

Public Exhibition 3 Report

Trent Park, Enfield
13th, 14th, and 15th May 2016

INTRODUCTION

As part of the community consultation process for Berkeley Homes' proposals for the re-development of Trent Park, Enfield and in accordance with Section 122 of the Localism Act 2011, a three day public consultation event was held from Friday 13th May 2016 to Sunday 15th May 2016 at West Lodge Park Hotel.

The full times and dates of the exhibition are listed below:

Friday 13th May – 2pm to 7pm
Saturday 14th May – 10am to 3pm
Sunday 15th May – 10am to 3pm

The aim of this third consultation event was to develop the themes explored at the first and second events and to explain how the project had developed as a result of the public consultation to date. As such, previous feedback was incorporated for attendees to review.

The consultation event also displayed the emerging masterplan for the first time and was an opportunity for attendees to comment on the developing architectural character areas and typologies. In line with the key themes of local discussion, provisional thoughts on uses for the Mansion House were displayed with further feedback being sought.

Residents were able to comment on the aspects of the site which mattered most to them, and express any ongoing concerns. Feedback forms, along with freepost envelopes, and iPads with electronic versions were also provided enabling attendees to either complete in situ, or to complete at home and return to Curtin&Co by Monday 23rd May.

The stand-alone development website also was updated on the day of the exhibition to include the consultation materials and enable local residents to email their feedback to the project team.

ANALYSIS – ATTENDANCE AND FEEDBACK

ATTENDANCE

Prior to the exhibition, a comprehensive and wide-ranging advertising exercise was undertaken to ensure that the exhibition was well publicised.

Leaflet Newsletters: Leaflets were delivered to 10,312 properties in Cockfosters and surrounding area which can be found within the appendices. It was also delivered to key community facilities in the area to ensure as wide coverage as possible.

Local Media Advertisements: Quarter page adverts were placed in the *Enfield Advertiser and Gazette*, *The Barnet Press* and *The Enfield Independent* to ensure those in the local area were fully aware of the upcoming consultation events.

Media Engagement: An article was published in the hard copy and online editions of the Enfield Advertiser on Wednesday 11th May which also highlighted the consultation in the editorial section.

Community Organisations: Community groups including The Enfield Society, The Chalk Lane Area Residents Association, Trent Park Running Club, Palmers Green Association, the Southgate District Civic Trust and the Southgate Green Association, amongst others, were also notified of the event encouraging their members to attend.

Councillors: All Enfield and Barnet Councillors were invited to the exhibition either in person or by email.

Mailing List: Those who asked to be kept informed from the previous consultation events were also invited to attend via email.

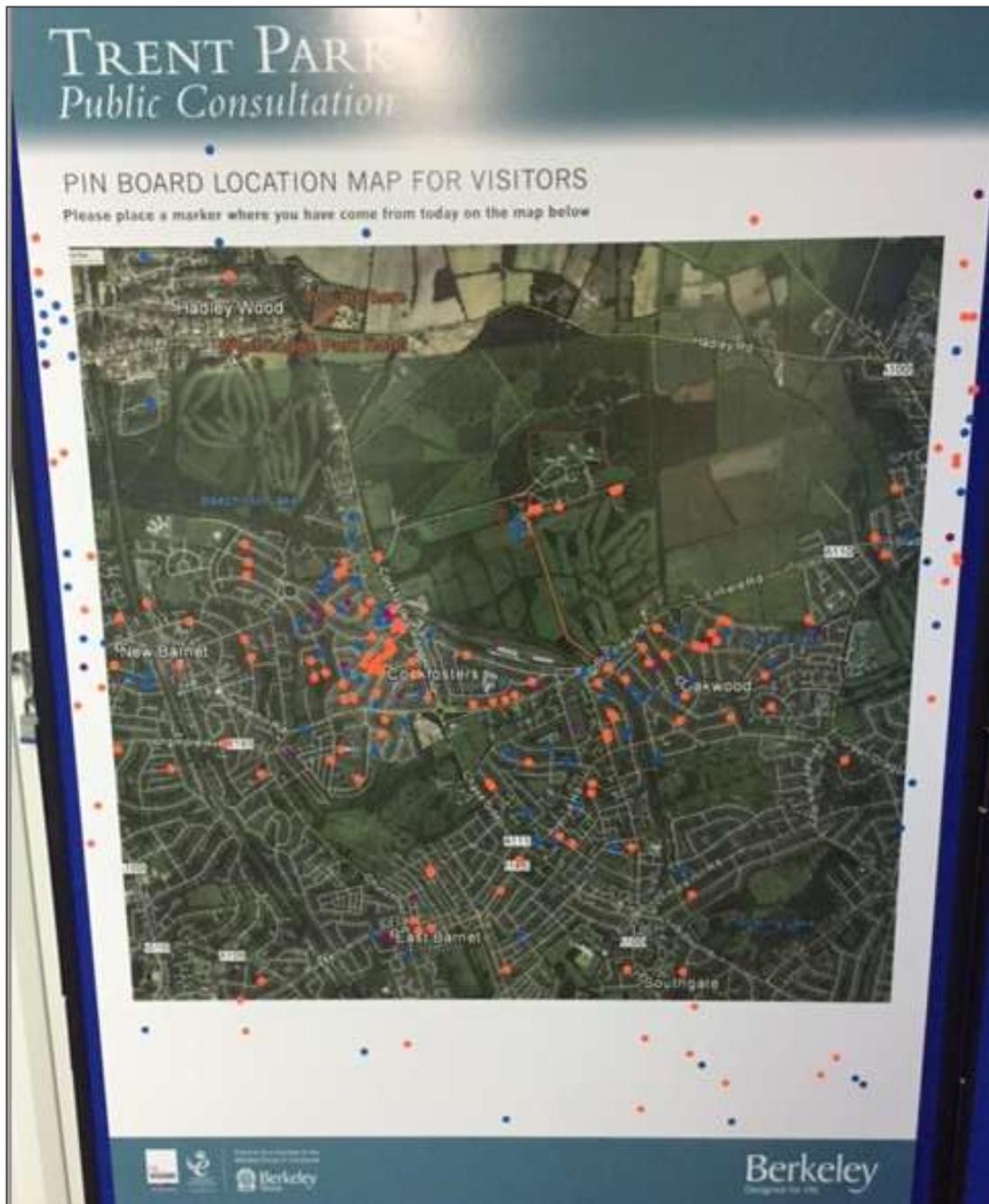
ATTENDEES

In total, 342 people signed into the exhibition although we counted **430** attendees. This is not an unusual discrepancy and can be broadly explained by some individuals being unwilling to complete sign-in sheets or only one member of a household completing the sign in sheet.

The breakdown of attendees can be found:

Friday:	148 (of which 107 signed in)
Saturday:	116 (of which 106 signed in)
Sunday:	166 (of which 133 signed in)

LOCATION OF EXHIBITION ATTENDEES



Attendees were asked to pinpoint where they live in relation to Trent Park. This illustrates how far reaching and well-advertised the exhibition was. Unsurprisingly, a large number of attendees live in the neighbouring roads, but a good proportion of attendees also had come from Barnet. Extending the remit of the event to Barnet was a key aim of this event as it had been noted from previous feedback that many regular users of the park come from this area and they felt that events had previously been heavily focused on the Cockfosters area.

FEEDBACK

PHOTOS FROM FRIDAY



PHOTOS FROM SATURDAY



PHOTOS FROM SUNDAY



FORMAL FEEDBACK FORMS

All residents who attended the exhibition were provided with a feedback form and freepost envelope. Residents were also made aware that they could submit their comments via the website or iPad form. **160** residents completed the feedback form on the day, including **12** using the iPad.

Many attendees chose to take the feedback form away with them so in total Curtin&Co received **195** feedback forms by the 23rd May 2016 deadline.

The feedback was extremely positive, as is illustrated by the graphs below with nearly 95% finding the consultation event useful and 65% supporting the masterplan. Transport and access proved to be the most controversial aspect of the proposals, although even this aspect received high levels of support in response to the approach being taken (60%).

VERBAL FEEDBACK AT EXHIBITION

In terms of verbal feedback at the exhibition, the majority of people were positive about the emerging masterplan.

Attendees again wanted assurances that this development would not be a gated community and that there would be public access to the grounds. Once this was reiterated and explained in further detail, a number of people were reassured.

There was clear and significant support for the landscape proposals and restoring the historic gardens and the majority of attendees were pleased to see that the feedback from the previous exhibitions had been taken into account. This was particularly the case in relation to the character areas and the need for a space to celebrate the historic importance of Trent Park.

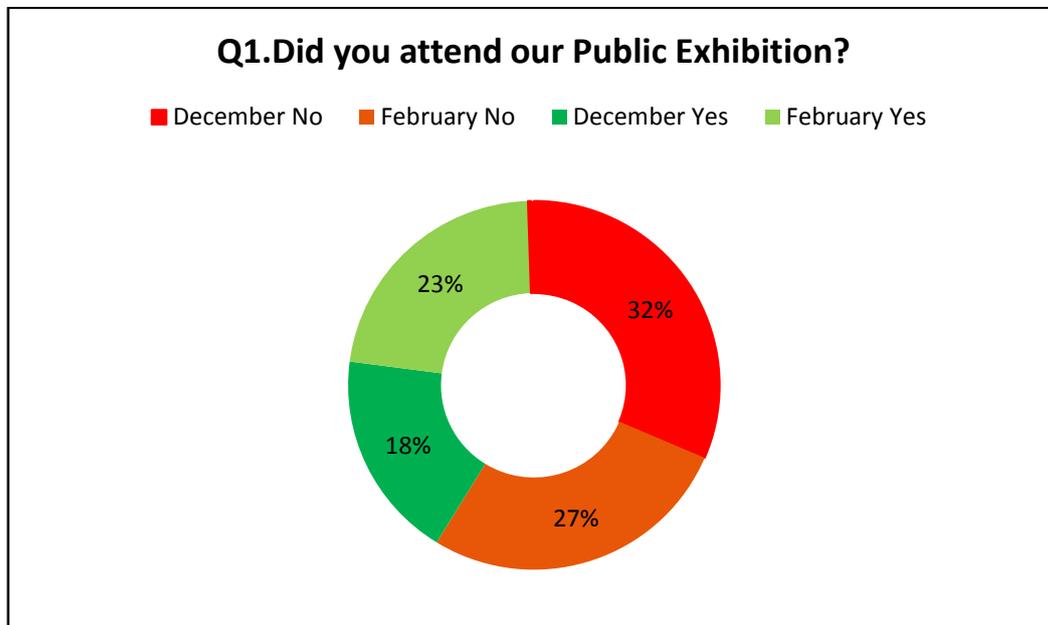
Several attendees asked about vehicular access especially with regards to Snakes Lane and affordable housing provision.

There was a level of interest in when the properties would be completed and interest in buying into the scheme.

The overall tone of the exhibition was positive, with most attendees expressing their views in a calm and positive fashion.

BREAKDOWN OF FEEDBACK DATA

The feedback from each question can be seen in pie chart form below:

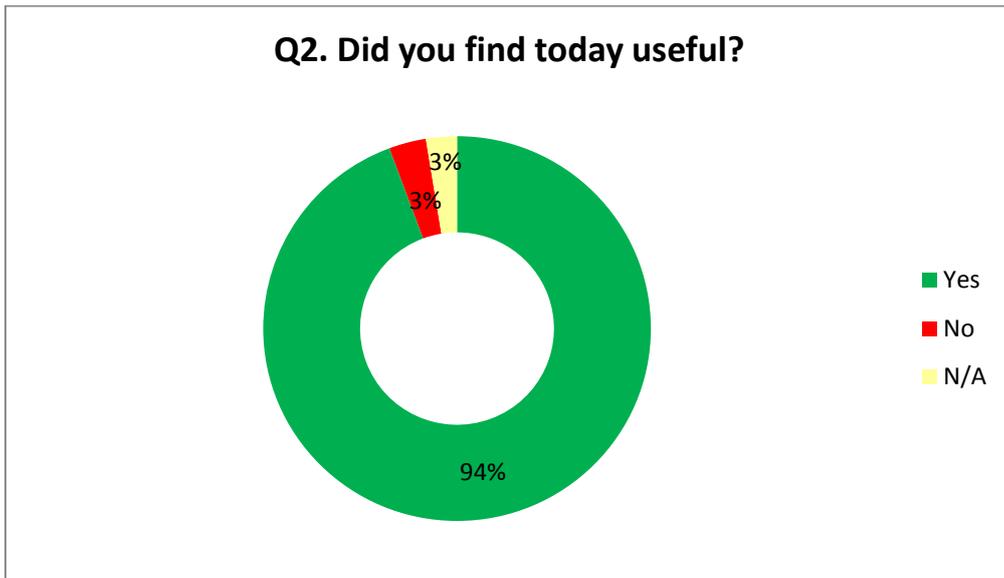


There were a significant number of new attendees to this consultation event who had previously not engaged with the process.

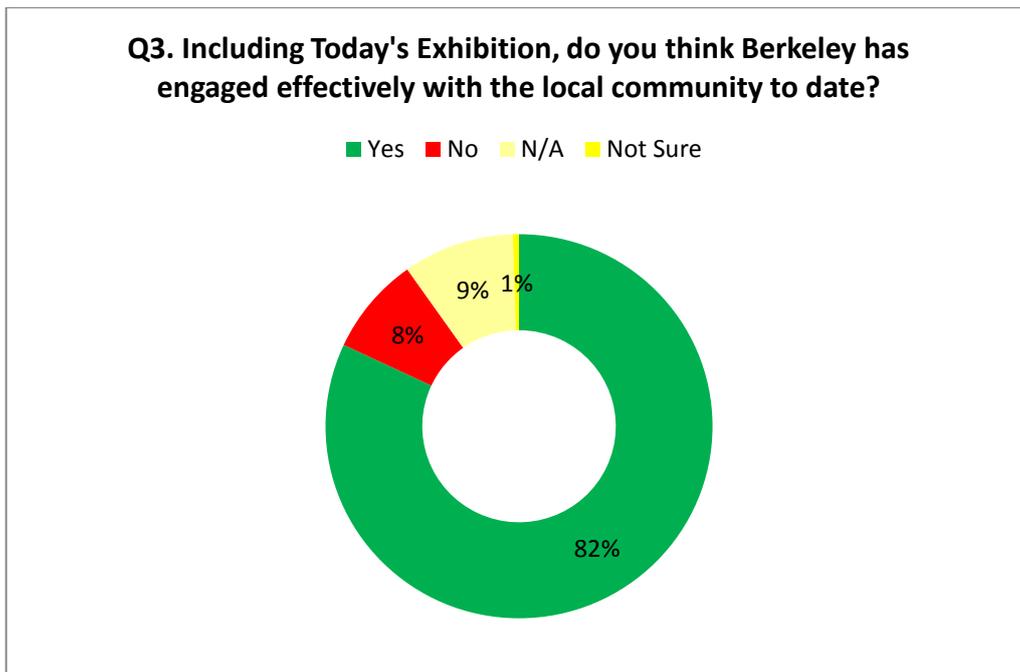
23% of attendees had attended the February consultation event and 18% had attended the exhibition in December. This is possibly due to the fact that that this exhibition was held in a different location, a wider geographic spread was encouraged to attend.

It was clear from the verbal feedback that the West Lodge Country Park Hotel was perceived to be a good location as several people stated that this was much more convenient to get to.

Engaging with new people is positive and illustrates that a large number of people across a wide area are keen to engage in the process and have their say on what happens to the former University campus.

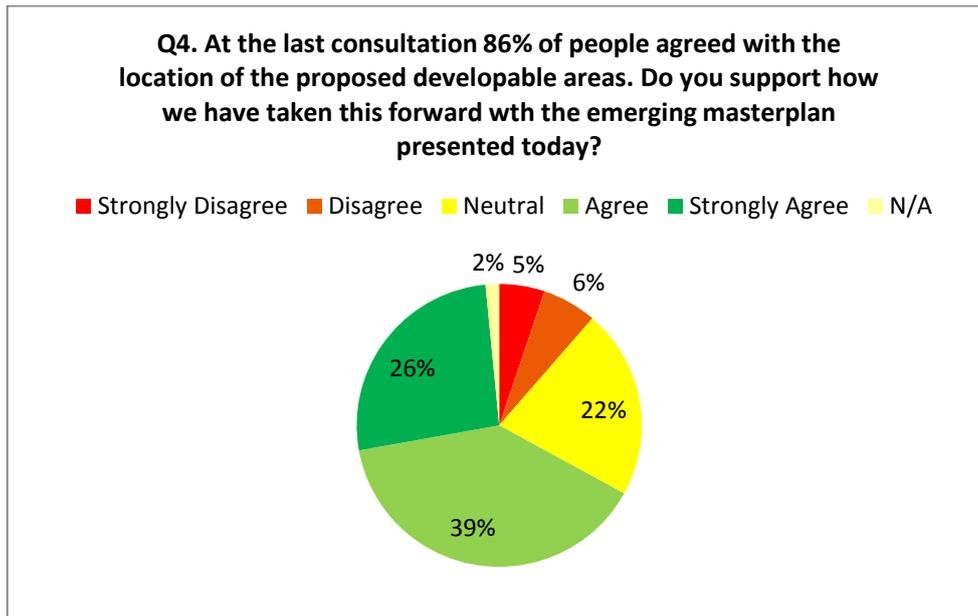


94% of those who completed the feedback found the exhibition useful. This demonstrates that these consultation events provide a genuine opportunity for residents and interested parties to gain a better understanding of the process being undertaken and the current thoughts of the project team.

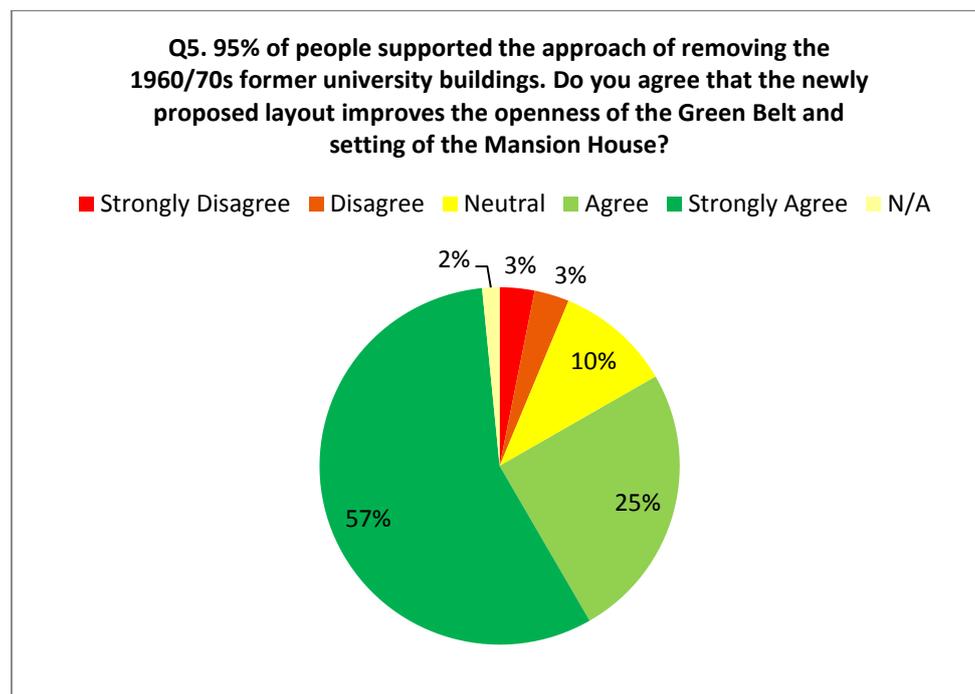


The overwhelming majority, (82%) agree that Berkeley has effectively engaged with the local community to date with only 8% disagreeing (decrease from 15% at the February consultation). A small proportion did not answer this question (10%).

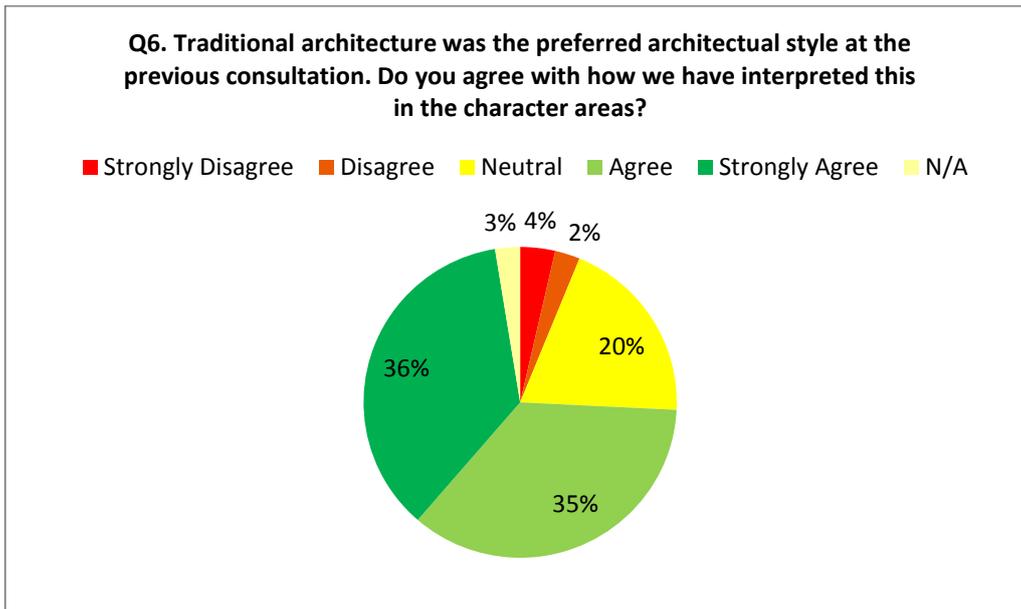
There was clear support from a wide range of attendees across the three days for the breadth of consultation being undertaken and the willingness to include local residents in the development of the application.



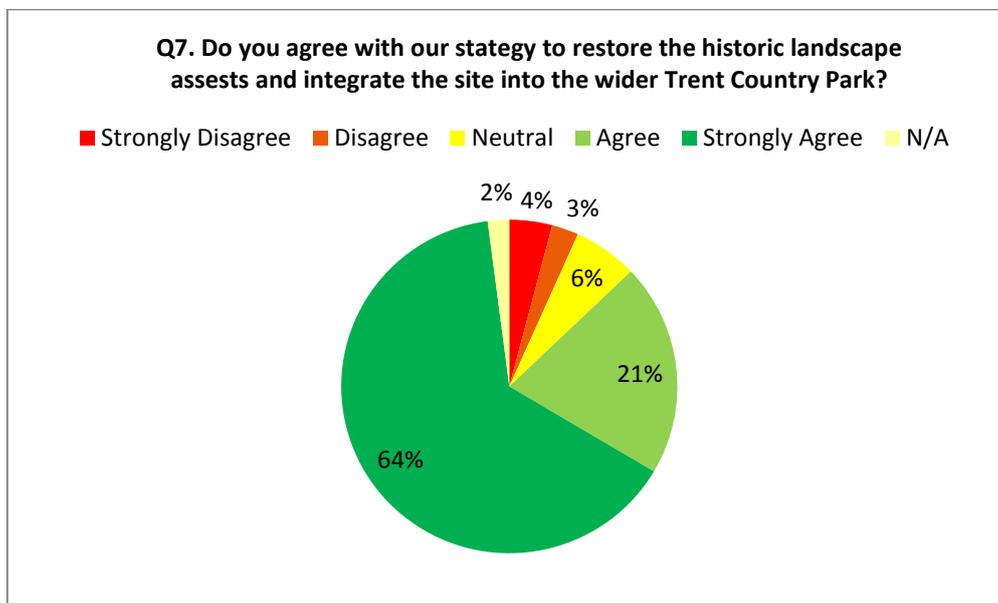
65% support the emerging masterplan. This is particularly positive given that this was the first time that any tangible detail, such as density, numbers and the position of the new units had been presented. Interestingly, 22% had a neutral opinion about the masterplan, which perhaps suggests that they require further detail moving forward in order to make an informed decision.



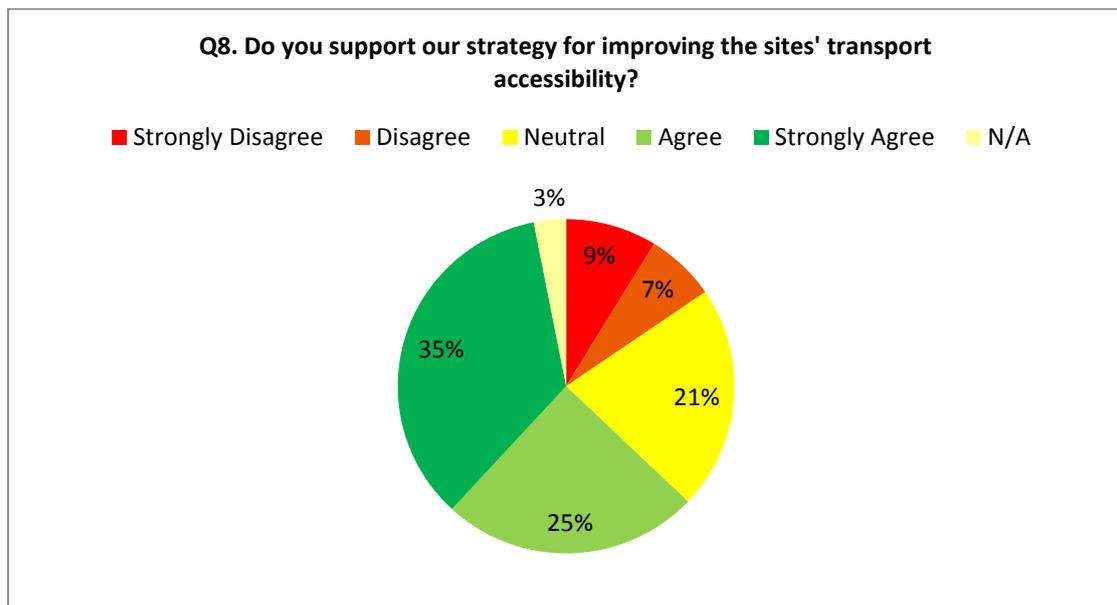
82% agreed that the proposed layout improves the setting of the Mansion House and openness of the Green Belt. Gaining this level of support is key as it demonstrates that Berkeley's proposals are improving the existing views by removing the 1960s/70s university buildings.



The designs which have developed the character areas were informed by the feedback received from the previous exhibition. 71% approve of the character areas presented, whilst some respondents also provided more detailed qualitative comments, suggesting that it was good that the 60/70s buildings were being replaced by other buildings. Moreover, respondents felt that the new properties design should reflect and mimic the Mansion House.



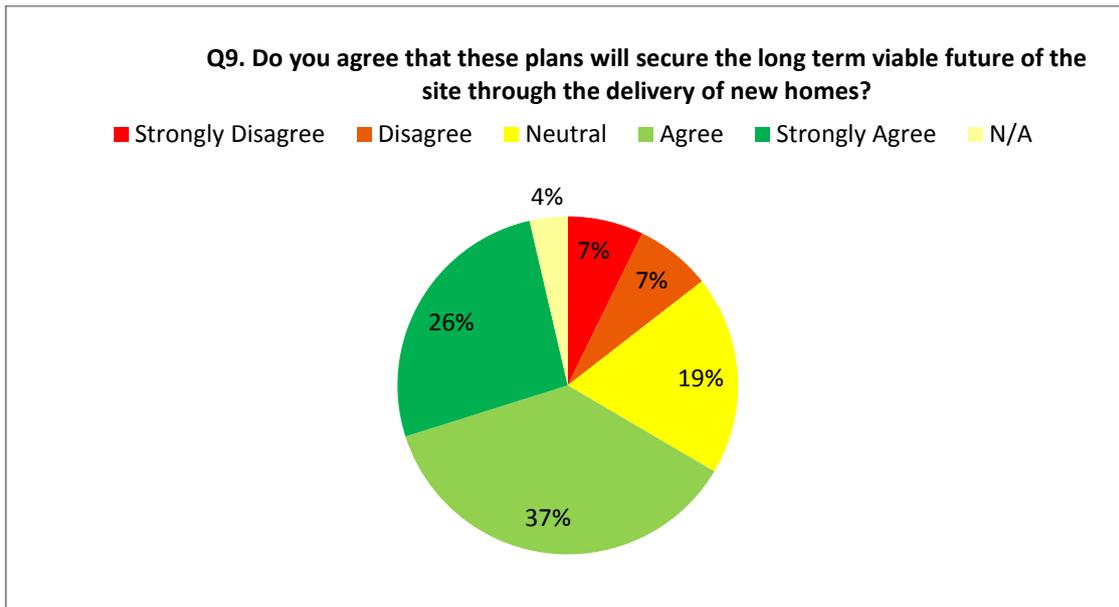
The overwhelming majority (85%) agreed that the proposals will better integrate the site into the wider Trent Country Park. 64% expressed strong support for the strategy and this was also supported in terms of verbal feedback at the exhibition. Attendees recognised and responded positively to the suggestion that the proposals will improve the site and that reinstating much of the historic landscaping which Philip Sassoon had designed would be of benefit to the wider area.



Transport was clearly one of the main concerns from attendees at the exhibition. However, despite this, 60% agreed with Berkeley's emerging transport strategy. In addition, a significant proportion (21%) are neutral, although are likely to form an opinion at the next consultation event when more details will be available, including potential solutions for the Snakes Lane junction onto Bramley Road.

The majority of attendees understood the need to use Snakes Lane, given that this had been the case during the University's ownership of the site. Enabling attendees to speak at length with the consultants ensured that the majority gained a better understanding of the constraints being faced.

Many attendees welcomed the fact that the shuttle bus will be reinstated, believing that this would help to minimise traffic flow.



63% of respondents agreed that the Berkeley proposals, which include housing, will secure the long term viable future of the site. Attendees recognised that the investment in restoring and enhancing historical features, such as the Mansion House and landscaping, is only being enabled to come forward due to the provision of new homes.

There appeared to be broad understanding of the rationale for the current proposals once the viability case and history of the site was explained in further detail.

QUALITATIVE FEEDBACK

Question 10 asked attendees to write any further comments they wished to make.

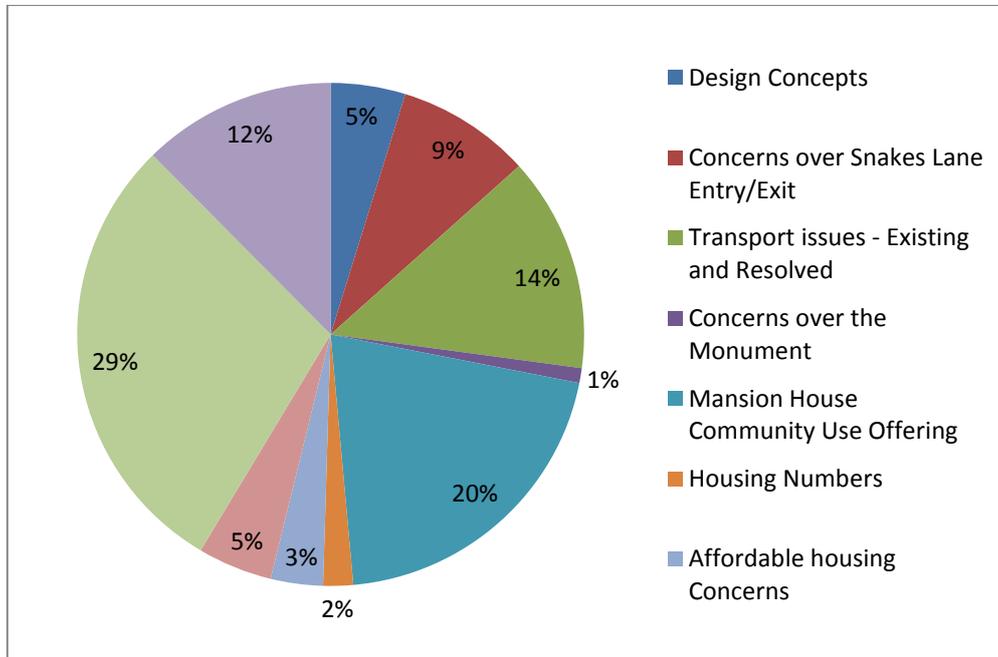
As this was an open ended question, there was a range of answers. Key themes included:

- Mansion House community use offering;
- Transport issues – existing and resolution;
- Designs of the homes to be more creative and reflect the Mansion House;
- Affordable housing provision.

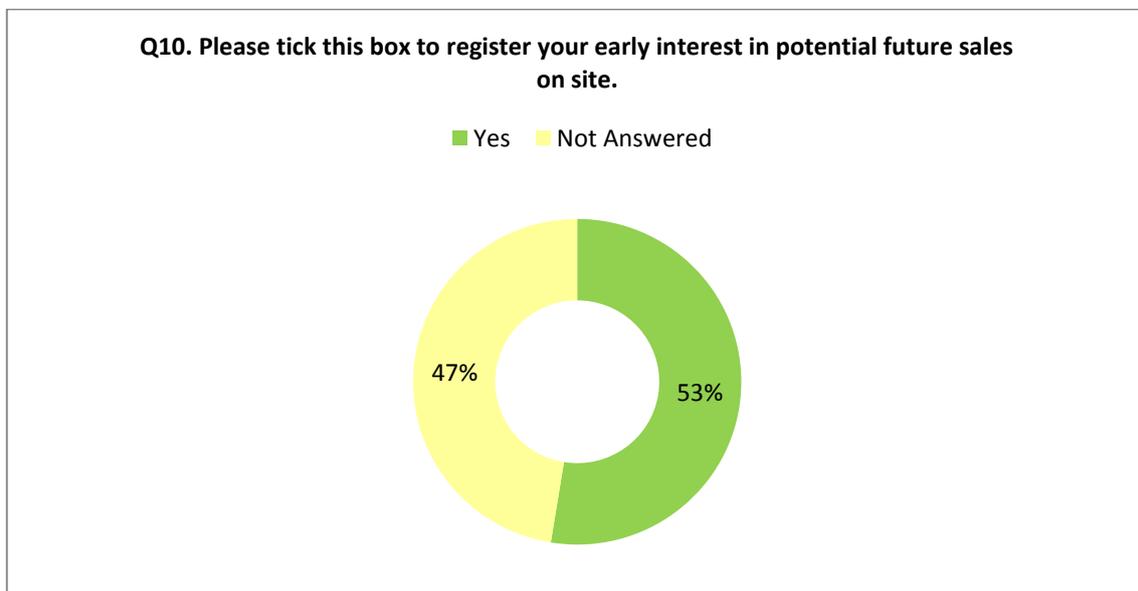
The diagram below gives a clearer indication of overall responses. It was clear that respondents felt that it was important to retain a certain amount of community access to the Mansion House, be it in the form of a museum or coffee shop.

In terms of the transport, several expressed their views on the access into and out of Snakes Lane.

Those that did comment on affordable housing felt that Trent Park should reflect local housing need and provide affordable homes. Likewise, some respondents felt that more apartments should be built within Trent Park to create a community.



Part of question 10 asked respondents to register early interest in potential future sales on site.



APPENDIX A – LEAFLET DISTRIBUTED TO OVER 10,000 HOMES

TRENT PARK
Public Consultation 3

MAY 2016



West Lodge Park Hotel
4 Ferny Hill, Hadley Wood, Barnet, EN4 0PZ

Friday 13th May
2pm - 7pm
John Evelyn Suite

Saturday 14th May
10am - 3pm
Lancaster Suite

Sunday 15th May
10am - 3pm
John Evelyn Suite



Proud to be a member of the Berkeley Group of companies



Berkeley invites you to share your views and discuss the proposals for Trent Park.

Following the excellent response to the two previous public consultation events, Berkeley is delighted to invite you to our third public consultation to present the emerging design proposals for the former Middlesex University Trent Park Campus site.

The long term protection and renovation of the heritage and landscape assets are a key consideration for Berkeley. We are committed to securing a viable and long term future for the site and the Mansion House, and contributing towards the delivery of much needed new homes for the Borough.

Berkeley appreciate the importance of the site to the local community, as well as its wider significance and are, therefore, committed to continuing an open consultation.

We would like to invite you to share your views at our third public consultation to be held at the West Lodge Park Hotel at the following times:

Friday 13th May – 2pm - 7pm (John Evelyn Suite)
Saturday 14th May – 10am - 3pm (Lancaster Suite)
Sunday 15th May – 10am - 3pm (John Evelyn Suite)

If you are unable to attend, all consultation boards and a summary of public feedback will be available after the event on our website www.trent-park.com/consultation

If you have any questions or feedback please feel free to e-mail trentpark@berkeleygroup.co.uk or call Nick Stanton on +44 (0)20 7399 2289.



Directions

West Lodge Park Hotel
4 Ferny Hill, Hadley Wood, Barnet, EN4 0PZ (Sat Nav)
www.beareshotels.co.uk/westlodgepark/contact-us/location/

By Car

Take the A111 through Cockfosters heading towards the M25. After a mile, you will see West Lodge Park prominently on the right hand side. Turn right into Ferny Hill and immediately left into the hotel drive.

By Tube (Piccadilly Line) or Bus (298)

From the main Cockfosters tube station, please walk north along the A111 for one mile until you reach the hotel on your right.



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