I don't agree with any events at any time, why do you question something which is not in line with the first set of questions in the first page!!**
 11/6/2017 3:45 PM [View respondent's answers](#) [Categorize as... ▼](#)
- Events should be encouraged throughout the year. Absolutely not. They bring life and dynamism to the our green spaces.**
 11/6/2017 12:04 PM [View respondent's answers](#) [Categorize as... ▼](#)
- The Community events should be held in the Summer and the Commercial events in the less popular months**
 11/1/2017 11:03 AM [View respondent's answers](#) [Categorize as... ▼](#)
- I don't know that a hard-and-fast rule is needed.**
 10/31/2017 3:18 PM [View respondent's answers](#) [Categorize as... ▼](#)
- Perhaps a major event could be held but again provided the money from this goes back into the community**
 10/30/2017 5:32 PM [View respondent's answers](#) [Categorize as... ▼](#)

-
- If the parks have commercial events at all, they should be held in the winter.**
10/28/2017 3:39 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Agreeing to this would open the door to more events**
10/27/2017 6:58 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- I think it depends on the nature of the event and how much it stops the public being able to enjoy the space**
10/27/2017 6:26 PM [View respondent's answers](#) [Categorize as... ▼](#)
-

Q10. If events are permitted in Mayfair's Green Spaces, they should only be held during months of the year where public use of the green spaces is most limited (i.e. from October to March). In respect of Cultural / Community Events:

- Whilst some leeway may be given to community events, such as summer events in Grosvenor Square, there is a real risk certain commercial events will label themselves 'cultural' in order to bypass restrictions.
11/15/2017 2:01 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Some of us actually live here full time, there is a community of sorts. What else are parks for but to provide amenity for the local community?
11/15/2017 1:39 PM [View respondent's answers](#) [Categorize as...](#) ▼

- 10. These types of event provide amenity for local residents, workers and businesses alike and therefore should be seen in an entirely different context to commercial events. Cultural and community events should be encouraged (but limited in number to maximise each events contribution, whilst providing respite in between) to make sure that Mayfair remains a vibrant and aspirational for all.
11/15/2017 10:01 AM [View respondent's answers](#) [Categorize as...](#) ▼

- There is nothing civic about attending an event in the cold and rain. Limiting events to this period only undermines the goal of creating a community.
11/14/2017 8:21 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Event dependent
11/14/2017 7:52 PM [View respondent's answers](#) [Categorize as...](#) ▼

- I think there is great scope for cultural non profit events to happen year round
11/14/2017 5:55 PM [View respondent's answers](#) [Categorize as...](#) ▼

- These uses should never be for more than 3 days (including setting up & taking down) The charm of a garden means that garden parties should be allowed. If they contain all activity to the shortest Time possible
11/14/2017 5:30 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Community and cultural events should be allowed all year round.
11/14/2017 5:18 PM [View respondent's answers](#) [Categorize as...](#) ▼

- For the same reasons as commercial events
11/14/2017 4:35 PM [View respondent's answers](#) [Categorize as...](#) ▼

- As long as residents are part of it everyone will welcome the events
11/14/2017 4:25 PM [View respondent's answers](#) [Categorize as...](#) ▼

- As above
11/14/2017 11:23 AM [View respondent's answers](#) [Categorize as...](#) ▼

- See above. Stopped holding these
11/13/2017 6:12 PM [View respondent's answers](#) [Categorize as...](#) ▼

<input type="checkbox"/>	As above	11/8/2017 9:20 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	I disagree because I use Berkeley Square all year round. I live off Berkeley Square. It affects me when an event is held there, regardless of time of year.	11/8/2017 5:40 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Strange question? Summer in the garden is in june! genuine community activities should be encouraged	11/8/2017 9:19 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Should be used when necessary	11/7/2017 5:58 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	same as above	11/6/2017 3:45 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Absolutely not. They bring life and dynamism to the our green spaces.	11/6/2017 12:04 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Beautifying the squares is more important to me than limiting events.	10/31/2017 3:18 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	No pointing holding community events in winter when fewer can attend	10/30/2017 5:32 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	As the nature of cultural and community events in parks is to have them outdoor, one cannot restrict them to the winter.	10/28/2017 3:39 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Cultural and community events should be held in the spring/summer months to encourage community gathering and social cohesion	10/28/2017 3:48 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	A summer fete for example would be nice and affordable for all potential visitors, surely?	10/27/2017 9:37 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Agreeing to this would open the door to more events	10/27/2017 6:58 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	I think it depends on the nature of the event and how much it stops the public being able to enjoy the space	10/27/2017 6:26 PM	View respondent's answers	Categorize as... ▼

Q11. If events are to be permitted in Mayfair's Green Spaces, any event which takes up more than 40% of the Green Space should only be permitted for no more than a total of 40 days in any calendar year. In respect of Commercial Events:

<input type="checkbox"/>	Odd question, no event should have this amount of space/time	11/16/2017 1:12 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Should be less preferably 0	11/16/2017 1:09 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	An upper limit of 40 days for an individual event is meaningless. No event lasts that long. Unless the question's drafting is imprecise?	11/15/2017 2:01 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	40 days feels far too long - 30 days max and then limit those types to only two a year max	11/15/2017 8:50 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Balance is important.	11/15/2017 8:49 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Taking up that much space should be limited to no more than two weeks (not factoring in build/strip times) that way there may be a chance that the grass does not totally die.	11/14/2017 9:58 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	BUT 40 Days is way to LONG. Single day use only.	11/14/2017 8:21 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Would need to see how that looked on paper, sounds reasonable.	11/14/2017 5:55 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Not 40 -much less ! That is almost 6 weeks and much too long	11/14/2017 5:30 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This sounds like a sensible proposition to me.	11/14/2017 5:18 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Is this 40 days in one garden or 40 days across all gardens? The number of days should ideally be garden specific as some gardens can accommodate more events than others without causing a nuisance to neighbours.	11/14/2017 4:35 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Most efficient use of the spaces should be encouraged and residents should be part of it	11/14/2017 4:25 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Commercial events should not be permitted	11/14/2017 12:40 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This seems sensible	11/14/2017 11:23 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	40 days!! Absolutely not	11/13/2017 6:12 PM	View respondent's answers	Categorize as... ▼

<input type="checkbox"/>	40 days in still an excessive amount of days	11/9/2017 12:45 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Perhaps 50% could be reasonable?	11/8/2017 9:20 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	I think the limit of 40% of a green space is itself too high.	11/8/2017 5:40 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Local residents' views should have greatest consideration	11/8/2017 2:10 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This sounds like Berkeley sq type events, which are inappropriate	11/8/2017 9:19 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Again, this is about Berkley Square. No manipulation of the questions will persuade residents that this use is ever permissible.	11/7/2017 7:18 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	same as above	11/6/2017 3:45 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	I'm not sure where the 40 days comes from, however it seems a reasonable number to ensure a balance between events and open green space	11/6/2017 12:04 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This seems reasonable. Forty days is a long time.	10/31/2017 3:18 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Commercial events should not be permitted	10/31/2017 2:56 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	I don't understand the question. Does this refer to one specific event or all such events? If for all commercial events then I suppose the numbers suggested are about right, but they don't have to be set in stone.	10/30/2017 5:32 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	The restriction should be for less than 40 days	10/29/2017 6:47 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This rules means that less then 40% of each park can be used without time limit for commercial events. If limited to October to March, we would still allow the following: On Barclays Square, one can build a function hall on the north part (which is less then 40%) in October and leave it there to be rented out for events until the end of March. The same in Grosvenor Square and Mount Street Gardens. The rule should be that commercial use should be restricted to up to 40% of a Green Space and 40 days in a calendar year.	10/28/2017 3:39 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	but less would be better. there are venues for commercial hire...	10/28/2017 3:48 AM	View respondent's answers	Categorize as... ▼

I agree but 40% and 40 days are both far too high

10/27/2017 8:22 PM

[View respondent's answers](#)

[Categorize as...](#) ▼

Ridiculous - events will occupy only 39 per cent of any particular green space to avoid this restriction. All commercial events should be banned completely

10/27/2017 6:58 PM

[View respondent's answers](#)

[Categorize as...](#) ▼

Q12. If events are to be permitted in Mayfair's Green Spaces, any event which takes up more than 40% of the Green Space should only be permitted for no more than a total of 40 days in any calendar year. In respect of Cultural / Community Events:

- Don't know - depends, not clear
 11/16/2017 1:12 PM [View respondent's answers](#) [Categorize as...](#) ▼
- An upper limit of 40 days for any individual event is meaningless. No single event lasts that long. Thankfully.
 11/15/2017 2:01 PM [View respondent's answers](#) [Categorize as...](#) ▼
- Same as commercial events
 11/15/2017 8:50 AM [View respondent's answers](#) [Categorize as...](#) ▼
- The more of these events we have the stronger the community will become.
 11/14/2017 8:21 PM [View respondent's answers](#) [Categorize as...](#) ▼
- Comments as for commercial events
 11/14/2017 4:35 PM [View respondent's answers](#) [Categorize as...](#) ▼
- (the form will not permit me to tick a box and comment). I agree and comments are as above.
 11/14/2017 11:23 AM [View respondent's answers](#) [Categorize as...](#) ▼
- See above. Just stop these tawdry and often commercially based events that do nothing for the area
 11/13/2017 6:12 PM [View respondent's answers](#) [Categorize as...](#) ▼
- 40 days is still an excessive amount of days
 11/9/2017 12:45 PM [View respondent's answers](#) [Categorize as...](#) ▼
- As above - 50% could be reasonable. Note this question would not accept further comments and Agree - which I do subject to this comment
 11/8/2017 9:20 PM [View respondent's answers](#) [Categorize as...](#) ▼
- The limit of 40% of a green space is itself too high.
 11/8/2017 5:40 PM [View respondent's answers](#) [Categorize as...](#) ▼
- same as above
 11/6/2017 3:45 PM [View respondent's answers](#) [Categorize as...](#) ▼
- I didn't even know that events went on that long.
 10/31/2017 3:18 PM [View respondent's answers](#) [Categorize as...](#) ▼
- I think such events should be encouraged, so these limits are rather arbitrary.
 10/30/2017 5:32 PM [View respondent's answers](#) [Categorize as...](#) ▼
- Strongly disagree with the rule. Please note that the script for the question has an error. If you put in a comment, you can't say whether you agree or disagree. Anyway, for cultural or community events, it is important that they can use the entire park, but it should be limited to a maximum of 40 days a year. Commercial events can always be limited to parts of less than 40% of the parks, but cultural and community events up to 40 days a year should be possible even if they use the entire park.
 10/28/2017 3:39 PM [View respondent's answers](#) [Categorize as...](#) ▼

Q13. Any events held in Mayfair's Green Spaces should be open to those who work or reside in Mayfair to attend. In respect of Commercial Events:

<input type="checkbox"/> Agree - but visitors should be welcome	11/16/2017 1:21 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Wherever possible	11/15/2017 9:11 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Up to organisers, eg. Lapada to invite locals.	11/14/2017 3:38 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> (problem as above). Agree - subject to whatever commercial constraints there are.	11/14/2017 11:23 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Just stop them	11/13/2017 6:12 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> But they may need to pay. Again, unable to tick agree and complete this comment	11/8/2017 9:20 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> As a resident, I have to put up with the loss of amenity, and also the nuisance of the set-up and taking-down.	11/8/2017 5:40 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> If a commercial event has been approved and a fee has been paid then admittance can and should be enforced	11/7/2017 7:22 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> same as above	11/6/2017 3:45 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> I lightly agree, but note that this question doesn't allow us to click agree *and* leave a comment.	10/31/2017 3:18 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Depends who pays for them. Is it suggested that only Mayfair residents attend? Or if not, that Mayfair residents etc don't have to pay? In which case, how would this be policed?	10/30/2017 5:32 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Strongly disagree. If there are commercial events, we have to accept that not every resident or worker can walk in there. Again, the script has an error. There should be no commercial events in Mount Street Gardens.	10/28/2017 3:39 PM	View respondent's answers	Categorize as... ▼

Q14. Any events held in Mayfair's Green Spaces should be open to those who work or reside in Mayfair to attend. In respect of Cultural / Community Events:

<input type="checkbox"/> Agree - but visitors should be welcome at any time	11/16/2017 1:21 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Wherever possible	11/15/2017 9:11 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> If making more accessible for all people to live in Mayfair them should be promoted to learn more about Community of Mayfair	11/14/2017 10:58 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> No because some are fund raising in order to provide a community service. ie open meetings	11/14/2017 5:30 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> As above	11/14/2017 11:23 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Again, cease these altogether.	11/13/2017 6:12 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> As above (see 13)	11/8/2017 5:40 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> With proof of residency	11/7/2017 7:22 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> same as above	11/6/2017 3:45 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/> Answer as above. I don't think there should be any restriction.	10/30/2017 5:32 PM	View respondent's answers	Categorize as... ▼

Q15. Any event taking place in one of Mayfair's Green Spaces should be required to remediate the Green Space in question following the event to make good any damage caused by the holding of the event. In respect of Commercial Events:

- This seems evident. Why is the question even raised?
11/15/2017 2:01 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Plus contribute to ongoing improvements
11/15/2017 8:50 AM [View respondent's answers](#) [Categorize as...](#) ▼

- If damage is done then it should be rectified right after the strip of the structure has been done. As to not hinder the use of the green for residents.
11/14/2017 9:58 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Should only be allowed to residents not who work or else whole world will get access and it won't work.
11/14/2017 4:25 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Problem is that this never happens and will never happen. Of course it should but be realistic
11/13/2017 6:12 PM [View respondent's answers](#) [Categorize as...](#) ▼

- There shouldn't be such large scale events to cause such damage in the first place
11/8/2017 9:19 AM [View respondent's answers](#) [Categorize as...](#) ▼

- This is a joke question. Berkley Square never had time to recover from the abuse visited on it.
11/7/2017 7:18 PM [View respondent's answers](#) [Categorize as...](#) ▼

- same as above
11/6/2017 3:45 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Banning these commercial events would eliminate this expenditure
10/27/2017 6:58 PM [View respondent's answers](#) [Categorize as...](#) ▼

Q16. Any event taking place in one of Mayfair's Green Spaces should be required to remediate the Green Space in question following the event to make good any damage caused by the holding of the event. In respect of Cultural /Community Events:

- This seems evident. Why is the question even raised?**

11/15/2017 2:01 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- Plus contribute to ongoing improvements**

11/15/2017 8:50 AM
[View respondent's answers](#)
[Categorize as...](#) ▼
- Only if the event is organised to create a profit that is not for charity or a local amenity**

11/14/2017 12:40 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- Again, of course this should happen but areas have been left in a terrible state after these events. People who do not live in Mayfair have no respect for it**

11/13/2017 6:12 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- But proportionate to the group's ability to pay eg Mayfair Community Choir has limited funds but it would be a shame if they weren't able to contribute to the community for this reason**

11/8/2017 2:10 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- See above**

11/7/2017 7:18 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- same as above**

11/6/2017 3:45 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- Most Community events do not last more than a day. A genuine community event is aligned to the purpose of a green public space. It would therefore be the responsibility of WEstminster Council to remediate, otherwise this is going to prevent genuine community events like Mount St Gardens Summer Fair.**

11/2/2017 3:10 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- As noted before, in limits. There should be clearly a two level standard whereby commercial events have to comply with a higher standard.**

10/28/2017 3:39 PM
[View respondent's answers](#)
[Categorize as...](#) ▼
- This depends on definition. Summer in the Park is commercial and cultural**

10/28/2017 3:58 PM
[View respondent's answers](#)
[Categorize as...](#) ▼

Q17. Any event taking place in one of Mayfair's Green Spaces should be required to contribute towards improvements over and above remediation from the event itself. In respect of Commercial Events:

- Provided that those improvements are within the garden or another green space
11/14/2017 4:35 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Depends on the sort of improvements
11/14/2017 3:44 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Yes. they should but why not cut to the chase and just forget the in the first place? Or who is receiving money to do these events? Not residents
11/13/2017 6:12 PM [View respondent's answers](#) [Categorize as...](#) ▼

- don't allow them in first place
11/8/2017 9:19 AM [View respondent's answers](#) [Categorize as...](#) ▼

- Commercial events should simply not be allowed
11/7/2017 7:18 PM [View respondent's answers](#) [Categorize as...](#) ▼

- same as above
11/6/2017 3:45 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Don't know but I would love this to happen.
10/31/2017 3:18 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Who sets the limit here? No, re commercial events, the organiser should clearly pay an appropriate fee and meet the cost of any reinstatement
10/30/2017 5:32 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Surely they are already paying for the use of the space?Not sure what the extra is required for?
10/27/2017 9:37 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Banning commercial events would be preferable
10/27/2017 6:58 PM [View respondent's answers](#) [Categorize as...](#) ▼

Q18. Any event taking place in one of Mayfair's Green Spaces should be required to contribute towards improvements over and above remediation from the event itself. In respect of Cultural / Community Events:

- Community groups such as choirs exist on a financial shoestring, exist on the cocoa tin method of accounting.**

11/15/2017 1:39 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Civic events are a civic expense. The council should cover damage and improvements because everyone benefits.**

11/14/2017 8:21 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Community Cultural events shouldn't be forced to contribute but any profits that are made should be reinvested.**

11/14/2017 5:18 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Only if there is a 'profit' from the event**

11/14/2017 4:35 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Depends on the sort of improvements**

11/14/2017 3:44 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Only if the event is organised to create a profit that is not for charity or a local amenity**

11/14/2017 12:40 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Yes of course if they are held**

11/13/2017 6:12 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- See above**

11/7/2017 7:18 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Should be taken on a case to case basis in particular for community events. Yes for cultural.**

11/7/2017 5:54 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- same as above**

11/6/2017 3:45 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Otherwise the cost could rule out genuine community events**
- Again, I don't know about foisting the responsibility on people I don't know, but I certainly love the "idea".**

10/31/2017 3:18 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- No, possibly meet the cost of remediation, but then funds for this should be available from commercial events**

10/30/2017 5:32 PM
[View respondent's answers](#)
[Categorize as... ▼](#)
- We contribute anyway and don't have to pay for improvements, whatever they may be**

10/28/2017 3:48 AM
[View respondent's answers](#)
[Categorize as... ▼](#)
- Banning all commercial events would eliminate this expenditure**

10/27/2017 6:58 PM
[View respondent's answers](#)
[Categorize as... ▼](#)

Q19. Any event taking place in one of Mayfair's Green Spaces should be required to reserve a portion of any profit made to be reinvested into the Green Space or the surrounding public realm within Mayfair. In respect of Commercial Events:

- Needs to be done on an open book agreement**
11/15/2017 8:50 AM [View respondent's answers](#) [Categorize as... ▼](#)

- Investment should only be in the garden, not the surrounding public realm**
11/14/2017 4:35 PM [View respondent's answers](#) [Categorize as... ▼](#)

- It should be optional**
11/14/2017 3:44 PM [View respondent's answers](#) [Categorize as... ▼](#)

- Make a charge in the rent if you like. Otherwise, try policing such a clause!**
11/14/2017 3:38 PM [View respondent's answers](#) [Categorize as... ▼](#)

- I think all the income should be reinvested solely in the Green Space. "Surrounding public realm" is too broad a definition.**
11/14/2017 11:23 AM [View respondent's answers](#) [Categorize as... ▼](#)

- Yes but I doubt any contribution would cover the damage and inconvenience suffered by those of us who live here**
11/13/2017 6:12 PM [View respondent's answers](#) [Categorize as... ▼](#)

- It depends on the length of the event and how much of the green space it took up**
11/8/2017 1:22 PM [View respondent's answers](#) [Categorize as... ▼](#)

- No commercial events**
11/8/2017 9:19 AM [View respondent's answers](#) [Categorize as... ▼](#)

- There should be an upfront fee required for allowing the event**
11/7/2017 7:22 PM [View respondent's answers](#) [Categorize as... ▼](#)

- See above. These questions seem intended to wear down the resident with a simple and unanswerable proposition. Do not allow commercial exploitation of Berkley Square it is far too important for that.**
11/7/2017 7:18 PM [View respondent's answers](#) [Categorize as... ▼](#)

<input type="checkbox"/>	same as above	11/6/2017 3:45 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	This is a sensible and responsible approach. The portion ought to be reasonable, say between 20% and 50%	11/6/2017 12:04 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Again, not sure about this, but I love the idea.	10/31/2017 3:18 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	A point I have been labouring	10/30/2017 5:32 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	The only justification, if any, for commercial events is to ensure this. There should be also a right to reject commercial events if this contribution in light of the disturbance of the event is not high enough.	10/28/2017 3:39 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Far better to charge a flat fee and not rely on promoters' figures	10/28/2017 3:48 AM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	I'm presuming that a commercial event is already paying substantially for the use of the space in the first place, therefore I would not see a need for the portion of profit in addition to the original charge.	10/27/2017 9:37 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	But this sounds like a "bribe" to permit such uses - I prefer no such use	10/27/2017 8:22 PM	View respondent's answers	Categorize as... ▼
<input type="checkbox"/>	Gross or net profit?	10/27/2017 6:58 PM	View respondent's answers	Categorize as... ▼

Q20. Any event taking place in one of Mayfair's Green Spaces should be required to reserve a portion of any profit made to be reinvested into the Green Space or the surrounding public realm within Mayfair. In respect of Cultural / Community Events:

- Ditto**
11/15/2017 8:50 AM [View respondent's answers](#) [Categorize as... ▼](#)

- There should be no profit on civic events - civic by nature is non-profit. If there is profit, than 100% should go back to green space and/or other civic events.**
11/14/2017 8:21 PM [View respondent's answers](#) [Categorize as... ▼](#)

- This could render the point of helping the community through sums earnt. as useless**
11/14/2017 5:30 PM [View respondent's answers](#) [Categorize as... ▼](#)

- There should be more flexibility on profit for cultural/community events.**
11/14/2017 5:18 PM [View respondent's answers](#) [Categorize as... ▼](#)

- As for commercial events**
11/14/2017 4:35 PM [View respondent's answers](#) [Categorize as... ▼](#)

- It should be optional**
11/14/2017 3:44 PM [View respondent's answers](#) [Categorize as... ▼](#)

- Only if the event is organisedto create a profit that is not for charity or a local amenity**
11/14/2017 12:40 PM [View respondent's answers](#) [Categorize as... ▼](#)

- This seems reasonable - putting something back into the Green Spaces if these events are run to a profit. As above I would restrict to just the Green Space and not the "surrounding public realm" (the latter being too broad a definition)**
11/14/2017 11:23 AM [View respondent's answers](#) [Categorize as... ▼](#)

- Yes see No 19 above**
11/13/2017 6:12 PM [View respondent's answers](#) [Categorize as... ▼](#)

- See above.**
11/7/2017 7:18 PM [View respondent's answers](#) [Categorize as... ▼](#)

-
- same as above**
11/6/2017 3:45 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Ought to mirror the commercial event policy, however I would be concerned that any community event is making a profit!**
11/6/2017 12:04 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Any money raised is usually for charity or community organisations**
11/2/2017 3:10 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Seems tricky; love the idea, though. Who oversees the use of the profits?**
10/31/2017 3:18 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- As above**
10/30/2017 5:32 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Cultural and community events should be defined. They should not make any profit other than for charitable organisations in Mayfair. In that case, there is no need to ask them to reinvest.**
10/28/2017 3:39 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Profits should be reinvested into community activities; it is the community who will pay/support these events**
10/28/2017 3:48 AM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Cultural: as above. Community events should not need to pay extra. Let people use their local land.**
10/27/2017 9:37 PM [View respondent's answers](#) [Categorize as... ▼](#)
-
- Gross or net profit?**
10/27/2017 6:58 PM [View respondent's answers](#) [Categorize as... ▼](#)
-

Q21. The trees in Mayfair's Green Spaces enhance these spaces as tranquil areas for relaxation and should be maintained and protected.

- This seems evident. Why is the question even raised?**
11/15/2017 2:02 PM [View respondent's answers](#) [Categorize as...](#) ▼

- They provide shade and clean the air too.**
11/15/2017 1:41 PM [View respondent's answers](#) [Categorize as...](#) ▼

- agree in principle subject to the trees being of sufficient quality**
11/15/2017 11:20 AM [View respondent's answers](#) [Categorize as...](#) ▼

- Relocation or replacement is acceptable to me. Many trees were only planted in the 1960s.**
11/15/2017 8:51 AM [View respondent's answers](#) [Categorize as...](#) ▼

- This is of vital importance! The cutting of one large branch in Berkeley Square was deeply saddening.**
11/14/2017 10:00 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Space is ugly without trees.**
11/14/2017 8:23 PM [View respondent's answers](#) [Categorize as...](#) ▼

- But not at all costs. Where it is sensible to remove trees for safety or improvements then that must be permitted.**
11/14/2017 7:12 PM [View respondent's answers](#) [Categorize as...](#) ▼

- We wish that this would apply to healthy trees & not be as restrictive as to conserve for the sake of it unhealthy spindly trees that contaminate their surrounding trees**
11/14/2017 5:35 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Although some of them could be improved and I would be happy for replacement/upgrading of tree stock.**
11/14/2017 5:19 PM [View respondent's answers](#) [Categorize as...](#) ▼

- All trees should be maintained but only the best trees should be protected. There needs to be an appropriate approach to species and age diversification of the tree stock which may require the removal and/or replacement of trees as they outgrow their location or become diseased or mishapen.**
- If they are not subject to protection orders they should be.**
11/14/2017 3:40 PM [View respondent's answers](#) [Categorize as...](#) ▼

- strongly strongly strongly agree**
11/13/2017 11:02 AM [View respondent's answers](#) [Categorize as...](#) ▼

- Trees are the lungs of our city. They are not only good for our physical health, they also benefit our mental wellbeing.**
11/8/2017 5:41 PM [View respondent's answers](#) [Categorize as...](#) ▼

- NO COMMERCIAL USE**
11/6/2017 3:51 PM [View respondent's answers](#) [Categorize as...](#) ▼

- In general yes, however certain trees will need to be replaced or relocated from time to time. This policy should not restrict that. Therefore I would recommend not have a policy on this matter.**
11/6/2017 12:10 PM [View respondent's answers](#) [Categorize as...](#) ▼

<input type="checkbox"/>	An obvious point. Why ask?		View respondent's answers	Categorize as... ▼
	10/30/2017 5:34 PM			
<input type="checkbox"/>	The trees in Hanover Square face an immediate threat from Westminster Council		View respondent's answers	Categorize as... ▼
	10/27/2017 7:08 PM			
<input type="checkbox"/>	Not in the case of Berkeley sq, which is very dark. But otherwise yes they do		View respondent's answers	Categorize as... ▼
	10/27/2017 6:26 PM			

Q22. Any further comments

- No to cutting down trees in any park or square. No to Grosvenor square having a cafe. Leave Hanover and Gros Sq alone. No need for anything other than whats there!
- 11/16/2017 1:24 PM [View respondent's answers](#) [Categorize as...](#)
-
- Green spaces are the wings of Mayfair. They are an important provider of peace and small slice of nature. They should not be covered over if large ? (eg LAPADA). People who live and work locally and those who arrive to shop or view must be allowed a chance to use the space for quiet pursuits - to eat, to rest, to read etc. It should not be a 'draw' to book ? Activities in the green spaces should not be bar or christmas users of the green space or those who live/work along the borders of the green spaces.
- 11/16/2017 1:17 PM [View respondent's answers](#) [Categorize as...](#)
-
- Cross River Partnership is submitted an associated document with this questionnaire response via email.
- 11/15/2017 6:44 PM [View respondent's answers](#) [Categorize as...](#)
-
- If it agreed that commerical use of berkeley sq is allowed, it must be only from Oct-March but not same restrictions for community events but not for same length of time. Berkeley sq should be treated seperately from other green spaces due to the elegance of the sq and its architectural excellence of the beauty of its trees.
- 11/15/2017 3:42 PM [View respondent's answers](#) [Categorize as...](#)
-
- The squares should be respected as public spaces for those that live, work and visit Mayfair. Whether this be as a quiet space for rest and relaxation or as periodically useable space for events such as Summer in the Square and open air theatre/cinema which draw a diverse range of people wishing to experience an event which showcases the square as its own events space. The infrastructure required for these types of events is usually limited and requires minimal remediation. These types of events respect the nature and environment of the square and crucially become an unobtrusive part of it for a period of time, to the benefit of those that choose to participate in the events. They are temporary and light-touch in nature. This is in stark contrast to the commercial events currently held in Berkeley Square. The balance here is wrong - the square is not respected and is rather transformed in to a large indoor events spaces (with the trees poking out of the marquees!) They severely restrict the public's ability to use the square and require considerable remediation. The setting of the square is also impacted by the infrastructure that is required to be stored around the outside and the access and parking requirements for staff. These events are an unacceptable over intensification of use of the squares and should be stopped. Unlike the more cultural/community focused events, these events do not enhance or celebrate the square it its own right, rather they exploit its location and create an event which could just as easily be held in an indoor purpose built events space, sparing the square from the damage caused by having to spend time and money building substantial temporary structures.
- 11/15/2017 12:52 PM [View respondent's answers](#) [Categorize as...](#)
-
- na
- 11/15/2017 11:34 AM [View respondent's answers](#) [Categorize as...](#)
-
- Thank you for the opportunity to comment. Look forward to reviewing the consultation report.
- 11/15/2017 10:02 AM [View respondent's answers](#) [Categorize as...](#)
-
- Green spaces should be used to host events which will attract people to Mayfair
- 11/15/2017 9:11 AM [View respondent's answers](#) [Categorize as...](#)
-
- Trees are important. The quantum should remain. Relocation, replacement and replanting is acceptable.
- 11/15/2017 8:51 AM [View respondent's answers](#) [Categorize as...](#)
-
- Great survey with all the right questions - unlike the Tories in Kensington this week !
- 11/15/2017 8:50 AM [View respondent's answers](#) [Categorize as...](#)
-
- Happy that progress in Mayfair continue and I always have got a nice feeling about Community spirit.
- 11/14/2017 11:00 PM [View respondent's answers](#) [Categorize as...](#)
-
- I have enjoyed answering these questions and I am glad the survey has been created. We must protect our green spaces and allow non invasive use of them so that we may all enjoy them, as opposed to commercial use where we are restricted use from the lovely green space.
- 11/14/2017 10:00 PM [View respondent's answers](#) [Categorize as...](#)

- Focus on civic not commercial. If commercial events are permitted, than all proceeds should go to fund the civic events. In this way, commercial events become a means to a better end.
11/14/2017 8:23 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- All events welcome but resident should have a privileged access to it
11/14/2017 4:26 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- well done for doing this survey
11/14/2017 4:23 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Any trees removed for any reason should be replaced.
11/14/2017 3:43 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Trees and nature should be maintained as it adds to the beauty of the place
11/14/2017 3:38 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- No
11/14/2017 3:29 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Westminster and the Forum may need to look at the London Squares Act in formulating policies.
11/14/2017 11:24 AM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Mayfair permanent residents are low down on the totem pole when it comes to decisions about the areas . It is becoming untenable to live here comfortably
11/13/2017 6:13 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Happy to see events talking place in these spaces. They animate the space/locality and enhance the sense of community.
11/13/2017 12:02 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- I wish to see a direct link between income generated from events in green spaces in Mayfair and funding local initiatives to assist rough sleepers in Mayfair. This is a local problem which deserves locally-generated income/funding.
11/8/2017 5:41 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Mayfair is a wealthy area which does not need to occupy every space for commercial gain. Our peace and quiet is already eroded by the policy of turning quiet streets into commercial areas. We need the open spaces for enjoyment of outdoor space.
11/8/2017 9:24 AM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Garbage (street collection) in the streets is a disgrace for Mayfair, should have collective garbage and recycling points
11/7/2017 9:13 PM [View respondent's answers](#) [Categorize as...](#) ▼
-
- Badly designed questionnaire or perhaps on purpose to make your own commercial objectives get approved. I can't imagine any resident being in favour of the commercial use of these squares. I am also interested to see the result of the last consultation, as in my opinion it was not in the interest of the residents. I express this as a Chairman of 17 Berkeley Street RA and founding member of the Berkeley Street Monitoring Group and based on consultation with Berkeley Street residents.

The green space in any urban area such as Mayfair should be cherished and protected. Commercial events should be allowed for a certain number of days, preferably 'low' season, but they should be as inclusive as possible and some of the profits should be used to enhance the green space.

11/1/2017 11:08 AM

[View respondent's answers](#) [Categorize as...](#) ▼

I support efforts to beautify our lacklustre squares.

10/31/2017 3:18 PM

[View respondent's answers](#) [Categorize as...](#) ▼

When will we be able to hear a nightingale sing in Berkeley Square? If only!

10/30/2017 5:34 PM

[View respondent's answers](#) [Categorize as...](#) ▼

We need to define commercial vs. community/cultural use. I believe everything should be considered commercial use unless the committee approves something as community or cultural use. There needs to be a connection to the community or culture of Mayfair. Otherwise, it should be considered commercial use. For example, all events held in Barclays Square at the moment could be seen as cultural use, but they are commercial from a Mayfair residence perspective.

10/28/2017 3:43 PM

[View respondent's answers](#) [Categorize as...](#) ▼

Mayfair has many businesses, but it is also one of the few true residential parts of central Westminster; residents should be the chief concern of the Forum; it seems too business oriented

10/27/2017 8:24 PM

[View respondent's answers](#) [Categorize as...](#) ▼

APPENDIX 5
Responses from SEA Statutory Bodies

Environment Agency,
3rd Floor,
2 Marsham Street,
London,
SW1P 4DF

25th January 2018

Lauren Archer
Forsters LLP
31 Hill Street
London
W1J 5LS

Dear Lauren,

Thank you for consulting the Environment Agency on the Strategic Environmental Assessment and Habitats Regulation Assessment Screening Report on behalf of the Mayfair Neighborhood Forum.

We have identified no major constraints within the area and please find our comments below for your consideration:

- 1) There are no main rivers within the site.
- 2) The site lies in Flood Zone 1 and is therefore considered to be at low risk of flooding from both rivers and sea.
- 3) There are no Source Protection Zones present, however much of the area lies on Superficial Aquifer designated Secondary A which should be considered during the planning process due to potential groundwater vulnerability.
- 4) Mount Street Gardens is the only designated SSSI site that falls within the neighborhood area however 2 further SSSI sites, Green Park and Hyde Park border the area to the South West and West respectively.

We are pleased to see Climate Change Adaption and Waste policies have been included however due to the limited constraints within the site, we have no further comments.

Please don't hesitate to contact me if you have any further queries.

Yours faithfully,

Mr Matthew Pearce
Planning Advisor

End

Date: 20 January 2018
Our ref: 234603
Your ref: Mayfair Neighbourhood Plan



Mayfair Neighbourhood Forum
C/O Ms Lauren Archer
Forsters LLP
31 Hill Street
London W1J 5LS

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CW1 6GJ

BY EMAIL ONLY

lauren.archer@forsters.co.uk

T 0300 060 3900

Dear Sir/Madam,

Mayfair Neighbourhood Plan:

Thank you for your consultation on the above dated 18th December 2017.

Natural England is a non-departmental public body. Our statutory purpose is to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development.

Screening Request: Strategic Environmental Assessment and Habitats Regulation Assessment Screening

It is our advice, on the basis of the material supplied with the consultation, that, in so far as our strategic environmental interests are concerned (including but not limited to statutory designated sites, landscapes and protected species, geology and soils) are concerned, that there are unlikely to be significant environmental effects from the proposed plan.

Neighbourhood Plan

Guidance on the assessment of Neighbourhood Plans in light of the SEA Directive is contained within the National Planning Practice Guidance¹. The guidance highlights three triggers that may require the production of an SEA, for instance where:

- a neighbourhood plan allocates sites for development
- the neighbourhood area contains sensitive natural or heritage assets that may be affected by the proposals in the plan
- the neighbourhood plan may have significant environmental effects that have not already been considered and dealt with through a sustainability appraisal of the Local Plan.

We have checked our records and based on the information provided, we can confirm that in our view the proposals contained within the plan will not have significant effects on sensitive sites that Natural England has a statutory duty to protect.

We are not aware of significant populations of protected species which are likely to be affected by the policies / proposals within the plan. It remains the case, however, that the responsible authority should provide information supporting this screening decision, sufficient to assess whether protected species are likely to be affected.

Notwithstanding this advice, Natural England does not routinely maintain locally specific data on all potential environmental assets. As a result the responsible authority should raise environmental issues that we have not identified on local or national biodiversity action plan species and/or habitats, local wildlife sites or local landscape character, with its own ecological and/or landscape advisers, local record centre, recording society or wildlife body on the local landscape and biodiversity receptors that may be affected by this plan, before determining whether an SA/SEA is necessary.

Please note that Natural England reserves the right to provide further comments on the environmental assessment of the plan beyond this SEA/SA screening stage, should the responsible authority seek our views on the scoping or environmental report stages. This includes any third party appeal against any screening decision you may make.

For any new consultations, or to provide further information on this consultation please send your correspondences to consultations@naturalengland.org.uk.

Yours faithfully

Victoria Kirkham
Consultations Team

Ms L Archer
Forsters LLP
31 Hill Street
London W1J 5LS

Our ref: PL00258642

By email: lauren.archer@forsters.co.uk and info@mayfairforum.org

25th January 2018

Dear Mr Henderson,

Strategic Environmental Assessment Screening Report (December 2018) consultation

Historic England is the Government's advisor on all matters relating to the historic environment and a statutory consultee on a broad range of applications including the Strategic Environmental Assessment (SEA) of plans. Accordingly, we have reviewed your document in the light of the Environmental Assessment of Plans and Programmes Regulations and the National Planning Policy Framework (NPPF), with particular regard to the NPPF's core planning principle that heritage assets be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations. Having done this, and further to our advice in response to the Mayfair Neighbourhood Plan (2018-2038) on 26th July 2017, Historic England is pleased to offer the following advice on the SEA Screening Report.

In our view, the three options for transforming Park Lane that are referred to in Policy MPL1: Transforming Park Lane all have the potential to have significant effects on the historic environment. As you will be aware Park Lane borders some of London's most significant heritage assets including the Grade I registered Hyde Park. At the southern end of Park Lane nationally significant heritage assets include the Grade I listed Screen at Hyde Park Corner, statue of Achilles, Apsley House, Wellington Arch, and Royal Artillery Memorial, as well as the Grade II* listed Machine Gun Corps Memorial, 5 Hamilton Place, the Grade II* registered Green Park and Buckingham Palace Gardens. Other listed buildings bordering Park Lane include the Grade I listed Marble Arch and 93 Park Lane, and Grade II* Dudley House. Furthermore, both Mayfair and Hyde Park are covered by archaeological priority areas, and all of the options appear to involve large scale excavation that has the potential to impact archaeology.¹

¹ For more information on Archaeological Priority Areas in Westminster see <https://content.historicengland.org.uk/content/docs/planning/apa-city-of-westminster.pdf>



To our knowledge these potential environmental effects are unlikely to have been tested in previous environmental assessments, given the existing policy framework that the Neighbourhood Plan will be set within. For these reasons, while we agree that the environmental impact would depend on the exact scheme that might finally come forward, in our view the scale of change envisaged and promoted by this Neighbourhood Plan triggers the need for SEA.

Historic England considers the SEA process important as a means of identifying potential harm to heritage assets as well as alternatives or options that reduce or minimise harm and, where necessary, whether policy, direction or guidance is required within the plan to mitigate potential harm or to secure benefits including promoting the conservation or appreciation of heritage assets. However, we also note that SEA should not require additional evidence gathering beyond that already required for the robust preparation of a neighbourhood plan and that it should be limited to those areas where likely significant environmental effects are expected.

Please note that this advice is based on the information that has been provided to us and does not affect our obligation to advise on, and potentially object to any specific development proposal which may subsequently arise from your Neighbourhood Plan, and which may have adverse effects on the environment. We trust this advice is of assistance in the preparation of your Plan and encourage you to share it with the local planning authority.

Yours sincerely,

David English

Historic Places Principal London

E-mail: david.english@HistoricEngland.org.uk

Direct Dial: 020 7973 3747

cc. Diane Abrams, Greater London Archaeology Advisory Service



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Correspondence or information which you send us may therefore become publicly available.

