

Public Consultation 4 Report

Trent Park, Enfield
8th, 9th, and 10th July 2016

INTRODUCTION

As part of the community consultation process for Berkeley Homes' proposals for the re-development of the former Middlesex University campus in Trent Park, a three-day public consultation event was held from Friday 8th July 2016 to Sunday 10th July 2016 at West Lodge Park Hotel.

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

Friday 8th July – 2pm to 7pm
Saturday 9th July – 10am to 3pm
Sunday 10th July – 10am to 3pm

The aim of this fourth consultation event was to present the updated masterplan, character areas and the public access offering to the Mansion House. It was a further opportunity to explain how the proposals had developed as a result of the public consultation to date. As such, previous feedback was incorporated for attendees to review.

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.

Overall, we received 146 completed feedback forms, 14 of which were submitted via i-Pads.

The stand-alone development website (www.trent-park.com) 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

ADVERTISING

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

Leaflets: Leaflets were delivered to 10,312 properties in Cockfosters and the surrounding area - see appendix A and B. They were also delivered to key community facilities in the area to ensure that the coverage was as wide 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 wider 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 6th July 2016 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, Southgate District Civic Trust and the Southgate Green Association, amongst others, were also notified of the event, encouraging their members to attend.

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

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

ATTENDEES

In total, 277 people signed into the exhibition, although we counted 387 attendees. This is not an unusual discrepancy and can be broadly explained by some individuals being unwilling to complete sign-in sheets, people attending more than once, or only one member of a household completing the sign in sheet.

The breakdown of attendees is as follows:

Friday:	133 (of whom 111 signed in)
Saturday:	101 (of whom 68 signed in)
Sunday:	153 (of whom 98 signed in)

WHERE ATTENDEES LIVE IN RELATION TO TRENT PARK

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 attended from Barnet and the wider Enfield area. The previous exhibition was held at the same venue and was well-liked amongst attendees due to its accessibility and the space available. As a result, a decision was made to hold the exhibition at the same venue which also encourages Barnet residents to attend as the first two exhibitions were held in the Cockfosters area.



PHOTOS TAKEN ON FRIDAY 8TH JULY



PHOTOS TAKEN ON SATURDAY 9TH JULY



PHOTOS TAKEN ON SUNDAY 10TH JULY



ANALYSIS OF FEEDBACK

VERBAL ANALYSIS – PUBLIC FEEDBACK

The feedback was positive overall. In fact, as a general conclusion, this was probably the most positive of all the events which have been held to date.

A large number of attendees stated that the scheme has been well considered and that they appreciated how the proposals have been shaped by feedback from the previous exhibitions.

There was considerable support for the landscape proposals, as well as the proposals for upholding the character of the Mansion House.

The museum provision was questioned by some attendees, although once discussed in detail, the majority understood and supported how Berkeley is intending to restore and provide public access to the key rooms of the Mansion House, as well as the provision of a café/events space.

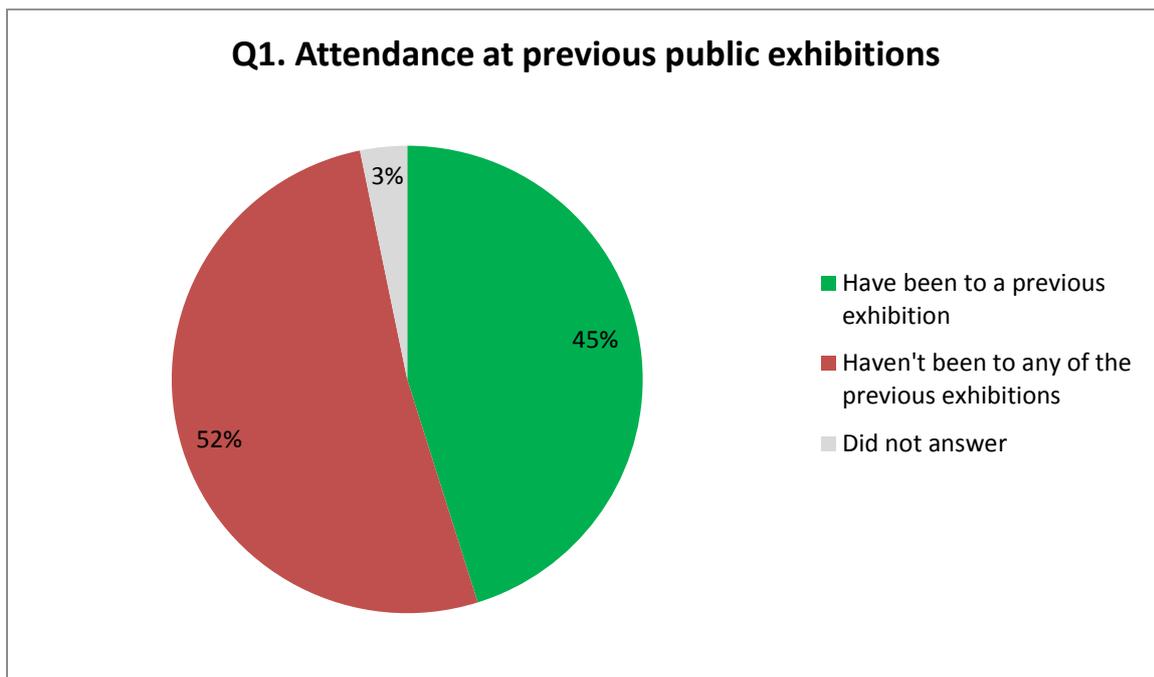
The primary concerns raised were related to transport, parking and highways, although it is clear that, so far as solutions were concerned, the notion of a shuttle bus was by far the most popular option.

A number of attendees were interested in potentially buying one of the properties, with several asking how much the properties were likely to be sold for.

BREAKDOWN OF FEEDBACK DATA

Below are pie charts illustrating the feedback provided by attendees in answer to the ten questions which were asked on the feedback forms.

Note: There were a number of feedback forms which did not have an answer for every question. As a result, the percentages below are calculated from those who completed that particular question.

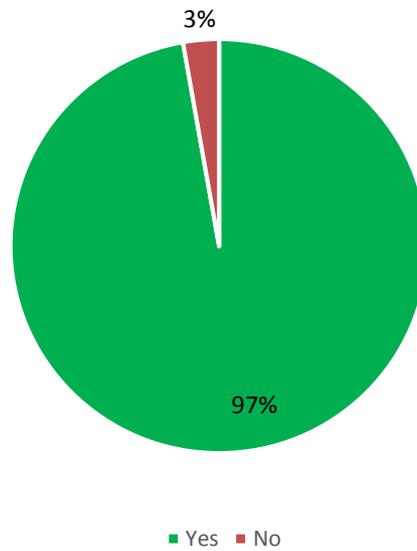


Despite holding three previous public exhibitions with over 1,100 people attending, there was still a significant proportion of attendees for whom this exhibition was their first consultation event related to the site.

This demonstrates that the number of people taking an interest in the proposals is continuing to grow.

It is positive to see that there is a large number of people who have attended a previous event, with some attending all four, which would have given them a clear view of how the proposals have evolved over the recent months.

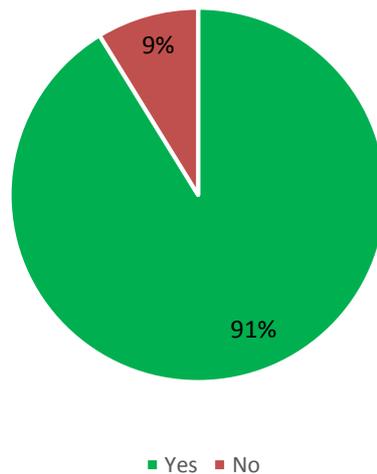
Q.2: Did you find today useful?



97% found this consultation event useful. It was clear from the verbal feedback over the three days that attendees were appreciative that various members of the project team were available to answer questions in detail on their specialist professional area.

Many attendees were also pleased that they were given the opportunity to view the archive videos at the event.

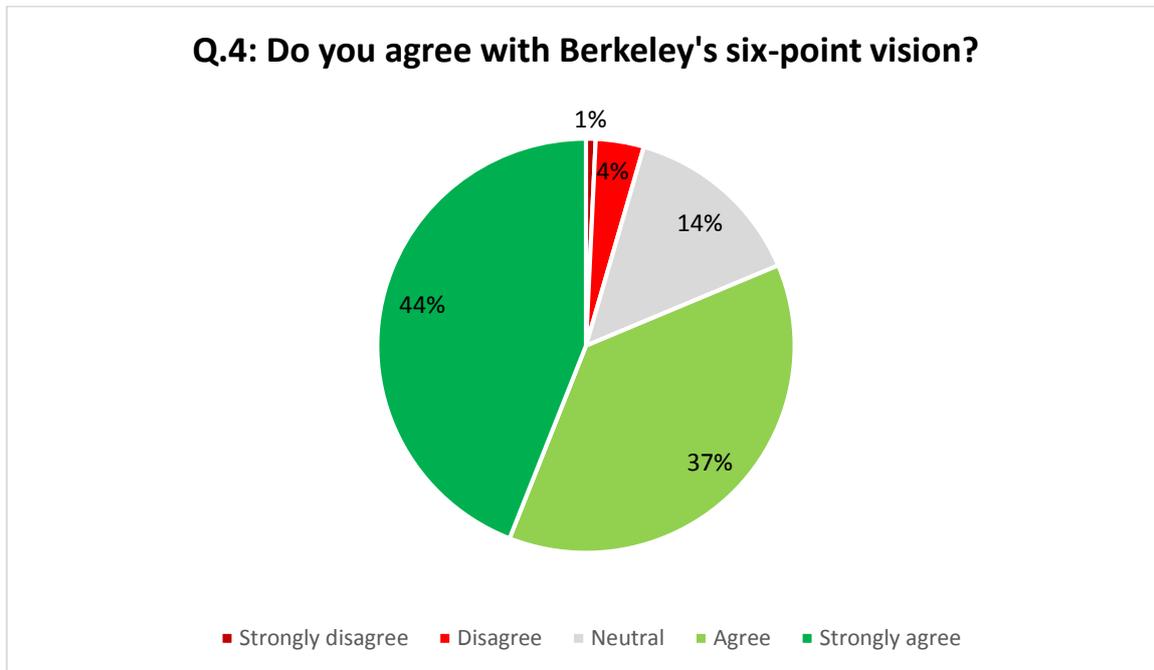
Q.3: Including today's exhibition, do you believe Berkeley has effectively engaged with the local community?



91% agree that Berkeley has effectively engaged with the local community throughout the process. Attendees demonstrated appreciation of how committed Berkeley have been to public consultation.

A number of attendees stated that they can see that the feedback they have previously provided has clearly helped shape the proposals.

Berkeley’s aim is, of course, to engage effectively with the whole community, so a further public exhibition and continued meetings of the Trent Park Community Council will hopefully address any outstanding concerns.

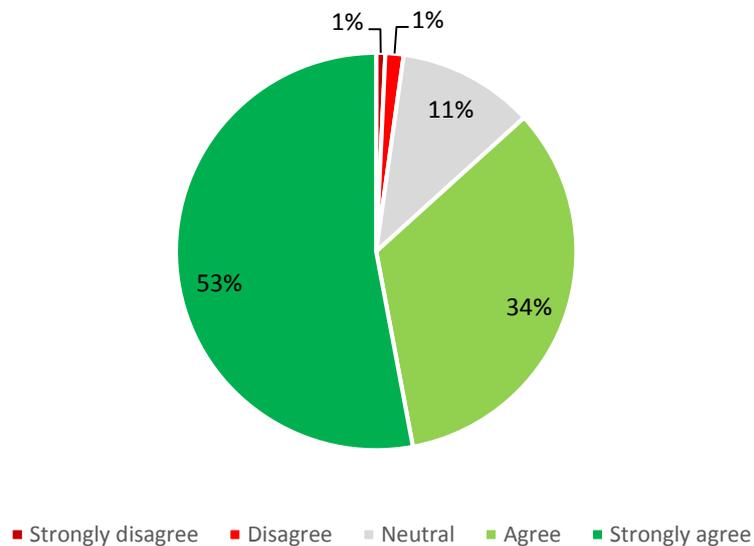


81% either agree or strongly agree that they support Berkeley’s six point vision masterplan. This is extremely positive as only 5% disagree or strongly disagree with the vision and 14% remained neutral.

The largest number of attendees being 44% said they “strongly agreed” with the vision, with “agree” only slightly lower at 37%.

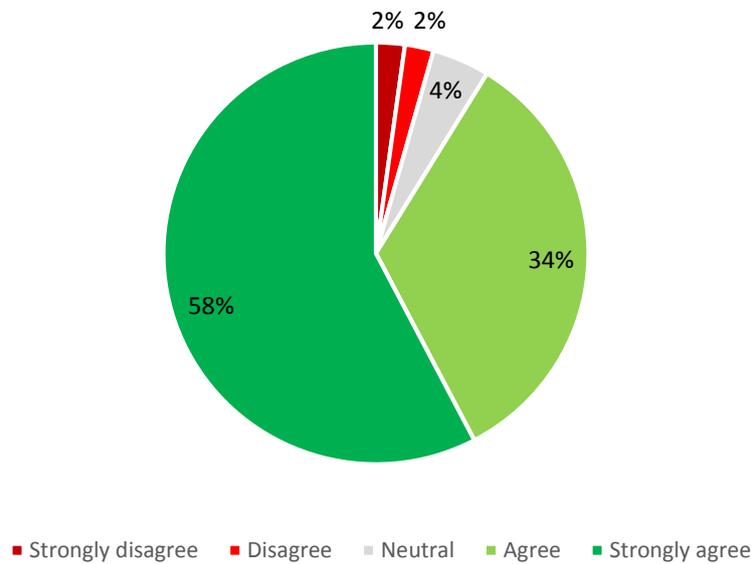
At this stage of the public consultation, a 5% disagreement with Berkeley’s vision for the site suggests the scheme’s benefits have been clearly communicated and that they match the needs and aspirations of those who live, work and enjoy Trent Park and the surrounding area.

Q.5: Do you agree that the six character area perspective view images presented are an improvement upon the existing site views?



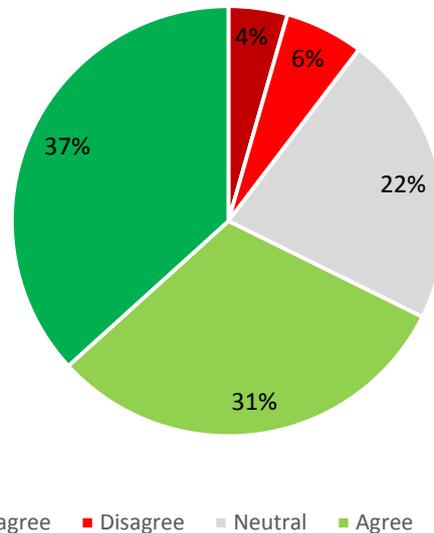
The six character areas were displayed on the exhibition boards. It is clear that there is strong support for the character areas as only 2% believed that the proposed designs will not be an improvement upon the existing views. This is likely due to the character areas having been influenced by the designs which were chosen by the public, following their feedback at previous exhibitions.

Q.6: Our proposals include public access for the first time to the most historically significant areas of the Mansion House. We are exploring a combination of museum, cafe and events space across the ground and basement to achieve this. Do you support thi



This question received one of the highest level of support, with 92% agreeing or strongly agreeing that public access is important. This also came across in previous exhibitions and has been a clear priority throughout the consultation. A small percentage (4%) stated their disagreement to public access to the Mansion House and 4% stated their neutrality.

Q.7: Do you agree with our highways strategy to improve transport accessibility to the site and encourage the use of sustainable modes of transport?

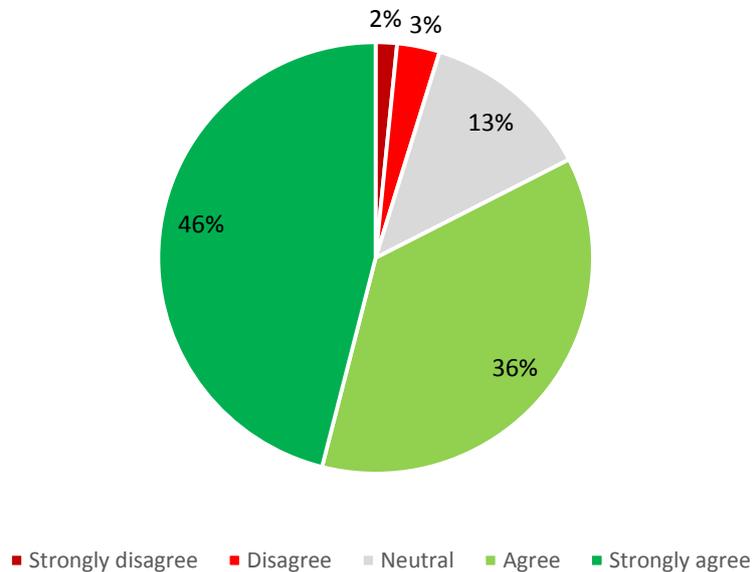


Transport and access has often been one of the most contentious aspects of the proposals, however only 10% disagreed with the updated highways strategy with the majority supporting the proposals (68%).

It is clear that, once attendees had the opportunity to discuss the proposals with WSP, most understood and appreciated the reasoning behind the strategy. The clear 'win' is the shuttle bus and associated turning circle. Attendees liked the fact that the bus does not have to go onto Bramley Road which would have been perceived to have caused further congestion.

However, we note that a large portion have remained neutral stating not either their support or disagreement with the strategy (22%).

Q.8: Overall, do you support our proposals for the redevelopment of the former Middlesex University Trent Park campus?



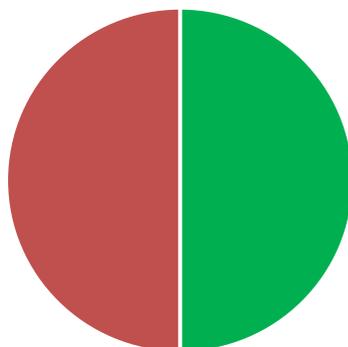
Over 82% support or strongly support Berkeley's proposals for the redevelopment of the former Middlesex University Trent Park campus. This is an extremely high percentage from the community and likely due to the feedback from on-going public consultation since September 2015 having influenced the proposals.

Q. 9: Please use the space below for any further comments you may have about the site:

Comments in this general feedback section were varied, but generally centred around the following themes:

- Roughly 15% of respondents wrote about traffic and access concerns to and around the site.
- Some 5-10% of respondents specifically stated in their feedback that they would be interested in purchasing a unit if the scheme was built.
- Some 10% explicitly stated that they were in full support of the plans and looked forward to seeing them come to fruition.
- About 5% of respondents expressed concern with what potential maintenance costs would be for the Mansion House once it had been redeveloped.
- Approximately 2% of comments suggested that the mix of housing on site should be altered, with some of these comments suggesting that there should be affordable housing.

Q.10: The new homes planned for Trent Park will be ideal for local people including families, downsizers or first time buyers. Please tick the box to register your early interest in potential future sales on site.



■ Yes ■ No

Similar to the previous exhibition, a large number of people have expressed their interest in potentially buying a property on this scheme. At this consultation, 50% of the feedback forms registered their interest in potential future sales on site.

APPENDIX A – NEWSLETTER LEAFLET DISTRIBUTED TO OVER 10,312 HOMES



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



Artist impression: Oak Walk



Artist impression: North East view towards the Mansion House

Berkeley is delighted to invite you to the fourth and final public consultation which will exhibit the masterplan for the site, the proposal for the Mansion House and the latest highways and accessibility strategy.

Since acquiring the former Middlesex University Trent Park Campus site in September 2015, Berkeley has met with a variety of stakeholders and undertaken three public consultations. These took place in December 2015, February 2016 and May 2016, with a total of over 1,100 attendees. The feedback received at these events has shaped and influenced the proposals and masterplan for the site.

We look forward to hearing your views and discussing the proposals with you at the **West Lodge Park Hotel** on:

- Friday 8th July: 2pm – 7pm** (John Evelyn Suite)
- Saturday 9th July: 10am – 3pm** (Lancaster Suite)
- Sunday 10th July: 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



Directions

West Lodge Park Hotel, 4 Ferry Hill, Hadley Wood, Barnet, EN4 0PZ (Sat Nav)

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 Ferry 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.

By Train
Hadley Wood Rail Station is a 16 minute walk away via Beech Hill.

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





APPENDIX C – NEWSPAPER ADVERTISEMENT IN ENFIELD ADVERTISER AND GAZETTE, THE BARNET PRESS AND THE ENFIELD INDEPENDENT

TRENT PARK
Public Consultation 4

JULY 2016

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www.bealeshotels.co.uk/westlodgepark/contact-us/location/



www.Trent-Park.com

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