Fortune Green & West Hampstead
Neighbourhood Plan

Consultation Statement

August 2014

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Part 1: Introduction

1. This document is the Consultation Statement which accompanies the Fortune Green & West Hampstead Neighbourhood Plan. It sets out the consultation and engagement carried out by the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) in its work in drawing up the Neighbourhood Plan. It covers the period from the inception of the NDF in late 2011 to the consultation on the proposed final draft of the Plan in early 2014 and work on the final draft of the Plan before its submission to Camden Council. Further information about the work of the NDF - and documents which are referred to below - can be found on the NDF's website: **www.ndpwesthampstead.org.uk**

2. In late 2011 concern was expressed by a number of residents and groups about the scale and number of developments being proposed in Fortune Green & West Hampstead. It was felt that while there was consideration of individual planning applications, not enough consideration was being given by planners and developers about the impact of a such developments on the wider area. With the Localism Bill going through Parliament at the time, it was suggested that neighbourhood planning might provide an opportunity to give residents in the Area a chance to a have a say in future development and in the future shape of the Area.

3. Informal discussions continued among local groups, local councillors and at meetings - and were reported in the local press:
http://www.hamhigh.co.uk/news/resident_groups_to_unite_and_fight_high_rise_developments_1_1084319

4. In response to these discussions, a local councillor called a **meeting** of local residents and amenity groups to further discuss the possibilities of neighbourhood planning. This meeting, on 31 October 2011, was attended by a planner from Camden Council who explained the proposed function of neighbourhood plans. It was agreed by those present that there was interest in drawing up a neighbourhood plan for the area and that the issue should be referred to a public meeting.

5. The issue of neighbourhood planning was put on the agenda for a meeting of the **Fortune Green & West Hampstead Area Action Group** on 6 December 2011. This is a public meeting organised by the local councillors, open to all those living or working in the area. After further discussion of the possibilities of Neighbourhood Planning, it was agreed that a meeting should be called to set up a Neighbourhood Development Forum. Contact details were collected of those interested and initial work took place on the practicalities of establishing an NDF. It was agreed that if an NDF was established, it would report back on its work at all subsequent Area Action Group meetings.

6. As part of the research into establishing an NDF, a number of local people attended a **workshop** organised by Camden Council on 24 January 2012 to discuss neighbourhood

planning in the borough. Further information was given about the work involved and the necessary steps in establishing an NDF. Camden Council also said it was establishing a website to share information about neighbourhood planning in the borough, which NDFs could use as a resource: **www.camden.gov.uk/neighbourhoodplanning**

Part 2: The work of the Neighbourhood Development Forum, January 2012 - February 2014

7. The **first meeting** of the Fortune Green & West Hampstead Neighbourhood Development Forum took place on **25 January 2012** at Sidings Community Centre. The meeting was attended by 26 people, including local councillors. An interim chairman was elected and there was discussion about the future shape of the NDF and the work necessary to formally establish such a group. Initial discussions took place about membership of the NDF. There was also a discussion about the area the NDF could cover. Initial agreement was reached on a boundary similar to the council ward boundaries of Fortune Green & West Hampstead. Outline chapter headings for the neighbourhood plan were circulated and discussed. It was agreed to go ahead with the formation of an NDF and to schedule monthly meetings. It was also agreed that the NDF should seek to be as open and inclusive as possible - with meetings open to all those living and working in the area; and with the minutes of every meeting published on the NDF website.

8. At the same time as the NDF was being established, Camden Council was working to finalise its "**West Hampstead Place Plan**". Although not a planning document, the Place Plan seeks to shape the direction of council services in the area. Initial members of the NDF attended a workshop on 8 February 2012 at West Hampstead Synagogue Hall to discuss the Place Plan and to see how a neighbourhood plan could complement it to shape the future of the area. It was agreed that the NDF should draw on the work and consultations done by those working on the Place Plan and use this as a resource base for the neighbourhood Plan. Further information about the West Hampstead Place Plan can be found here: **http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/place-plans/-west-hampstead/**

9. The **second NDF meeting** took place on **28 February 2012** at West Hampstead Community Centre. There was further discussion about the shape of the NDF and the area to be covered. A draft constitution was circulated and discussed. There were also suggestions for funding the NDF. It was agreed to start discussions with Camden Council planning officers to find out what help could be offered and what steps were necessary to formally recognise the NDF.

10. The **NDF meeting on 26 March 2012**, held at Sidings Community Centre, agreed that the area to be covered to be the NDF would be the existing council wards of Fortune Green & West Hampstead, with the exception of the part of each ward covering Cricklewood Broadway and Kilburn High Road. This decision followed the recommendations at the previous two NDF meetings as well as representations from local groups; the decision was also supported by the six ward councillors for the area. The meeting agreed to adopt a constitution for the NDF - it was agreed that membership would be open to all those living and working in the area; that the NDF would have individual membership, rather than be

collection of existing groups, so that new voices could be heard and encouraged to be involved; and, so as further to increase the membership of the NDF, it was agreed that there would be no membership fee and that instead donations would be requested. Those interested in becoming a member of the NDF were invited to submit their email or postal address; the mailing list was built up over time through the events listed below and at the time of writing (August 2014) has more than 350 names. The meeting also elected four committee members - a chair, a vice-chair, a treasurer and a communications officer.

11. The **NDF meeting on 25 April 2012**, at The Alliance pub on Mill Lane, was attended by two Camden Council planners, who explained the regulations about neighbourhood plans which accompanied the Localism Act. The process of applying for designation of a Forum and an Area were explained; as were the possible contents of any neighbourhood plan. Further discussions took place about involving as a wide a group of people as possible in the work of the Forum.

12. As part of work to establish the Forum, a **website** and **email address** for the Forum were set up. It was agreed that the website would publish all documents related to the work of the NDF, including agendas, minutes and presentations. This fitted in with the desire of NDF members to have a group that was as open and transparent as possible - giving local residents every chance to be involved and to follow the work of the NDF. A bank account was also opened and donations invited from members of the NDF.

13. Around this time, **further information was gathered** about the emerging picture of neighbourhood planning from groups such as Locality, Planning Aid and DCLG. The chair of the NDF attended and spoke at a neighbourhood planning event at City Hall on 15 May 2012 organised by Urban Design London. This proved an useful networking event, with other early NDFs in London. Members of the NDF committee also attended a number of other neighbourhood planning workshops and events. In mid-May, Camden Council formally approved the West Hampstead Place Plan, which included references to the NDF and its work on a neighbourhood plan. Information was also gathered for the initial evidence base - including census statistics, ward profiles, West Hampstead town centre profile, and ward health profiles.

14. At the **NDF meeting on 31 May 2012**, held at West Hampstead Community Centre, there was further discussion about what information a neighbourhood plan could include and how we could make it local to our area. It was agreed to have an initial period of consultation during June and July to find out what people living and working in the area want from the Plan. In response to complaints from some NDF members that discussions at meetings had been 'all about process', it was agreed to start work on an outline Plan. As neighbourhood planning was such a new concept - and with no approved neighbourhood plans to use as a template or example - it was decided this would be a useful way to start discussion and debate about the possible content of the Plan.

15. A **draft application to recognise the Forum and the Area** was submitted to Camden Council on 13 May 2012. This included a covering letter, the constitution of the NDF and a list of 30 names of people supporting the application (including all six ward councillors). Following comments from planning officers, a revised application was submitted on 27 May. On 8 June, the application was rejected by Camden Council officers. They requested that the Forum carry out more engagement with the wider community. Subsequent discussions among members of the NDF focused on whether this request was reasonable and whether it was worth continuing with the NDF process. It was decided to continue with the NDF and to resubmit an application later in the year.

16. Following the NDF meeting in May, a **leaflet** was produced as part of the Forum's first consultation. The leaflet explained the work of the Forum and asked what issues people would like to see covered in the Plan. Additional questions where:

- What do you like about the area?
- What are the things you like about your street?
- What things would you like to protect in your area?
- How do you think the area should develop in future?
- Where should new development in the area be located?

The leaflet was circulated to all on the NDF mailing list in order to start a debate and gather early information. The leaflet referred people to the NDF website for more information - and gave an email address for those wanting to join.

17. On 25 June 2012 the chair of the NDF held a **drop-in session** for any member of the NDF who wanted to ask questions and/or discuss any particular issues. A number of members attended, including a representative of the West End Green Conservation Area.

18. On 30 June & 1 July 2012 the NDF had a **stall at the annual Jester Festival** on Fortune Green. This is the main local event of the year and was a key focus for the initial consultation work. The stall featured photographs of about 20 buildings in the area, and invited people to indicate whether they 'love it' or 'hate it'; people also wrote comments.
The results - including the photographs - can be seen in ***Appendix 1***
Members of the NDF also gave out copies of a survey asking people questions about the area and planning issues. The survey was also available to complete online. In all, there were 180 responses, which gave an important early guide on the issues the NDF needed to focus on.
The results - including demographic breakdown of the respondents and a list of comments from the free text section of the survey - can be seen in ***Appendix 2***
The NDF also used the stall and survey to gather email addresses for the NDF's mailing list, to further widen the number of people involved in the NDF and its work.

Photo 1: Jester Festival stall, July 2012

19. Following an overwhelmingly positive response to the NDF's work at the Jester Festival stall, it was decided to push the process forward and publish an initial draft of the neighbourhood plan. The **First Draft** was published on 22 July 2012 and was circulated to all those on the NDF mailing list. The document was 16 pages long and had no policies. It briefly outlined the issues raised so far and which could be included in a neighbourhood plan. The draft also quoted from relevant sections of the NPPF, the London Plan & the Camden LDF to indicate how it could conform with these documents. Feedback from NDF members was that the document was a good start; most felt it outlined the main issues; there was a request for greater consideration of the issue of housing and possible development sites; and there were also requests for work to start on drawing up policies. *Along with all subsequent drafts of the Plan, the document now forms part of the NDF's evidence base - and can be seen on our website.*

20. The **NDF meeting on 26 July 2012**, held at West Hampstead Community Centre, discussed the initial results from the Jester Festival surveys. It was agreed to have a second phase of consultation between August and October to continue the process of engagement

and spreading the world about the work of the NDF. The meeting also discussed the First Draft - comments made included: concerns about the height of new buildings; concerns about the design of new buildings and the use of grey brick; concerns about the number of new developments proposed. On the positive side, it was felt that the Plan could give more weight to the views of local residents in the planning process and could improve the dialogue between planners/developers and the community.

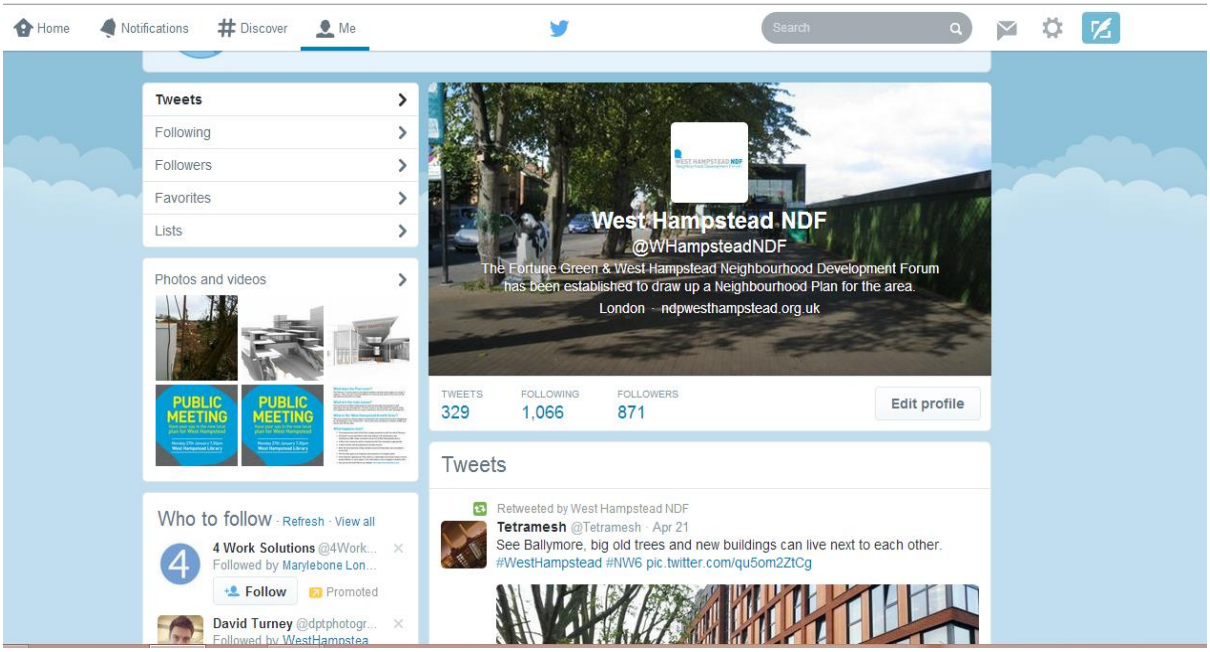
21. In August 2012, as part of its commitment to consultation and engagement, the NDF prepared a draft **Community Involvement Strategy**. The document set out the principles which would underline the rest of the NDF's work. The document was consulted on among NDF members and subsequently agreed by the NDF committee.
*The full CIS can be seen in **Appendix 3***

22. In **early September** 2012 the NDF had renewed discussions with Camden Council planning officers about making a second application to designate the Forum and the Area. There were detailed conversations about the boundary of the Area; officers asked the Forum to consult groups in neighbouring areas as part of the work to confirm the boundary. The Council also stressed the need for full and widespread consultation.

23. Subsequent consultations by the NDF to confirm the **boundary of the Area** found: no demand for an extension of the area to the north into the London borough of Barnet; no desire to extended the boundary to the east into the London borough of Brent; it was confirmed with the Cricklewood Improvement Programme that it would be wise to exclude Cricklewood Broadway from our area, as there were suggestions of a future Cricklewood neighbourhood plan; it was also agreed with groups in Kilburn to exclude Kilburn High Road, as there were suggestions of a future cross-borough Kilburn neighbourhood plan; and that groups to the west of the area, on the other side of Finchley Road, were also looking into establishing their own NDF. While these consultations were confirmed and agreed with Camden Council, one residents group in the south of the proposed NDF area raised an objection. Members of West Hampstead Gardens and Residents Association (WHGARA) said they wanted more time to consider whether to be part of the NDF. In a subsequent vote of WHGARA members in November 2012, 75% agreed to be part of the NDF. At the end of the process the boundary, originally agreed in March, was confirmed.

24. At the **NDF meeting on 18 September 2012**, held at The Alliance pub on Mill Lane, there was further discussion about the boundary of the area and the new application for designation. It was also agreed to enact the points raised in the Statement of Community Involvement and continue to spread the word about the Forum. Further discussion about the First Draft focussed on the improvement and protection of green/open space in the area; the need for consideration of design of new buildings; and the need for the second draft to contain outline policies.

25. In **late September** 2012 the NDF set up a **Twitter** account **@WHampsteadNDF**. This was to provide a public platform for NDF announcements and updates. It was also hoped to engage younger people living in the area, including those in private rented accommodation, as well as shops, businesses and other local groups. At the time of writing, the account has more than 1,000 followers and has proved to be extremely effective in spreading the word about the NDF and our consultations.

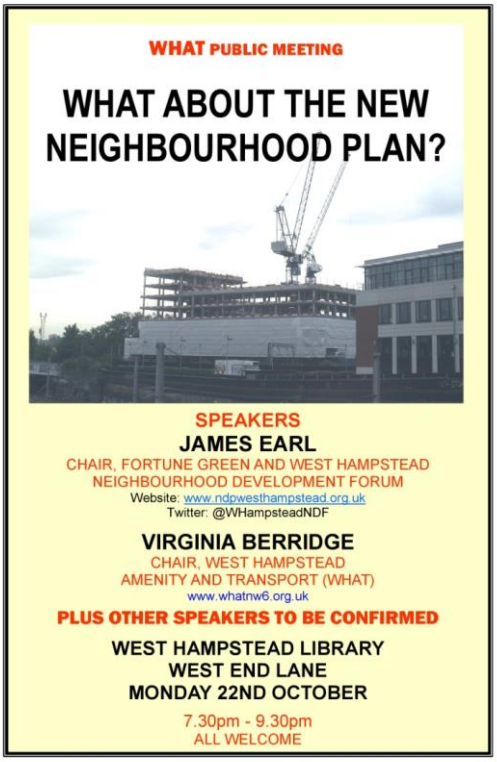


26. In addition to the Twitter account, the NDF and its work has regularly featured on the popular **West Hampstead Life website**: **www.westhampsteadlife.com**
As well as its weekly email (which is sent to around 1,250 people) and its associated Twitter account **@WHampstead** - which has more than 9,000 followers.

27. The NDF, its work and its consultations has also received positive coverage in the two main **local newspapers**: the Ham & High and the Camden New Journal.

28. A **public meeting** - jointly organised by the NDF and West Hampstead Amenity & Transport (WHAT) - took place at West Hampstead Library on **22 October 2012**. The speakers were the chair of the NDF, the chair of WHAT, a representative from Urban Design London & a Camden Council planner. The meeting was attended by more than 70 people. The four speakers outlined some of the issues involved in neighbourhood planning, the pressures facing the Fortune Green & West Hampstead area, and the possible contents of a finalised neighbourhood plan. There followed a question and answer session and a debate about some of the issues facing the NDF. Issues raised included concern about the scale of development in the area; how to control design; worries about the infrastructure in the area being overwhelmed; a fear that the neighbourhood plan would be too late; a need to consider the town centre's requirements; and a need to consider future residents of the

area. Further email addresses were gathered for the NDF's mailing list and more people were encouraged to be involved.



29. Following the public meeting, a **Second Draft** of the Plan was produced and sent to all those on the NDF mailing list on 25 November 2012 . The draft introduced the first polices - including a proposal for 12 "core policies", which sought to set out the main issues to be addressed by the Plan (these would later form the basis for the Vision & Objectives). The draft also listed some specific sites in the Area, which had been mentioned during previous meetings and consultations. There were also alterations and additions to the text, to reflect the responses to the First Draft.

30. At the **NDF meeting on 29 November 2012**, held at Emmanuel Church, the boundary of the NDF area was formally agreed. There was also a discussion about the Second Draft of the Plan - issues raised included: the height of new buildings and whether it was possible for the Plan to limit them; what the Plan could do to support local businesses and jobs; there was a request to mention smaller sites and infill developments; concerns about basement development; community access to open space; and the poor situation for pedestrians in the West Hampstead interchange area. There was also a discussion about proposals for a Camden Council CIL and about the transparency of s106 payments.

31. Following further discussions with Camden Council officers, **a second application to recognise the Forum and the Area** was submitted on **4 January 2013**. The application included a supporting letter; the constitution of the NDF; a list of 28 names of people

supporting the application (including all six ward councillors for Fortune Green & West Hampstead); a list of groups involved in the work of the Forum to date; the results of the Summer 2012 survey; the Community Involvement Strategy; and a map of the proposed area.
The supporting letter can be seen in ***Appendix 4***

32. The **list of local groups and associations** who had been consulted and/or involved in the work of the NDF between January-December 2012 is reproduced here:

- West Hampstead Amenity & Transport (WHAT)
- West Hampstead Local Consultation Group (WHLCG)
- West Hampstead Business Forum
- West Hampstead Gardens & Residents Association (WHGARA)
- Hillfield & Aldred Roads Residents Association (HARRA)
- Gondar & Agamemnon Residents Association (GARA)
- Fordwych Residents Association (FRA)
- Menelik Area Residents Association (MARA)
- Lymington Road Residents Association (LRRA)
- Buckingham, Avenue & Marlborough Mansions (BAM)
- West Hampstead Conservation Area Advisory Committee
- West Hampstead Community Centre
- Sidings Community Centre
- West Hampstead Safer Neighbourhoods police team
- Fortune Green Safer Neighbourhoods police team
- Friends of Fortune Green
- Friends of Hampstead Cemetery
- Friends of Maygrove Peace Park
- Transitions West Hampstead
- West Hampstead Life blog
- Fortune Green & West Hampstead Area Action Group
- All six ward councillors for the area

33. At the **NDF meeting on 28 January 2013** at Sidings Community Centre, there was a report on the new application to Camden Council; discussion of an offer of assistance from the Prince's Foundation; and a discussion about the NDF's work for the year ahead. There was also a further discussion about the Second Draft of the Plan - issues raised were: the height of new buildings and suggestions for a maximum; small sites not mentioned in the Plan; a suggestion for a section in the Plan on specific sites outside the West Hampstead Growth Area where development was likely or possible; a need for the Plan to examine the issue of design; a discussion about the colour of bricks used in new development; concerns about a reduction in the number of commercial sites in the area, with many being converted to housing; and the future of the Council owned building at 156 West End Lane, which is in the Growth Area. Following discussions with Council officers, it had been agreed to aim for a

referendum on the Plan between May 2014 and May 2015 (to avoid clashing with the local elections or the general election).

34. Camden Council began their six week **consultation on the application to designate the Forum & Area** on **31 January 2013** - which ran until 15 March. In all 125 responses were received. 120 responses (96%) were in favour of the designation of the Forum and the proposed Area. One objection was received from Kingsgate Community Centre in Kilburn regarding the southern boundary of the area; this was subsequently withdrawn following discussions with the Centre. The other objections related to complaints about a lack of engagement and consultation. The NDF committee agreed with Council officers that there would be a renewed effort to consult and engage following the designation. A decision was made to formally approve the Neighbourhood Forum and Neighbourhood Area by the relevant Camden Council cabinet member on 9 May 2013.

35. During **February and March 2013**, as part of its work to publicise the consultation on the application, the NDF prepared an **information sheet** answering basic questions about neighbourhood planning and how people living in the area could find out more information. Copies were distributed to local groups and at local meetings; and were posted at West Hampstead Library and the area's community centres.
*A copy of the information sheet can be seen in **Appendix 5***

36. At the **Area Action Group meeting on 11 February 2013**, at West Hampstead Synagogue Hall, members of the NDF committee reported on the work of the NDF to date and answered questions.

37. A **Third Draft** of the Neighbourhood Plan was published on **22 February 2013**. The Plan contained a reworked version of the 12 core policies in the Second Draft and 11 other policies. Most of the changes were based on comments received on the Second draft, and focussed on the chapters about future development and site specific policies. The Draft was sent to all on the NDF mailing list. It was also published on the NDF website and sent to Camden Council planning officers for their initial comments. A consultation on the Third Draft ran until the end of April.

38. At the **NDF meeting on 25 February 2013**, at Emmanuel Church, there was an update on the consultation and requests to further spread the word about the NDF. The meeting also considered the Third Draft of the Plan. Among the issues raised were: a proposal for changes to the core policies were circulated by WHGARA; there was a further discussion about the height of buildings; the need for new development in the West Hampstead Growth Area; the need for more affordable housing; the need to consider the future provision of housing in the area; a general welcome for the sections on businesses and town/neighbourhood centres; a general welcome for the sites identified outside the Growth Area. There was also a discussion about how to engage younger people in the NDF, particularly private renters - a specific workshop was proposed to address this.

39. Following an offer of assistance from the **Prince's Foundation**, a **workshop** was organised on **13 March 2013** at West Hampstead Library. The meeting was open to any members of the NDF who wished to attend. The workshop was led by Biljana Savic from the Prince's Foundation and the independent planning adviser, Vincent Goodstadt. The two gave a review of the Third Draft of the Plan and explained how it could be restructured to be more effective. They also suggested that the polices be separated from the recommendations. It was explained that the core polices would work better as objectives, and could inform the overall vision for the Plan. They also suggested how the wording of the polices could be improved. The presentation they gave was sent to all NDF members and published on the NDF website. Following their presentations there was further discussion, a question and answer session, and break-out groups to discuss specific issues. Those who attended the workshop welcomed the support and clear advice being given to the NDF. It was agreed that further work would go into a new draft of the Plan, incorporating their suggestions for a significant restructuring of the document.

40. In order to inform the NDF's work on **engagement** another **workshop** was organised on **15 April 2013** at West Hampstead Community Centre. Biljana Savic from the Prince's Foundation gave a presentation about how other neighbourhood forums had successfully worked on consultation and engagement. Among the topics covered were: stakeholder analysis; outreach methods; engagement methods; and a description of the key methods that seemed to work for other NDFs. Her presentation was circulated to all NDF members and posted on the NDF website. There was further discussion about what groups to involve and how to engage them. Ideas and suggestions were gathered to inform the next stage of the NDF's work.

41. At the **NDF meeting on 22 April 2013** at St James' Church, the existing committee members were re-elected and two new committee members were elected. Discussions followed up on the outcomes and actions from the workshops on 13 March & 15 April. There was further discussion about the Third Draft of the Plan and how it would be restructured following the advice received.

42. A **Fourth Draft** of the Neighbourhood Plan was published on **1 May 2013**, and was circulated to all those on the NDF mailing list and published on the NDF website. The Plan was significantly restructured from the Third Draft - with a new Vision statement and 6 Objectives replacing the previous 12 core policies. The document was also restructured to give more of a focus to the policies (chapter 4) - with non land use issues clearly separated into recommendations for action. The document was consulted on until 31st May.

43. On **21 May 2013 a workshop targeted at those under the age of 45** was jointly organised by the West Hampstead Life website and the NDF at the Alice House on West End Lane. The speakers were the chair of the NDF, the writer of the WHL website and local councillor Flick Rea. The aim of the event was to gather the views of those who hadn't

previously attended NDF members, especially those in private rented accommodation. Issues raised included: the scale of development in around the West Hampstead Interchange; parking; car-free development; street clutter; local shops and the town & neighbourhood centres; the variety of houses on offer to rent and buy; and the design & height of new buildings. A write up of the event can be seen here: http://westhampsteadlife.com/2013/06/09/whampforum-the-people-speak/2692

44. As part of the work to promote the NDF and give it a clearer identity, **a competition was launched to find a logo for the group**. This was promoted by email, on the NDF's Twitter account and on the West Hampstead Life website. A number of entries were received and a winner was selected - see below. This image, and variations of it, were used on all subsequent NDF mailings and publicity materials. The graphic designer who created the design was subsequently employed by the NDF to produce other publicity materials, including leaflets and posters.

45. At the **NDF meeting on 22 May 2013** at West Hampstead Library, there was a discussion about plans for a further round of engagement and the need to seek the views of as many people as possible living and working in the Area. There was a discussion about the Fourth Draft of the Plan - issues raised included: the height of new buildings and whether a limit was appropriate or achievable; restrictions on basements; traffic and road issues; the need to treat the Area as a whole; whether or not to call for new Conservation Areas; how to describe the 'village feel' of the area; and how to protect trees in the area. There was general support for the restructuring of the Plan and the clarity it provided.

46. Following the designation of the Forum and Area by Camden Council on 9 May 2013, a series of events were planned as part of a **new programme of consultation and engagement** - to both promote and highlight the work of the NDF, and to seek views about what should go in the Plan. The events - during June & July - are listed below. To aid this engagement, the NDF produced a **leaflet** - giving information about the NDF and the Plan. The leaflet also sought responses to three questions:

- What do you like about West Hampstead & Fortune Green?
- What don't you like about West Hampstead & Fortune Green?
- What would you like to change about West Hampstead & Fortune Green?

*The leaflet can be seen in **Appendix 6***

The list of responses received can be seen in ***Appendix 7***
An infographic - sorting the responses into categories - can be seen in ***Appendix 8***
In all, at the events listed below (*paragraphs 47-62*) nearly 1,000 leaflets were given out.

47. On **1 June 2013** members of the NDF gave out leaflets and talked to local residents at the "**Big Lunch**" on West End Green organised by WHeart and also at the Fortune Green "**Film on the Green**" organised by Friends of Fortune Green.

Photo 2: Chair of the NDF & local councillors at Big Lunch, June 2013

48. In the week beginning **3 June 2013**, NDF members embarked on a several weeks of work in an attempt to **engage all the shops and businesses in the area**. The aim was to give a leaflet to all the commercial premises - of whatever type - in an effort to inform them about the NDF and to give them an opportunity to contribute their views.

49. On **3 June 2013** members of the NDF committee attended a meeting of the West Hampstead **Women's Institute**, gave out leaflets and answered questions.

50. On **8 June 2013** NDF members held **a street surgery** on Maygrove Road. Leaflets were given out and survey responses collected. A board with pictures of recent developments

was used to engage local people about planning issues and as a prompt to find out what they wanted to be included in the Plan.

51. On **15 June 2013** two **walkabouts** of the area took place - one covering Fortune Green ward and one covering West Hampstead ward. More copies of the leaflet were also distributed. Comments about buildings and other issues were collected and noted - and a series of photographs were taken, which were posted on the NDF website.

52. A **Fifth Draft** of the Neighbourhood Plan was published on **17 June 2013**, to take into account the responses received to the NDF's engagement work to that date. The document included rewording of a number of policies and recommendations, following advice from Camden Council planners and the NDF's independent planning consultant. There were also new policies on Housing, Other Sites, Fortune Green Neighbourhood Centre, and Green Space. The section on Housing also contained new text. There were corrections and alterations to the document following comments on the Fourth Draft. The Plan was sent to all on the NDF mailing list and published on the NDF website; a paper copy was left at West Hampstead Library. The Plan was consulted on until 31st July.

53. At the **NDF meeting on 20 June 2013** at West Hampstead Library, discussions focussed on the consultation and engagement work, and what more needed to be done before the end of July. There was also a discussion about the 2011 Census statistics, which had just been released at ward level and which would form an important part of the evidence base for the Plan. There was an initial discussion about the Fifth Draft of the Plan - issues raised included: how the height of new buildings could be controlled; the need for affordable housing; and the need for greater protection of green/open space.

54. On **22 June & 29 June 2013** the NDF had a stall at the West Hampstead **Farmers' Market** on Iverson Road. Leaflets were given out and responses to questions collected. The information boards (*see paragraph 50*) were used to engage people in discussion and debate; to answer questions about local planning issues; and explain the purpose of the Plan and what it could achieve.

Photo 3: Farmers' Market stall, June 2013

55. On **22 June 2013** members of the NDF gave out leaflets and answered questions at the Buckingham, Avenue & Marlborough Mansions summer **garden party**.

56. On **29 June 2013** NDF members attended the **Beckford School summer fair** - giving out leaflets and answering questions. The NDF engaged parents and children at this school - as well as other schools in the Area. The NDF also worked with the NW6 School group, which was campaigning for a new primary school in the Area.

57. On **2 July 2013** the Chair of the NDF reported back on the group's work at the **Fortune Green & West Hampstead Area Action Group** at the Synagogue Hall. Leaflets were also given out as part of the engagement programme. Issues raised at the meeting included: problems with water supplies in the area, and the general need for new and improved infrastructure to accommodate the growth and scale of development in the area,

particularly in the West Hampstead Growth Area; a request for more information about S106 payments from developers and how they benefit the community; and interest in drawing up a list of CIL priorities for the area.

58. On **6 & 7 July 2013** the NDF had a stall at **the Jester Festival** on Fortune Green, for a second year running. The main focus of the stall was a consultation on the proposed Vision and Objectives in the Fifth Draft of the Plan. Visitors to the stall were asked to tick whether they agreed or disagreed with the proposed text - and were also able to leave comments. The responses demonstrated clear support for the wording of the Vision and Objectives, which are at the heart of the Neighbourhood Plan. Visitors to the stall were also given the NDF's leaflet and encouraged to submit responses to the survey. A copy of the Fifth Draft of the Plan was also available for people to look at and comment on. Further names and email addresses were gathered for the NDF's mailing list.
A list of comments received at the stall - as well as the number of ticks for the Vision and Objectives - are listed in ***Appendix 9***

Photo 4: Jester Festival stall, July 2013

59. On **8 July 2013** members of the NDF committee held a workshop with the **youth group at Sidings Community Centre**. There was a discussion about the Plan and how those present would like to see the area develop in future. Among the suggestions were: a need for more sports facilities; making it easier to move around the area, particularly improvements to the existing paths (particularly Wayne Kirkham Way) and new paths - including new bridges over the railway lines; a need to improve the area around the West Hampstead stations; shops

and businesses catering for younger people; and the need for affordable housing and local jobs to enable them to stay in the area.

60. On **15 July 2013** the chair of the NDF gave a talk and answered questions at a meeting of the **Camden Cyclists Campaign** at Sidings Community centre. Discussions focussed on the policies about cycling, pedestrians and road use. There were suggestions for improving the provision for cyclists in the area - using schemes that had been tried elsewhere in London and elsewhere in Camden.

61. On **17 July 2013** members of the NDF attended a **consultation for a proposed new development on Iverson Road**. The developer had been working with the NDF to bring forward a scheme to redevelop the Iverson tyres site. The NDF welcomed the engagement work carried out by the developer and sought to encourage other developers in the area to use these methods for positive and constructive consultation with the community.

62. At the **NDF meeting on 18 July 2013** at West Hampstead Library, Camden Council planners gave a presentation about their proposed work on a 'framework' for the West Hampstead Growth Area. The presentation was subsequently posted on the NDF's website. Discussions on this subject focussed on: the need for more/new green/open space in the Growth Area; the need for new paths and better movement through the area; concern about the height and massing of any new development; the need for new public facilities, such a medical centre and a school; the need for significant improvements to the public transport infrastructure of the area, particularly West Hampstead Underground & Overground stations; the need for new business space and jobs, and the size and use of future commercial premises; the design of new buildings; the issue of views across the area; and the need for a co-ordinated approach to developments in the Growth Area - rather than seeing each application in isolation. It was agreed that the NDF and Camden Council would continue to work closely on these issues.
Other issues discussed at the meeting included: initial feedback and responses from the engagement programme and the Jester Festival stall. There was a brief discussion about the Fifth Draft of the Plan and further comments were sought by the deadline at the end of July. A number of current and planning applications were also discussed, where the NDF was submitting comments and citing the emerging draft of the Plan in its comments.

63. During **Summer 2013**, a number of meetings took place with **local businesses and landowners** to discuss specific sites in the area and what the draft Plan said about them. A meeting with Richard Loftus, the owner of several sites on Blackburn Road, took place on 6 June - this focussed on Blackburn Road and the West Hampstead Growth Area. A meeting with Travis Perkins took place on 16 July - this focussed on their desire to remain on the 156 West End Lane site and its possible future development, with reference to its place in the West Hampstead Growth Area and Camden Council's Site Allocations Document. A meeting with Land Securities (owner of the O2 Centre and car park) took place on 30 August - this focussed on their plans for the O2 Centre car park site and the possibilities for redeveloping

the site in the future. A follow up meeting with Land Securities took place on 9 December. A follow up meeting with Richard Loftus took place on 3 February 2014, during the consultation on proposed final draft.

64. During **August 2013** further meetings took place between members of the NDF committee and **Camden Council planners**. This informed work on the next draft of the Plan and focussed on specific advice about the wording policies in the Plan to take into account the responses from the programme of consultation and engagement.

65. At the **NDF meeting on 29 August 2013** at West Hampstead Library, there was further discussion about the results of the consultation and engagement work over the summer. These comments were fed back into the next draft of the Plan. There was further discussion about current planning applications and tentative plans for specific sites in the area - the feeling was that with many new planning applications coming forward across the area, the NDF should continue to work towards a final draft of the Plan by the end of the year. There was also discussion about further engagement work - including plans for a leaflet to every household in the Area and another workshop to examine in detail the proposed policies in the Plan.

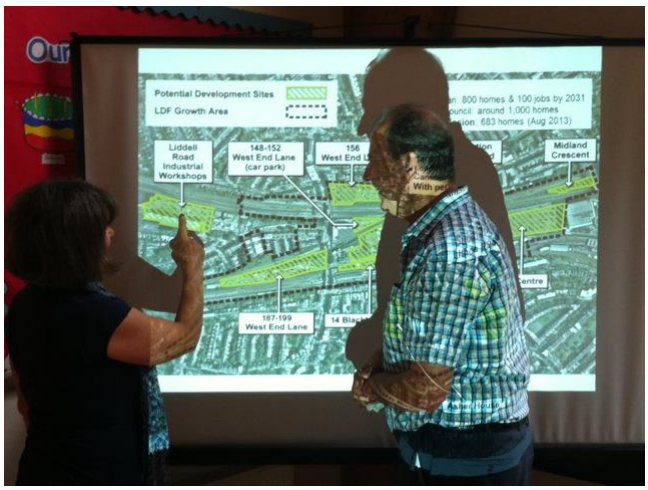
66. A **Sixth Draft** of the Neighbourhood Plan was published on **1 September 2013**. The Plan contained a number of specific alterations and amendments following the results of the programme of consultation and engagement over the summer. There were also changes following the feedback on the Vision and Objectives at the Jester Festival stall. Some of the policies had been reworded - largely due to advice from Camden Council planners. There were no new policies. The previous section on Infrastructure was separated into two parts, covering Transport and Community Facilities. Some of the text had been redrafted to make reference to polices in the NPPF. Due to the complexity of some of the issues involved, it was decided to leave further amendments to the section on the West Hampstead Growth Area until the next draft; further discussions on this issue would take place later in the year. The document was sent to all on the NDF mailing list - including local businesses and land-owners. It was also posted on the NDF's website. The consultation on the document originally ran until 30 September - but was later extended to 31 October.

67. At the **NDF meeting on 23 September 2013** at West Hampstead Library, there was a discussion about the Sixth Draft. Issues raised included: suggestions of more detail about the West Hampstead Growth Area; a request for more information about the need for improvements to public transport - particularly the three West Hampstead stations; a need for more consideration of the need for more community facilities. Overall people were generally happy with the policies and text in 4C, 4D, 4E, 4F & 4G. There was also a discussion about what issues the NDF wanted to focus on over the coming months and what remaining engagement was needed.

68. On **25 September 2013** NDF members attended a consultation event organised by Camden Council to discuss proposals for the **Liddell Road** site. Details had been circulated to NDF members who were urged to submit their views. As an important commercial and potential development site in the Area, the NDF was closely involved in this consultation and submitted comments about the current and future use of this site.

69. On **28 September 2013** the NDF organised a **workshop** at St Cuthbert's Church Hall. All members of the NDF were invited to similar sessions, one in the morning and one in the afternoon. The event was hosted by the NDF's independent planning consultants, Biljana Savic and Vincent Goodstadt. The aim was to make the event as informal as possible, allowing people to drop-in at times convenient to them. In all, around 30 people attended the event, which focussed on a consultation on the policies in the Sixth Draft the Plan. The policies were introduced and explained and discussed. Attendees were then asked to put coloured sticky dots next to the policies which they agreed with and disagreed with. There was also the ability to write comments. The paper copies of the responses are available for inspection on request. The main outcome of the meeting was for more consideration to be given to the issue of design - with the request for a specific and separate policy on this in the next draft; as well as more detail in the Plan about the West Hampstead Growth Area and issues such as height of new buildings and the need for additional infrastructure in the area.

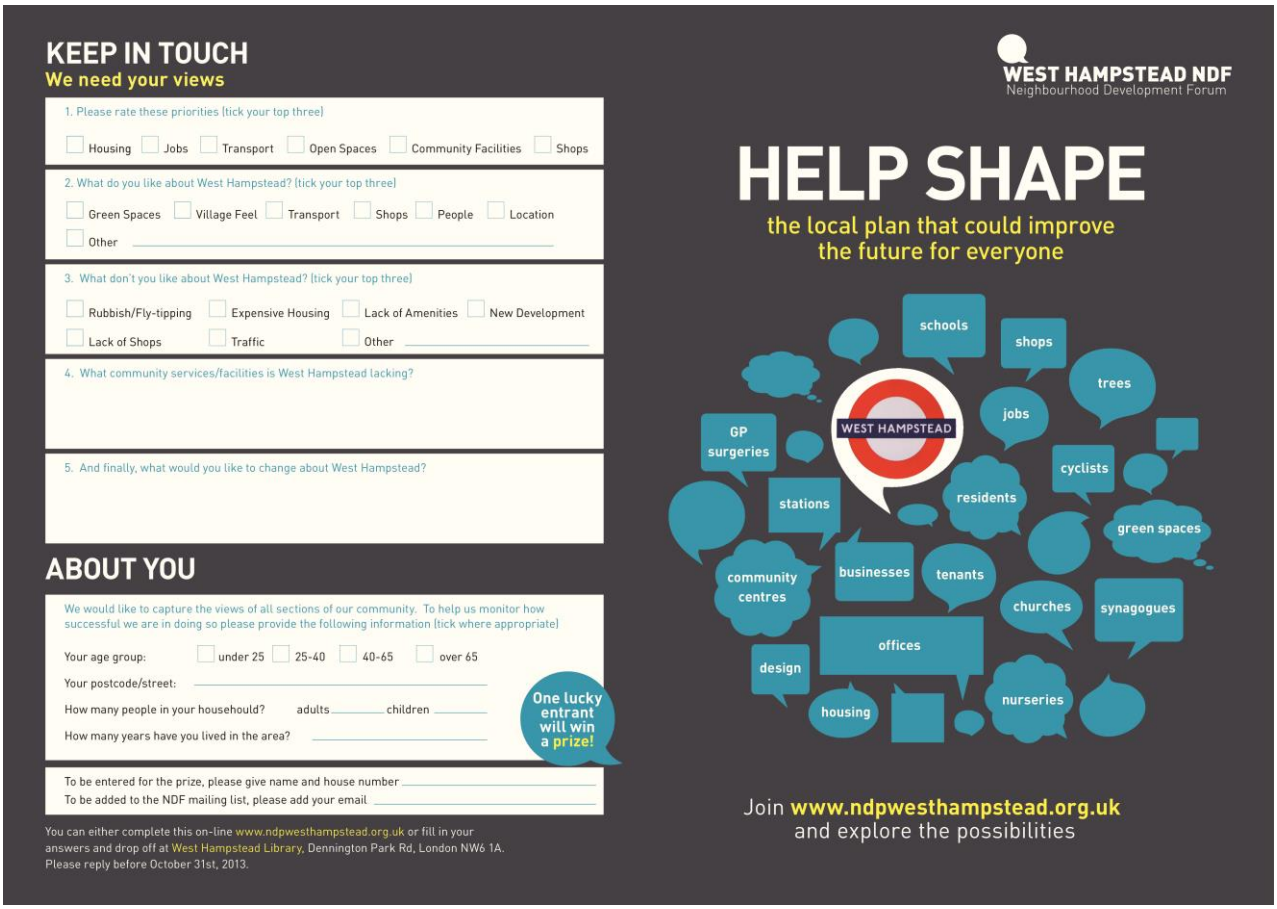
Photos 5 & 6: Workshop, September 2013



70. On **5 October 2013** members of the NDF committee had a stall at the **Heritage Fair** at Sidings Community Centre. This provided a useful opportunity to give out leaflets, use display boards to encourage debate and comment, and to further spread the word about the work of the NDF and give people an opportunity to comment on the draft Plan.

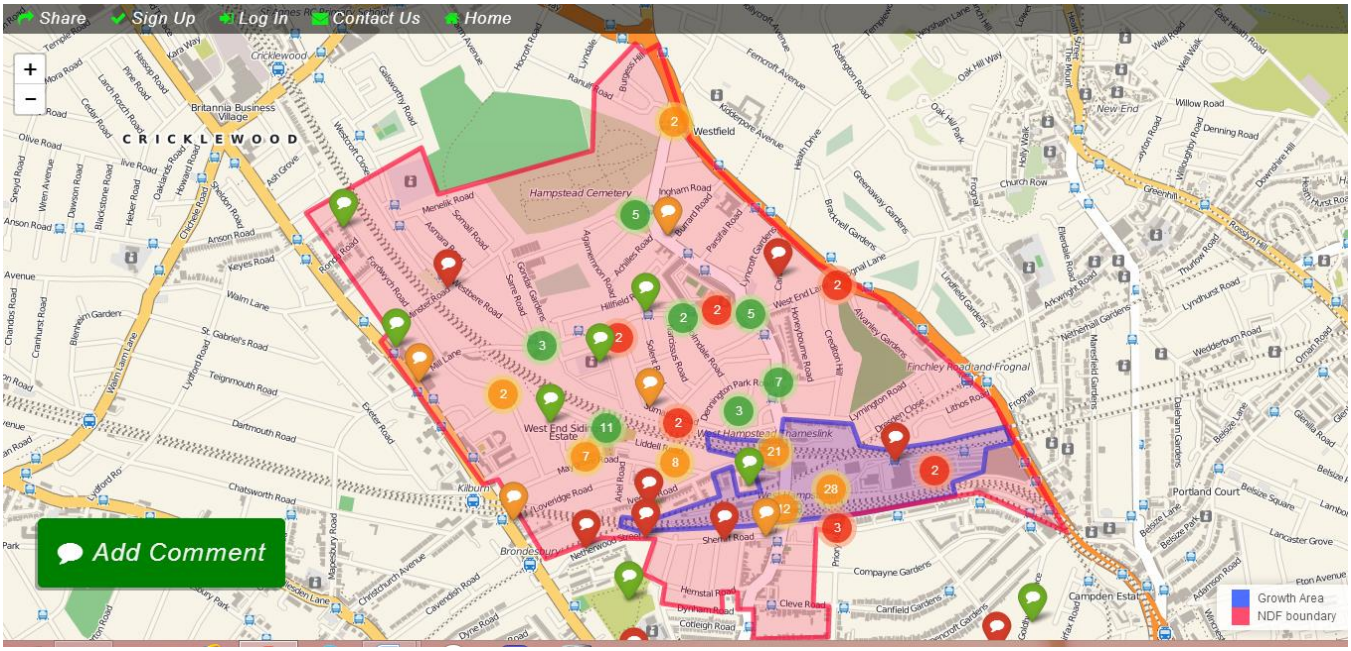
71. The main part of the NDF's engagement work in Autumn 2013 was the production of a **leaflet that was distributed by NDF members to all households in the Area**. This was funded by a grant from Locality, which was received over the Summer - the NDF didn't have the funds to do this earlier. The four-page leaflet explained the work of the NDF, outlined the main issues and also contained maps of the area (see below). The leaflet also featured a survey, which could be completed on paper or online. In all, more than 11,000 leaflets were distributed.

The responses to the leaflet can be seen in ***Appendix 10***



72. At the **NDF meeting on 17 October 2013** at West Hampstead Library, there was discussion about proposals for sites in the area - including Gondar Gardens, Broadhurst Gardens and Liddell Road. There was a report back about the workshop in September and further discussion of the issues raised. Comments were made on the Sixth Draft of the Plan and further suggestions were requested ahead of the deadline at the end of October.

73. As part of the last stage of consultation and engagement before the publication of the proposed final draft of the Neighbourhood Plan, the NDF worked with the social enterprise company - Commonplace - on an **online mapping project**. This was mainly focussed on the West Hampstead Growth Area and the area around it. People visiting the site could submit comments on specific places and say if they liked or disliked the area. The map was tested in November and December 2013. It was promoted at various events, including NDF meetings and at a stall at the West Hampstead farmers' market on 7 December. The software was re-launched and widely promoted in early January 2014 - and the comments submitted fed into consultation on the proposed final draft of the Plan.
The map can be seen on the image below and, in more detail, at this site:
http://westhampstead.commonplace.is/comments



A write up about the mapping project on the West Hampstead Life website - encouraging people to contribute their views - had more than a thousand views: http://westhampsteadlife.com/2014/02/26/what-do-locals-think-of-west-hampstead/11086

All the comments posted on the map are available for anyone to view. The NDF is keen that the map forms an important part of the legacy of the Plan, informing developers, landowners and Camden Council in the years ahead.

The comments received up to spring 2014 largely echo and reinforce the issues raised in the Plan. Among the issues raised were: the need for affordable housing; space for pedestrians, particularly in the West Hampstead Growth Area; concerns about traffic and congestion; examples of poor quality public realm; rubbish, dumping and fly-tipping; strong support for the Area's community facilities; strong support for public transport improvements, particularly lifts at the stations; and support, pride and appreciation for and of the Area's green spaces.
A summary of the comments can be seen in ***Appendix 12***

74. There was a report and update on the work of the NDF at the Fortune Green & West Hampstead **Area Action Group on 13 November 2013**. Questions were answered and plans were outlined for the publication of the proposed final draft of the Neighbourhood Plan in the coming months.

75. At the **NDF meeting on 18 November 2013** at West Hampstead Library, there was a discussion about the responses to the survey from the all-household leaflet. The was further discussion about specific sites and current planning applications. It was agreed that the comments received on the Sixth Draft were broadly positive and that the next draft of the

Plan to be published would be the proposed final draft. The rest of the meeting focussed on a detailed discussion about the West Hampstead Growth Area and what the Plan could say about this. Issues raised included: how far the Plan could go in setting out the future shape of the Growth Area; what the Plan could say about height and design; how much detail the Plan should go into - should it comment and set out policies for each site?; concerns that jobs were being lost rather than created in the Growth Area and the need for polices to promote employment and growth; concerns about the scale of development, the lack of affordable housing in many large schemes and concerns about the lack of adequate infrastructure for a fast-growing population. It was suggested the NDF seek more professional help on the wording of polices and some assistance from local architects to advise on design issues.

76. On **28 November 2013** members of the NDF attended a meeting to relaunch the **West Hampstead Business Association**, which was attended by the Mayor of London, Boris Johnson. The issue of the NDF was raised and leaflets distributed.

Photo 7: Mayor of London & NDF Chair, November 2013

77. On **30 November 2013** members of the NDF gave out leaflets at the **West Hampstead Christmas Market** on West End Green. Further views about the area were sought and collected and more people were informed about the NDF's work.

Photo 8: West Hampstead Christmas Market, November 2013

78. At the **NDF meeting on 10 December 2013** at West Hampstead Library, there was detailed discussion about a number of sites in the area and plans for them. In order to further inform the new policy on design, two local architects were invited to the meeting to discuss how the Plan could influence this issue; a number of suggestions were made, which fed into the text of the proposed final draft. The meeting also agreed to go ahead with the publication of the proposed final draft in early January; it was agreed that because of the number of planning applications being submitted, there was a need for the Plan to come into force sooner rather than later.

79. The **rest of December** was spent working on the proposed final draft of the Plan. All the comments received on the previous drafts of the Plan were reviewed, as were consultation responses and the results of the various surveys conducted by the NDF during the past two years. Further professional advice was received on the wording of policies in the Plan from Camden Council planners, independent planning advisers (including one who was new to the Plan and hadn't seen any of the earlier drafts), and a planning barrister. A meeting of the NDF committee on 5 January 2014 gave the final sign off on the publication of the proposed final draft and the start the six week statutory consultation.

80. On **9 January 2014** the **proposed final draft of the Neighbourhood Plan** was published. The main changes were: amendments and revisions following all the comments received on the Sixth Draft - including from Camden Council planners; a new policy on Design (Policy 2); a rewritten section on the West Hampstead Growth Area (4B); the addition of a Delivery Plan; and appendices. The draft maps accompanying the Plan were circulated separately shortly afterwards. Comments were invited on document until 28 February - allowing for a consultation period of just over 7 weeks (longer than the 6 weeks required in the regulations).

81. The proposed final draft of the Plan was circulated widely, as set out below:

- To all members on the NDF mailing list (more than 300 people)
- A copy was posted prominently on the front page of the NDF website
- The publication was publicised on the NDF's Twitter account
- Paper copies were left at West Hampstead Library, West Hampstead Community Centre, and Sidings Community Centre
- The Plan was circulated to all 6 ward councillors for the Area - as well as local landowners, developers and businesses.
- The Plan was publicised on the West Hampstead Life website: **http://westhampsteadlife.com/2014/01/22/last-chance-to-speak-up-on-local-plan/10056**
- Articles about the Plan were written in the local press - featuring in both the Camden New Journal and the Ham & High.
- The Plan was sent to the local MP for the Area (Glenda Jackson, Hampstead & Kilburn) - as well as the three prospective parliamentary candidates selected for the 2015 general election (Tulip Siddiq, Simon Marcus & Maajid Nawaz)
- The Plan was sent to ward councillors for the areas neighbouring the NDF area (Kilburn, Swiss Cottage and Frogal & Fitzjohns in LB Camden; Child's Hill in LB Barnet; and Mapesbury in LB Brent)
- The Plan was sent to groups along the southern boundary of the area, where it was felt there were issues of joint concern. This included Kingsgate Community Centre in Kilburn and CRASH (Combined Residents Association of South Hampstead)
- The Plan was sent to the statutory consultees, on the basis of a list provided by Camden Council (*see below)
- Paper copies of the Plan were given out at the meetings and events listed below.

*(*the office of the Mayor of London; Transport for London; LB Brent; LB Barnet: LB Westminster; City of London; LB Islington; LB Haringey; Coal Authority; Homes & Communities Agency; Natural England; Environment Agency; English Heritage; Network Rail; Highways Agency; Internet Service Providers Association; BT; Mobile Operators Association; NHS London; National Grid; British Gas; Thames Water).*

82. In order to promote the consultation on the proposed final draft of the Plan, the NDF produced a two-sided **leaflet** informing local residents and workers about the Plan and how they could submit comments.

83. As the Plan was only **the second in London** to reach the proposed final draft stage, the chair of the NDF was invited to speak at a **conference** organised by Urban Design London on 15 January 2014 to discuss planning in the London context. The event was useful in spreading the word about the Fortune Green & West Hampstead Neighbourhood Plan to other planning practitioners in other parts of London and other boroughs. The advice of the NDF was also sought by other NDFs both in Camden and across London.

84. The main event to publicise the proposed final draft was a **public meeting** held on **27 January 2014** at West Hampstead Library. There were four speakers - the Chair of the NDF, Kate Goodman (a Camden Council planner), Cllr Flick Rea (Fortune Green ward & a member of Camden Council's planning committee) & Vincent Goodstadt (one of the NDF's independent planning advisers). The event was widely publicised via email, twitter, local blogs and with posters in the windows of local shops and businesses. After the speakers gave presentations, the floor was open to a question and answer session. Issues raised included: how to protect trees in the area; the scale of development in the West Hampstead Growth Area; basement extensions; employment sites; housing densities; congestion on West End Lane around the three stations; the social value of development; a need for wider pavements; the need for more green spaces; and the need for more public toilets.

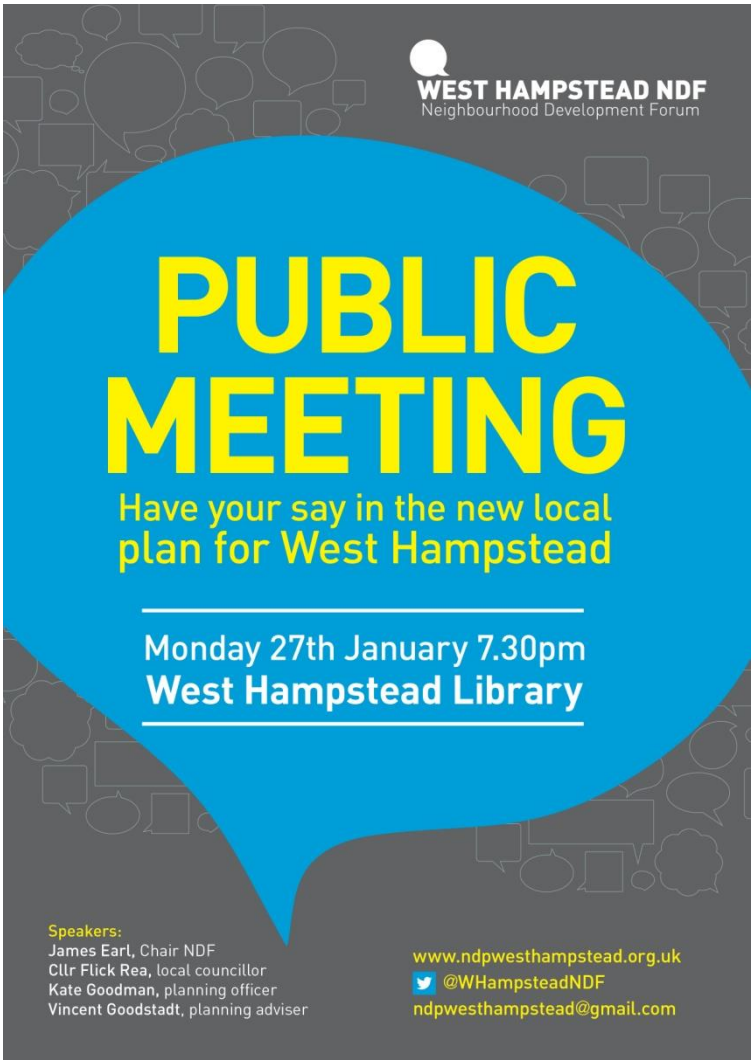

WEST HAMPSTEAD NDF
Neighbourhood Development Forum
PUBLIC MEETING
Have your say in the new local plan for West Hampstead
Monday 27th January 7.30pm
West Hampstead Library
Speakers:
James Earl, Chair NDF
Cllr Flick Rea, local councillor
Kate Goodman, planning officer
Vincent Goodstadt, planning adviser
www.ndpwesthampstead.org.uk
@WHampsteadNDF
ndpwesthampstead@gmail.com

Photo 9: Public meeting, January 2014

A write-up of the meeting was posted on the West Hampstead Life blog: **http://westhampsteadlife.com/2014/01/28/the-power-of-shall-big-crowd-for-ndf-meeting/10268**
The page had more than 500 views and the slideshow presentation, which was given at the meeting, has received nearly 2,000 views.

85. As part of the work to publicise the Plan, members of the NDF committee attended a series of **events in the Area to publicise the Plan**; give out leaflets and paper copies of the Plan; to encourage people and groups to respond to the consultation and submit comments; and to answer any questions. The main events attended were:

- Gondar & Agamemnon Residents Association AGM on 8 January
- Crediton Hill Residents Association AGM on 4 February
- West Hampstead Amenity & Transport AGM & public meeting on 10 February
- Fortune Green & West Hampstead Area Action Group meeting on 19 February
- Fordwych Residents Association meeting on 20 February

86. **Individual meetings** also took place with a number of interested parties, including: the Combined Residents Association of South Hampstead (CRASH), Richard Loftus (owner of

properties on Blackburn Road); the West Hampstead Business Association; and members of residents associations within the Neighbourhood Plan area.

87. The draft Plan was also given extensive coverage in the **local press**, including the Camden New Journal:
http://www.camdennewjournal.com/news/2014/feb/west-hampstead-neighbourhood-forum-asks-so-where-are-another-800-new-homes-going-go

88. As part of Camden Council's publicity for the **Area Action Group** meeting on 19 February 2014, a letter was sent to every individual on the electoral register in the area inviting them to the meeting. The reverse of this letter included information about the NDF and the proposed final draft of the Neighbourhood Plan. This informed residents about the draft Plan and how they could submit comments.
*The letter can be seen in **Appendix 11***

89. On **15 February 2014** a **workshop** was held at The Gallery on Broadhurst Gardens to discuss the West Hampstead Growth Area. Invited local residents and experts were brought together to discuss aspirations for the future development of the Growth Area. The day was formed of morning and afternoon sessions and two walkabouts of the area. The aims of the event were to check that the Neighbourhood Plan included the local community's wishes for the area; to inform Camden Council's planned framework for the Growth Area; and to start to provide a legacy for the NDF, to enable members to make informed comments on future planning applications for the area.

90. At the **NDF meeting on 26 February 2014** at West Hampstead Library, there was a final discussion about the proposed final draft of the Plan. There was also discussion about plans for development at a number of sites in the area, which are included in the Plan, including Liddell Road, Gondar Gardens & Iverson Road. The supplementary documents needed to accompany the Plan - the Statement of Basic Conditions, the Strategic Environmental Assessment, and the Consultation Statement - were also discussed.

91. Further publicity was given about the **deadline for comments** on the consultation period in the days leading up to 28 February. This included emails to members of the NDF; posts on twitter; and requests to local groups to pass on the information.

92. At the **NDF meeting on 26 March 2014** there was a discussion about the responses received during the consultation period and the further work required on the final draft of the Plan. The NDF then took a break from public activities to allow for campaigning for the local elections on 22 May.

93. At the **NDF meeting on 9 June 2014** there was further discussion about the work on the final draft of the Plan and supporting documents - including the consultation on the Strategic Environmental Assessment (*see paragraph 102*).

94. While throughout the NDF's work consideration was given to views of **neighbouring communities** and cross-boundary issues, in spring/summer 2014 a number of other NDFs were being established in the wider area, which the NDF gave its support to. These included:

- Child's Hill Neighbourhood Forum (LB Barnet) - to the north of the NDF area.
- Redington & Frognal Neighbourhood Forum (LB Camden) - to the east of the NDF area. The NDF had meetings with this group in spring 2014 & supported the formation of this group and its boundary (including the shared boundary with NDF along Finchley Road) during the consultation in summer 2014.
- Kilburn Neighbourhood Forum (LB Camden & LB Brent) - to the south of the NDF area. The NDF advised on work to establish a cross-borough Forum for this area and the chair of the NDF attended and spoke at a meeting to establish this group on 15 July 2014.

95. In order to provide a **summary of the main events** as part of the NDF's consultation and engagement work, the following table has been prepared to give a timeline of the work outlined above:

Date	**Event**
25 January **2012**	First NDF meeting
28 February	NDF meeting
26 March	NDF meeting
25 April	NDF meeting
31 May	NDF meeting
25 June	Drop-in session
30 June & 1 July	NDF stall at Jester Festival
22 July	1st draft of the Plan published
26 July	NDF meeting
18 September	NDF meeting
22 October	NDF & WHAT public meeting to discuss neighbourhood planning
25 November	2nd draft of the Plan published
29 November	NDF meeting
4 January **2013**	Application to recognise Forum & Area submitted to LB Camden
28 January	NDF meeting
22 February	3rd draft of the Plan published
25 February	NDF meeting
13 March	Workshop with Prince's Foundation to discuss the draft Plan
15 April	Workshop with Prince's Foundation on engagement
22 April	NDF meeting
1 May	4th draft of the Plan published
9 May	Forum & Area formally recognised by LB Camden
21 May	Workshop with under 45s organised by West Hampstead Life
22 May	NDF meeting
8 June	Street surgery, Maygrove Road
15 June	Walkabouts of the area (one for Fortune Green & one for West Hampstead)
17 June	5th draft of the Plan published

20 June	NDF meeting
22 & 29 June	NDF stall at West Hampstead Farmers' Market
6 & 7 July	NDF stall at Jester Festival
8 July	Workshop with Sidings Community Centre Youth Group
18 July	NDF meeting
29 August	NDF meeting
1 September	6th draft of the Plan published
23 September	NDF meeting
28 September	Workshop to discuss 6th draft & proposed policies
5 October	NDF stall at Sidings Community Centre Heritage Fair
17 October	NDF meeting
18 November	NDF meeting
10 December	NDF meeting
9 January **2014**	7th draft (proposed final draft) of the Plan published for pre-submission consultation
27 January	NDF public meeting to discuss proposed final draft of the Plan
15 February	Workshop to discuss West Hampstead Growth Area
26 February	NDF meeting
26 March	NDF meeting
9 June	NDF meeting

Part 3: Responses received to the consultation on the proposed final draft of the Neighbourhood Plan, January-February 2014 & work on the Final Draft of the Plan, March-July 2014

96. The paragraph and table below list the responses received during the consultation on the proposed final draft (7th draft) of the Neighbourhood Plan, between 9 January and 28 February 2014.

97. In all more than 40 responses were received - including from local residents, local councillors, businesses, landowners and statutory consultees. As part of the NDF's commitment to transparency and openness, all the responses were posted on the NDF's website. The tables below provide a summary of comments received - for the full text of each submission, please see the *Evidence Base* section of the NDF website. Comments are ordered by date received, which is also how they are listed on the website.

Comments submitted by	Summary of comments	How the Plan was amended
Brian Wernham (local resident)	Support for: use of red bricks over grey bricks; setting back buildings from the pavement; removal of street clutter; Area of Special Control of Advertisements; action to improve the interchange between the West Hampstead Stations.	Noted; the Plan already contains these points.
Clare Craig (NW6 school campaign)	Request for amendment to text about the need for a new secondary school.	Amended as requested in E2 & Policy 10ii.
Michael Zucker (local resident)	Request for the Plan to consider the need for more modern buildings; opposes buildings out of scale with neighbouring buildings; opposition to more cafes and restaurants in the Area; opposition to new Conservation Areas; objections to use of the word 'village' in Vision statement.	The Plan does not rule out new buildings, but reflects the results of the NDF's consultation work - however 2.5 of the Plan was reworded following this and other comments. The Plan welcomes new businesses to the area - it is not felt appropriate to be restrictive about what these businesses should or shouldn't be. The Plan suggests new CAs where residents request them - subject to consultation; new CAs are not mandated or required. Use of the word 'village' is widely supported , although it is accepted that not all residents would use this designation.
Highways Agency (Statutory Consultee)	No interests in the area.	Noted.

Jenny Frew (Department for Communities & Local Government)	DCLG officials and planners examined the draft Plan and submitted comments, which were largely specific points about some of the policies. Comments were also made about the Statement of Basic Conditions. The overall comment about the draft Plan was "it's a well written plan and it's clear that lots of work has gone into it".	The comments were discussed with Camden Council planning officers to ensure that the policies have the desired effect and align with the policies in the Local Plan. As a result, a number of changes were made to the wording of policies following this advice. The Statement of Basic Conditions was rewritten following the consultation period - to give an expanded version of the appendices in the proposed final draft, with more information and more detail.
Environment Agency (Statutory Consultee)	Notes that Fortune Green & West Hampstead is an area "likely to be affected by areas of surface water flood risk". Requests reference to Sustainable Drainage Systems (SuDS) in Objective 6, Policy 16 & paragraph G8.	Reference to SuDS was inserted in new paragraph G9 and new Policy 16vi.
Charles Marks (local resident)	Comments about the maps - requesting more detail on four specific points.	These points were all accepted and the maps were revised and amended before they were included in the Final Draft.
The Coal Authority (Statutory Consultee)	No interests in the area.	Noted.
Jody Graham (local resident)	Supportive comments about the draft Plan and the work that has gone into it.	Noted.
Michael Poulard (Gondar & Agamemnon Residents Association) (GARA)	Supportive comments about the Plan. Request for the Gondar Gardens Reservoir site to be relabelled on the development sites map. Additional comments about the wording of specific sections of the Plan.	It is acknowledged that the reference to the whole of the Gondar Gardens Reservoir site in the map in 4B of the Plan was inaccurate; this map has not been used in the final draft of the Plan; new maps now accompany the Plan and the reference to this site in the map in section 4C has been corrected. The specific comments were largely accepted and the Plan amended as appropriate.
Andrew Parkinson (local resident & planning barrister)	Comments about the wording of the policies in the draft Plan. Questions the use of the phrase "presumption for/against" in the policies. Suggests more detail and clarification in the wording of the policies, to ensure they are interpreted as intended.	The comments were discussed in detail at a meeting on 29 January 2014. Amendments were made to the policies, altering the wording as suggested. Most policy references to "presumption for/against" were removed; other policies were rewritten to clarify the intent, and

		to improve their strength and meaning.
Bradley Brown (West End Green Conservation Area Advisory Committee)	Positive comments about the draft Plan. A question about what happens when policies conflict.	The Plan sets out broad polices for the whole Area. It is appreciated that there may be conflicts in the Plan, but it is felt that this is best addressed when individual planning applications are made - so residents and planning officers can decide the priority for each site.
People's Centre for Change (community group)	Support for the Plan's Vision & Objectives. Requests that the Centre is included in E5.	The Centre was included in E5, as requested.
Simon Burrows (local resident)	Requests that new buildings on West End Lane in the interchange area are set back from current building lines & that shops with large forecourts should be primarily used for cafe/restaurant premises.	The approach to building lines is set out in Policy 9. Regarding forecourts, the Plan is not that specific.
Richard Milestone (local resident)	Requests that the Fortune Green Play Centre (C5) should aim to have educational/children's use. Raises issue of footfall and different business uses. Support for smaller business premises over larger ones (particularly regarding retail uses).	C5 amended as requested. The Plan supports flexible business uses in appropriate locations and strongly supports flexible business space, particularly for small and micro businesses.
English Heritage (statutory consultee)	Welcomes the Plan's aim to recognise and conserve the historic environment, in line with the NPPF. Questions the wording of 2.5; welcomes A3 & A20; suggests rewording of A23 & A24; suggests rewording of Policy 3; request for map to accompany 4C; comments on C4, fire station.	As mentioned above, 2.5 has been rewritten to clarify that it relates to comments about consented developments and should be read as background to the policies that follow. Reference to NPPF paragraph 137 was added to A20, as requested. A23 & A24 reworded, as requested. Policy 3 was reworded to reflect these comments and others. Map 4 accompanies the Final Draft. An additional reference to the cottages as preferred residential use was included in C4.
Ross Alexander (local resident)	Questions the wording of Policy 7 and suggests rewording - including calling for action on rat-runs & for buses to use main roads and not West End Lane. Questions the lack of mention of a proposed cycle superhighway through West Hampstead. Supports the rest of the Plan as "very thorough and well	Policy 7 was rewritten on the basis of this and other comments. The Plan supports bus routes on West End Lane, as part of its support for public transport in the Area. Proposals have been suggested for cycle superhighways through or close to West Hampstead - however no firm plans have been produced

	researched".	or funded by TfL at the time of writing. Policy 8 & its recommendations would support such routes.
Peter King (local resident)	Requests protection of small open spaces in the Area.	The Plan strongly supports this in Policy 16 & G7.
Janet Crawford (local resident)	Highlights possible problems of a new WH station on the Chiltern route; requests bus shelters; requests general presumption against felling of trees.	The suggestion for a possible new station (D8) is not a firm proposal; the concerns are noted. It is not considered appropriate to mandate bus shelters in the Plan; some residents object to them, particularly the space they take up in the WH interchange area. Policy 17 gives strong protection to existing trees.
Vicki Bick (local resident)	Questions Camden Council's approach to garden developments. Objects to estate agents' signs.	The Plan seeks to protect private gardens in the Area as valuable green space, but notes that Permitted Development rights may not always block such development; the Plan attempts to strike a balanced view - as set out in Policy 2 & A11. The Plan is not able to mandate the removal of estate agents' signs - but the NDF is supporting local estate agents' measures to address this, particularly in Conservation Areas.
Mrs L (local resident)	Positive comments about the Plan and the work of the NDF. Complaints about graffiti and fly-tipping, particularly on Blackburn Road.	The NDF has received numerous complaints about fly-tipping and rubbish in the area - which have been passed on to local councillors and Camden Council. The Plan seeks improvements to Blackburn Road as proposals for new development are brought forward.
Fordwych Residents Association (local group)	Support for the work of the NDF and its work on consultation & engagement.	Noted.
Jane Evans (local resident)	Support for the Plan and its aims. Support for a more open process regarding planning agreements. Comments about affordable housing & railway embankments (Network Rail land).	The Plan seeks to stress the importance of the provision of affordable housing in the area (Objective 1 & Policy 1) - but acknowledges it can't go beyond existing Camden Council policy; the NDF would welcome more openness about how affordable housing levels are arrived at for

		each development. The Plan seeks to protect railway embankments from development (Policies 15 & 16 & G5) and acknowledges their vitally important role in providing bio-diversity.
Dorothea Breitzter-Kings (local resident)	Objects to Camden Council selling off small local spaces and calls for protection of open spaces, green spaces and trees. Concerns about the over-development of the area and tall buildings.	The Plan strongly supports small green open spaces and trees in Policies 16 & 17. The Plan attempts to address concerns about over-development and tall buildings (which have been repeatedly raised in consultations), while acknowledging the need for sustainable development and new housing.
Dr Tobias Wood (local resident)	Supports the Plan, but objects to West Hampstead being described as having a "village feel". Supports restrictions on the height of new buildings in A4; supports new school in C1; would welcome new nurseries for under 2 year olds in E3.	Reference to the West Hampstead "village" have been strongly supported in all the NDF consultations - although it is noted that not every resident would use this description, it's use has the clear support of the majority of the community. Other comments are noted and reflected in the Plan.
Cllr Gillian Risso-Gill (councillor for West Hamsptead)	Support for the Plan and the work of the NDF - particularly the work to involve all sections of the local community. Support for the Plan reflecting the views of local residents.	Noted.
Yvonne Klemperer (local resident)	Concerns about Hampstead Cemetery and the lack of provision of toilet facilities.	A reference to provision of public toilet facilities in the Area was added in new paragraph E11. The specific request for toilets in Hampstead Cemetery was passed to the Friends of Hampstead Cemetery and local councillors for consideration.
Helena Paul (local resident)	Support for the Plan & the aim of establishing a coherent approach to planning in the Area. Proposed new recommendation relating to dynamics, flow & congestion. Support for measures to reduce congestion on West End Lane and increase space for pedestrians; suggests closing WEL to through traffic from Lymington Road to Broadhurst Gardens. Calls for action	Support for the Plan, its Policies, recommendations and text, is noted and welcomed. The main aim of the Plan is to provide a coherent approach to planning in the area, as expressed in the Vision statement. In order to reflect concerns about dynamics, flow and congestion, Objective 3 was expanded to include "movement around the area". The Plan supports the setting

	to examine levels of rents and impact of price of property & speculation in the neighbourhood. Support for references to design and character in A1-19, Policies 1 & 2 and recommendations. Supports measures to control height, basements and materials. Raises issues relating to 187-199 West End Lane development. Support for text in B6 & B9. Calls for Camden Council to take more action to monitor the building of new developments. Support for Policy 4 and text of C2, C6 & C10. Support for Policy 5 & recommendations. Support for Policy 9. Suggests additional text on power supplies. Support for Policy 10 & 11. Support for Polices 15 & 16 & recommendations.	back of buildings and giving more space for pedestrians (Policies 2 & 9). Following advice from Camden Council, the proposal to close West End Lane to through traffic is not considered viable and is beyond the scope of this Plan. The Plan can't control the price of property or the level of rents, but does seek to give strong support for the highest possible levels of affordable housing, including affordable rent. As 187-199 West End Lane is a consented scheme, the issues raised cannot be incorporated in the Plan; the general points are noted. The Plan supports monitoring and enforcement of consented schemes (Recommendation i with Policy 1 & 2). An additional reference to power supplies was inserted in new paragraph E10.
London Fire & Emergency Planning Authority (statutory consultee)	Comments relating to C4, fire station. No plans to change the current use, but supportive of text in the Plan. Interested in the future of the Cottages and a potential link to the Mill Lane Open Space.	The wording of C4 reflects the points raised by the LFEPA - as well as English Heritage (see above) and Camden Council.
Camden Council planners	Camden Council planning officers prepared a number of documents relating to their comments on the proposed final draft of the Neighbourhood Plan. The covering letter states that the comments build on those submitted on the previous drafts - with the aim of achieving a Plan that meets the statutory requirements and basic conditions. There was a request for more work on deliverability and viability - particularly for the specific sites mentioned in the Plan. Officers questioned the inclusion of the recommendations in the Plan - and a lack of information about who will be responsible for them. Officers also asked for more information about consultation with	The NDF committee considered the comments from Camden Council at a meeting on 8 March 2014. In light of the extensive comments, it was decided to discuss these issues raised in detail at face-to-face meetings with council planning officers. These meetings took place on 4 April, 9 April, 15 May & 4 June. The specific comments about the draft Plan were examined line by line and were largely accepted - changes were made to the wording of the Plan & the policies; alterations were made to improve clarity; and factual errors were corrected. In order to address concerns about viability, each site mentioned in the Plan in sections 4B and 4C was reviewed and the

	landowners of sites identified in the Plan. Officers requested an expanded Statement of Basic Conditions, with more information and detail. Officers asked for more detail in the draft Consultation Statement about responses to comments on the Plan. The officers' detailed comments on the Plan itself run to 10 pages and cover all sections of the Plan and its policies. There is not space to list or summarise them here, but the document can be viewed on the NDF website.	conditions/requirements placed on each site were amended as considered appropriate; additional text was provided in new paragraph B4 and additional text in the introduction to 4C. Following the meetings, further work took place to ensure all landowners of sites mentioned in the Plan were aware of the document and had the ability to comment and the table below (see paragraph 96) was drawn up. The comments about the recommendations (projects) are noted - but it is also noted that there is no legal restriction which prevents non-land use matters being included in a Neighbourhood Plan & that non-land use matters are material considerations to the planning of an area. The suggestion to move the recommendations to an appendix is noted, but they would still be part of the Plan & it is felt they are best located next to the policies to which they refer. The key point is that they are clearly separated from the policies - which the NDF believes they are. It is also noted that other groups & organisations commenting on the Plan accepted and understood this separation. The reasons for the inclusion of the recommendations is set out in 1.7. However, the Delivery Plan (5.1) was altered to separate policies & recommendations and to make the responsibility for the delivery of the recommendations clearer. Following further independent advice in the final stages of preparing the Final Draft of the Plan, two recommendations deemed to be inadmissible were deleted; a number were reworded and incorporated into policy (particularly Policy 6); given the importance of CIL funding for

		projects in the Plan, a new Policy (18) was added to cover this issue, following the example of approved neighbourhood plans; the remaining recommendations were left in place. On the basis of these comments - and further advice from council officers - the Statement of Basic Conditions was rewritten as a separate document, incorporating an expanded version of the appendices in the proposed final draft. The layout of the draft Consultation Statement was also amended and the content was expanded to include responses to the consultation on the proposed final draft and how the Plan was amended.
West Hampstead Amenity & Transport (WHAT) **(local group)**	Welcomes "the many excellent aspects of the draft Plan which advance" WHAT's objectives. Requests that the plan has a "more sustained forward look" and provides GLA population projections for the Area. Notes revisions to London Plan & Local Plan as relevant. Suggests addition to the Vision statement, referring to sections of the London Plan. Requests additional statement about new development prioritising those in genuine housing need. Requests reference to designs needing to be inclusive and accessible. Requests additional text in A9 & A10. Comments on Conservation Areas & Local List. Suggests minimum of 200 new jobs in West Hampstead Growth Area & references to need for light industrial uses. Comments on 156 West End Lane, Blackburn Road & Liddell Road. Supports second entrance to WH Underground station & requests clear commitment to access for disabled and elderly. Comments/suggestions on D5, D8,	The positive comments about the Plan are noted and welcomed. The figures supplied about population projections are welcomed as an important part of the Plan's evidence base. A reference to the GLA figures was added to 2.4; additional information about population is also included in the SEA. However it is noted that these figures are projections and may not prove to be accurate in the coming years and decades; it's worth noting that the London Plan 2011 underestimated the growth in London's population by nearly half a million between 2011-14. While the figures are a useful guide, the Plan aims to promote a flexible response to changing population levels in the Area for all ages during its lifetime. The comments on the redrafting of the London and Local Plans are noted - however, given the nature of regularly changing planning documents, it is not felt appropriate to delay work on this Plan; the changes to the London Plan (FALP)

	D9, D13, D16 and recommendation iv. Objects to text in E2. Requests mention of local toilet provision. Objects to CIL money being given to 'Friends of' parks groups. Suggests redrafting of 6.7.	don't alter the targets for the Growth Area; Camden Council advise that the new Local Plan is unlikely to come into force before 2016. The Vision statement (and objectives) were widely consulted on during summer 2013 (*see appendix 9*). As the Vision statement is such an important part of the Plan, it is not felt appropriate to change it on the basis of one response; it is noted that the quoted text from the London Plan is already planning policy. The reference to "genuine housing need" was not fully understood and further advice was sought from WHAT. The NDF considers this issue to be a matter for national government , the Mayor of London and Camden Council to address in their legislation and planning policies. Camden Council advise that they are carrying out a Strategic Housing Market Assessment as part of their review of the Local Plan; the NDF will defer to the findings of this research. The NDP refers to the CCS's affordable housing targets and notes that it is up to the Local Plan to set these targets. The Plan supports a licensing scheme for private landlords (A8 & Recommendation iv with Policies 1& 2). Accessibility is covered in Policy 1iii (as above, the sections of the London Plan quoted are already planning policy). The suggested text was added to A10, as requested. The comments on Conservation Areas & Local List are noted; Camden Council advise that the reference to a 'borough-wide Article 4 declaration' is not correct. The Plan strongly supports exceeding the 100 new jobs target for the Growth Area, but Camden Council advise that to set a new

		target of 200 would mean the Plan seeking to over-ride the London Plan, so is not included. The Plan welcomes light industrial uses in appropriate locations (F7 Policy 11); reference to the Growth Area added to F7, as requested. Comments about 156 West End Lane noted; wording of section of the Plan about Blackburn Road has been amended, following these and other comments. The comments about Liddell Road (C1) are noted and this section has been rewritten following these and other comments. Comments about Transport issues are noted and are generally reflected in the Plan as written. The schools criteria as set out in E2 is broadly supported and has been included in response to previous consultations on drafts of the Plan; the reference to the possibility of expanding an existing secondary school is included, as requested, here and in Policy 10; due to the Plan's flexible approach to population changes in the years and decades ahead, it is not considered appropriate to rule out the possibility of a new secondary school in or near the Area during the lifetime of the Plan. An additional reference to public toilet provision has been added at E11 on the basis of these and other comments. CIL comments are noted - Table 3 sets out the approach to priorities; funding for Friends groups is low priority. Reference to population changes added to 6.7, as requested.
Land Securities (landowner)	Highlights constraints of the O2 Centre site and impact restrictions will have on its future development. Particularly interested in policies relating to housing, employment, parking, infrastructure & affordable	The comments are welcomed, as is Land Securities' involvement with the NDF and the drawing up of the Plan. The reference in B2 to 'large tower blocks' has been deleted, as

	housing. Requests justification for any limitations on height. Requests: recognition of O2 Centre's significance as commercial premises and the jobs it provides; alteration to text regarding Homebase store; removal of reference to building over the railway lines; and removal of reference to affordable housing. Objects to reference to "human in scale" and suggests alternative text. Objects to reference to new primary care centre and requests its removal. Requests changes to wording of Policies 1 & 2 and suggests alternative text. Requests more information on views. Requests removal of recommendations vi & v with Policies 1 & 2. Questions recommendation ii with Policy 4. Requests additional wording for Policy 11 to mention parking provision. Objects to wording of A4 and suggests alternative. Objects to wording of B4 and suggests alternative. Objects to wording of B8 and requests removal of reference to car free development.	requested and this section reworded. Additional text added at the start of B7, as requested. Reference to Homebase store amended, as requested. The idea of building a platform over the railways lines is not mandatory but suggestive; it is in line with the Plan's positive approach to development. It is acknowledged that the railway lines are not within the Site Allocation area - but they are immediately adjacent to it and are within the boundary of the Growth Area. The reference to affordable housing in B7 has been amended and the word 'particularly' removed; the reference to a heath centre has been reworded. Following these and other comments the references to height in the Plan have been amended in Objective 2, A4, Policy 2vi, B2, B5, B9 & Policy 5. Policy 1 has been reworded to reflect the points made by LS and Camden Council. Regarding views, A5 & Policy 2x have been amended and a map of views added. Recommendation iv with Policies 1 & 2 has been reworded; Recommendation v has been removed. Recommendation ii with Policy 4 has been amended & reference to road link removed. Following discussion with Camden Council officers the suggested addition to Policy 11 is not accepted, as this would breach Camden planning policies CS11, DP17 & DP18. Reference to vehicle access in Blackburn Road has been amended, as requested, in a largely rewritten B10. Request to remove reference to

		residential car-free development in B8 is not accepted, for the same reasons as above re Policy 11, and because it would not contribute towards sustainable development.
Emmy van Durzen (local business owner)	Support for the Plan and its Vision. Welcomes the Plan's compatibility with the business' proposals to move to the area.	Noted.
Volkswagen UK (landowner)	Objects to the draft Plan - as overly prescriptive and not in accordance with the NPPF. Raises specific concerns about Policies 4 & 11. Claims there is a lack of evidence in the Plan to justify the policies; claims the Plan is not "sound". Says Policy 4 is at odds with policies in the London Plan and Camden Core Strategy. Says Policy 11 is overly prescriptive, is not cohesive, is inconsistent with higher level planning policy & is incapable of effective implementation. Objects to wording of Policies 3 & 7.	The objections to the Plan are noted. The suggestion that the Plan conflicts with the NPPF is not accepted, as at all times the Plan has been drawn up with the NPPF in mind (see 1.2 & Statement of Basic Conditions). The overall revisions to the final draft of the Plan (as set out in the responses to the comments above) address a number of the issues raised. The Plan adopts a positive approach as it promotes sustainable development, new housing and new jobs - including the targets for the Growth Area. It also regularly quotes relevant sections of the NPPF, London Plan & Camden Core Strategy. The approach to character set out in Policy 4 is because of the Growth Area's position between two well established Conservation Areas. The wording of the height policies has been amended (see response to Land Securities comments). The issue of height has also been assessed in the SEA which accompanies the Plan. Reference to affordable housing in Policy 4iii has been clarified. The requirements for contributions to public transport improvements in Policy 4 will need to be considered on a scheme-by-scheme basis; without certainty about the size of development, detailed analysis by the NDF is not possible; the Plan therefore takes a flexible approach, while acknowledging the

		importance of this issue and possible future CIL contributions (see also TfL comments). Policy 11iv was removed following these and other comments; other parts of Policy 11 have been reworded to improve clarity and intent. Policy 3 has been reworded following comments from English Heritage (see above) & Camden Council. It is also worth noting EH's overall support for the Plan's approach to the historic environment of the Area. Policy 7 has been rewritten following these and other comments.
Vanessa Long (local resident)	Supports the provision of local playgrounds, but urges the ages of children to be taken into account, particularly those aged 6+. Would like to see improvements to Sumatra Road playground.	The Plan supports the provision of play and leisure facilities for all ages. The use of CIL/S106 money for improvements to the Sumatra Road playground would be welcomed - and is allowed for in the Plan (see Chapter 5, Table 3, Category A).
Harry Stobart (local resident)	Support for the Plan and its aspirations. Questions whether Transport for London is aware of planned developments and their impact on public transport use and traffic flows in and around the Area.	TfL is aware of the Plan and its contents - and has submitted comments (see below).
Travis Perkins (local business)	Positive comments about the Plan and its preparation, including the input from the community. Believes it is "a balanced plan that seems to genuinely reflect the views of the community". Request for change to Policy 4iv to be consistent with Policies 5 & 11. Strong support for Policy 11 and it being consistent with Camden policies; suggests reference to apprenticeships. Suggests addition to B3. Supports text of B6, but requests removal of reference to a bridge over the railway line; suggests altered reference to commercial space. Requests minor change to wording in B8.	Positive comments noted and welcomed. Polices 4 & 5 have been amended due to changes suggested in other comments; Policy 11i maintains the reference to protecting and retaining employment sites. Support for Policy 11 noted; reference to apprenticeships included in new paragraph F7. B3 amended as requested. Reference to bridge in B6 amended to take into account the concern raised; the platform over the railway lines is a suggestion and is not a requirement; clarified reference to flexible commercial and retail space. B8 amended as requested.

Jeanette Murch (local resident)	Comments relating to Policy 17 - suggests it's expanded to mention use of CAVAT (Capital Asset Value for Amenity Trees) to assess the value of trees.	The Plan strongly supports the protection of trees in the area and the provision of new trees. While CAVAT is used by some London boroughs, having discussed this with Camden Council officers it is not an approach currently used by LB Camden, so is not considered feasible to include in this Plan. If LB Camden's approach to CAVAT was to change in the future, the NDF and the Plan would support such an approach.
Cllr Flick Rea (councillor for Fortune Green & member of Camden Council's Development Control committee)	A statement in support for the work of the NDF and the draft Plan.	Noted.
Friends of Maygrove Peace Park* (local group)	Objection to suggestion of a pedestrian bridge over the railway line in C1. Suggests expanded bridge at Thameslink station. Requests expansion of Peace Park during Liddell Road redevelopment. Requests use of green space at the corner of Iverson & Maygrove Roads to create a 'green corridor' to the Peace Park.	The suggestion for a bridge in C1 was removed following these comments and others (including Camden Council); the alternative suggestion for an expanded bridge is something for the rail operator to consider. The Plan supports the expansion of the Peace Park in C1 and would welcome the use of the green space mentioned (see G6 & G7 and Policy 16).
West Hampstead Business Association* (local group)	WHBA "broadly supports" the draft Plan. Strong support for Policy 11 - in particular space for new businesses and flexible uses/sizes. Suggests in some circumstances commercial space could be provided as an alternative to affordable housing. Requests definition of character in Policies 12, 13 & 14. Comments on parking - request for more short-term parking; parking for employees and customers for business premises; mix of pay-and-display & permit bays; and loading bays for delivery vehicles.	Support for the Plan is welcomed & noted. Support for Policy 11 is noted; the wording of the Policy has been amended following other comments received - but it maintains an approach based on strong support for flexibility of uses/sizes. The Plan welcomes the provision of both commercial space and affordable housing - the precise balance between the two should be decided on a site-by-site approach. The character in Policy 12 refers to the Conservation Area and 'village character' in the Vision statement. References to character for policies 13 & 14 were clarified in both the wording of the policies and accompanying text.

		The Plan refers to parking in D12; the overall aim of the Plan in this respect is to allow for a reduction in car use and an improvement in air quality. Any additional or changed parking provision will need to accord with Camden policies CS11, DP17 & DP18 - and will need to be subject to an individual transport assessment for each site. A requirement for provision of loading bays has been added in new Policy 7vi.
Transport for London (statutory consultee)**	Request for the Plan to mention a planned upgrade of Finchley Road & Frognal Overground station. Willing to explore possibilities for improvements to West Hampstead & Finchley Road Underground stations, possibly using CIL money. Request for change to recommendation v in support of Policy 6 regarding bus stops. Request that recommendation 6 with Policy 6 is deleted. Objects to any loss of bus stands on West End Green, as mentioned in D9. Supports proposals for cyclists, but notes no current plan to extend hire scheme to the Area. Comments on the Delivery Plan and use of CIL - willing to work with LB Camden & NDF to discuss transport improvements.	The comments are welcomed as is TfL's desire to work with the NDF on the issues mentioned. TfL's plans for FR&F Overground station added to D6; text of D8 amended to take into account points raised; added reference in CIL in D7. Recommendation v with Policy 6 amended, as requested. Recommendation vi is the source of regular complaint in the Area and is retained to inform a future review of the contract for this particular bus route. Reference to buses parking at West End Green removed from D9, as requested. The comments about cycling are noted; no changes made. The comments about CIL are noted and supported; the Plan's approach to CIL payments is set out in 5.3, Policy 18 & Table 3.
Hampstead Asset Management Ltd (14 Blackburn Road) & Builder Depot***	Supports comments made by Camden Council planning officers about height, design and impact. Questions reference to character and height in 3.2, A4, Policy 2vi, B2 & B4. Requests removal of reference to West End Lane in A4. Requests map of views. Requests references to design and materials in 2.5, 3.2/1, A3 and Policy 2 are deleted. Requests removal of recommendations to an appendix. Requests Plan refers to current lawful use. Requests removal of suggestion to make Blackburn	The wording about height in A4 has been amended following these and other comments; the wording of 2.5 has been amended (as referred to in response to other comments). The Plan seeks to protect the area from excessively high development, but acknowledges that development in the Growth Area will be on a larger scale (*see Objective 1*). The reference to height in B2 and elsewhere has been amended (see response to Land Securities). Any future

	Road a pedestrian/cycle route. Requests reference to the approved scheme being implemented & notes S106 agreement. Notes potential of a new scheme and suggests new wording for the text in the Plan referring to this site.	development on this site will need to have regard and respect the height of surrounding buildings (*see Objective 2*), including those on West End Lane - and, importantly, with the immediately adjacent South Hampstead Conservation Area - hence, character is a very important consideration for this site. As requested, a map of views has been added to the Plan. The NDF strongly believes that the Plan should set out a distinct approach to character, design and materials as part of efforts to promote and reinforce local distinctiveness; this approach follows that set out in the NPPF (paragraphs 58 & 60). The position on Recommendations is set out in response to the comments from Camden Council. The text of B8 has been amended to reflect the current use and the status of the extant planning permission. On the basis of these and other comments, the reference to making Blackburn Road traffic-free have been removed and the section rewritten. The Plan clarifies the reference to ground floor employment uses and adds the option of educational/health/community uses. The Plan can't change the S106 agreement of the extant scheme; the S106/CIL payments for any new scheme will need to be negotiated with Camden Council. The suggested alternate wording is noted; while not used word-for-word, the general points have been taken into account in the rewording of this section, as detailed above.
Linden Wates (landowner)****	Requests reference to amendments to the London Plan. Requests reference to London Plan housing	The NDF believes the Plan is in accord with the London Plan, as amended, including its growth area

	targets in 2.4. Suggests amendments to the wording of Objective 1 (Housing) & Objective 6 (Natural Environment). Questions reference to zero-carbon homes in A16 & Policy 1. Requests that Recommendation v with Policy 1 & 2 is removed. Comments on A23 (new Conservation Areas) & A24 (Local List). Accepts Policy 5, with exception of reference to green/open space and suggests amendment. Requests changes to the text of C2, including reference to current planning position. Comments on the inclusion of the Gondar Gardens Reservoir site on the list of Local Green Space; says reference is contradictory and unclear and suggests wording change to Policy. Suggests changes to the wording of Policy 16 to give more flexibility.	targets; the FALP are noted, but are not yet approved planning policy. Paragraph 2.4 of the Plan acknowledges that there will be growth and new homes across the Area; the London Plan doesn't allocate the number of homes at ward level. Objective 1 allows for new housing outside the growth area and does not conflict with the targets set in other Plans. The wording of Objective 6 has been amended to insert the words "or contribute towards" in the second sentence. The reference to zero-carbon homes in A16 quotes the NPPF (95) and Policy iv states "...homes which aim to exceed..."; this is in line with the Plan's positive approach to sustainable development and the environmental dimension of paragraph 7 of the NPPF. This approach is also backed up by the SEA (see sections 6.4 & 19). Recommendation v with Policy 1 & 2 has been deleted, as requested. The Plan seeks consultation across the Area for any new conservation areas (see recommendation with Policy 3). The composition of the Local List is a matter for Camden Council. Support for Policy 5 is noted and welcomed. The wording of this policy has been changed due to comments from Camden Council and others, including the reference to new green/open space. The wording of C2 has been amended due to comments previously received, including the reference to views; reference to 3rd appeal added as requested. It is acknowledged that there was an error in the map in 4B in the proposed final draft relating to the Gondar Gardens Reservoir site (see response to comments from GARA above); this has been corrected in

		the new maps which accompany the final draft of the Plan. Regarding the Local Green Space designation, the reference to "special circumstances" is quoted in G2 of the Plan, citing the NPPF. For detailed comments on the LGS designation for this site, *see paragraph 101* below. Policy 16 has been reworded on the basis of previous comments and the new wording reflects the points made.

**received after the deadline, by prior request, and accepted.*
***no response was received from TfL during the consultation period. As TfL has significant interests in the Area a reminder was sent to request a response. This was received on 21 March and accepted.*
****no response received during consultation period. A response was requested during work on the Final Draft - this was received on 12 May and accepted.*
*****no response received during consultation period. Comments were requested about the designation of the Gondar Gardens Reservoir site as Local Green Space during work on the Final Draft (see paragraph 101 below); comments were received on this issue, as well as on the Plan as whole, on 18 July; the comments were accepted.*

98. Of the 22 **statutory consultees** (*see paragraph 81*), six responded (as listed above): Transport for London; the Coal Authority; Natural England; Environment Agency; English Heritage; & Highways Agency. No comments were received from the other 16 organisations.

99. The NDF was concerned that no comments had been received from the **office of the Mayor of London**. Although there is no statutory duty for the Mayor or the GLA to comment on the Plan, it was felt that as the Plan included an "area for intensification" identified in the London Plan, comments should be sought. Despite numerous requests, no submission was received. On 2 April, the NDF was sent this statement from the office of the Mayor:

"We're bottoming out our overall approach to Neighbourhood Plans. These are essentially a borough function/responsibility – they have to be in general conformity with Local Plans which in turn have to be in conformity with the London Plan. However, subject to resources there may be cases when it might be appropriate for us to have an input eg where they are associated with an area of strategic importance like an Opportunity/Intensification Area. As resources for this work area are tight officers don't want to promise something they can't deliver on so colleagues above are looking in to how this can be taken forward."

The NDF regrets that the office of the office of the Mayor of London made no comments on this Plan - and has passed on to DCLG our view that this should be required for

neighbourhood plans in London, particularly those including areas identified by the London Plan for significant development.

100. In order to account for the **engagement with landowners**, in terms of the specific sites mentioned in the Neighbourhood Plan, the following table has been prepared:

Site	Landowner	Engagement
B6. 187-199 West End Lane	Ballymore Group	Planning permission granted in 2012; construction work started Spring 2014; the NDF is a member of the developer's Construction Working Party.
B7. 156 West End Lane	Camden Council	The NDF has discussed the future of this site with Council officers; councillors; the current occupiers of the ground floor of the site (Travis Perkins); and neighbouring residents. Also see Camden Council planning officers' comments on the proposed final draft.
B8. O2 Centre Car Park	Land Securities	Members of the NDF committee met representatives of Land Securities (and their planning consultants, GL Hearn) on 30 August & 9 December 2013 to discuss the future of the site. Land Securities submitted comments on the 5th draft of the Neighbourhood Plan and on the proposed final draft (see above).
B9. Blackburn Road	Various	The chair of the NDF had meetings with Richard Loftus (the owner of several sites on the Road) on 6 June 2013 & 3 February 2014. Although he did not submit comments on the proposed final draft of the Plan, his views and suggestions - as expressed in the two meetings - were taken into account in the writing of this section. Although planning permission has already been granted for the Builder Depot site, the NDF kept BD aware of its work via its mailing list. No comments were received from BD or the owner on the proposed final draft; a follow up email requesting a comment was sent and comments were subsequently received (see above). These comments were discussed at a meeting on 2 June 2014.
C1. Liddell Road	Camden Council	Members of the NDF committee discussed the Council's plans for the site with the relevant Council officer at a meeting on 23 July 2013. Discussions continued after this date with Council officers, councillors and local businesses occupying the site. Also see Camden Council planning officers' comments

		on the proposed final draft.
C2. Gondar Gardens Reservoir	Linden Wates	Members of the NDF have been involved in the three planning applications and three appeals to date. The landowner was aware of the Neighbourhood Plan but did not submit any comments on the proposed final draft during the consultation period. Comments were received on 18 July 2014 (*see final entry in table in paragraph 97*).
C3. West Hampstead Police Station	Metropolitan Police	Local police teams were made aware of the NDF via the Fortune Green & West Hampstead Safer Neighbourhood Panels. The Metropolitan Police did not submit a response during the pre-submission consultation; a follow-up message requesting a response was sent in April 2014, no response was received.
C4. West Hampstead Fire Station	London Fire Authority	See comments above from LFEPA.
C5. Fortune Green Play Centre	Camden Council	The operators of the Play Centre (PACE) were invited to submit comments during work on the final draft of the Plan; no comments were received.
C10. ENO Rehearsal Rooms	English National Opera	No response received during the pre-submission consultation; a follow up message requesting a response was sent in April 2014; no comments were received.

101. Camden Council also encouraged the NDF to ensure the landowners of all the sites mentioned in G2 & Policy 15 were aware of the **Local Green Space** (LGS) designation. This is detailed below for each site:

- Camden Council advised that they own sites a,b,c,e,f,h,i,k,l,m,n & p. They have no objection to the designation for these sites.
- Gondar Gardens Reservoir (d): the owner of the site did not comment during the consultation on the proposed final draft of the Plan; the owner and their agent were made aware of the LGS designation by email and letter in June 2014; a response was received on 18 July (see above). Although development has been granted for part of this site (1st appeal), two further planning applications have been submitted and the developer's intentions remain unclear. The NDF acknowledges that it can't alter any scheme consented before this Plan comes into force. However - given the importance of this site as a vital space for biodiversity and its designation as a SINC - the NDF strongly believes it is appropriate to designate the site as LGS in order to protect the whole site from development and to influence any future planning applications brought forward by the landowner.
- Sarre Minster open space (g): the owners of this site were made aware of the designation and objected. As a result, this site was removed from the LGS list.

- Hampstead & Cumberland Clubs (j): the clubs/landowners were asked to comment on the designation in emails/letters sent in May/June 2014; no response was received. The LGS designation was retained in the Plan.
- Rosemont Community Garden (o): during research into the ownership of the site, it became clear that the mapping of the site on Camden Council's LDF Proposals Map was inaccurate. In light of this, and because the exact ownership of this and the immediately adjacent pieces of land was not clear, the site was removed from the LGS list.
- Network Rail (owner of most railway embankment land in q & part of f alongside the railway line): was informed about the Plan as one of the statutory consultees, but did not respond (*see paragraphs 81 & 96 above*).

102. Regarding the need for the Neighbourhood Plan to be subjected to a **Strategic Environmental Assessment** (SEA), the NDF received conflicting advice. A screening exercise carried by Camden Council on the 5th draft of the Plan in September 2013 - which involved consultation with the three statutory consultees (Environment Agency, Natural England & English Heritage) - identified a possible need for an SEA for aspects of the Plan. However, the NDF was told by other bodies and independent planning advisors that an SEA may not be required. As work was finishing on the proposed final draft of the Plan, Camden Council issued a revised and updated Screening Report in December 2013. Given the lack of clarity on the issue, it was decided to use the consultation in January/February 2014 to gather further views on the need for an SEA (see Appendix 3 of the proposed final draft). Subsequent to the consultation, the NDF agreed that a safer approach was to undertake an SEA for the entire Plan. A failure to undertake an SEA could potentially leave the Plan open to challenge at a later stage. Given the specialist nature of the SEA process, the NDF committee felt it was beyond the scope of volunteers to draw up such a detailed document. This conclusion was reinforced by a review of SEA practice, which identified no relevant examples of successful SEA processes undertaken in support of urban neighbourhood plans. Further discussions then took place to secure funding for independent consultants to lead on SEA work. This was secured in early March 2014 and the NDF agreed to the appointment of URS Infrastructure & Environment UK Limited.
URS firstly carried out a scoping exercise with the three statutory consultees and Camden Council. Subsequent to the SEA scope having been established, the next task was to assess 'reasonable alternatives'. URS fed-back alternatives assessment findings to Camden Council and these were taken into account. URS were then asked to appraise the draft Plan and prepare the SEA report (known as the 'Environmental Report') for consultation alongside the draft Plan. URS worked with the NDF in the preparation of the Report during April 2014. To avoid any conflict with the period leading up to the local elections on 22 May, it was decided to delay the start of the consultation until after this date.
The **draft Plan and draft Environmental Report were published on 30 May** for a six week consultation which ran until 11 July**.** The documents were published on the NDF's website and were sent to all those on the NDF's mailing list. They were also sent to the three statutory consultees and Camden Council for their comments. The Report was consulted on

alongside the proposed final draft of the Neighbourhood Plan, which was unchanged from the version published in January 2014. This, in effect, allowed for a second 6 week consultation on the draft Plan.
The responses received during this consultation were all posted in full on the NDF website. A summary of the comments - and the action taken - is outlined in the table below, ordered by date received:

Comments submitted by	Summary of comments	How the Plan/Report were amended
Brian Wernham (local resident)	Requests that new development should not contribute to unacceptable levels of air pollution. Requests measures to discourage petrol/diesel car use and greater efforts to encourage electric cars.	The points are reflected in a rewritten Policy 7 - to take into account the issues raised here and the comments in the earlier consultation.
Rajan Uppal (local resident)	Requests measures to reduce traffic and rat running. Suggests no-entry sign at each end of Sumatra Road & for West End Lane to be made into a car-free piazza.	The suggestion for Sumatra Road was passed to ward councillors for consideration. While the SEA & Neighbourhood Plan support a reduction in car use, it is not considered realistic or viable to close WEL to traffic; it is also highly unlikely that Camden Council or TfL would agree to such a proposal.
Environment Agency (statutory consultee)	Supports the way the SEA covers the issue of surface water flood risk and water resources. Welcomes mention of Camden Council's Flood Risk Management Strategy. Suggests amendment to 7.11.2 to include reference to Surface Water Management Plan and GLA's Sustainable Design & Construction SPG. Requests stronger wording about development incorporating sustainable drainage in Table 8.1.	Initial comments noted and welcomed. 7.11.2 and Table 8.1 amended, as requested. A requirement for sustainable drainage systems is included in the Plan in new Policy 16vi.
Camden Council	Requests all sites mentioned in the Plan are referred to in Box 9.1; requests all Local Green Space sites are also included in Box 9.1; requests reference to Consultation Statement and previous drafts of the Plan in Box 9.1. Suggests site options are considered in a separate worksheet in the Appendix.	Box 9.1 was amended, and Box 9.2 added, to contain the requested information for all sites mentioned in the Plan, including the Local Green Space designations. Section 9 of the SEA was amended to include clearer references to the Consultation Statement and previous drafts of the Plan, in order to provide greater justification for the preferred approach. The worksheet suggestion is noted, but it is felt that the appraisal of the

		draft Plan, as presented in Part 3 of the SEA, is both systematic and clear (given the use of subheadings).
Natural England (statutory consultee)	No major issues to comment on; supports approach and methodology taken by the Report. Notes the result that the Neighbourhood Plan will make a positive contribution to the local area; also notes possible areas that could be improved further. Supports recommendations made in summary document (p7) and supports their integration into the Plan's policies. Suggests the more stringent use of Sustainable Urban Drainage Systems.	The comments are noted and welcomed. The need for reference to SuDS is accepted (see response to EA comments above). The approach to the three recommendations is set out below.
Mark Hutton (local resident)	Welcomes the SEA process and assessment of alternatives. Requests reference to need for school places, quoting NPPF. Questions parameters set for specific sites; notes some are contentious and have an impact on viability. Questions the wording of section 9 of the SEA & requests wording change to Liddell Road paragraph in Box 9.1. Questions approach taken in 9.1.6. Questions preferred approach to building heights in 10.3.1 and Annex III , particularly relating to the proposed Liddell Road redevelopment and provision of new school places. Questions why the issue of design has not been appraised.	Reference to school places is included in 6.5.1 and in Table 8.1 (under Community & Well being). The sites included in the Plan were compiled during the NDF's consultation and work on seven drafts of the Plan; no sites were excluded; no sites are felt to be so contentious as to warrant an options appraisal. The issue of site requirements and viability has been assessed in work on the Final Draft of the Plan (see Camden Council's comments on the Plan in the table above and how the Plan was amended). The allocation of the Liddell Road site has, in effect, been made by Camden Council and the NDF had little choice but to include it in the Plan; the allocation is not felt to be contentious - proposals for the redevelopment of the site may be contentious, but will be dealt with through the development management process, not through an appraisal in the SEA. Following these and other comments, section 9 of the SEA and Box 9.1 have been reworded and expanded; and Box 9.2 added. The issue of building heights has been reviewed and, as a result of responses, the Plan's policy about

		building heights has changed (see Policy 2vi & Policy 5iii). The reasons in 10.3.1 of the SEA have also been added to. Design issues were assessed in the parts of the SEA dealing with Heritage (see 6.7, Table 8.1 & section 22).

In all six responses were received, including two from the three statutory consultees (Environment Agency & Natural England). The third statutory consultee, English Heritage, did not respond - but submitted comments on the SEA scoping and draft Plan during the previous consultation (see above); the full text of the EH response (dated 6 February 2014) can be seen on the NDF website, as part of the comments on the draft Plan.

The appraisal of options in section 10 of draft Environmental Report informed the approach and wording of policies in the Plan, particularly regarding the issue of building heights and basement development. The other three options - Bridges, Conservation Areas & Views - reinforced the stance already taken in earlier drafts of the Neighbourhood Plan. This exercise was welcomed and supported in NDF meetings and informal discussions.

The three recommendations from the SEA process are set out in section 27 of the draft Environmental Report. All three were assessed by the NDF and discussed in a meeting between the NDF & URS on 14 July 2014. The approach taken is as follows:

- Recommendation 1: it was felt by the NDF that the issue of natural heritage and tree planting was already covered in Policies 16 & 17 of the Plan, and that these points didn't need to be repeated in Policy 2.
- Recommendation 2: it was noted that there was strong support for climate change mitigation measures in the NDF's consultation and - along with existing policy in the London Plan and Camden Core Strategy - it was agreed that the Neighbourhood Plan could also take a policy approach to this issue. It was agreed that while climate change mitigation considerations were important in all development, the greatest potential for such measures would be in the West Hampstead Growth Area. As such a new Policy 10x was added to the Plan.
- Recommendation 3: it was agreed that multifunctional Sustainable Drainage Systems were an important consideration and these were incorporated into the Plan in new Policy 16vi.

Subsequent to the consultation, the Neighbourhood Plan was finalised for submission to Camden Council. The Submission Plan was then passed to URS, who were able to update the Environmental Report for submission. Finally, it is important to note that a Non-Technical Summary of the Environmental Report has also been prepared.

Part 4: Appendices (1- 12)

The following pages contain the Appendices listed in the text above:

Appendix 1: Photo survey from Jester Festival Stall, July 2012

Appendix 2: Results of paper/online survey conducted in June/July 2012

Appendix 3: Community Involvement Strategy, August 2012

Appendix 4: Supporting letter accompanying application to Camden Council to designate the Forum & Area, January 2013

Appendix 5: Information Sheet, February 2013

Appendix 6: Leaflet produced for engagement activities, June/July 2012

Appendix 7: List of responses to the three questions on the Leaflet

Appendix 8: Infographic of leaflet responses

Appendix 9: List of responses to consultation on the Vision and Objectives at the Jester Festival Stall, July 2013

Appendix 10: Responses to questions in all household leaflet, Autumn 2013

Appendix 11: Letter sent to all residents on the electoral register in Fortune Green & West Hampstead council wards during the consultation on the proposed final draft, February 2014

Appendix 12: Summary of responses received via the Commonplace online mapping project, up to May 2014

Appendix 1: Photo survey, July 2012

(numbers=ticks)	LOVE IT	NO COMMENT	HATE IT	
Shops on Mill Lane	118Need more; Hooray, lovely, more like this on Fortune Green Road please; flat development also looks good.	3	0	
New seating area in front of Library	101Good but should have been 3 or 4 separate benches; nice; very nice; excellent.	9No cleaning provided, now a rubbish dump but an improvement; waste of money during a recession; Money donated by a private donor; waste of money improvement.	1Should have spent it on books.	
New Thames link Station	86Very nice; great design; modern – nice; looking forward to farmers market; more boulevard; great new street scene in West Hampstead; just thankful there are still exits on both sides of the tracks; need benches please; longer to get to but it looks nice; use it. Market place outside; we should use the space for a weekly market.	3Could have been more creative in using the space inside and outside ; ditto; how about some seats useful stalls outside; looks OK how about using the space; need benches .	4Lighting not good at night.	

View down Hillfield Road	79Gorgeous.	8Beautiful; shame about the estate agents board; OK.	2	
West End Green area	76	3A mess, should be improved for the community; Dull paving; too much dog poo; the green needs doing up.	4pigeons	
Leafy Solent Road	73	2OK	3Too many cars.	
More new houses on Mill Lane	66Very nice; sustainable.	10OK; OK; Great; clean design; nice design but extortionate for the size of the houses; very small, very expensive; ok; ok.	37Should have had front gardens not drives; ugly; ugly; does not fit in with environment.	

Extra floor added to mansion block on west end lane	51Blends; OK; well done; v good.	21Didn't know it had been done; did not notice it; it goes with existing building.	3	
1 Mill Lane Apartments	39blends in well.	13OK; Not sure; average.	11too tall ; too tall.	
Infill house on Ravenshaw Street	36Love it; great; lovely; vg.	17not bad; not bad; half good half bad; brick fits in, windows ok, maybe juts out too much; why white; not bad.	18poor; not in keeping; not in keeping; too modern for the street.	
Zero carbon house on Ranulf Road	25	18Nice but how sustainable is the wood. Interesting.	24Ugly; ugly; ugly; took up too much road and pavement on a blind corner.	

Emmanuel School	35Colour of bricks will stand the test of time; needed regardless of appearance; well proportioned well detailed; not bad; not love but its pretty good; very good ; great design.	16not sure about purple bricks; brickwork rather dark; brickwork wrong, design ok; ok but why white; colour?; why were red bricks not used in keeping with the area; colour of bricks; great its extended but bad design; good thing to extend the school shame about the grey bricks; love this school not the design.	51Don't like dismal grey brick; no red bricks, everything else is red brick; too near street; ugly; grey; ugly; ugly; frontage too far out, too high, what are the bumps on the roof; why is it grey and out of character with the rest of the street; awful; why grey; disgusting brickwork does not look good with other buildings; why grey? looks like an architect's office in Berlin; why grey industrial brick shame on you Camden; why is it built on the pavement?; industrial building grey brick.	
Conversion of Offices on Sumatra Road	9	18OK	29Safety, ugly; more trees; shockingly ugly and cheap looking.	
Paved over gardens	6Who cares; none of our business.	28OK; Nice garden to sit in.	34Environmentally unsound; Shame!; ok; bad for foundations; awful; nasty; too much run off.	

New Building in Maygrove Road	5	8good functionality, very poor exterior design, low brick wall security risk for residents.	33need trees; front looks like office building.	
Buildings on Maygrove Road	2	13OK; OK	32	
Flats behind Synagogue	19	17Does not go with red brick.	57Too high.	
New Houses on Gondar Gardens	16OK here; quite nice look and good sized windows; Successful infill.	11OK some issues with brick; wrong design does not match the surroundings .	64Wild life; looks like an industrial building not a home; ugly; ugly; ugly; too much grey;	

New House on Mill Lane	10	8	54Awful; ugly; ugly; not in keeping; poor; urgh; terrible eyesore; not in keeping.	
Ellerton on Mill Lane	7Classic Sydney Cook era architecture; looks like a giant snail but it is monumental; Love it, from the inside top floor.	7Don't like it; Monster ugly.	78Hideous knock it down please; vile; demolish now!; vile.	
Travis Perkins	2	8Rather indifferent.	74Demolish; horrible design; height.	

Appendix 2: Results of paper/online survey, June/July 2012

West Hampstead and Fortune Green Neighbourhood Development Forum

Results from the Summer 2012 Survey

Key points

The survey was conducted on paper and via the internet. Paper copies were issued at the Jester Festival 2012 and at a few meetings after the Festival. The internet version was available for one month from 24 June to 23 July 2012

There were **180 responses** - 85 paper surveys and 95 on-line surveys returned, most returns had responses to most of the questions.

Coverage of the area was widespread. See the map indicating responses by street, where given. Some low response areas could be usefully resurveyed.

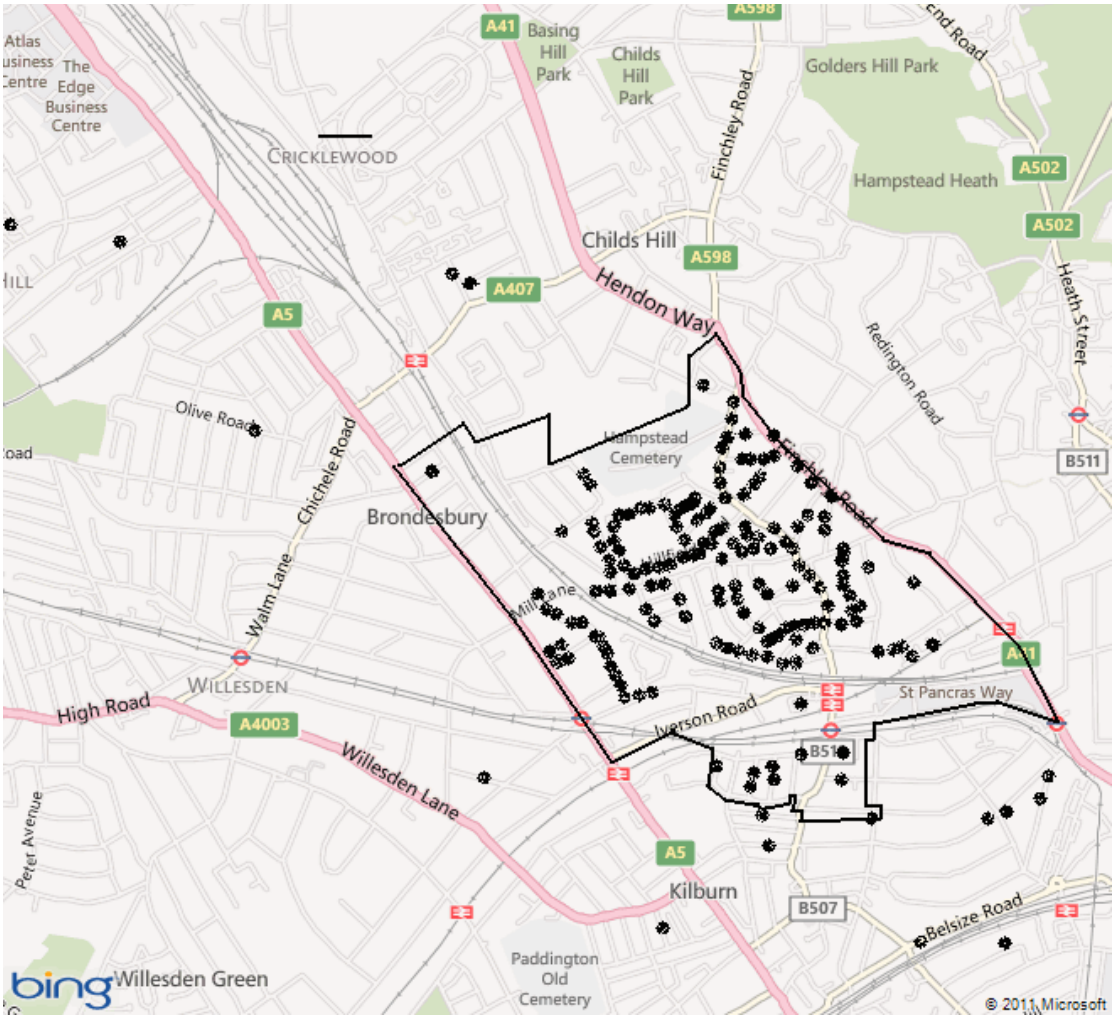
The cross section of the population is not completely out of line with the data on the neighbourhood available from the last census 2001, but there is a strong bias towards responses from owner-occupiers, older people and long term residents, who probably are largely the same group.

Only the on-line survey had open ended questions. These responses are available, anonymously, and are available in a separate document.

		Paper survey	Online survey	Total	%	No. of Responses		2001 census	
Are you male or female?	Male	28	52	80	49%	164			
	Female	45	39	84	51%				
Which category below includes your age?	17 or younger	3	1	4	2%	176			
	18-20	0	0	0	0%				
	21-29	2	13	15	9%				
	30-39	21	25	46	26%				
	40-49	19	17	36	20%				
	50-59	17	9	26	15%				
	60 or older	23	26	49	28%			Survey	Census
What is your ethnic background	White British	60	65	125	74%	168	White British	74%	55%
	White Irish	3	2	5	3%		White Irish	3%	6%
	White Other	9	15	24	14%		White Other	14%	17%
	Mixed ethnicity	1	2	3	2%		Mixed ethnicity	2%	4%
	Indian	2	3	5	3%		Indian	3%	3%
	Bangladeshi	0		0	0%		Other	5%	16%
	Pakistani	1		1	1%				
	Other Asian	1		1	1%				
	Black Caribbean	0	1	1	1%				
	Black African	2		2	1%				
	Black Other	0		0	0%				
	Chinese	0	1	1	1%				
	Other ethnic group	0		0	0%				
How many children age 17 or younger live in your household?	Average					not calc at present			
About how long have you lived in this neighborhood?	less than 1 year	0	6	6	3%	173			
	less than 2 years	3	5	8	5%				
	less than 5 years	15	11	26	15%				
	less than 10 years	12	21	33	19%				
	less than 20 years	19	20	39	23%				
	more than 20 years	31	30	61	35%			census	survey
In which type of housing do you currently live?	Privately rented flat	9	13	22	13%	172	private rent	33%	14%
	Privately rented house	0	2	2	1%		council HA	23%	4%
	Public rented flat	2	2	4	2%		Owner occupied	41%	82%
	Public rented house	2	2	4	2%		Flat	72%	75%
	Owner occupied flat	31	48	79	46%		House	27%	23%

	Owner occupied house	37	24	61	35%				

Map showing street of respondees, where street given. Black blotch indicates one survey returned



Raw results of the survey

Question	Answers	Paper survey	On-line survey	Total	% of total	Number of responses
Had you heard about the West Hampstead and Fortune Green Neighbourhood Development Forum before today	Yes	33	52	85	**49%**	174
	No	51	38	89	**51%**	
Do you belong to any groups or residents' associations?	Yes	38	43	81	**47%**	173
	No	45	47	92	**53%**	
If so, would you be willing to represent your group on the Neighbourhood Planning Forum?	Yes	30	21	51	**35%**	145
	No	40	54	94	**65%**	
Do you think West Hampstead has a 'village feel'?	Yes	66	78	144	**85%**	170
	No	14	12	26	**15%**	
Do you think that West Hampstead has the right mix of shops, restaurants and cafés?	Yes	30	42	72	**42%**	170
	No	51	47	98	**58%**	
Which do you think are most valuable in our high street?	Independent shops	55	43	98	**56%**	174
	Well known chains	0	1	1	**1%**	
	Both	31	44	75	**43%**	
Do you think that West Hampstead has enough open spaces?	Yes	28	29	57	**34%**	166
	No	49	60	109	**66%**	
Do you think that West Hampstead has the right balance between old and new buildings?	Yes	57	64	121	**75%**	162
	No	19	22	41	**25%**	
Do you feel enough is being done to protect and preserve older buildings/design features in the area?	Yes	16	33	49	**30%**	161
	No	57	55	112	**70%**	
Are you aware that the London Plan identifies the area around the three stations in West End Lane (the "interchange area") as an area for intensification, i.e. building more housing?	Yes	46	70	116	**68%**	170
	No	34	20	54	**32%**	
What do you think should have the greatest priority in developing our area? * Some gave multiple responses	Housing	34	32	66	**36%**	182
	Employment	36	23	59	**32%**	
	Shops	26	31	57	**31%**	
Are you willing to accept more high-rise buildings in West Hampstead to increase	Yes	15	26	41	**25%**	164

the amount of housing in the area?	No	61	62	123	**75%**	
Do you know about the West End Green conservation area?	Yes	38	56	94	**55%**	172
	No	44	34	78	**45%**	
If yes, do you think the conservation area should cover more of West Hampstead?	Yes	44	47	91	**61%**	150
	No	5	12	17	**11%**	
	Don't know	21	21	42	**28%**	
Camden Council has a 'car-free' policy for large new developments in the area. Do you think it is right to limit car ownership and use?	Yes	52	66	118	**71%**	166
	No	24	24	48	**29%**	
Thinking about the level of street parking in the area, do you think there is :	Not enough	32	44	76	**46%**	165
	Too much	7	10	17	**10%**	
	About right	37	35	72	**44%**	
Some businesses would like more short-term pay and display parking, particularly in retail areas. Is this a good idea?	Yes	59	68	127	**79%**	161
	No	14	20	34	**21%**	
Thinking about road safety, do you think there should be a 20mph speed limit on all roads in the area?	Yes	52	54	106	**63%**	169
	No	27	36	63	**37%**	
What do you think more street space should be given to?(pick one)	Cars	8	11	19	**11%**	170
	Bicycles	23	14	37	**22%**	
	Pedestrians	51	63	114	**67%**	
What would you like to see included in a Neighbourhood Development Plan for Fortune Green & West Hampstead?	Open-Ended Response		55			
What are the things you like about the area?	Open-Ended Response		61			
What are the things you like about your street?	Open-Ended Response		62			
What things would like to protect in your area?	Open-Ended Response		61			
How do you think the area should develop in the future?	Open-Ended Response		53			
Where should new development in the area be located?	Open-Ended Response		53			
Village Feel comments	Within responses above		37			

Topics mentioned in Responses to Open Ended Questions

	Green space	Commerce	Community	Other	Public Services	Conservation	Streets	Transport	Design & Devt	Housing	Traffic	Grand Total
What would you like to see included in a Neighbourhood Development Plan for Fortune Green & West Hampstead?	2	18	6		10	3	12	3	14	16	7	91
What are the things you like about the area?	18	22	5	2	14	2	14	2	17	9	11	116
What are the things you like about your street?	14	32	49	1	13	6	3	29	4	5		156
What things would like to protect in your area?	29	11	19	5	3	13	6	5		4	6	101
How do you think the area should develop in the future?	40	18	9	3	8	20	8	3	2	3	2	116
Where should new development in the area be located?				53								53
Grand Total	103	101	88	53	48	44	43	42	37	37	26	633

Appendix 3: Community Involvement Strategy

Fortune Green & West Hampstead Neighbourhood Development Forum

COMMUNITY INVOLVEMENT STRATEGY

The Fortune Green and West Hampstead Neighbourhood Development Forum believes local people should be at the heart of changes to their Neighbourhood. The newly established Neighbourhood Development Forum aims to empower and enable those living and working within the Forum boundaries, to develop a Neighbourhood Development Plan. This will be a shared vision which will help influence and shape:

- The design of local buildings and places
- Local planning policies and decisions
- Have a positive impact on local place-making

We aim to establish tools and mechanisms to effectively engage all those potentially affected by the proposed NDP, and increase awareness of how the interaction between various neighbourhood component parts - such as schools, community organisations, health centres, business & retail sector, local residents, council services, transport , environment and green spaces, etc - affects our everyday lives. The NDF hopes to build a Plan which is owned by the community at large. As an integral part of the process, communities will consequently develop a better understanding of how good design and planning leads to places that are better used, better connected, better managed and as a result, more sustainable. This will ultimately affect the way people feel about their homes, communities and neighbourhoods.

Our Community Involvement strategy has identified key elements to ensuring that the Fortune Green and West Hampstead Neighbourhood Development Forum builds community participation and involvement into the creation of a Plan by focussing on the following:

- Creating a live and multi-dimensional communications strategy which will reach as many sections of the community as possible
- Increasing a basic understanding and community awareness of the planning process, current national, regional (London) and local plans, and how local people can establish their own priorities and vision, to influence future design, management and sustainability of their neighbourhoods
- Creating meaningful opportunities for sustained participation in the formation of the Plan
- Create a desire, ability and aspiration to be involved in planning decisions and as a result build social capital to enhance social cohesion
- Developing a strong representative network of member partners which include local individual residents, community organisations and tenants/resident groups, members of the retail and business community, local councillors, planning officers,

schools, health sector reps, faith and cultural organisations, green & environment focussed partnerships, and other relevant agencies.

Our Community Involvement Strategy should reflect the basic principles in any Statement of Community Involvement identified by Camden - as appropriate to the FGWH-NDP. It is also expected to incorporate or enhance certain key elements of the West Hampstead Place-Shaping Plan which is itself the result of reasonably wide community consultation from various individuals and sectors.

Equality Statement: the Fortune Green and West Hampstead Neighbourhood Development Forum must be underpinned by the principle of aiming to include as many sections of the community as possible in shaping the final Neighbourhood Development Plan. As with most Equality principles – the NDF aims to develop effective strategies and safeguards to in-build participation by the wider community regardless of race, ethnic origin, age, gender, ability, sexual orientation, faith and cultural backgrounds. These will need to demonstrate a depth of outreach and multi-dimensional involvement which will engage those in the community identified as not being currently or traditionally engaged in local decision-making processes. This will take time, resources, imagination and resolve, and we will need to draw upon the wider skills base within the community and beyond to achieve this.

Key Elements to the Strategy:

1) **Inform:** to develop an effective communications strategy which will include the more proven methods such as newsletters and bulletins, posters and leaflets, and established social media. Before the Forum was initiated, some of the front runner participants attended some Council-run workshops, to familiarise themselves with the process. Further Training and research must be part of the continuous process by those taking an active role, to help facilitate and better inform the whole process. The NDF has already set up a website to engage with the “online community” in the area. This will facilitate speedy, online communications and consultation, but can also send links to other active local blog sites and the Camden-wide “We are Camden”. However we must recognise there are many different communities within one larger neighbourhood. In West Hampstead and Fortune Green, there may be many young and active older “online” users who regularly engage with the “online community” but not necessarily participating in any online planning or community consultation “conversations”. There are also the less digitally active, hard-to-reach and less visible communities, who should be engaged and enabled to participate if they wish. All sets of communities have their challenges as to how to make the “planning process” seem meaningful and worth getting involved in. Some suggestions as to how to approach this are identified in sections 2 and 3. However, once the wider community is connected and engaged, active mailing lists and other mechanisms for “keeping communications live” will be gradually developed into what will hopefully become a neighbourhood-wide increased conscious about planning and environment.

2) Involve and Consult:

First Steps: – leaflets and bulletins, invitation to initial meetings using blogs and online communications (see above in 1.), contact with existing community groups and TRA's, contacts from place-shaping exercise, and local councillor's website/blog. A list of all community and TRA groups already involved is listed as an attachment, and they will be expected to be deployed as effective agents to "spread the word" and encourage attendance at forum meetings and events, as well as give relevant member feed-back to the Forum itself throughout the Development Plan Process.

Second steps: – using proven wider consultation methods – eg questionnaires and participation exercises at community events and Festivals, local press, one-off events, outreach, sub-groups and public meetings. Experts and advisors can be involved at some of these events, to build a better understanding of what an NDP requires and what is needed to shape it. Options can be flexible. Where appropriate these will be sensitive to cultural or other differences.

The results of any consultation exercises will be recorded and the findings published using our communications strategy as detailed above.

3) Build representative participation

Taking on board early stage comments about not "just using established groups", it is important that the Forum retains a fresh and open image to encourage individual involvement as well as recognising the value of using groups as effective neighbourhood partners and connecting agents.

We can start to use more imaginative steps to engage those least likely to become involved in planning issues – eg children and young people, some minority ethnic communities, older people, people with learning difficulties and those with mental health issues, those who are not active "online users", etc. An outreach programme, and involvement of key partners such as community centres, sheltered housing units, schools and PTA's, TRA's, faith groups, etc – can be instrumental in this and need to be brought on board. To increase outreach, Focus Groups can be organised: these should be fun, made appropriate and relevant to those attending, highly participative, stepping outside the boundaries of more traditional planning consultation. As the Development Plan develops, specific Working Groups may be set up to help achieve specific tasks or goals.

Strategies to reach particular sections of the community should be identified for targeted outreach due to identified low (planning) engagement levels. Strategies should include the following mix:

1) **Targeted work with those various sections of the community who have been identified as being under-represented in planning consultation and other community**

consultation exercises generally. This should include a mix of focus groups, using key partners in the community, for example:

- to have focus groups in Sheltered Housing Units
- approach schools and local youth groups and engage teachers and youth leaders and young people in jointly run exercises which are age appropriate

2) **Re-design a visual and "social-media people friendly" presentation of the Plan:** this can use social-media friendly material which can use video material and interviews, to be more appealing to younger people and those who are don't find community consultation exercises as being very accessible in format. This could be used on social media and more appropriate to engage, for instance, with young people

3) **Work with Camden's Equalities and Cohesion Unit** and local VCS hubs to help identify and reach specific BME communities within the neighbourhood who have lower levels of community engagement, and groups who may be disenfranchised through ability or general lower levels of accessibility

4) **Harness the expertise and community contacts by using local and community hubs within the area, for example:**

- Local Community Centres, Residents and Tenants Associations, Park Friends and Environmental Groups, School Parent and Teacher's Associations, local Safer Neighbourhood Teams - to reach residents who have particular interest and knowledge of community, housing, environment , family needs, and other local issues

5) **Business and Hospitality Sector –** ensure engagement of the local Business Forum and make effective use of the business sector in "spreading the word" – eg leaflets at new market, in cafe's, shops, etc.

6) **Be creative –** use non-traditional methods which are simple but fun! (good example was stall at Jester Festival

Community Engagement Action Plan: an action plan should be drawn up to enable the Forum to show evidence of a strong and varied consultation exercise, and sustainable contact methodology being in place ahead of the Plan being submitted for approval.

4) Governance and Sustainability

The success of strategies outlined in Sections (1), (2) and (3) will hopefully create a wide base of support and engagement to sustain the momentum of the Development Plan through to successful completion. A greater knowledge of the Planning Process, and what a good Neighbourhood Plan can realistically achieve, should help build sustained participation, not just in the FGWH-NDP but also other local place-shaping and environment initiatives.

Whilst the early-stage Forum opted for membership on an individual basis, the involvement of as many local community groups as possible is encouraged and it will be an aim to ensure all identified local groups are contacted and engaged from as early as possible. Working Groups can practically involve group reps as an appropriate but effective way of harnessing local skills and knowledge.

Sustainability: The Neighbourhood Plan should attempt to in-build a review process for assessing long-term participation, highlighting any weaker areas of engagement which could be further developed. Some meaningful and identifiable "successes" which evidence influence of the Plan will certainly impact upon local residents' belief and inclination for long-term involvement. The proposed action plan for Community Engagement should contribute towards this.

As West Hampstead is in the middle of a London and Local (Camden) Plan redevelopment hot-spot – with several large and contentious planning applications recently passed – local interest is certainly growing. This will inevitably increase as the new buildings around the Interchange start to take shape and new opportunities like the Farmers' Market appears. The FGWH-NDP will therefore coincide with local residents and businesses starting to become more aware of the impact of Planning. If carefully managed, the FGWH-NDF should enable those who work and live in the area to become more empowered to take decisions about their immediate neighbourhood and help realise commonly asserted priorities to the benefit of all. Certainly, the interest shown by a general selection of the local population at the recent Jester Festival indicates a higher than expected interest in local development – the challenge will be to harness this in a practical and creative way to get as many people as possible on board. This will create a longer-term stakeholder relationship between local communities and the planning process.

5) **Help and Assistance:** the FGWH-NDF recognises that in order to finalise the Neighbourhood Plan, assistance will be expected from:

- Local planning officers
- Community Groups
- Some input from agencies offering expert advice on planning, design, community involvement (VAC, Glass House, other "front-runner" NDP's)
- Local Businesses
- Ward councillors

This will pool local knowledge with planning expertise, to ensure the final FGWH-NDP reflects a genuine expression of local priorities combined with informed planning realism. This should also contribute to longer-term sustainability as the plan inevitably morphs over the years to come.

It is also recognised that in order to fully achieve this, some funding support or other substantial in-kind resourcing will be needed at key stages.

Appendix:

Extract from Camden's Revised Statement of Community Involvement (July 2011)

Ways of involving the community in preparing planning policies

Method of Involving the Community	Explanation
Website	All and planning policy documents, consultations and supporting information will be available on our website. We may also use the website for online comment forms, questionnaires and feedback
Email	We will use emails as our main method of communication. Emails may include information on consultations, responses, the stage of preparation reached, adoption and general updates.
Letter	Letters will only be used where electronic communication is not possible.
Local press	We are required to advertise certain consultations and stages of plan preparation in the local press. The adverts will contain a short summary and let you know where you can find more information.
Meetings	We may meet with groups and organisations relevant to the document being prepared. We may also hold public meetings where individuals can contribute their thoughts.
Attending group meetings	We may offer to attend meetings which are held by existing groups to discuss, clarify or explain issues or documents.
Workshops	Workshops and facilitated events may be appropriate to discuss issues in detail and ensure that a range of people have a chance to express their concerns.
Exhibitions	Exhibitions may be used to explain specific proposals and, when staffed, are useful for clarifying our approach and generating feedback.
Citizens' panel	The Council's citizens' panel includes a cross-section of Camden residents. This can be used to provide views on a planning policy document or topic using various methods, e.g. online and postal surveys, focus groups or online discussions. You can find out more about our citizens' panel at - Camden Talks
Targeted meetings	It may be necessary to arrange meetings with groups who do not normally respond to planning consultations to make sure their views are heard.
Local publicity	Where appropriate, additional publicity measures may be taken at a local level.

Appendix 4: Supporting letter accompanying application to Camden Council to designate the Forum & Area

Regeneration & Planning
6th Floor Town Hall extension
Camden Council
Judd Street
London
WC1H 8EQ

4 January 2013

Dear Camden Council,

I am writing to apply for designation of a Neighbourhood Area and a Neighbourhood Forum.

Neighbourhood Area

1. The Neighbourhood Area predominantly covers the existing council wards of Fortune Green and West Hampstead (see the attached map).

2. The area has been chosen as it represents a clearly defined community which is widely acknowledged by both local residents and Camden Council. There is an obvious boundary in the north with the Camden-Barnet boundary; in the east with Finchley Road; and in the west with the Camden-Brent boundary/the A5. The two wards are often counted as one area by community groups and residents. An initial consultation of local groups, residents and businesses found strong support for a Neighbourhood Area covering these boundaries. In addition, the council's local Area Action Forum covers both wards and there is also some similarity with the area covered by Camden Council's Place Plan for West Hampstead.

3. After consultations with the Cricklewood Improvement Programme, it has been decided to exclude the Camden part of Cricklewood Broadway, as there are plans to establish a tri-borough Neighbourhood Development Plan (NDP) for Cricklewood. Kilburn High Road has also been excluded as there are suggestions that there will be a future bi-borough NDP for Kilburn, covering the Kilburn town centre area.

4. Initial inquiries with residents on the north and west boundaries of the area found no desire for a cross-border NDP going into parts of Barnet or Brent. The borough boundaries are clear and well defined; they also mark the boundary of the inner/outer London zones in the London Plan.

5. In the east, Finchley Road provides an obvious boundary between two distinct areas (NW6 and NW3, mansion blocks and detached homes, and the boundary of two conservation areas); having consulted the RedFrog residents association, we are aware that there are plans for a separate NDP on Frognal side of Finchley Road.

6. To the south, it proved difficult to establish a clear boundary between West Hampstead and South Hampstead. The ward boundary, the West Hampstead growth area boundary, the South Hampstead conservation area boundary, and the West Hampstead town centre boundary all follow different courses. While the part of the West Hampstead ward boundary which follows the railway lines is clear, the area to the south of the railway lines is not so clear. The Forum received a range of views from people living in the area. After extensive consultations and discussions it was agreed to use the southern part of the West Hampstead ward boundary.
   The reasons for this are: the boundary was discussed and agreed at Forum meetings between January and March; the boundary has the support of the majority of groups covered by the Area; the majority of responses received by the Forum support using the West Hampstead ward boundary; a show of hands at a public meeting held on 22 October suggested strong support for the idea that the area to the south of the railway lines is part of West Hampstead and should be included in the area covered by the Forum; and all three West Hampstead councillors support using the West Hampstead ward boundary as the boundary for the Forum. A residents association covering part of the area south of the railway line – WHGARA – did express some concerns about the boundary. However, a ballot of their members, carried out in November 2012, found that 75% supported the area's involvement in the NDF. Finally, the Forum has decided to include in its Area the small part of West Hampstead town centre on Broadhurst Gardens which isn't part of West Hampstead ward.

7. The Forum will work closely with neighbouring NDFs, where they exist. The Forum will also work with communities and organisations in neighbouring areas and will co-operate over areas and issues of mutual interest.

8. We believe the organisation making this application is a relevant body for the purposes of section 61G of the Town & Country Planning Act 1990.

Neighbourhood Forum

1. The name of the proposed Forum is the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF, the Forum).

2. The NDF was established in January 2012 and has been holding regular meetings since then. The past twelve months have been spent establishing the structure of the Forum

and consulting people living and working in the area as to how we should proceed and on which issues we should focus.

3. A copy of the **constitution** of the Forum, agreed at a meeting on 26 March 2012, is included with this application (see separate document).

4. The Area covered by the Forum is outlined above, in Section 1.

5. The **contact details** of a member of the Forum are the elected chair of the NDF: James Earl, 4 Canberra Court, 102 Fordwych Road, London NW2 3NP.

6. The Forum has also elected other officers: Cllr Keith Moffitt (Vice-chair); Mark Stonebanks (Treasurer) & Nick Jackson (Communications Officer).

7. The NDF is committed to being as open and inclusive as possible – and involving as many people from as many different backgrounds as possible. There is a clear undertaking to this in our constitution. Membership and all our meetings are open to anyone living or working in the area.

8. A list of names and addresses of **28 people** supporting the formation of the Forum is attached. This list includes residents living across the area covered by the Forum; representatives of the main residents associations and community groups in the area; representatives of local businesses; and all six ward councillors representing the area. In addition, the Forum has an ever growing mailing list of members who receive minutes of our meetings and notices of events; there are currently 76 people on this list.

9. The Forum has already established strong links with nearly all the resident, amenity, environmental and business **groups in the Area**, as well as the Area's two community centres. Most groups send a representative to Forum meetings and/or receive minutes of meetings. A full list of groups engaged with so far (January-December 2012) is included with this application (see separate document).

10. The Forum has a **website** in order to share information with the wider community: www.ndpwesthampstead.org.uk . We have recently set up a **Twitter** account @WHampsteadNDF to spread the word about the Forum and its work. In particular, we hope to use this method to engage those in the 20-39 age group, who form the largest population group in the Area. The work of the Forum has also been promoted by the popular West Hampstead Life Blog www.westhampsteadlife.com and connected Twitter account @WHampstead (which has more than 5,000 followers).

11. While the Forum has been established as a non-political body, it has received support from the main political parties in the area. The six ward councillors have mentioned the Forum, its meetings and its website in recent editions of their **newsletter** - which is distributed to all 10,000 homes in the Area - as well their email update, which goes to around 800 local people.

12. The Forum is committed to a thorough and ongoing process of engagement with local groups and individuals across the whole of the Area. The Forum has already completed an initial phase of consultation to find out what local people want from the plan. This involved having a stall at the annual Jester Festival on Fortune Green on 30 June/1st July and a **paper/online survey**. The survey was completed by 180 people from across the area, from a variety of ages and backgrounds. The backgrounds of those responding broadly match the area's population, as compared with the 2001 census data, in a number of areas - including ethnic background and type of housing lived in. The results (see separate document) revealed a range of views from a range of people, living across the Area, which will be reflected in the Plan.

13. In order to be clear about the Forum's commitment to inclusivity and engagement, the Forum has agreed a **Community Involvement Strategy** (see separate document), which forms part of this application and which will run through all the Forum's future activities. The Forum will also build on and reflect other recent consultations undertaken in the area, such as those for the West Hampstead Place Plan.

14. **Future consultations** will take in organisations such as schools, health services, religious groups and youth organisations. Initial contact with these groups found low levels of interest in planning issues and it proved difficult to explain what impact neighbourhood planning could have on them. It was therefore agreed that an engagement would be more meaningful and useful once an early draft of the Plan was in place and comments on it could be made and amendments suggested.

15. The Sidings Community Centre has recently received a grant for a youth reporting project. The Forum is planning to use this initiative to gather the views of young people living in the Area about current and future development. It's hoped a video and/or newsletter will be produced as a record of this project.

16. The Forum is committed to giving as many people as possible the chance to contribute to drafts of the Plan as they evolve. The Forum will work hard to achieve the widest possible consensus on the Plan's objectives and policies. Members of the Forum will attend public events in the Area to promote the work of the Forum and engage with local residents. Officers will report on the work of the Forum at future Area Action Group meetings. A series of public meetings are planned for the year ahead.

17. In light of all the above statements, as well as the supporting documents provided with this application, it is clear that the Forum has been established for the express purpose of promoting and improving the social, economic and environmental well being of the Area. The Forum also reflects the character of the Area, in terms of understanding the need for sustainable development – particularly in the West Hampstead growth area – and also dealing with the pressures brought by such development. These principles are clearly articulated in the 10 aims of the Forum, as expressed in Article 3 of our constitution.

18. I believe the NDF meets the conditions contained in section 61F(5) of the 1990 Act.

I hope this application can find support from both Camden Council officers and councillors. I would like to be notified when this application has been formally accepted by the council; when the consultation on the application starts; when the consultation ends; and when a final decision on the application is made.

Yours sincerely,

James Earl
(Chair, Fortune Green & West Hampstead Neighbourhood Development Forum)

Appendix 5: Information Sheet, February 2013

Fortune Green & West Hampstead Neighbourhood Development Forum

What is a Neighbourhood Development Forum?

As part of its Localism Act, the government has given powers to local communities to draw up a **Neighbourhood Plan** for their area. A Forum has to be formed to draw up a Plan, which has to be approved by the local council. In Fortune Green & West Hampstead, amenity groups, residents' associations and individuals came together to form an NDF in early 2012.

What area does the NDF cover?

The boundaries of the area are largely the existing council wards of Fortune Green & West Hampstead.

What is a Neighbourhood Plan?

A Neighbourhood Plan will contain planning policies for the area, which will influence planners and developers when making planning decisions. If approved, a Neighbourhood Plan becomes a statutory planning document – and will sit alongside the existing National, London & Camden plans.

How does a Neighbourhood Plan get approved?

Once a Plan is written, it has to go to a Planning Inspector to ensure it doesn't conflict with existing planning documents. There is then a referendum of all those living in the area on whether to adopt the Plan. If a majority of those who vote approve the Plan, it comes into force.

What has the NDF done so far?

We have drawn up a constitution and elected officers. We had a stall at the Jester Festival last summer and circulated a survey about the area which was completed by 180 people. We have monthly meetings and are currently working on early drafts of the Plan.

How can I find out more?

There's lots of information, including links and a map of the area, on our website: www.ndpwesthampstead.org.uk

How can I get involved?

If you want to know more and/or want to be added to our mailing list, please email: ndpwesthampstead@gmail.com

You can also follow us on Twitter: **@WHampsteadNDF**

Is there anything else I can do?

Camden Council is currently consulting on our application to recognise the Forum and the area we cover. Please email ldf@camden.gov.uk by 15th March to say you support the application.

Appendix 6: Leaflet produced for engagement activities, June/July 2013

WEST HAMPSTEAD NDF
Neighbourhood Development Forum

- **What do you like about our area?**
- **What don't you like?**
- **What do you want to change?**
- **How can you influence new development?**

We want to hear from local people about what's important to them.
Please tell us what you really feel by answering the few short questions inside.
Want to be kept in touch & get invites to meetings & events?
– find out how inside…

What is a Neighbourhood Development Forum?

As part of the Localism Act, the government has given powers to local communities to draw up a Neighbourhood Plan for their area. A Neighbourhood Development Forum has to be established to draw up a Plan. In Fortune Green & West Hampstead, local groups and individuals came together to form an NDF in 2012.

What is a Neighbourhood Plan?

A Neighbourhood Plan will contain planning policies for the area, which will influence planners and developers when making planning decisions. If approved in a referendum, the Plan becomes a statutory planning document – and will sit alongside the existing plans for England, London & Camden.

What are the main issues?

Part of West Hampstead (around the three stations) has been designated as a growth area for new homes and jobs. Developments are also proposed across Fortune Green & West Hampstead. We need to accommodate this growth, make sure adequate infrastructure is in place, and protect the area from over-development.

How can I get involved?

We are looking for more people to get involved and help spread the word about the Forum. We also want people to join in meetings, workshops and walkabouts. We will be out and about in the community over the coming months; we need your help to do this!

How can I find out more?

Our website: www.ndpwesthampstead.org.uk
Our Twitter account: **@WHampsteadNDF**
Contact us/join our mailing list - email: ndpwesthampstead@gmail.com

Map of the Area covered by the Forum and the Plan
(the council wards for Fortune Green & West Hampstead)

Where should new development be built?
Should we restrict the height of new developments?
Do we need new schools and infrastructure?
Do we need more green space?

We need your views:

1. **What do you like about West Hampstead & Fortune Green?**

2. **What don't you like about West Hampstead & Fortune Green?**

3. **What would you like to change about West Hampstead & Fortune Green?**

Either:
Write your replies above and return this to the person who gave it to you
Or:
Send your replies to: ndpwesthampstead@gmail.com
Your contact details + street name:

_____

Thank you for your support!

Appendix 7: List of responses to three questions on the Leaflet

NDF LEAFLET RESPONSES – JUNE/JULY 2013

1. What do you like about West Hampstead & Fortune Green?

Quiet area with plenty of local shops
A lot of facilities if you have children
Easy access to transport, banks & supermarkets
Villagey – West End Lane shop fronts to be preserved
Community feel
Everything
Playing football with friends at Templar House
Peace Park
Beautiful area, traditional buildings and appealing to look at
Easy access to transport
Beckford School
Lots of cafes
Good parks
Very residential and quiet
People are friendly in general
Transport access
The people
Lots of green space & local shops – it feels like a village
Close to Hampstead Heath and lots of green space
Clean, quiet
The Community, local residents
George the greengrocer on Mill Lane
Good views
Mill Lane
Peace & quiet, easily accessible
The diversity of people, lovely neighbours
The atmosphere, the transport facilities, the farmers' market
Communication – transport main attraction
Excellent transport links
Quiet, lots of families, easily accessible
Village feel, green, similar age people, low crime, good transport links
Friendly, very convenient, farmers' market
Central, nice feel about it, brilliant transport
Nice friendly area, generally clean, good transport
Loads – handy for transport to a lot of places
Farmers' market
West Hampstead Life blog and twitter account

Bookshop, Wet fish cafe
A nice area with friendly people
Safe, farmers' market, nice places to eat
Availability of transport, farmers' market
Village feel, green environment
Good communications, good transport connections, good mix of people
Farmers' market; green space; landscaping planting
Outdoor gym at Peace Park
Farmers' market, certain shops, nice neighbourhood, access to transport
Village feel, new pedestrian area outside Thameslink station, Peace Park
Parks, Shops, Sidings Community Centre, farmers' market, good amenities
Maygrove Peace Park; shops on West End Lane
Peace Park
Good transport, neighbourhood very friendly
Farmers' market, transport links are good
Friendly atmosphere, transport links
Community events and festivals, accessibility of area
Fire station, the parks, farmers' market, the library
Peaceful and residential neighbourhood, transport links, green spaces, safe for children
Transport links
Victorian buildings
New station
Farmers' market, community garden initiatives
A dormant sense of neighbourliness seems to be waking up
Local websites such as West Hampstead Life
Neighbourhood feel, farmers' market, festivals, green areas
Sense of community
Good balance between vibrant city life and calm diverse neighbourhood
Good transport, community centres, good shops, green spaces
Peace Park, preserve the area
Friendship, atmosphere, village feel, community groups, good transport
There is a lovely village atmosphere to the area and neighbours are very friendly
The variety of restaurants, shops and cafes in the local area
I like the village atmosphere, the fact that there are not many chain stores, farmers market
Green spaces, the charity shops, general mix of buildings and landscape, absence of tower blocks
It's reasonably accessible to central London, it's a good sized area
Great for families and great transport to central London
Everything – it is my village!
Community, Library, some of the shops
Nice people and atmosphere
Not lots of high buildings, keeps old buildings maintained well
Small shops on West End Lane

Nice family residential area with good schools & nurseries
Victorian village feel and independent shops
The community groups, community cohesion
Fortune Green,
Farmers market
West End Books, Peppercorns, David's Deli, The Kitchen Table, La Brioche, La Brocca
Community events – Jester Festival, FoFG events, Book shop readings etc
West Hampstead Library
New Thameslink station pedestrian space & farmers market
Fortune Green – and films on the green
Mill Lane and West End Lane – and all the local and independent shops
West Hampstead Life blog –makes me feel I belong
New school on Mill Lane and surrounding area
New guerrilla gardening project on Fordwych Road
Small businesses on Mill Lane
School improvement at Emmanuel School
Kid's playground improvement
Accessible to transport & shops
Accessibility & community groups
Peaceful compared to Camden Town
Schools are also lovely
1 Mill Lane development
Outdoor gyms

2. What don't you like about West Hampstead & Fortune Green?

Nothing really
The feeling of community is threatened when every space is built on and piled high with high-rise buildings.
Parking restrictions
Expensive to live in
Some children are too noisy
More car parking
Too quiet if you're a young person
Shisha cafe on Rhondu Road
Not enough schools/6th form colleges
Nothing
It seems that local shops are replaced by chains
Rubbish in the street
State of the Black Path
Road works – burst pipes
Nothing
Need carers for vulnerable people

Dog mess
Area around the tube station can be quite intimidating at night
Variety of shops on high street
Traffic
Kilburn – rundown
Big tall blocks of flats
Far too much building up of the area
Not enough infrastructure – schools, doctors, parking
Developments on Mill Lane are being built without any co-ordination or consultation
Mess around recycling areas
Motor vehicle crime
Fly tipping
Nothing particularly
Tesco parking on West End Lane
Poor access at Underground station
Nothing of note
Very busy in rush hour
Too much new development
No community space, too expensive
Gangs in Peace Park
Traffic
Pricey to live around here
Building in the area
West End Lane congestion
Iverson Road is too dirty and dusty
Fly tipping on Maygrove Road and Iverson Road
Destroying the tight community, too many more people
Rubbish in Peace Park
Less of a sense of community than other parts of London
Too many new housing developments
Too many take-aways, kebab shops, dry cleaners, estate agents
Greedy development
Transient population who seen not to wish to contribute – how can this change?
Bad and lazy architecture – bland and cheap
Litter
General uncaring attitude about area
Parking around Fortune Green – Gym members
Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals
Lack of police presence, gangs/drug dealing in Peace Park
Overdevelopment of the area, traffic, lack of parking, congestion, pollution, over-crowding
Not everywhere is accessible for disabled people
Dog poo on Fortune Green

Traffic jams in West Hampstead – especially West End Lane
The fact that it is sometimes hard to park on weekdays
Pedestrian congestion near Overground and post office
Too many cafes and estate agents, doing away with shops
Not the greatest shops
The thought that I might have anything changed
Takeaway shops, estate agents, cost of accommodation
Can't think
Litter on streets, not clean enough
Cars are driving too fast on narrow roads
Chain stores (Tesco etc)
Crowded transport interchange – narrow pavements
Social cleansing, cost of housing, we need affordable housing that doesn't cost so much
Proliferation of charity and other low end shops on West End Lane – we should be encouraging small vendors such as butcher, deli, cheese, coffee etc
The balance of affordable/student accommodation vs encouraging younger more affluent families to move here – the later would give more of a permanent sense of community
Lack of parking
Poor bike routes
Endless traffic issues on West End Lane - the road being dug up & Tesco parking
Lack of independent shops – 2 Tesco & 1 Sainsbury too much for a small community
No fishmonger, no butcher
Lacking of social and affordable housing, so "ordinary" young people can live here
"American shutters" on shop fronts – resulting in a disconnection from our streets
Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc
Too much car traffic on Mill Lane & West End Lane
Inadequate pedestrian crossing on Finchley Road
Property price bubble
Motorcycle shop parking around Achilles Road
The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross
Lack of good school places
Extortionate rent prices
Parking restrictions
Once a week rubbish collections
Maintenance of council housing estates
Wayne Kirkham Way – not safe; overgrown; poor lighting
The area around the WH stations isn't safe for pedestrians
Lack of cycle routes
No full sized sports pitch

3. What would you like to change about West Hampstead & Fortune Green?

Rubbish collections in evening, so doesn't disrupt traffic
More affordable & social housing, especially homes with 5 bedrooms
Make it safer
More affordable housing
More parks, playgrounds for kids
Nothing
More affordable housing
Better rubbish collection
Facilities for children are limited
More community events
Longer opening times for the Library, including Sundays
Better nurseries for under 2s
Less traffic
Lower rents for young people
Butcher's shop
Stop the new builds – the area is overcrowded
CCTV on West End Lane
Visible policing
Fewer road works
More light at night on Sherriff Road
Pavements are too narrow
Tall buildings
More independent shops, no charity shops
General uplift of the area
More character shops – not estate agents and coffee shops
More children's things in parks
Enforcing parking restrictions
Separate recycling for bottles, paper and food
More cycling routes
20mph speed limits
More parks and open spaces
More independent shops, more play areas
Fishmongers
Preserve and expand green spaces
Less chains stores and supermarkets – West End Lane feels soulless
More delis, restaurants and bars
More quality developments
More independent shops
A quota on takeaways
Local town hall meetings
More greening in the streets

Peace Park – make safe and livelier
Not so many building plans
Keep the area neighbourly
Graffiti around the tube station should be cleaned up
Try to improve the mix on high street – how about a butcher?
Limit the pace of change to sensible growth, not multiple major developments
More police, more schools, longer library opening hours
Improvements to the Peace Park
Disabled access to Underground & Overground stations
More regular rubbish collections
Reduce the number of pedestrian crossings and bus stops by the stations –they cause congestion & pollution
More parking
Nothing
It would be great to have more sports facilities
Nothing really except rising house prices
More involvement in community decisions
Speed bumps on Holmdale Road
Underpass linking stations, fewer chain stores (get rid of Tesco), more school places
Restrict heavy commercial vehicles from West End Lane & Fortune Green
Make West End Green a more inviting place
Build affordable housing, not just expensive flats
Make sure there are enough schools/doctor's surgeries etc to support the expanding population
How can transient residents be encouraged to be part of living here?
How can landlords and managing agents be managed?
More active green spaces – including micro spaces, tree pits, greening the area, green walls, green roofs, allotments
Make the Library an active and lively hub for all community initiative
Restrict car access to school areas (Mill Lane)
Establish cycle routes
Semi-ban on large/dangerous/polluting vehicles (4x4)
Congestion charge on 4x4
Make it a plastic bag free town!
More affordable housing
Increased family activities
More pedestrian bridges over the railway lines
Swimming pool and sports facilities
Improve Iverson Road park
Bike lanes
Astroturf on Sidings outdoor pitch – and extend onto Liddell Road site
Clothes shops & sports shops
Link West Hampstead Underground & Overground stations

Appendix 8: Infographic of Leaflet Responses

1. What **do you like** about West Hampstead & Fortune Green?

Quiet area with plenty of local shops
A lot of facilities if you have children
Easy access to transport, banks & supermarkets
Villagey – West End Lane shop fronts to be preserved
Community feel
Everything
PLAYING football with friends at Templar House
PEACE PARK
Beautiful area, traditional buildings and appealing to look at
Easy access to transport
Beckford School
Lots of cafes
Good parks
Very residential and quiet
People are friendly in general
Transport access
The **people**
Lots of **green** space & local shops – it feels like a village
Close to Hampstead Heath and lots of **green** space
Clean, quiet
The Community, **local residents**
George the greengrocer on Mill Lane
Good views
Mill Lane
Peace & quiet, easily accessible
The diversity of **people, lovely neighbours**
The **atmosphere**, the transport facilities, the **farmers' market**
Communication – transport main attraction
Excellent transport links
Quiet, lots of families, easily accessible
Village feel, green, similar age people, low crime, good transport links
Friendly, very convenient, **farmers' market**
Central, nice feel about it, brilliant transport
Nice friendly area, generally clean, good transport
Loads – handy for transport to a lot of places
Farmers' market
West Hampstead Life blog and twitter account
Bookshop, Wet fish cafe
A nice area with friendly **people**
Safe, farmers' market, nice places to eat
Availability of transport, **farmers' market**
Village feel, **green** environment
Good communications, good transport connections, good mix of **people**
Farmers' market; **green** space; landscaping planting
Outdoor gym at Peace Park
Farmers' market, certain shops, nice **neighbourhood**, access to transport
Village feel, new pedestrian area outside THAMESLINK STATION, PEACE PARK
Parks, Shops, Sidings Community Centre, farmers' market, good amenities
Maygrove Peace Park; shops on West End Lane
PEACE PARK
Good transport, **neighbourhood** very friendly

Farmers' market, transport links are good
Friendly **atmosphere**, transport links
Community EVENTS AND FESTIVALS, accessibility of area
Fire station, the parks, **farmers' market,** the library
Peaceful and residential neighbourhood, transport links, **green** spaces, safe for children
Transport links
Victorian buildings
NEW STATION
Farmers' market, **community** garden INITIATIVES
A dormant sense of neighbourliness seems to be waking up
Local websites such as West Hampstead Life
Neighbourhood feel, **farmers' market**, festivals, **green** areas
Sense of community
Good balance between vibrant city life and calm diverse **neighbourhood**
Good transport, community centres, good shops, **green** spaces
PEACE PARK, preserve the area
Friendship, atmosphere, village feel, community groups, good transport
There is a **lovely village atmosphere** to the area and **neighbours** are very friendly
The variety of restaurants, shops and cafes in the local area
I like the **village atmosphere**, the fact that there are not many chain stores, farmers market
Green spaces, the charity shops, general mix of buildings and landscape, absence of tower blocks
It's reasonably accessible to central London, it's a good sized area
Great for families and great transport to central London
Everything – **it is my village!**
Community, Library, some of the shops
Nice **people** and **atmosphere**
Not lots of high buildings, keeps old buildings maintained well
Small shops on West End Lane
Nice family residential area with good schools & nurseries
Victorian village feel and independent shops
The community groups, **community** cohesion
Fortune Green,
Farmers market
West End Books, Peppercorns, David's Deli, The Kitchen Table, La Brioche, La Brocca
Community events – Jester FESTIVAL, FoFG events, Book shop READINGS etc
West Hampstead Library
New THAMESLINK STATION pedestrian space & **farmers market**
Fortune Green – and films on the green
Mill Lane and West End Lane – and all the local and independent shops
West Hampstead Life blog –makes me feel I belong
New school on Mill Lane and surrounding area
New guerrilla gardening PROJECT on Fordwych Road
Small businesses on Mill Lane
School improvement at Emmanuel School
Kid's PLAYGROUND improvement
Accessible to transport & shops
Accessibility & **community** groups
Peaceful compared to Camden Town
Schools are also lovely
1 Mill Lane development
OUTDOOR GYMS

2. What **don't you like** about West Hampstead & Fortune Green?

public un-safety

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Need carers for vulnerable people

Motor vehicle crime

Fly tipping

Gangs in PEACE PARK

Lack of police presence, gangs/drug dealing in PEACE PARK

Wayne Kirkham Way – not safe; overgrown; poor lighting

The area around the WH stations isn't safe for pedestrians

The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross

Area around the tube station can be quite intimidating at night

neglect, litter, fly tipping

Mess around recycling areas

Iverson Road is too dirty and dusty

Fly tipping on Maygrove Road and Iverson Road

Rubbish in PEACE PARK

Litter

General uncaring attitude about area

Dog poo on Fortune Green

Once a week rubbish collections

Maintenance of council housing estates

Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc

Litter on streets, not clean enough

Transient population who seen not to wish to contribute – how can this change?

Kilburn – rundown

Fly tipping

expensive housing

Expensive to live in

Extortionate rent prices

Property price bubble

Lacking of social and affordable housing, so "ordinary" young people can live here

The balance of affordable/ student accommodation vs encouraging younger more affluent families to move here – the later would give more of a permanent sense of community

Social cleansing, cost of housing, we need affordable housing that doesn't cost so much

...cost of accommodation

...too expensive

lack of amenities

No full sized sports pitch

Lack of good school places

Too quiet if you're a young person

Not enough infrastructure – schools, doctors, parking

No community space

Less of a sense of community than other parts of London

development

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Big tall blocks of flats

Far too much building up of the area

Developments on Mill Lane are being built without any co-ordination or consultation

Too much new development

Building in the area

Too many new housing developments

Greedy development

Bad and lazy architecture – bland and cheap

Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals

Overdevelopment of the area, traffic, lack of parking, congestion, pollution, over-crowding

Destroying the tight community, too many more people

types of shops

Too many take-aways, kebab shops, dry cleaners, estate agents

Too many cafes and estate agents, doing away with shops

"American shutters" on shop fronts – resulting in a disconnection from our streets

Lack of independent shops – 2 Tesco & 1 Sainsbury too much for a small community

No fishmonger, no butcher

Proliferation of charity and other low end shops on West End Lane – we should be encouraging small vendors such as butcher, deli, cheese, coffee etc

Chain stores (Tesco etc)

Takeaway shops, estate agents

Too many cafes and estate agents, doing away with shops

Not the greatest shops

Shisha cafe on Rhondu Road

It seems that local shops are replaced by chains

Variety of shops on high street

traffic: people, bikes & cars

Poor access at Underground station

Not everywhere is accessible for disabled people

Pedestrian congestion near Overground and post office

Poor bike routes

Lack of cycle routes

Crowded transport interchange – narrow pavements

Pedestrian congestion near Overground and post office

Poor access at Underground station

Very busy in rush hour

Inadequate pedestrian crossing on Finchley Road

Parking restrictions

Parking around Fortune Green – Gym members

Lack of parking

The fact that it is sometimes hard to park on weekdays

Motorcycle shop parking around Achilles Road

West End Lane congestion

Traffic jams in West Hampstead – especially West End Lane

Too much car traffic on Mill Lane & West End Lane

Traffic jams in West Hampstead – especially West End Lane

Endless traffic issues on West End Lane - the road being dug up & Tesco parking

Cars are driving too fast on narrow roads

Road works – burst pipes

Traffic

Motor vehicle crime

Tesco parking on West End Lane

2. What **don't you like** about West Hampstead & Fortune Green?

3. What ● **would you change** about West Hampstead

public un-safety

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Need carers for vulnerable people

Motor vehicle crime

Fly tipping

Gangs in PEACE PARK

Lack of police presence, gangs/drug dealing in PEACE PARK

Wayne Kirkham Way – not safe; overgrown; poor lighting

The area around the WH stations isn't safe for pedestrians

The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross

- ●Make it safer
- ●CCTV on West End Lane
- ●Visible policing
- ●More light at night on Sherriff Road
- ●PEACE PARK – make safe and livelier
- ●Graffiti around the tube station should be cleaned up
- ●More police

neglect, litter, fly tipping

Mess around recycling areas

Iverson Road is too dirty and dusty

Fly tipping on Maygrove Road and Iverson Road

Rubbish in PEACE PARK

Litter

General uncaring attitude about area

Dog poo on Fortune Green

Once a week rubbish collections

Maintenance of council housing estates

Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc

Litter on streets, not clean enough

Transient population who seen not to wish to contribute – how can this change?

- ●Better rubbish collection
- ●More parks and open spaces
- ●Preserve and expand green spaces
- ●More greening in the streets
- ●More active green spaces – including micro spaces, tree pits, greening the area, green walls, green roofs, allotments

expensive housing

Expensive to live in

Extortionate rent prices

Property price bubble

Lacking of social and affordable housing, so "ordinary" young people can live here

The balance of affordable/ student accommodation vs encouraging younger more affluent families to move here – the later would give more of a permanent sense of community

Social cleansing, cost of housing, we need affordable housing that doesn't cost so much

...cost of accommodation

...too expensive

- ●More affordable & social housing, especially homes with 5 bedrooms
- ●More affordable housing
- ●More affordable housing
- ●Lower rents for young people
- ●Nothing really except rising house prices
- ●Build affordable housing, not just expensive flats
- ●More affordable housing

lack of amenities

No full sized sports pitch

Lack of good school places

Too quiet if you're a young person

Not enough infrastructure – schools, doctors, parking

No community space

Less of a sense of community than other parts of London

- ●More parks, playgrounds for kids
- ●Facilities for children are limited
- ●More community events
- ●Longer opening times for the Library, including Sundays
- ●Better nurseries for under 2s
- ●More children's things in parks
- ●Local town hall meetings
- ●Keep the area neighbourly
- ●more schools, longer library opening hours
- ●Improvements to the PEACE PARK
- ●It would be great to have more sports facilities
- ●More involvement in community decisions
- ●Make West End Green a more inviting place
- ●Make sure there are enough schools/doctor's surgeries etc to support the expanding population
- ●How can transient residents be encouraged to be part of living here?
- ●Make the Library an active and lively hub for all community initiative
- ●Increased family activities
- ●Swimming pool and sports facilities
- ●Improve Iverson Road park (PEACE PARK)

... more school places

- ●Nothing
- ●Nothing
- ●General uplift of the area
- ●Separate recycling for bottles, paper and food
- ●More regular rubbish collections
- ●Make it a plastic bag free town!
- ●How can landlords and managing agents be managed?

development

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Big tall blocks of flats

Far too much building up of the area

Developments on Mill Lane are being built without any co-ordination or consultation

Too much new development

Building in the area

Too many new housing developments

Greedy development

Bad and lazy architecture – bland and cheap

Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals

Overdevelopment of the area, traffic, lack of parking, congestion, pollution, over-crowding

Destroying the tight community, too many more people

- ●Stop the new builds – the area is overcrowded
- ●Tall buildings
- ●More quality developments
- ●Not so many building plans
- ●Limit the pace of change to sensible growth, not multiple major developments

types of shops

Too many take-aways, kebab shops, dry cleaners, estate agents

Too many cafes and estate agents, doing away with shops

"American shutters" on shop fronts – resulting in a disconnection from our streets

Lack of independent shops – 2 Tesco & 1 Sainsbury too much for a small community

No fishmonger, no butcher

Proliferation of charity and other low end shops on West End Lane – we should be encouraging small vendors such as butcher, deli, cheese, coffee etc

Chain stores (Tesco etc)

Takeaway shops, estate agents

Too many cafes and estate

- ●Butcher's shop
- ●More independent shops, no charity shops
- ●Fishmongers
- ●Less chains stores and supermarkets – West End Lane feels soulless
- ●More delis, restaurants and bars
- ●More independent shops
- ●A quota on takeaways
- ●Try to improve the mix on high street – how about a butcher?
- ●Clothes shops & sports shops

...fewer chain stores (get rid of Tesco),

traffic: people, bikes & cars

Poor access at Underground station

Not everywhere is accessible for disabled people

Pedestrian congestion near Overground and post office

Poor bike routes

Lack of cycle routes

Crowded transport interchange – narrow pavements

Pedestrian congestion near Overground and post office

Inadequate pedestrian crossing on Finchley Road

Parking restrictions

Parking around Fortune Green – Gym members

Lack of parking

The fact that it is sometimes hard to park on weekdays

Motorcycle shop parking around Achilles Road

West End Lane congestion

Traffic jams in West Hampstead – especially West End Lane

Too much car traffic on Mill Lane & West End Lane

Traffic jams in West Hampstead – especially West End Lane

Endless traffic issues on West End Lane - the road being dug up & Tesco parking

Cars are driving too fast on narrow roads

Road works – burst pipes

Traffic

Motor vehicle crime

Tesco parking on West End Lane

- ●Disabled access to Underground & Overground stations
- ●Pavements are too narrow
- ●Underpass linking stations
- ●Link West Hampstead Underground & Overground stations
- ●More pedestrian bridges over the railway lines
- ●Bike lanes
- ●More cycling routes
- ●Rubbish collections in evening, so doesn't disrupt traffic
- ●Less traffic
- ●Fewer road works
- ●Enforcing parking restrictions
- ●More parking
- ●Reduce the number of pedestrian crossings and bus stops by the stations –they cause congestion & pollution
- ●20mph speed limits
- ●Speed bumps on Holmdale Road
- ●Restrict heavy commercial vehicles from West End Lane & Fortune Green
- ●Speed bumps on Holmdale Road

Appendix 9: Responses to consultation on proposed Vision & Objectives, Jester Festival Stall, July 2013

FORTUNE GREEN & WEST HAMPSTEAD NDF

Jester Festival consultation on draft Vision & Objectives – July 2013

THE VISION:

Development in Fortune Green & West Hampstead will allow for a mixed, vibrant and successful local community. The Area has a distinct and widely appreciated village character with a variety of amenities and excellent transport links. This Plan seeks to retain and protect these positive features, while allowing for new housing, new jobs and sustainable growth in the years ahead.

Agree: 45 *ticks*
Disagree: 0

Comments:

An excellent area to live in – everything local!
Very good idea to develop the area always.
Must limit high rise and over-intense residential development; need to commit to retaining and developing good mixture of small & large businesses.
Strongly agree to develop Neighbourhood Development Plan.
Good idea to protect and retain the village feel.
Good idea to retain West Hampstead as it is – it's lovely.
No more cars – safer ways to walk to school.

Objective 1: Housing

Development in Fortune Green & West Hampstead will provide a range of housing and housing types, including social and affordable housing, as well as housing suitable for families, old people land young people. The West Hampstead Growth Area will be the focus for new development and will provide new housing and accompanying additional infrastructure. Development outside the Growth Area will be on a smaller scale.

Agree: 44
Disagree: 0

These two pictures (1 Mill Lane & Blackburn Road student block) show what we don't want.
What does affordable mean? Define affordable for whom?
As long as it looks beautiful, it's agreeable by me.
All housing development must be for mixed residential use and size, including good size for families.

Must provide housing that is affordable for young people to buy, live and invest in area.
Agree with need for social affordable housing, especially designated for families.
Don't particularly like student housing.

Objective 2: Design & Character

Development will be of high-quality design and will need to fit in with the existing styles of the Area, large parts of which are covered by Conservation Areas. The height of new buildings shall fit in with the rooflines of existing buildings in their immediate vicinity. In all development there shall be a presumption in favour of preserving the distinct character and appearance of the Area, as well as the views across it.

Agree: 44
Disagree: 1*

Red brick!
No more grey brick.
Grey brick very ugly – bring back red!
High quality architecture, even if different, will make a constructive contribution.
Need to make sure that innovative and exciting new styles are not excluded.
Use red bricks, not grey.
*Variation interesting and can work well.
Red brick – keep it in character.
Less high rise 'glass' tower blocks.
Not high rise buildings, keep them very low please.
Stop high blocks being built.
Agree.
Need to support good quality design – not too high and in line with older residential area – good design always welcome though.
Also include eco-friendly sustainable building that can assist in decreasing the cost of running a home.
Please stop hideous building in grey brick used on Emmanuel School & Alfred Court.

Objective 3: Transport

Development will enhance the provision of public transport in the Area. West Hampstead's three rail stations shall be the focus of improvements. Making better provision for pedestrian movement through the Area, particularly around the West Hampstead interchange, is a key priority.

Agree: 46
Disagree: 0

Better pedestrian movement.
Stop Tesco & Sainsbury blocking West End Lane.
Clean up graffiti around stations and clear areas around tracks.
Very good objective.
Great transport links, but interchange area must provide for good pedestrian flow, pavements need to be wider!
Wheelchair access; all stations should have lifts.
Also interconnection with bus routes.
Disabled access.
Safer cycling routes.
Wider pavements around the three stations.
Chiltern Railway interchange.
Improve Iverson Road/West End Lane junction.
Cycling! Cycling! Cycling!
Camden Council needs to keep Tesco trucks off double yellow at Fortune Green/Alfred Court.
Works need to be co-ordinated, so not so much road works.
School development at Alfred Court will provide neighbourhood congestion and road rage, with increased trips, especially at rush hour/peak times with cars/coaches/buses.
Need for better management of streetscape to allow swifter movement between stations.
Better access to Underground & Overground stations for pushchairs & wheelchairs.

Objective 4: Community Facilities

Development will contribute to social and community facilities in the Area and bring improvements to meet the needs of the growing population. Local services and community facilities – including schools, nurseries, health centres, libraries, community centres and youth facilities – are all of high importance to delivering a sustainable community.

Agree: 50
Disagree: 1

Cinema/performance space.
Cinema good idea.
Small cinema – like Everyman in Hampstead.
Cinema could go in converted ENO building.
Fortune Green play centre fenced court sits mostly unused; youth congregate on the green and could be encouraged to use that space – I agree! Me too!
'The needs' – this needs good communication!
Importance of nurseries and primary school places for local residents.
Cinema please.
Emmanuel school very good idea; nice buildings are acceptable please.

Must support community facilities, very important – especially community centres eg Sidings.
Emmanuel School brilliant!
More investment needed in providing family based activities and inclusion for the lonely and isolated.
What happened to the O2 social agreement for football & play areas? Now car park next to be high rise housing?
Good to develop social and community facilities.
Ugly and out of keeping.

Objective 5: Economy

Development will promote and support a successful local economy, with thriving town and neighbourhood centres. Commercial development shall provide new jobs and attract new businesses to the Area. Such development shall also provide flexible space, particularly for small and micro-businesses.

Agree: 44
Disagree: 3

Live/work studios.
More offices for app developers.
Market forces dictate.
Reduced micromanagement of business types; diversification will occur by spontaneous order.
No more hairdressers, charity shops!
No more Starbucks, Nero etc – these kill the small businesses and ruin the vibe.
Enough food shops and hairdressers – need variety.
Work more closely with landlords to create larger retail space.
Careful balance with need for housing in the area needed.
Need to retain thriving business economy.
Small shops please.
No Sainsbury.
No Tesco.
Anything that looks very good is acceptable.
We need butchers and small retailers, not Tesco and Sainsbury.
Support provision of commercial space, but to create a vibrant high street you need a mix of retail unit sizes – a high street benefits from the multiple retailers who simply can't fit into the 100-1000sqft units currently found on West End Lane.

Objective 6: Natural Environment

Development will protect and enhance existing green/open space and the local environment. Development will also provide new green/open public space. Development shall promote bio-diversity and nature conservation and allow for the planting of new trees.

Agree: 45
Disagree: 0

Great idea, West Hampstead is very unique and part of that is the green spaces.
Good to preserve open space.
Stop building on every empty space including green space.
Very little green space in West Hampstead, apart from cemetery.
Leave some areas for parks etc
All new development must have green spaces; need to improve and enhance local parks and open spaces as they are all well used.
Please install a bars training gym in Fortune Green (pull up bars etc) for the young people in the area.
Areas for play.
Need to look at air pollution and keep West Hampstead clean.
Need for green areas, areas to grow food and sell to the local community at the farmers market.
Keep the green, no more developments, need greener.
Strongly agree.
Particularly support provision of public open space.
North-west London is renowned for green.
Picnic benches in Fortune Green park.
Please help keep the open space of the Gondar Gardens reservoir.

Who are you questions:

Gender
Male: 33
Female: 42

Age
Under 20: 1
20-29: 16
30-39: 14
40-49: 14
50-59: 16

60-69: 9
70-79: 5
80+ : 1

Ethnicity
White British: 49
White other: 12
Mixed ethnicity: 5
Indian: 2
Chinese: 2
Black British: 1
Other ethnic group: 3
Irrelevant: 1

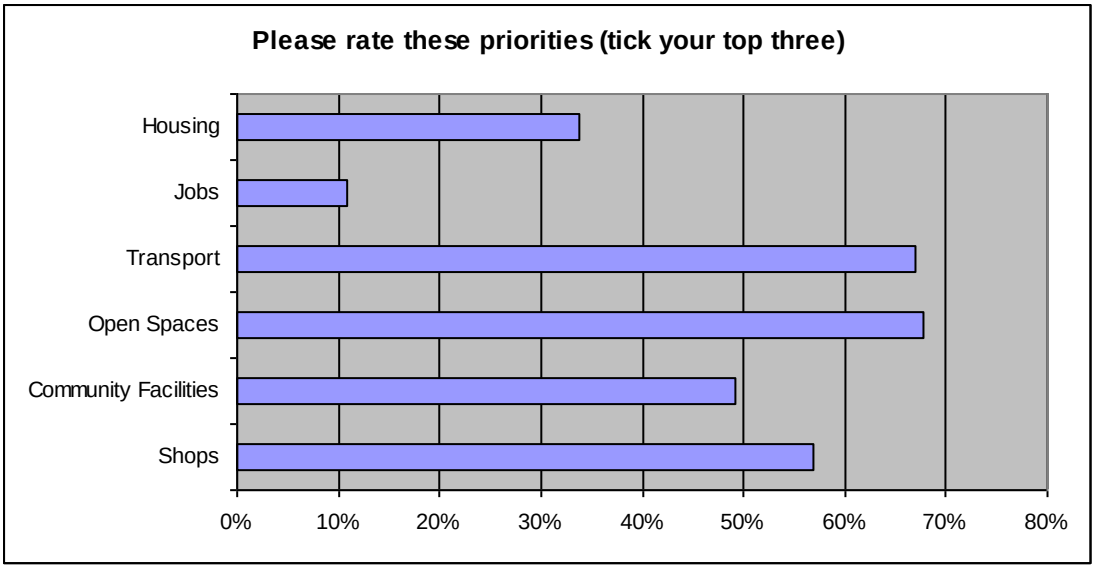
How long have you lived in the area?
Less than a year: 3
Less than 2 years: 4
Less than 5 years: 11
Less than 10 years: 15
Less than 20 years: 17
Less than 30 years: 17
Less than 40 years: 7
Less than 50 years: 2
More than 50 years: 1

What type of housing do you currently live in?
Private rented: 11
Public rented: 6
Housing Association: 5
Owner occupied: 47

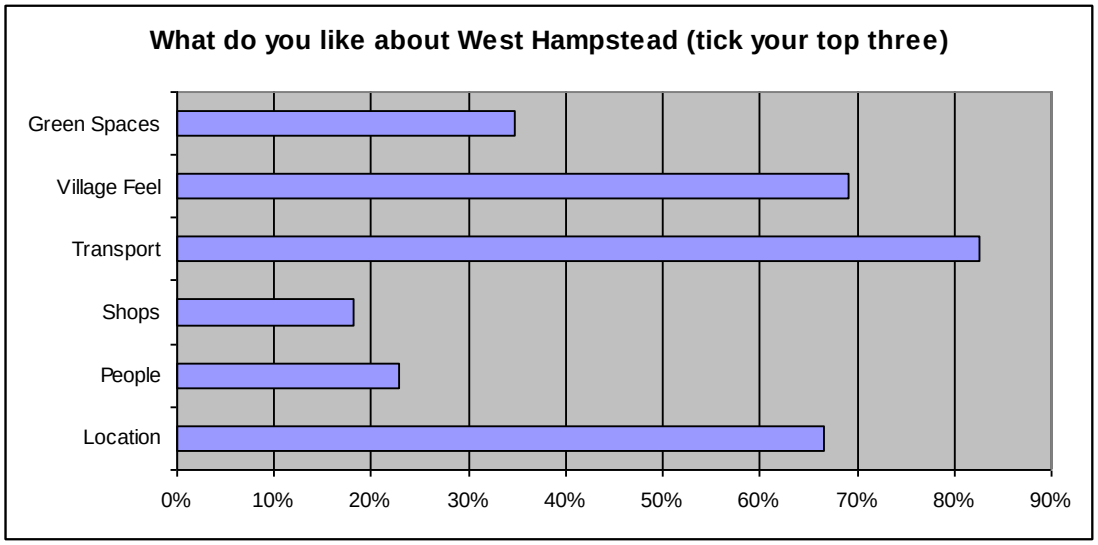
Appendix 10: Responses to leaflet questions, Autumn 2013

273 people responded to the survey (204 online and 69 on the paper form). Many thanks.

Question 1

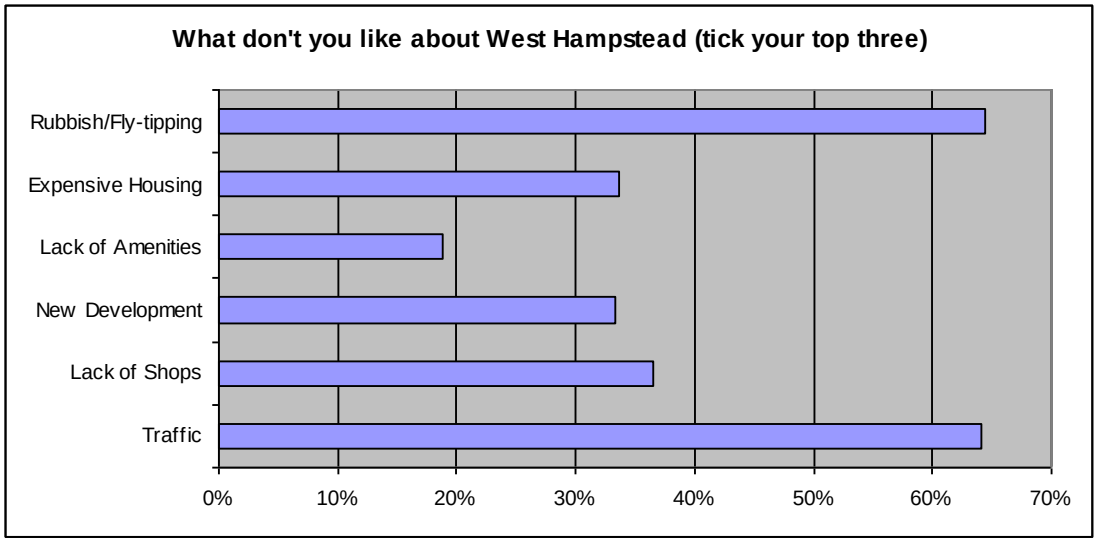


Question 2



Other comments included: 30 minutes' walk to Hampstead Heath; Cafes; Community diversity; Diversity of population; Excellent local schools; Farmers' Market; Feels safe; In fact, all of the above; It has everything you could possibly want or need and is convenient; Its not a nightout destination. I first came here so I could go to a café at 7pm on Friday and see families in town; Near the Heath/Hampstead; Proximity to good council housing; The farmers market, the book shop, friendliness; The library x2; The top end of West End Lane, and the area's village potential; The vibrant West End Lane, in spite of the charity shops and estate agents; Diversity of population; Farmers' Market

Question 3

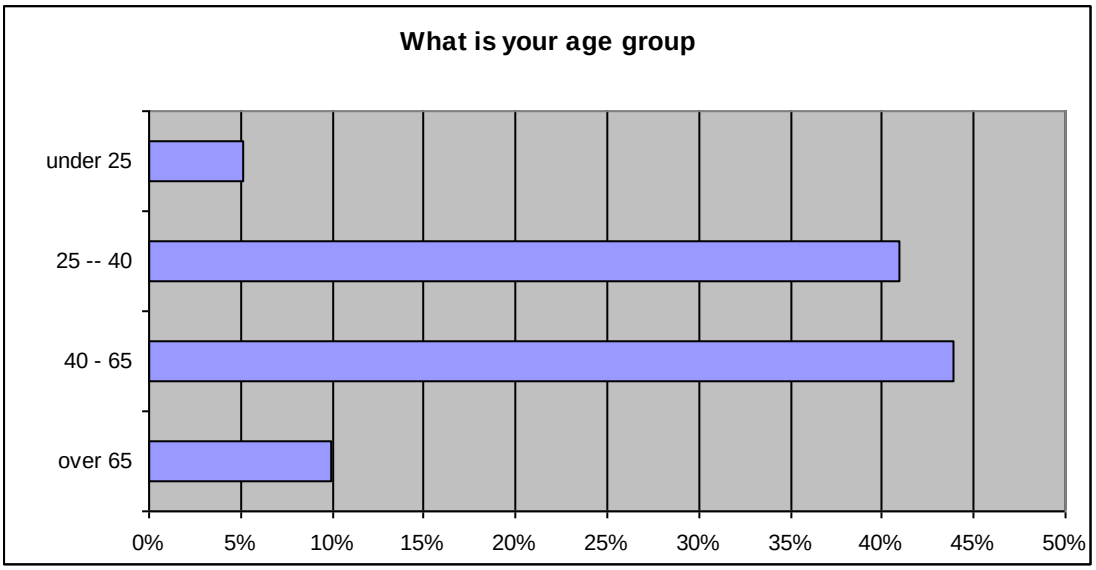


Other "Don't Like" comments

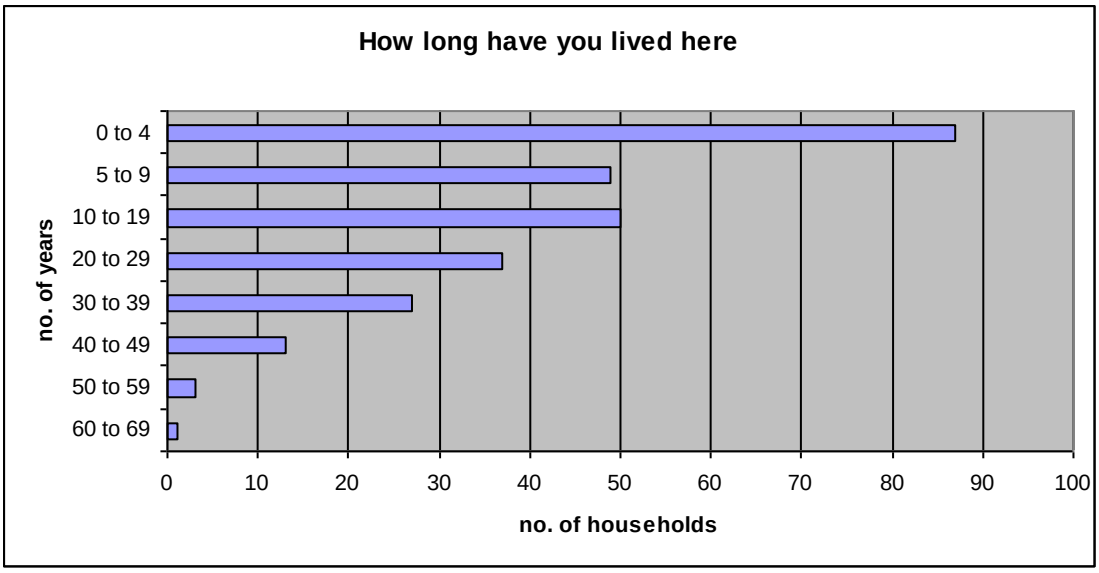
Advertising boards outside shops on narrow pavements.; Badly designed major interchange; Crime; Crime rates; crime, e.g. burglary, theft...; Dog mess; dog poo; Dog poo, Tesco lorries loading/unloading; Dog poop on every corner in Sheriff Road and Lowfield Road; fireworks at night on fortune green; Foxes; inconsistent transport, constant road works; increase in supermarkets; increasing number of chains; Independent shops being priced out of high street; It has become a honeypot for unscrupulous buy-to-let landlords some of whom ignore planning restrictions/building regs; its getting too built up; Lack of cash machines south of tube station; Lack of diversity/independent shops and too many charity shops; dog poo bins - Lack of ; Lack of quality, non-charity shops; lack of respect for environment/ streetscape; Loss of garden centre; lots of shops; Mostly very average shops, although it's improving slowly; No Morrissons; noise level at night; Not against New Development, but it lacks design craft and / or is out of character with the area. Crazy drivers. Dog owners who don't clean up their dogs poo.; Not enough green spaces; Nothing major. Crime I guess but doesn't seem to have got worse particularly. Rubbish has. I could also do without the police helicopters. Otherwise it's a terrific place to live!: parking; Parking (fortune green); Parking Permits; Paying residents parking fees then roads full by those who don't pay to park.; Pollution. Vast amount of garbage dumped on Blackburn Road; poor interchange organisation overcrowded pavements.; Pubs in the area a very poor except for the Priory Tavern; Putting the PO in a church. Lack of schools; Rented properties which are not adequately maintained by landlords; Roadworks - constant on W End Lane. It feels like it's changing very fast, Mice and rats.; run down HMO properties; Some new development has been out of character, e.g. Fortune Green Block with Tescos; streets are dirty; gym at fortune green makes parking problems and encourages undesirable characters near where children play; too many Tesco/Sains, Expresses; supermarket delivery lorries on west end lane; The lack of a friendly pub with no bouncer and no loud music to meet friends at night DESPITE the huge number of eateries.; The scrappy rundown commercial buildings beside railways which no longer see huge use and are not suited to a built up residential

area like this. The traffic on the high street and the mix of shops (hard for planners to affect I concede).; to many non English speaking immigrants; too many charity shops; too many charity shops; too many coffee shops; too many insular professional people; too many people especially not from this country having lots of babies and not talking English; too many people on mobile phones; too many takeaway/kebab shops; too much new development; unkempt house fronts, not enough trees in residential roads; number of parking suspensions; rubbish in the streets; shops (tesco, sainsbury, starbucks stores ; Crime rates; Independent shops being priced out of high street; Lack of diversity/independent shops and too many charity shops; Not against New Development, but it lacks design craft and / or is out of character with the area. Crazy drivers. Dog owners who don't clean up their dogs poo.; Pollution. Vast amount of garbage dumped on Blackburn Road; The scrappy rundown commercial buildings beside railways which no longer see huge use and are not suited to a built up residential area like this. The traffic on the high street and the mix of shops.

About you



How long have you lived here



50% of households have lived in the Area for less than 10 years, 12% for less than 2 years.

Household numbers ALL APPROXIMATE ONLY

Total households responding	266
Households with children	85
% households with children	32%
Number of people per household	1.9
Ratio adults to children	4.2:1

The responses to the questions "What community services/facilities is West Hampstead lacking? " and " And finally, what would you like to change in West Hampstead?" are available on the NDF website at http://www.ndpwesthampstead.org.uk/5surveyopenended16dec2013.pdf

A summary of the numbers of comments by topics is shown below

shops, pubs, restaurants etc	126
traffic	67
rubbish/ dog fouling etc	58
green spaces and parks	51
amenities	43
leisure amenities	36
community	33
development issues	33
pedestrians	33
housing	30
other	26
schools	25
transport	18
safety/crime/vagrants	16
I think WH is pretty good already	14
cycling	13
parking	13
Grand Total	635

(16 December 2013)

Appendix 11: Letter sent to all residents on the electoral register in Fortune Green & West Hampstead council wards during the consultation on the proposed final draft, February 2014

WEST HAMPSTEAD NDF
Neighbourhood Development Forum

It's time to have your say in the proposed final draft of the new Neighbourhood Plan for our area!

What is a Neighbourhood Plan?

The Plan contains policies for the future development of the two council wards of Fortune Green & West Hampstead, which will have weight with planners, developers and councillors when they are making planning decisions.

What does the Plan cover?

The Plan has 17 policy areas (including housing, transport, business and community facilities) which apply to a range of subjects. There are also recommendations for action to help improve the area and the way planning decisions are made.

What are the main issues?

Fortune Green & West Hampstead are experiencing significant growth in both population and new development. The Plan seeks to accommodate this growth, make sure adequate infrastructure is in place, and protect the area from over-development.

What is the 'West Hampstead Growth Area'?

The area around West Hampstead's three railway stations, and between the railway lines, has been designated for development in the London Plan - which says there should be a minimum of 800 new homes and 100 new jobs.

What's happening with the Plan?

- A proposed final draft of the Plan has been produced and is being consulted on until Friday 28th February.

- You can see the Plan - and much more information - on our website: www.ndpwesthampstead.org.uk
- You can send us comments about the Plan, ask any questions, and be added to our mailing list - by emailing: ndpwesthampstead@gmail.com
- You can follow us on Twitter: @WHampsteadNDF

Appendix 12: Summary of responses received via the Commonplace online mapping project

The Commonplace Map.

This document contains a summary and list of comments made, as at 9 May 2014, on the Commonplace website, http://westhampstead.commonplace.is/ , a site which allows anyone to express comments about their local area, or anywhere else. The West Hampstead NDP supported the implementation of the West Hampstead Commonplace, which is one of the first areas in London specifically targeted by Commonplace.

When people submit comments, they choose a point on the map, they are then asked to respond to the questions below.:

How does this place make you feel (slide to adjust)?

NegativePositive

What is the place?

Why do you feel this way about the place?

Noisy Cluttered High traffic Low traffic Affordable Well designed Open space Feels safe Poorly designed Artificial spacious Easy access Lack of facilities Feels unsafe Clean Crowded Expensive Green Quiet Hard to access Polluted/litter Good facilities Other

Anything else?

How to improve it

We collected all the comments from the Commonplace map and analysed them as below.

The following table shows the number of responses to the "offered" comments provided by Commonplace. Basically like /dislike on some issues. They are ranked by the total number of comments, for and against.

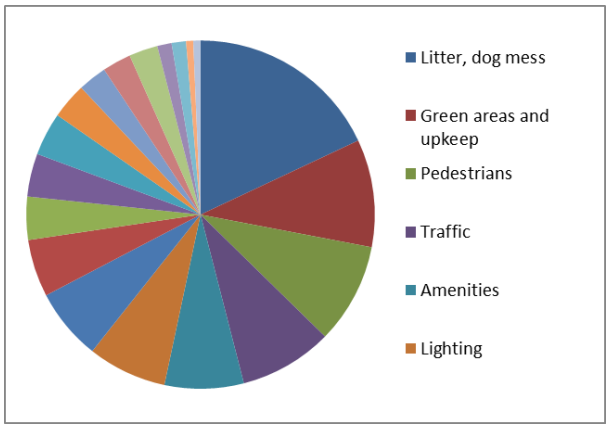
Well designed	23	40	Poorly designed
Clean	14	40	Polluted/litter
Good facilities	29	17	Lack of facilities
Low traffic	13	32	High Traffic
Easy access	31	8	Hard to access
Quiet	24	15	Noisy
Feels safe	30	7	Feels unsafe
Open space	21	13	Crowded
Green	24	0	Artificial
Affordable	14	7	Expensive
Spacious	6	11	Cluttered

The numbers below are the comments made on each of the areas. (Not the number of comments made by people living in that area)

Approx Location	Total responses
Growth area	46
Sidings and Maygrove	32
Mill Lane and South	13
West End Lane	11
WHGARA approx	10
Fortune Green	8
NW2 approx	8
Finchley Road	4
West End Green	4
West Hampstead	2
Grand Total	138

The following table is based comments are based on keywords identified in open comments made by respondents on the Commonplace map.

Litter, dog mess	27	18%
Green areas and upkeep	15	10%
Pedestrians	14	9%
Traffic	13	9%
Amenities	11	7%
Lighting	11	7%
Benches	10	7%
Design	8	5%
Housing	6	4%
Jobs	6	4%
Undesirables/tramps	6	4%
Access to trains	5	3%
Amenities	4	3%
Street clutter	4	3%
Buses	4	3%
The market	2	1%
Police	2	1%
Cycles	1	1%
Parking	1	1%
	150	



ID	**Approx Location**	**What**	**Why**	**Also**	**Improve**
116	Finchley Road	Intersection of West End Lane and Finchley Road	Feels unsafe,High traffic	The intersection and West End Lane and the Finchley Road is exceedingly dangerous due to the lack of a dedicated pedestrian crossing.	A dedicated pedestrian timed light should be added across the Finchley Road and West End Lane at this junction. The crossing at Alvanley Gardens in inadequate.
117	Finchley Road	Junction of West End Lane and Finchley Rd	High traffic,Feels unsafe,Poorly designed	There is no means of safely crossing the road	Traffic lights and crossing system need addressing
94	Finchley Road	Lymington Road near Alvanley Gardens corner.	Polluted/litter	Somebody leaving food and seed on the pavement for pigeons. Large flocks of pigeons gathering, unhealthy and alarming.	Camden have been informed and have put notice up, cleaned pavement, but nuisance continuing so far.
122	Fortune Green	Fortune Green	Feels safe,Green,Open space	In autumn/winter months (when cemetery closes early) the fenced-off no-dog area really limits options for dog owners in our neighbourhood. Is the fence necessary?	
123	Fortune Green	Fortune Green	Feels safe, Quiet, Clean, Open space	More benches would be nice. Also the fencing around the north side lawn could be removed. Not sure what purpose it serves now.	
124	Fortune Green	Fortune green	Green	Nice green space.	

125	Fortune Green	Fortune Green Park	Green,Well designed,Clean,Open space	Fortune Green is the crown jewel of this part of West Hampstead. Credit is due to Friends of Fortune Green who have helped enhance this lovely public space	
121	Fortune Green	Fortune Green Park - Access from Cemetery	Feels unsafe	The pathway through the cemetery is unlit and open 24/7, and feels very unsafe. It makes our otherwise wonderful park feel less safe at night.	Install a gate and lock this pathway overnight, just like the cemetery.
119	Fortune Green	Fortune Green Road at police station	Cluttered	At this point, as well as at other locations on Fortune Green Road and West End Lane, Estate Agents' signs clutter the street and lower neighbourhood aesthetics.	
120	Fortune Green	Fortune Green Road at top end		This site at the junction of fortune green road and finchley road is not a neighbourhood centre	
83	Fortune Green	Intersection of West End Lane and Finchley Road	Feels unsafe,High traffic	The crossing here is exceedingly dangerous given the high amount of traffic and the lack of a dedicated pedestrian crossing.	Please put in dedicated pedestrian crossings across the Finchley Road and across West End Lane.
72	Growth area	Area opposite Overground station between Post Office, Bus Stop, ATM, Corner Shop and Blackburn Road	High traffic,Crowded,Feels unsafe,Poorly designed	People congregating for buses, ATM and hanging around shop creates the most intense of several pedestrian bottlenecks between Overground and Jubilee line. People often feel forced to walk in busy road.	Wider paving, Underground walkway (or pedestrian bridge with escalators) between stations... 14 million people a year use the intersection says the report... Re route the traffic under the bridge... Reroute the traffic entirely.
85	Growth area	Area opposite Overground station between the Bridge Cafe and Blackburn Road.	Feels unsafe,Lack of facilites,Poorly designed,Noisy,Polluted/litter	This site at Billy Fury Way is very unsightly often used as rubbish dump which attracts rats. Undesirables congregate drinking and argueing in Alley Way. West End Lane congestion at bus stop, people waiting for taxi's, ATM. Dangerous as overcrowding can result in walking on road.Rubbish on West End Lane.	Remove advertising hoarding and landscape area incorporating Billy Fury Way also add cctv. New plans for Overground station should include widening of pavements for ease of overcrowded pavements. Install rubbish bins between Bridge Cafe & Tower Mansions.
82	Growth area	Billy Fury Footpath,	Polluted/litter,Feels unsafe,Hard to access,Poorly designed	Rubbish, unsafe, drug dealing, dog problems, badly design , poor lightenning	
59	Growth area	Black Path	Polluted/litter, Feels unsafe	The lighting is good, but it still feels rather hostile.	Difficult to know how to improve it, besides more police/pcso presence, perhaps
99	Growth area	Blackburn rd?	Noisy,Easy access,Polluted/litter,Expensive	Would like to see better purblic schools, more green spaces to take children and dogs to relax.	
104	Growth area	Blackburn rd? around the entrance to the bridge	Noisy,Feels unsafe,Poorly designed	Rubbish, rubbish, rubbish, useless place	

32	Growth area	Broadhurst Gds Beautiful old shop left empty	Lack of facilites	Huge space left empty for at least last 7yrs is such a shame especially as its a beautiful space with original old shop front features	Use it!
33	Growth area	Broadhurst gds. trees, phone box , rubbish.	Poorly designed	Trees needs cut . Ugly phone box and bin for dog shit should be replaced with one or even to nice wooden benches. Which will stop people who leave all the time rubbish in this place.	
62	Growth area	Farmers Market	Feels safe,Easy access,Affordable,Good facilities,Clean	Massively positive for the area	
101	Growth area	Growth area	Lack of facilites	Should have a target for amount of B2 use I.e. Light industrial not compatible with residential use to contribute to making up for any that might be lost from development at Liddell Road	
105	Growth area	Homebase Bus stop	Feels unsafe, Hard to access	Combine it with the stop further up the road	
67	Growth area	Interchange area Pavement	High traffic,Cluttered,Crowded,Poorly designed	Widen pavement	
69	Growth area	Intersection of West End Lane and Iverson Road	High traffic	Most of the traffic back-log on West End Lane and Fortune Green Road stems from the slowdown at this junction, which is caused almost entirely by vehicles turning right onto Iverson Road. This traffic congestion increases pollution in West Hampstead, and makes a walk down WEL very unpleasant and probably unhealthy.	Prohibit right-hand turns from WEL onto Iverson Road between 7-10 a.m. and 5-7 p.m. on Monday - Saturday. This would improve traffic flow and reduce pollution in our neighborhood.
76	Growth area	New development on west end lane	Good facilities, Well designed, Expensive		
106	Growth area	O2 car park	High traffic,Polluted/litter,Poorly designed	Encourages people to drive to the area just to go shopping.	This area would make a lovely park, and is wasted as a car park at present
107	Growth area	O2 car park	High traffic,Lack of facilites	Would be ideal to build new school / housing	
92	Growth area	Outside Blackburn Road student block	Polluted/litter,Well designed	The student block itself is well designed and does not impinge on its surroundings too much; however the area outside (Blackburn Road, footbridge and footpath) are dirty and covered with litter.	Install bins; more rubbish collection; more regular pruning of hedges
103	Growth area	Path from Blackburn rd to O2	Polluted/litter,Feels unsafe,Poorly	Always strewn with litter, completely neglected	Clean it up, get rid of horrid broken wire fence

			designed		
80	Growth area	Pathway from w.e. Lane to Homebase	Polluted/litter,Feels unsafe,Poorly designed	Always strewn with rubbish,the railway needs to take pride and clear rubbish behind its fencing as this is a pedestrian area. Placing rubbish bins along this path and some anti litter signs may encourage people not to throw their litter on the ground. Maybe some greenery along the fencing to make it feel less like you are walking along a dirty train track. This area is a disgrace!	Litter bins and anti litter signage, Railways to take responsibility for the rubbish tip track side of the fence, some greenery to hide the cables and tracks.
81	Growth area	Pedestrian bridge over the tube tracks - shortcut to O2 Centre Finchley Road	Polluted/litter,Feels unsafe	Often broken bottles, abandoned suitcases, litter.	Better lighting, cleaned up, remove plant growth to improve visability.
31	Growth area	Priory roadTrees, hedge, dog shit , lighting	Green,Quiet,Low traffic	order to cut the hedges so that they take up no space for pedestrians and do something with dog issues	
66	Growth area	Road bridge over Thameslink tracks	Crowded,Feels unsafe,Poorly designed	Pedestrian bottle neck, not helped by bus stop and Thameslink exit	Widen pavement, move bus stop, enlarge west end lane thameslink exit
53	Growth area	Rowntree close	Feels safe,Easy access,Good facilities,Quiet,Low traffic,Clean	Good transport near to me and all shops. In the summer playing children with dogs are very noisy and disturbing.	More and better children's play areas.
74	Growth area	Station interchange area	Crowded,Poorly designed	Busy, congested, shop fronts are shabby	Wider paving, pedestrian use, bridge or tunnel between stations? Better upkeep by business owners re their own shop fronts
89	Growth area	Student blg	Feels safe,Easy access,Green,Affordable,Good facilities,Well designed,Quiet,Low traffic,Clean,Spacious		
102	Growth area	Student residence	Polluted/litter, Well designed	Building is good as is improved path to the side, but Blackburn Road feels too cluttered and messy	
86	Growth area	Thames Link Station	Good facilities,Clean,Well designed	The doors need fixing, the ones on to Iverson are always broken	
61	Growth area	Thameslink bridge	Cluttered, Feels unsafe	Widen the pavement	

54	Growth area	Thameslink station	Easy access, Good facilities, Well designed	Clean modern design that makes the station feel important without over-emphasising it in the streetscape	
60	Growth area	Thameslink station	Well designed, Clean	It's an example of a modern design which looks smart and	
56	Growth area	Thameslink station forecourt	Feels safe,Well designed,Clean,Open space,Spacious	Great to have a large open space breaking up the narrow pavement to the north and south. Feels open and spacious. The farmer's market is a good use of the space.	More benches and trees
55	Growth area	thameslinkRailway side of wall bordering Thameslink forecourt	Poorly designed	Naff picture frames!	Paint/plaster over frames.
79	Growth area	The bridge above the jubilee line railway tracks	High traffic, Polluted/litter, Crowded	not a nice introduction to the high street just coming out of the station.	Glad the billboards have gone but the wall needs some brightening up. Why cant they do some planting to cover the wall or add tiles similar to what was done at the Thameslink station.
63	Growth area	Travis Perkins building	Noisy, High traffic, Poorly designed	A low-density mixed-use redevelopment would enhance the area and we've already got plenty of new flats	
64	Growth area	Travis Perkins, council offices	Cluttered, Poorly designed	Design and size of the building is not in keeping with the high street in a predominantly residential area.	Should be redeveloped and part of the large plot at
65	Growth area	Travis Perkins/Camden Council building	Poorly designed	Ugly, mostly disused building that is centre stage in the middle of West Hampstead	Redevelop or remodel - great opportunity to unify WH, could be mixed use retail/residential or EVEN BETTER a cultural building (eg. cinema, theatre...)
68	Growth area	West End Lane/ Iverson Rd	High traffic,Polluted/litter,Crowded,Poorly designed	Pavements too narrow between stations, delivery lorries blocking traffic, poor design traffic flow at junction	To widen pavements, A right filter turn into Iverson road & widening road from bridge into Iverson rd , more benches outside Thames link stn
73	Growth area	West end sq	Green,Good facilities,Poorly designed	There should never have been this many new plots at this location. Too crowded. More investment required to make it maintainable	Reduce # of affordable housing, which would make it safer for old/disabled in a high foot fall area. Priority social housing to long time residents (10/15 yrs) not newbies
71	Growth area	West Hampstead	Noisy, High traffic, Crowded, Expensive, Lack of facilites, Poorly designed	Lack of toilets	Toilets should be included within new station designs
57	Growth area	West Hampstead Farmer's Market	Feels safe, Good facilities	Friendly, community-feel, welcoming, affordable, inviting	
78	Growth area	West Hampstead Rail Services	Feels safe, Good facilities	Amazing transport links	Could do with rubbish removal along the tracks as very poor at present

58	Growth area	West Hampstead Thameslink – Secondary Exit/Entrance	Hard to access, Lack of facilites, Poorly designed	Accessible gate often does not open in both directions making it difficult to bring in bikes (and I'm sure even more difficult for people with access requirements)	make gate directionally interchangeable, increase staff presence
75	Growth area	west hampstead tube station	Feels safe	very crowded at rucsh hours.	install additonal gate
98	Growth area	West Hampstead tube statoin	High traffic,Poorly designed	No lift access. If parking is not going ot be approved for new builds then they should make sure public transport is easily accessed.	
77	Growth area	West Hampstead UG	Crowded	This area was already stretched and now another 220 households in near future	Another access to the underground! Pedestrian crossing would be required for the new homes
128	Mill Lane and South	Beckford Primary school	Well designed	Beautiful old building.	The new fencing/railings look a bit ominous!
131	Mill Lane and South	Hampstead Synagogue Community Building	Poorly designed	Hampstead Synagogue is Listed, refurbished and beautiful. The Community building next door looks old, tired and in need of upgrade.	Upgrade and refurbish.
130	Mill Lane and South	Kingdon Road my flat	Polluted/litter, Cluttered, Quiet	poor lighting, next to overcrowded HMO - very badly maintained - predatory landlord/fellow long leaseholder who sub lets.	Improve street lights; make registration of landlords compulsory and inspect the properties
126	Mill Lane and South	mill lane	Noisy, High traffic, Feels safe, Easy access		
139	Mill Lane and South	Mill lane at Emmanuel school	Noisy,High traffic	The 139 bus uses Mill Lane as a stop point every day, a few times a day, creating traffic and congestion directly opposite a school	Stop the 139 parking there!!
140	Mill Lane and South	Mill lane at emmenuel school	Noisy,High traffic,Crowded,Feels unsafe	Cars dropping off / picking up children at Emmanuelle school park on yellow lines / pavements resulting in danger to others crossing roads and lots of traffic congestion and noise	Camden should enforce the parking rules. Local school for local children? Then why the need to drive?
141	Mill Lane and South	Mill lane generally	Polluted/litter,Lack of facilites,Poorly designed	the street has lots of potential, but only has mill lane bistro	provide incentives for lots of new businesses to increase foot traffic and create a community feel
142	Mill Lane and South	Mill Lane Play Space	Feels safe,Easy access,Green, Well designed,Open space	Light, beautifully designed and great access.	More adult seating would make it more comfy when watching children.
127	Mill Lane and South	Sumatra Road	High traffic,Feels unsafe,Hard to access,Poorly designed	Sumatra Road is used as a speed track cut-through to West End Lane/Mill Lane. All traffic calming measures (20mph limit, humps, barriers etc.,) near Mill Lane end of road have no effect. It's a dangerous chicane.	A physical barrier at Glenbrook Road interchange - a road narrowing/curb extension which would create the need to slow down and pass carefully.

100	Mill Lane and South	Sumatra Road Play Space	Feels unsafe,Lack of facilites,Poorly designed	Play equipment not been replaced for nearly 20 years. Adventure tower installed few years ago "boring" but was expensive. Now a hang-out area for teenagers. Feels dark and creepy.	Invest in new play equipment for older children (toddlers have Fortune Green & Mill Lane). Redesign whole space and remove bushes (great cover if you're 14+). Make it cheerful and a place for local kids 5+ to meet.
129	Mill Lane and South	Sumatra Road Play Space	Polluted/litter,Feels unsafe,Hard to access,Lack of facilites,Poorly designed	4 years or so ago £40k was spent making a wooden 'adventure tower'. It is dull, in the wrong place and offers no fun. All other equipment in this playspace has been untouched for nearly 20 years. It's a squalid, miserable, poorly designed space.	A complete overhaul for children 7+ into their teens. It could be an amazing adventure playground. Local kids who are just beginning to become independent would thrive. Money needs to be diverted from big builds here.
9	Mill Lane and South	The Alliance	Feels safe, Easy access, Good facilities, Quiet, Clean		
10	Mill Lane and South	The Alliance pub		Great pub, friendly, good	
4	NW2 approx	Crossroads at Mill Lane / Shoot Up Hill	Poorly designed,Feels unsafe		
1	NW2 approx	Fordwych Road	Feels safe		
7	NW2 approx	Fordwych Road	Noisy,High traffic,Polluted/litter	Very high traffic density. Most vehicles break 20mph speed limit, especially the frequent skip lorries. Thier size coupled with the speed they drive at causes our flat to shake as they crash over speed bumps. There is also a lot of fly tipping and dog fouling on the road. The problem with these two things, apart from their unsightlyness, is that they both snowball. As people see it is not clamped down on, more people think it's ok to do and the problem gets exponentially worse.	Better traffic calming, lane narrowing. And for the fly tipping/dog mess, the stickers the coucil put up are useless because there is no one enforcing the fines. If parking wardens had this power to issue penalty notices as well as for parking offences, it would discourage people from being irresponsible and generate extra revenue for the council.
6	NW2 approx	Fordwych Road, Kilburn. Home.	Feels safe,Easy access,Polluted/litter,Affordable,Good facilities	Apart from the dog mess, fly tipping, poor refuse collection, street littering and general disregard for the area by a number of transient residents, the rest of us call it home. And despite these minor gripes, it's brilliant.	Insist on appropriate litter storage facilities for multi-tenanted properties. Dissuade fly tippers, dog foulers and litter droppers with more signs, CCTV cameras and community engagement. Crime is also a general theme of the area - more police foot patrols would be welcome.
5	NW2 approx	Kilburn High Rd	High traffic,Polluted/litter,Cluttered,Feels unsafe		More police/ environment patrols/

2	NW2 approx	Minster Road Recycling facilites and small nature area.	Polluted/litter,Green,Poorly designed	Perpetual issues with fly tipping, that also impacts on nature area (where further disposal of waste occurs). Renders this local amenity pretty much redundant.	CCTV coverage of recycling facilities. Clear up and maintenance programme for nature area to encourage resident use and discourage others from dumping rubbish simply where others have already dumped waste material
3	NW2 approx	Shootup hill	Noisy, Feels safe		
8	NW2 approx	westbere road	Noisy,High traffic,Easy access,Polluted/litter,Cluttered		Install chains on these lorries to secure skips and control speed more. Dog dirt increasing daily. Install dog dirt bins and train owners in the use of putting dog dirt in plastic bags before binning.Stop fly tipping and suggest Council prosecutes if possible.
95	Sidings and Maygrove	Brassy Rd Estate	Feels unsafe	Drug dealing/ Antisocial behaviour,noisy neighbours	More policing & council to take action to target individual families
27	Sidings and Maygrove	iverson road open space	Poorly designed,Open space	Underused playground with not enough green space. Very un inviting and poorly maintained	Turn into a proper green space and update play equipment
43	Sidings and Maygrove	Liddell Road	Easy access, Good facilities, Low traffic	Lots of jobs	Consider how to keep the jobs
23	Sidings and Maygrove	Liddle rd	Feels safe,Easy access,Good facilities,Quiet,Low traffic,Clean	Good local car repair shops	The new development must include social housing. The new school should be a new school & not an extension to Kingsgate,
24	Sidings and Maygrove	Liddle Rd light industrial estate	Feels safe,Easy access,Good facilities,Quiet	Good local workshops serving local residents & employment very unhappy to hear it will be replaced without any affordable housing	
37	Sidings and Maygrove	Magrove Peace Park	Green,Easy access,Open space	Feels unsafe at night	Change footpath surface with neon light path. A cafe with toilet facilities Extra benches around park
21	Sidings and Maygrove	Magrove Walk	Green,Quiet,Feels unsafe,Open space,Poorly designed	poor lighting, poor maintenance	Remove all dead wood/vine weeds, rubbish, trim brambles etc. add more colour shrubs & grass, stepping stones at benches
45	Sidings and Maygrove	Maygrove Green Area with Dirty old Benches,Overgrown Trees & dog Mess.	Feels unsafe	Get Rid of it! The Area attracts the Dumping of Large Household items. eg, Mattresses & Sofas.	Would be better if Concreted Over,and used as a Car Park. Tramps were living here one Winter, sleeping on the Benches under cardboard & Newspapers. It is an Eyesore.
35	Sidings and Maygrove	Maygrove Peace Park	Green,Feels safe,Open space,Well designed,Easy access	Lovely little park with childrens facilities, ball pitch, green gym and climbing forest. Access to Sidings Community Centre.	Do something about the dog poo!

36	Sidings and Maygrove	Maygrove Peace Park	Open space,Well designed,Good facilities,Green,Easy access	Wonderful little park enjoyed by local families.	Clean up dog litter which is a big problem. Worried what might happen to this space with so much residential development in the area
38	Sidings and Maygrove	maygrove peace park	Easy access,Low traffic,Good facilities,Affordable,Well designed,Open space,Polluted/litter,Green,Quiet	Dog poo. Lighting poor at night	More monitoring of CCTV which was installed at great cost. Issuing on spot penalties. Tea/coffee/light refreshments with toilets, open weather permitting only
84	Sidings and Maygrove	Maygrove Peace Park	Open space,Spacious,Quiet,Feels safe,Clean,Good facilities,Green,Easy access,Well designed	Sloping contours give feeling of space and different areas to park. Play,sports and outdoor gym facilities plus well used as green open space for relaxation particularly in summer. Wooded area at east end of Pitch could be improved to become interesting area to add to park.	Should be considered for expansion and enhancement given the amount of development in close proximity to park, particularly if new school on goes ahead
96	Sidings and Maygrove	Maygrove Peace Park	Green,Good facilities,Well designed,Quiet,Feels unsafe,Open space		
26	Sidings and Maygrove	Maygrove rd	Polluted/litter,Good facilities	Too much over developments in one rd which will have a huge impact on residents, ie parking, traffic, safety	
15	Sidings and Maygrove	Maygrove Road	Easy access,Good facilities,Low traffic,Feels unsafe,Hard to access,Open space,Poorly designed		Owner should use dog bins and not leave dog dirt in street. Council needs to provide fence or wall to prevent thieves entering my garden.
16	Sidings and Maygrove	Maygrove Road	Good facilities,Open space,Hard to access,High traffic		Although this is temporary it would be a good idea to make Maygrove Road a no Through route to motorised transport.
19	Sidings and Maygrove	Maygrove Walk	Green,Quiet, Open space	Install new benches, regular pruning weeds, shrubs etc	
46	Sidings and Maygrove	netherwood st	Polluted/litter,Feels unsafe	This road is covered in filth and litter which is frankly unsafe. It is badly lit which makes it somewhere to avoid at night.	Clean it up, better street cleaning/rubbish removal, tidy the street in general and add street lights
90	Sidings and Maygrove	Sidings	Feels safe,Easy access,Quiet, Low traffic	A haven of calm	Expand the learning area

39	Sidings and Maygrove	Sidings Community Centre	Easy access,Good facilities,Affordable	Lovely community centre with Early Years provision. Also offers sportsclubs, holiday playschemes, computer classes and lots more.	An addition of a small cafe would be nice.
40	Sidings and Maygrove	Sidings Community Centre	Feels safe,Easy access,Green, Affordable,Good facilities,Well designed,Quiet,Low traffic,Clean, Open space,Spacious	I have found the Sidings to be very good in every way. The course has opened up a new world with the superb tuition.	The computer room could be bigger.
41	Sidings and Maygrove	Sidings Community Centre	Feels safe,Easy access,Good facilities,Quiet,Low traffic	a haven of opportunity for learning at the Sidings	Expand the learning area-have cafe-more bus routes eg a direct route from Finchley Rd to Willesden Lane Kilburn-strict supervision of dog pollution
42	Sidings and Maygrove	Sidings Community Centre	Easy access,Good facilities,Affordable	Lovely community centre with Early Years provision. Also offers sportsclubs, holiday playschemes, computer classes and lots more.	An addition of a small cafe would be nice.
12	Sidings and Maygrove	Sidings Estate	Feels unsafe		More policing and action from Camden housing targeting individual's/ families involved
14	Sidings and Maygrove	West End Sidings	High traffic		move it or turn it round so the motorcycles do not protrude into the street
13	Sidings and Maygrove	West End Sidings - mixed ownership residential area	Good facilities,Feels safe,Well designed,Quiet		Desperately needs better lighting as it gets very very dark in the evening which makes some people feel unsafe
11	Sidings and Maygrove	West End Sidings Estate	Feels safe,Green,Good facilities,Well designed,Quiet,Low traffic,Clean, Open space		Secure cycling storage facilities to encourage people to use cycles rather than cars as there are a few too many. Redevelopment of the central area in between Brassey Road and Hall Oak Walk so it is usable by everyone. Improved community policing to prevent anti-social behaviour and drug issues.
22	Sidings and Maygrove	West Hampstead	High traffic,Easy access,Polluted/litter,Crowded,Feels unsafe,Expensive,Poorly designed	Too much overdevelopment, lack of affordable homes, developments too high	Council needs to listen to residents concerns which they fail to do
134	West End Green	West end green	Green,Spacious	Feels less congested and more open, village feel	Better upkeep of the green, maintain the terrace area in front of pizza express/ proposed waitrose
137	West End Green	West End Green	Feels safe, Green, Well designed, Clean, Open space	Benches for people to sit on	

138	West End Green	West End Green	Easy access, Green, Low traffic, Open space	Nice oasis, but sometimes feels unkempt for such a small space	
135	West End Green	West End GreenPublic lavatories.	Affordable, Well designed, Quiet	The Victorian design is actually quite fascinating.	It's probably cleaner than it looks, but it could do with sprucing up without changing any original elements.
109	West End Lane	Corner of Lymington Road and West End Lane	Noisy,High traffic,Crowded	multiple minor collisions, constant congestion, honking	less parking on street, no through access, one-way (or at least an investigation into whether or not those could be viable options)
113	West End Lane	Fawley Road	Feels safe,Easy access,Polluted/litter,Well designed,Quiet	More regular street cleaning	
132	West End Lane	Landscaped area outside library	Easy access, Spacious	Although the benches are often occupied by drinkers, the space itself and the noticeboard are nicely done.	
133	West End Lane	Library	Feels safe, Easy access, Affordable, Good facilities, Quiet	Little oasis on the high street. Must k	
112	West End Lane	Mamacita	Feels safe, Affordable, Well designed	Great addition to the high street. A nice locally run family restaurant in keeping with the neighbourhood.	
136	West End Lane	park, square ,final bus stop	Noisy,High traffic,Polluted/litter,Green ,Hard to access,Poorly designed	Poor design , hard to access , rubbish , poor lightening , dogs problems,	Design new square/ park for West hampstead . With new and better planed walk ways . More care about trees . More flowers and green plants. Plan better connections around the church, a park with a bus stop.
114	West End Lane	west end lane	Noisy,High traffic,Crowded,Expensive, Lack of facilites	Spend more money build more affordable housing for different income groups, more open spaces	
115	West End Lane	West End Lane	High traffic,Cluttered,Expensive, Lack of facilites,Poorly designed	Repetition of shops/restaurants that are poor quality and do not meet the needs of the local population. High turnover of failed restaurants leave area looking sad and units that could be useful to the area left empty. Delivery lorries to tescos etc cause terrible traffic congestion. Green space at top by fires station completely under utilised	Encourage start up businesses to make use of shops whilst standing empty and independent businesses encouraged.
111	West End Lane	West End Lane		Tesco lorries blocking traffic flow to standstill & Delivery/ waste trolleys blocking pavement	Delivery times not allowed between 7am & 7pm
110	West End Lane	West End LaneTesco express	High traffic	Tesco lorries causing traffic congestion	Evict tesco, night time deliveries only

50	WHGARA approx	priory rdTrees, hedge, dog shit , lighting	Green,Quiet,Low traffic	order to cut the hedges so that they take up no space for pedestrians and do something with dog issues	
28	WHGARA approx	Sheriff rd and surrounding roads in WH	Polluted/litter	Camden should be ashamed of themselves that they neglect litter collection and street cleaning like they do. The roads look worse after the bin and recycling collection than before it and the pavements are always covered in broken glass and dog excrement	More regular rubbish collection, street cleaning and care into sanitary matters - why over Xmas and ny do we not see a rubbish collection for 2 weeks or more? It's a disgrace!
29	WHGARA approx	Sheriff road	Polluted/litter	Dog mess and poor paving	New paving, enforce fines for leaving dog mess
87	WHGARA approx	Exeter Mews	Feels safe,Polluted/litter,Cluttered	Poor lighting, crime hot spot, abandoned vehicles, dumping	Private road needs to be gated to prevent attracting crime.
88	WHGARA approx	Exeter Mews just off West Hampstead Mews.	Polluted/litter,Cluttered,Feels unsafe	Poor lighting, crime ridden, overcrowded accommodations (illegal immigrants), trespassing, illegally parked abandoned vehicles.	This area use to be known as Exeter Mews. It is located off West Hampstead Mews entered in from West End Lane. The area is crime ridden, and resembles a shanty town dump. Exeter Mews is a private road and the area can be improved by simply gating it for resident access and adding street lighting. The area has a popular culture legacy as the road runs along the side of what use to be the Decca Studios. Now called the ENO. Yes, The Beatles, U2, etc., stopped by here. Shame it has fallen on a low note recently.
30	WHGARA approx	Facilities at top of sherriff rd	High traffic,Polluted/litter,Lack of facilites,Poorly designed	Completely useless range of shops and restaurants at top of the road, pub that only caters for football fans most of which flood into the area on match days	More diverse facilities - WH does not need another dry cleaners/pizza place/newsagent. The pub could be a lovely local rather than a chain boozer with a big screen
34	WHGARA approx	End of Blackburn Road	Polluted/litter,Cluttered,Feels unsafe,Lack of facilites,Poorly designed	This is a real blot on the landscape and TfL needs to take action to improve the streetscape and local environment	Improved footbridge, step free access to the Underground station
97	West Hampstead	Every garbage bin in the west hampstead are usually overflows and smells	Polluted/litter,Lack of facilites	By enforcing restaurants/shops to dispose of their garbage in a decent/safe/environmentally friendly manner	
118	Finchley Road	finchley road?	Noisy,High traffic,Polluted/litter,Feels unsafe,Lack of facilites	develop local business to increase foot traffic	

108	West End Lane	West End Lane		Tesco causing traffic. Spate of thefts makes that unsafe now	If a Tesco is required then relocate further down, nearer the underground?
70	West Hampstead	West Hampstead	Easy access, Expensive, Lack of facilites, Crowded, High traffic, Polluted/litter, Poorly designed, Other	Too many developments without any social housing Very few affordable Council guilty of not following own policy	Developments should include mixed housing