



STATEMENT OF COMMUNITY INVOLVEMENT

2-4 Ringers Road & 5 Ethelbert Road

CURTIN&CO:
SUPPORTING STRATEGIC COMMUNICATIONS
POLITICAL ENGAGEMENT
COMMUNITY CONSULTATION

PREPARED FOR

Ringers Road Properties Ltd

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EXECUTIVE SUMMARY

The following Statement of Community Involvement (SCI) has been prepared by specialist community engagement company Curtin&Co, on behalf of Ringers Road Properties Ltd (the Applicant) to support the planning application to redevelop 2-4 Ringers Road & 5 Ethelbert Road (the Application Site).

The Applicant is applying for:

Demolition of existing buildings and construction of a mixed use development comprising residential units, ancillary residents' facilities (including co-working space) and commercial floor space (Use Class E) across two blocks, along with associated hard and soft landscaping, amenity spaces, cycle and refuse storage.

The planning application has been submitted to London Borough of Bromley and the SCI outlines the Applicant's comprehensive approach to, and outcomes of, the pre-application consultation, and programme of community engagement.

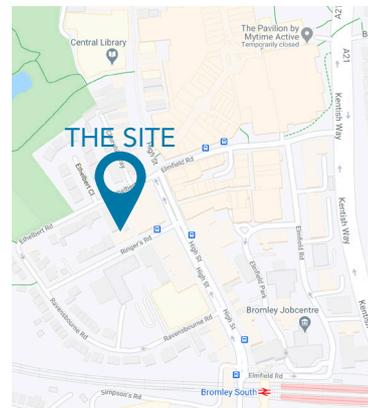
The SCI details the process undertaken, and the engagement conducted with stakeholders. The appendices record the information presented, and the materials used throughout the consultation process.

Throughout the process, Curtin&Co and the Applicant have worked within the parameters set out in the Government's Localism Act 2011, the National Planning Policy Framework (2021) and Bromley Council's Statement of Community Involvement (2016).



THE SITE

The site is currently a mix of commercial and residential uses. We believe that there is an opportunity to demolish the existing buildings and replace them with a mixed-use development of a very high quality design and in one of the most sustainable and accessible locations in the entire Borough.



Bromley Council has ambitious plans to redevelop the wider area known as 'West of Bromley High Street and land at Bromley South' (known as Allocation 10). Our site forms part of this wider area.

The principle of residential development on this site has already been established as it is allocated as part of Bromley's Local Plan.



The site is part of Bromley's Local Plan



Within the designated Bromley Town Centre Opportunity Area



Identified as a location suitable for a tall building in the Area Action Plan



Brownfield site



Great location close to High Street and station



POLICY GUIDANCE

CONSULTATION AND THE POLICY CONTEXT

The Applicant believes it is important to engage with all local stakeholders. The engagement undertaken is in line with the Government's Localism Act 2011 and the National Planning Policy Framework 2021. It is also in accordance with the Government advice from March 2020, when the UK's Chief Planner encouraged councils to "explore every opportunity to use technology to ensure that discussions and consultations can go ahead".

The Localism Act 2011 introduced "...a new requirement for developers to consult local communities before submitting planning applications for certain developments. This gives local people a chance to comment when there is still genuine scope to make changes to proposals...to further strengthen the role of local communities in planning."

The National Planning Policy Framework (NPPF) states that local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the areas. The NPPF adds that early engagement has "significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community." In addition, the NPPF acknowledges that whilst applicants are not required to do so by law, they should seek to engage with the local community, and where relevant, with statutory and non-statutory consultees before submitting their applications. This has the benefit of ensuring that decisions can be taken by the local planning authority in a timely manner.

The Applicant has also considered the aspirations set out in the London Borough of Bromley's Statement of Community Involvement (2016), which emphasises community engagement and involvement in the development management process.

During the COVID pandemic we have been mindful of the advice and guidance issued by the Government and London Borough of Bromley and have carried out a thorough and meaningful consultation process, using online platforms to reach a wide range of stakeholders.

Effective and genuine community consultation has been of paramount importance to the Applicant. Although the ongoing COVID-19 pandemic has restricted the ability to undertake more traditional methods of in-person consultation, the Applicant was keen to ensure that the local community were engaged with on these proposals.

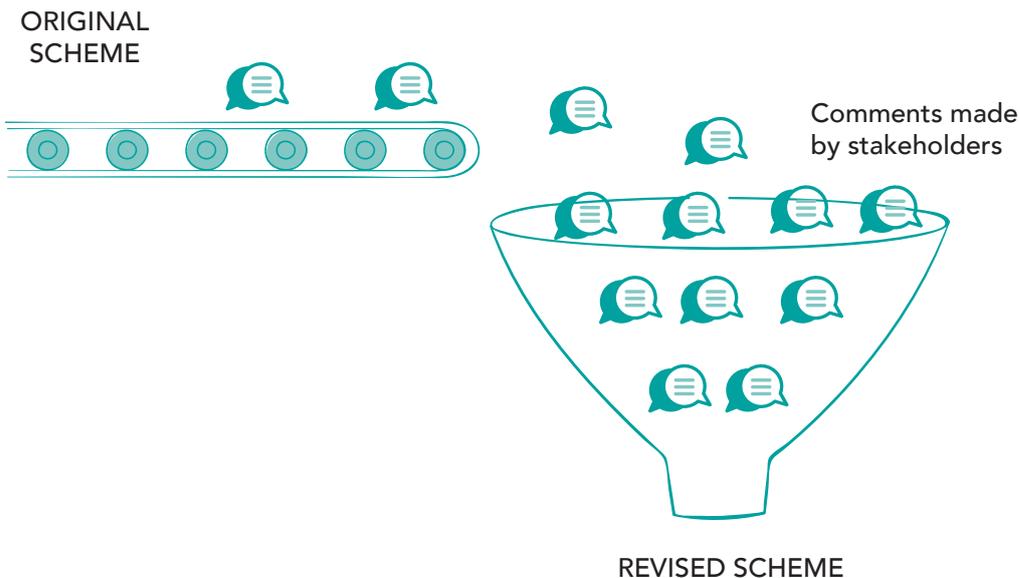


LISTENING TO STAKEHOLDERS

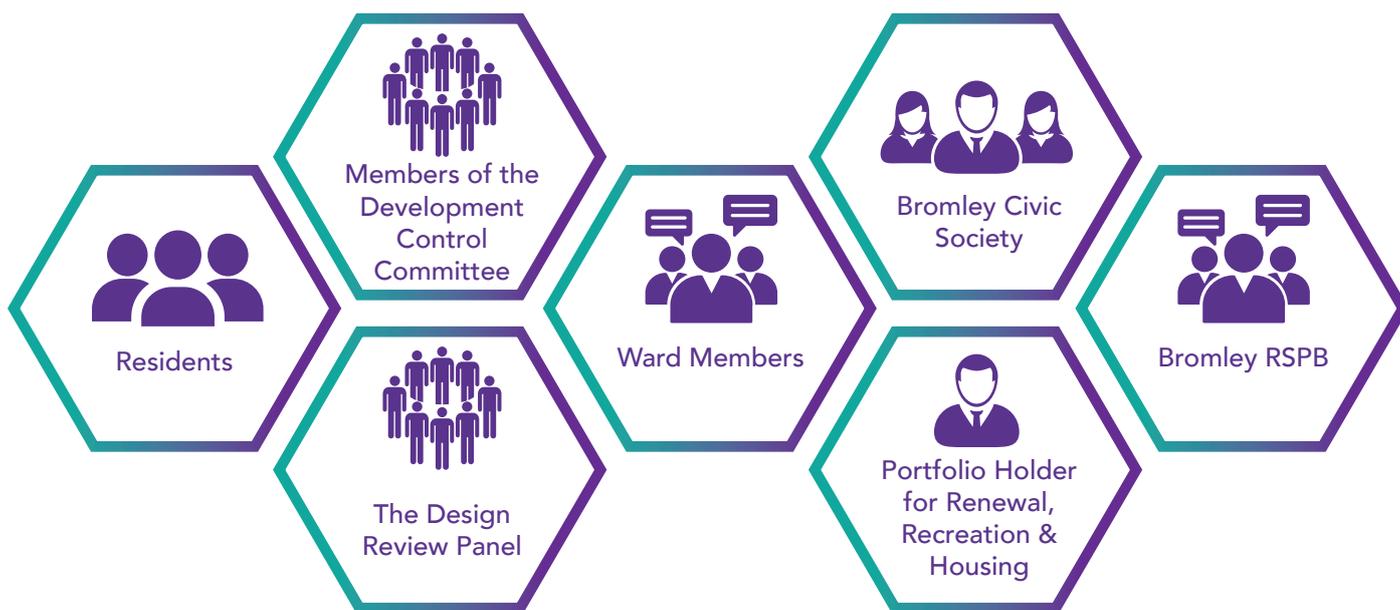
The project team undertook significant engagement ranging from leaflet, dedicated project website, an online public exhibition event, several meetings with stakeholders to a Design Review Panel.

Rather than just presenting the proposals to the community, the applicant truly listened to stakeholders' feedback and following on from this, made significant changes to the proposals.

Listening, reviewing and ultimately changing proposals based on feedback from the community is truly in the spirit of positive engagement and the Localism Act.



STAKEHOLDERS WHO WE HAVE ENGAGED WITH



SIGNIFICANT CHANGES TO THE PROPOSALS

Below illustrates how significant the changes were to the original proposal. This demonstrates how important engagement has played in the pre-submission process for the Applicant.



STAKEHOLDERS ASKED	WE RESPONDED	
Reduce the height of the buildings	Ringers Road: We reduced from 19 storeys to 14 storeys Reduction of 5 storeys	Ethelbert Road: We reduced from 14 storeys to 12 storeys Reduction of 2 storeys
Amend the designs	Original sloping roof has been removed	Both buildings are now of similar height rather than the significant difference between the two buildings
Create an active frontage	Building line on ground floor & first floor has been stepped back from the street	
Provide a community offering	New community uses at ground floor which includes: Co-working space New Bicycle café New flexible events space	
Improve pedestrian routes through the site	New gated passage has been incorporated to allow for a new pedestrian route through the site	Ground floors are accessible to external communal courtyards
Inclusion of Swift Bricks to assist birds	Included as part of the designs	

CHANGING TIME FRAMES

Originally, the Applicant wanted to submit the application early 2021, however following the Applicant's willingness to listen to stakeholders' suggestions, this has delayed the submission.

Over the past eight months, the project team have worked extensively amending the proposals following the feedback received and ultimately significantly changing the scheme.



PREVIOUS SCHEME VS PROPOSED SCHEME

Below are Computer Generated Images from both the previous scheme and the proposed scheme. This clearly illustrates the significant amendments made to the previous proposal.

PREVIOUS SCHEME

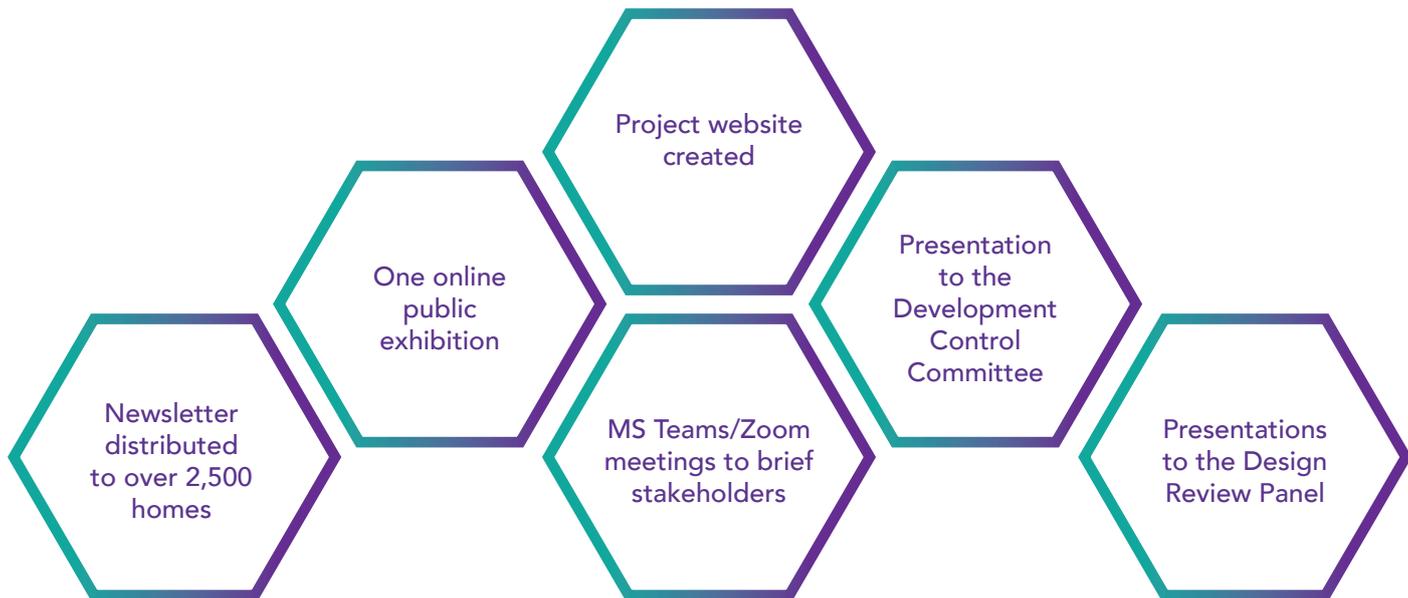


PROPOSED SCHEME FOLLOWING FEEDBACK

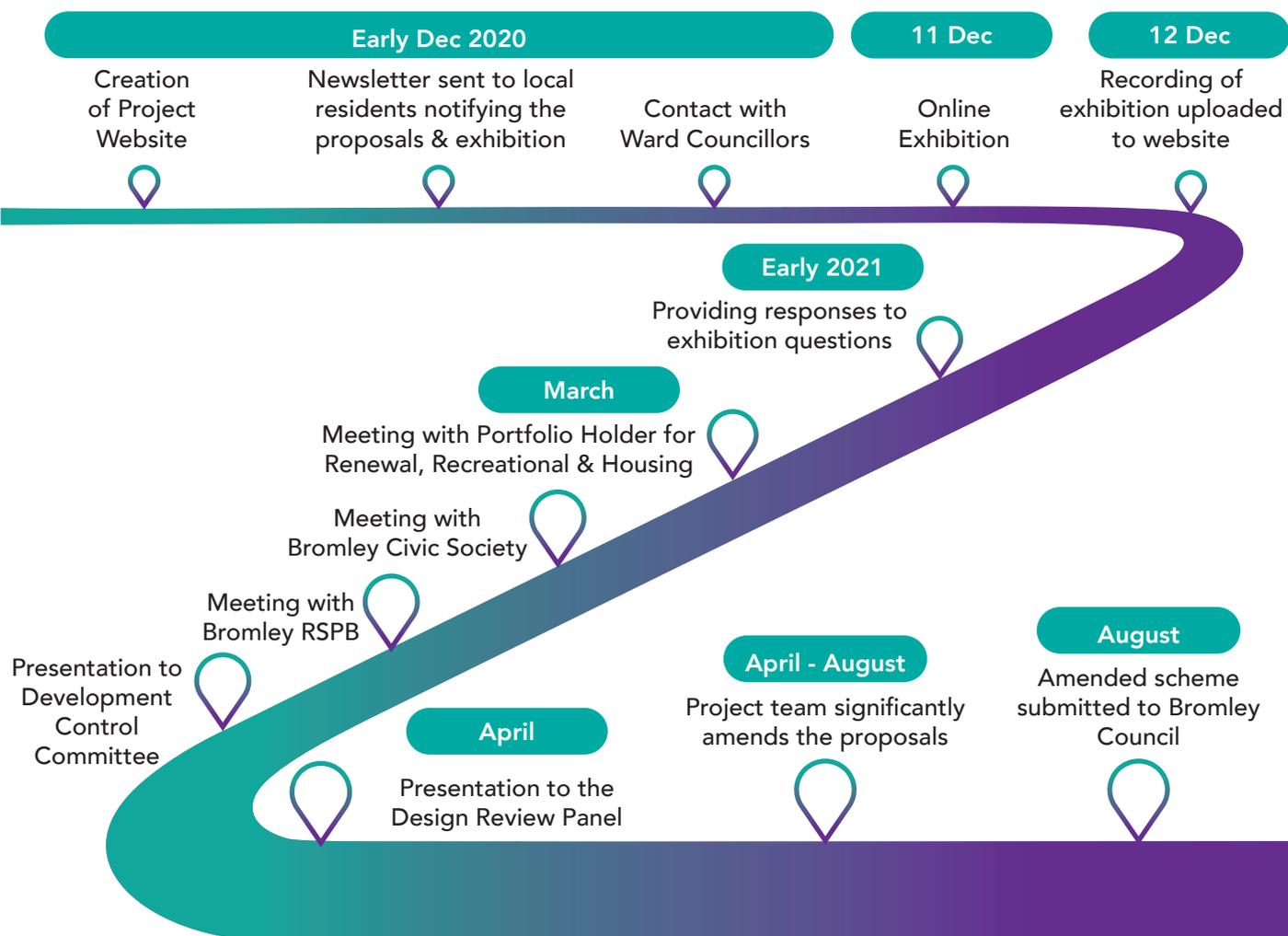


THE CONSULTATION PROCESS

METHODS USED



TIMELINE



KEY CONSULTATION ACTIONS

PUBLIC EXHIBITION

The Applicant held an online public exhibition for the proposals at 12pm on 11th December 2020. 47 residents registered for attendance at the event, with 25 people attending live. The online exhibition consisted of the Applicant detailing the various aspects of the proposals, with attendees encouraged to submit questions during the course of the event. 63 questions were asked and a Q&A session was held at the end of the exhibition to respond to the most commonly raised issues. The Applicant ensured that every resident who submitted a response during the exhibition received a direct response from the project team in the days following the event.

At the conclusion of the exhibition, all attendees were presented with a feedback form. The Applicant encouraged them to complete these and received 14 forms upon the conclusion of the exhibition. This was the same feedback form that had been distributed to residents as part of the newsletter.

The Applicant then uploaded a recording of the exhibition onto the website. Copies of the exhibition boards were also uploaded and residents were able to download them if they wished. This helped to ensure that the number of residents reached was optimised and meant that any residents who could not attend the exhibition on the 11th December were able to watch it at a time that suited them. These residents were also able to complete a feedback form via the website. 13 feedback forms were completed this way.

After the completion of the public consultation event, the Applicant sought a meeting with the local ward members for the site. Curtin&Co once again contacted members on behalf of the Applicant, requesting a virtual meeting to discuss the proposals. This received no response from the ward councillors.

PRIOR TO THE EXHIBITION:



AT THE EXHIBITION:



WEBSITE ANALYTICAL DATA (TOTAL OF 710 VISITS):



WEBSITE PAGE VIEWS (TOTAL OF 1387 VIEWS):



NEWSLETTER

The Applicant arranged the distribution of a newsletter to local residents, notifying them of the proposals and providing details of the project website and forthcoming exhibition. It also included a feedback form and contact details for the project team. A copy of the newsletter can be found within the appendix.



PROJECT WEBSITE

A dedicated Ringers Road website was created:
<https://www.ringersroadproperties.co.uk/>

Screenshots of the website can be found within the Appendix.

The website offers residents with the opportunity to learn more about the proposals for the site. It provides an outline of the proposals and the benefits they will bring to Bromley.

The website that was developed ensured that residents were able to easily access all of the relevant information about the proposals. The website was advertised in a newsletter to residents that also mentioned the online exhibition.

The Applicant took great care to ensure that these materials were accessible to all residents, regardless of their access to the internet. The Applicant offered to send out copies of the exhibition material to any resident who did not want to or could not attend virtually. A recording of the exhibition was also made available on the website so any residents unable to attend could watch it at a time that was convenient.

The site also allows residents to complete a feedback form and give their thoughts and feedback on the plans for the Application Site.

STAKEHOLDER MEETINGS & PRESENTATIONS

The ongoing COVID-19 has obviously had an impact on the ability to undertake face-to-face consultation, but the Applicant was keen to ensure that engagement with the local community was not disrupted.

We had the opportunity to discuss our original proposals with key stakeholders via MSTeams and zoom as highlighted within this document. The project team also presented to members of the Development Control Committee and the Design Review Panel, which we found very informative. All stakeholder meetings were useful providing us with feedback which ultimately encouraged us to review the scheme and made significant amendments to the proposals.



BENEFITS TO BROMLEY

This revised scheme will be the catalyst for further investment and the regeneration required to deliver Bromley's wider masterplan. The scheme will also deliver improvements to the public realm.

THE PROPOSALS



Mixture of one and two bedrooms



Delivering high quality homes



Affordable housing helping those onto the property ladder and in need



CONSTRUCTION PHASE



134 Jobs
(direct and indirect)



£250,426 per year -
Construction Workers Local Spend



Over £58m GVA Impact

COMPLETED DEVELOPMENT



Initial Homemaking Spend
Over £1.8m



Total Household Spend per year
Over £2.4m



Local Spend per year
£578,000



Council Tax per year
£159,000



New Homes Bonus
£704,000



APPENDIX - PREVIOUS SCHEME

All the material below within the appendices relate to the previous scheme to the significant amendments made on the proposals.

APPENDIX 1 - NEWSLETTER

We want to hear your views

Ringers Road Properties Limited would like to invite you to a Public Virtual Exhibition offering local residents and businesses the opportunity to comment and provide feedback on the emerging plans for a site close to Bromley South Station and the town centre.



Due to COVID-19, we are undertaking an online exhibition rather than a face to face event. Throughout the session, the project team will present the proposals and you will be able to ask questions and provide feedback. However, we are conscious that not everyone will be comfortable with the online exhibition which is why this newsletter has been sent to you keeping you informed.

HOW TO SIGN UP FOR OUR ONLINE EXHIBITION	WHEN:
1. Visit www.ringersroadproperties.co.uk	Friday 11th December 2020
2. Click on the Public Exhibition tab on the top menu bar	Noon start
3. Register your attendance beforehand	
4. An email will be sent to you confirming your attendance	
5. Please follow the instructions on the email	

THE PROPOSALS

Demolition of existing buildings (2-4 Ringers Road and 5 Ethelbert Road) and build two new buildings to provide much needed new homes and urgently required economic benefits to Bromley Town Centre.

- 
Approx. 115 new homes
- 
Mixture of one and two bedrooms
- 
Affordable housing helping those onto the property ladder and in need
- 
Existing brownfield site identified by Bromley Council for development
- 
Financial contributions to the Council benefiting the local community

We all know that more homes are needed in the area. By developing in the town on a brownfield site, this will help protect more sensitive sites across Bromley whilst enhancing the local residential community. This development will help assist with the wider masterplan of the area – being the catalyst for further investment and the regeneration required to deliver Bromley's housing plans.

We are committed to engaging with as many residents as possible.

If you cannot make our online consultation on Friday 11th December 2020 at noon, we still want to hear from you.

Our dedicated website

Visit ringersroadproperties.co.uk to view the proposals. A recording of our online exhibition will also be uploaded to this website shortly after to allow you to view the material.

Get in touch with us directly

Throughout the consultation period, residents can contact a member of the project team directly using the contact details at the bottom of this newsletter.

Send this questionnaire

By filling in the form below and returning it using the freepost code provided, you will be able to tell us directly your comments and questions.

- The proposals would see approx. 115 new homes for Bromley. Do you agree that this site can assist Bromley Council's regeneration plans for the town centre and would be an improvement to the existing site?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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- The site is located in the heart of Bromley Town Centre with immediate access to a wide array of shops and local businesses. Given its location, people living within the town centre will help support the shops and businesses?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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- Do you agree that a tall building in Bromley Town Centre is a better option for providing new homes than building on green fields?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
----------------	-------	---------	----------	-------------------
- Do you have any further comments?

Full Name: _____
 Email Address: _____
 Full Address: _____

- I would like to be kept informed of the proposals' progress
- I agree to have my data kept in accordance with the disclaimer below and I acknowledge that I have been given access to the data privacy notice for this project.

Disclaimer: Under the Data Ion Act 2018, Curtin Communications Limited has a legal duty to any personal information we collect from you. We will only use personal information you supply us for the reason you provided it for. We will only hold your information for as long as necessary to fulfil that purpose.

To return please tear off this slip and post it to us using the freepost code and address below:
 Curtin&Co, RTLE-AYJX-KXUA, 299 Oxford Street, London, W1C 2DZ

CONTACT

Should you have any questions or comments about the application, please contact David Shetcliffe at Curtin&Co on:

 davidshetcliffe@curtinandco.com  07860 756 410



APPENDIX 2 - EXHIBITION SLIDES

David Shetcliffe
Curtin&Co - Community Engagement

Meet the team



Mark Batchelor
Boyer Planning



Lianne Clark
Hollaway Studio



Tim Goode
Hollaway Studio



David Fletcher
Evoko



Terry Pullen
Ringers Road Properties Ltd



David Shetcliffe
Curtin&Co - Community Engagement

Mark Batchelor
Boyer Planning

The site

The site consists of both No. 2 - 4 Ringers Road and No. 5 Ethelbert Road.



The site is currently a mix of commercial and residential uses. We believe that there is an opportunity to demolish the existing buildings and replace them with a residential development of a very high quality design and in one of the most sustainable and accessible locations in the entire Borough.

Mark Batchelor
Boyer Planning

Why build here?

We all know the need to build new homes. However, the question is where should these new homes be built across London Borough of Bromley?

SO WHY HERE?

Bromley Council has ambitious plans to redevelop the wider area known as 'Widest of Bromley High Street and land at Bromley South' (known as Allocation 10). Our site forms part of this wider area.

The principle of residential development on this site has already been established as it is allocated as part of Bromley's Local Plan.

- The site is part of Bromley's Local Plan
- Within the designated Bromley Town Centre Opportunity Area
- Identified as a location suitable for a tall building in the Area Action Plan
- Brownfield site
- Great location close to High Street and station



Bromley Town Centre Area Action Plan



Bromley's Policy map

Mark Batchelor
Boyer Planning

Why build up?

A number of towns like Bromley around the M25 are embracing well designed, tall buildings because they provide:

- An opportunity for people to work and live closer to public transport hubs and town centres.
- A focus for town centre regeneration
- Most importantly, a way of meeting housing requirements WITHOUT building on much loved green spaces and ultimately the Green Belt



Bromley development wider masterplan

Lianne Clark
Hollaway Studio

Tim Goode
Hollaway Studio

Delivering High Quality Residential Development

THE PROPOSALS

- Mixture of one and two bedrooms
- Approx. 115 new homes
- Affordable housing helping those onto the property ladder and in need

19 storey building fronting Ringers Road providing approx. 65 homes

14 storey building fronting Ethelbert Road providing approx. 50 homes



Lianne Clark
Hollaway Studio

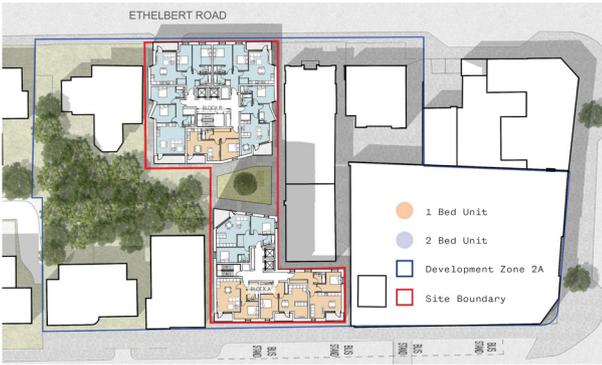
Tim Goode
Hollaway Studio

The Designs





The Details



The Opportunity & Community Benefits

This landmark scheme will be the catalyst for further investment and the regeneration required to deliver Bromley's wider masterplan. The scheme will also deliver improvements to the public realm.



Changing Attitudes To Travel

Given the location of this scheme:

- Within the town centre & High Street
- Close to local buses
- Walking distance to Bromley South Station

The development will be car-free. This means that with the exception of two disabled car parking spaces - no vehicle accesses to the site will be provided.

Those who buy/rent the properties will know that this is the case. Despite this, should residents wish to own a car in any case - the proposed residents will be prohibited from applying for on-street resident parking permits and therefore the proposed development is considered to result in reduced demand for on-street parking bays in the area.

This will also reduce the impact on the road network and local car parking issues.

People's attitudes are changing and research suggests that young people no longer drive. They have become accustomed to a lifestyle in which private car use is less central than it has been for previous generations. There have been changes in travel behaviour due to:



Source: Young People's Travel - What's changed and Why? January 2020, The Centre for Transport & Society, UWE, Bristol & Transport Studies Unit, University of Oxford



Helping To Reduce Congestion

We have analysed the data very carefully and our proposals will IMPROVE the situation rather than cause problems.

The site is currently a large restaurant with 210 table covers. As a result, alongside the other current uses on the site:



We are also proposing:

- An on-street car club vehicle which can be used by anyone who is a member. All residents at the site will be provided with free membership to the car club.
- A Travel Plan which outlines measures that seek to encourage residents to travel by sustainable modes of transport.



Next Steps



www.RingersRoadProperties.co.uk



Live Questions & Answers

www.RingersRoadProperties.co.uk



APPENDIX 3 - WEBSITE

OUR PROPOSALS WHY BUILD HERE WHY BUILD TALL BUILDINGS TRAVEL PUBLIC EXHIBITION BENEFITS FEEDBACK

2-4 Ringers Road and 5 Ethelbert Road



Ringers Road Properties Limited is proposing a brand-new development on 2-4 Ringers Road and 5 Ethelbert Road. The new development will make better use of the space, will regenerate the area and will provide approximately 115 much needed homes for the area. The building will be a 19 storey building fronting Ringers Road providing approximately 65 homes and a 14 storey building fronting Ethelbert Road providing approximately 50 homes. It will be a mixture of one and two bed flats and will include some affordable homes that will be available to local people. By developing in the town centre on a brownfield site, this will help protect green field sites in other parts of the borough.

KEY BENEFITS INCLUDE...

 115 NEW HOMES	 AFFORDABLE HOMES FOR THE LOCAL COMMUNITY	 FINANCIAL CONTRIBUTIONS TO THE COUNCIL BENEFITTING THE WHOLE COMMUNITY
 151 new jobs	 PROTECTING GREEN SPACES	 £55M BOOST TO THE LOCAL ECONOMY

GOT A QUESTION?
PLEASE EMAIL: DAVID@SHELCLIFFE.CO.UK OR TEL: 01753 410410

PROJECT TIMELINE

Friday 11 December 2020 December 2020 - Early 2021 Spring 2021 Winter 2021

OUR PROPOSALS WHY BUILD HERE WHY BUILD TALL BUILDINGS TRAVEL PUBLIC EXHIBITION BENEFITS FEEDBACK

Why Build Here



The site is 2-4 Ringers Road and 5 Ethelbert Road and is currently a mix of commercial and residential uses. It has been allocated by the Council for development in order to meet ambitious housing targets set by The Mayor of London and the Government. The site is within the West of Bromley High Street and Land at Bromley South area which has been designated as a place for tall buildings. This site is:

- A brownfield site, so protects the Green Belt from development
- In the Bromley Town Centre Opportunity Area
- Identified as a location suitable for tall buildings
- Close to the train station

Location



KEY BENEFITS INCLUDE...

 115 NEW HOMES	 AFFORDABLE HOMES FOR THE LOCAL COMMUNITY	 FINANCIAL CONTRIBUTIONS TO THE COUNCIL BENEFITTING THE WHOLE COMMUNITY
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OUR PROPOSALS WHY BUILD HERE WHY BUILD TALL BUILDINGS TRAVEL PUBLIC EXHIBITION BENEFITS FEEDBACK

Tall buildings

It is the Council's policy to have tall buildings on this site and therefore we have to follow it. The building will be a 19 storey building fronting Ringers Road and a 14 storey building fronting Ethelbert Road. Tall buildings allow:

- The Council to meet its housing target without building on green spaces or the Green Belt.
- People to live closer to train stations
- The Council to regenerate the town centre

A number of towns such as Bromley are embracing well designed, tall buildings in the town centre near train stations.



Layout



KEY BENEFITS INCLUDE...

OUR PROPOSALS WHY BUILD HERE WHY BUILD TALL BUILDINGS TRAVEL PUBLIC EXHIBITION BENEFITS FEEDBACK

What about parking?

This development will be car-free. This means that with the exception of two disabled car parking spaces, there will be no vehicle access to the site.

Those who live in the properties will know that this is the case. Despite this, should residents wish to own a car they will not be allowed to buy parking permits to park in the nearby roads.

The development will include plenty of secure cycle storage spaces and all residents will be encouraged to cycle where they can. Even how close the site is to the local train station and local bus routes, it is not necessary for residents to have a car.

For those few occasions a car is needed, membership of a car club will be provided free to those that live in the development.



Source: 'How People's Lives' - What's changed and why? January 2021, The Centre for Transport & Society UWE, Bristol & Transport Studies Unit.

What about congestion?

This development will **reduce the congestion** on the road. The current restaurant is large, so has a large number of customers driving to and from the restaurant, taking up parking in local streets.

Our new, car free development will **reduce by 254** the number of two way person trips every day. It will **reduce by 93** the number of two way car trips every day.

KEY BENEFITS INCLUDE...

 115 NEW HOMES	 AFFORDABLE HOMES FOR THE LOCAL COMMUNITY	 FINANCIAL CONTRIBUTIONS TO THE COUNCIL BENEFITTING THE WHOLE COMMUNITY
		



Online Exhibition



We held an online public exhibition which took place on Friday 11th December; you can watch a recording of the session above. If you have any questions, please contact David Shetcliffe on davidshetcliffe@curtinandco.com. The button below will allow you to download the banners used during the online exhibition.

Download the banners

KEY BENEFITS INCLUDE...

115 NEW HOMES

AFFORDABLE HOMES FOR THE LOCAL COMMUNITY

FINANCIAL CONTRIBUTIONS TO THE COUNCIL BENEFITTING THE WHOLE COMMUNITY

151 new jobs

PROTECTING GREEN SPACES

£65M BOOST TO THE LOCAL ECONOMY

GOT A QUESTION?

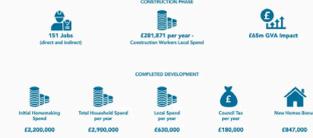
PLEASE EMAIL DAVIDSHETCLIFFE@CURTINANDCO.COM CALL US ON 07860 756 410

PROJECT TIMELINE

Opportunities and Community Benefits

The Opportunity & Community Benefits

This landmark scheme will be the catalyst for further investment and the regeneration required to deliver Bromley's urban renaissance. The scheme will also deliver improvements to the public realm.



KEY BENEFITS INCLUDE...

115 NEW HOMES

AFFORDABLE HOMES FOR THE LOCAL COMMUNITY

FINANCIAL CONTRIBUTIONS TO THE COUNCIL BENEFITTING THE WHOLE COMMUNITY

151 new jobs

PROTECTING GREEN SPACES

£65M BOOST TO THE LOCAL ECONOMY

GOT A QUESTION?

PLEASE EMAIL DAVIDSHETCLIFFE@CURTINANDCO.COM CALL US ON 07860 756 410

Tell us your views

1) The proposals would see approx. 115 new homes for Bromley. Do you agree that this site can best serve Bromley Council's regeneration plans for the town centre and would be an improvement to the existing site?

Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree

2) The site is located in the heart of Bromley Town Centre with immediate access to a wide array of shops and local businesses. Given its location, people living within the town centre will help support the shops and businesses?

Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree

3) Do you agree that a tall building in Bromley Town Centre is a better option for providing new homes than building on green fields?

Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree

4) Do you have any further comments?

Full Name: _____
 Email Address: _____
 Full Address: _____

I would like to be kept informed of the proposal's progress
 I agree to have my data kept in accordance with the disclaimer and I acknowledge that I have been given access to the data privacy notice for this project.

KEY BENEFITS INCLUDE...

