

1-3 ARKWRIGHT ROAD CONSULTATION ASSESSMENT

Prepared by Templar Strategies

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CONTENTS

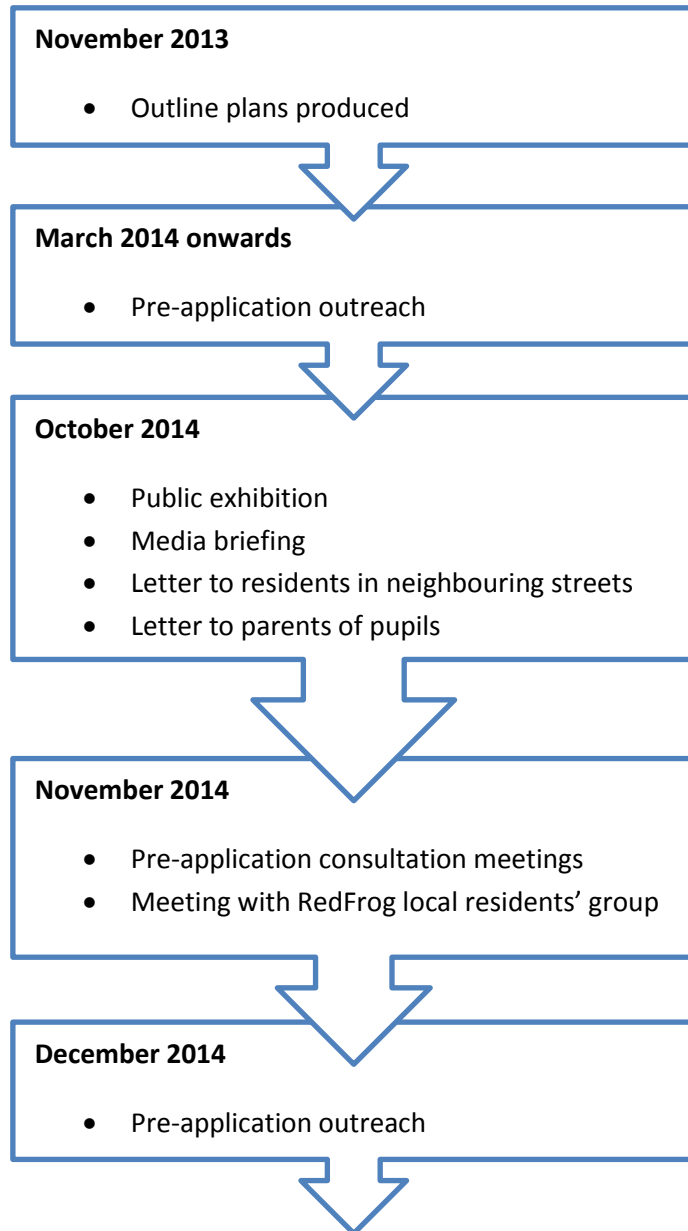
INTRODUCTION	2
Outline of the proposals	2
Timeline.....	3
CONTEXT	4
National policy	4
Local policy.....	4
STRATEGY	5
METHODOLOGY	6
IMPLEMENTATION	7
Notify	7
Inform	8
Engage.....	9
Measure	12
Respond	13
Publish.....	14
NEXT STEPS	15
APPENDICES	16
APPENDIX A - Letter to councillors	16
APPENDIX B - Letter to parents.....	17
APPENDIX C - Letter to neighbours.....	18
APPENDIX D - Exhibition boards	19
APPENDIX E - Pictures of exhibition boards.....	24
APPENDIX F - Examples of exhibition comment sheets.....	25
APPENDIX G - Map of leaflet delivery area	27
APPENDIX H - Newspaper advert.....	28
APPENDIX I - Newspaper coverage	28
APPENDIX J - Email from officers signing off scope of consultation	29

INTRODUCTION

Outline of the proposals

- An additional 140 school places
- Creation of seven new classrooms and the relocating of two existing classrooms from 1 Arkwright Road
- A new Dining Hall facility to accommodate the school at the enlarged Arkwright Road site
- A “kiss and drop” area to allow parents to quickly drop their children at school with minimal traffic disruption
- New outdoor play space in the long and secluded garden to the rear of 3 Arkwright Road
- Three storey extension to the rear of 3 Arkwright Road that will house two classrooms

Timeline



CONTEXT

National policy

The base reference for all pre-application consultation is currently *PPS1 - Delivering Sustainable Development*. It states that local planning authorities and applicants should take a positive attitude towards early engagement in pre-application discussions so that formal applications can be dealt with in a more certain and speedy manner and the quality of decisions can be better assured (Para 12).

One of the principles of sustainable development is to involve the community in developing the vision for its area (Para 41).

Effective community involvement requires an approach which:

- Tells communities about emerging policies and proposals in good time
- Enables communities to put forward ideas and suggestions and participate in developing proposals and options. It is not sufficient to invite them to simply comment once these have been worked-up
- Consults on formal proposals
- Ensures that consultation takes place in locations that are widely accessible
- Provides and seeks feedback (Para 43)

Local policy

Camden Council's Statement of Community Involvement was adopted in July 2011. Its principal requirements for pre-application consultations on major schemes are as follows:

- Be clear about the aims and scope of the consultation before starting a consultation exercise
- Give clear information on both the purpose of the exercise and the issue under consideration
- Wherever possible, give enough time for people to be consulted
- Help local people to be involved by consulting them in a variety of ways using a variety of mediums, and by ensuring appropriate access arrangements are in place
- Keep records of consultations
- Publish responses, give feedback to participants and use the results to inform policy and service development
- Evaluate and monitor consultation

STRATEGY

The objectives of the project's pre-application consultation plan were:

- To appropriately engage with council officers, local politicians, stakeholders and the wider local community
- To provide the local community and relevant stakeholders with information about the proposals at an early stage before a planning application was submitted
- To understand the aspirations and concerns of the local community and relevant stakeholders and to take these into account in the preparation of the final proposals to be submitted to the council
- To accord with the guidelines and recommendations in national and local planning policy which set an expectation on developers to effectively consult on significant proposals

METHODOLOGY

In line with the council's Statement of Community Involvement, a thorough programme of local and community engagement was undertaken. Planning consultants DP9 Ltd, on behalf of Templar Strategies, met with Camden Council planning officers to agree the consultation plan's scope in advance of the pre-application consultation starting.

For stakeholders and the local community to be provided with every opportunity to contribute their views on proposals, this consultation programme was devised on the basis of seven principles for effective consultation:

- **Notify** stakeholders that are to be consulted
- **Inform** those being consulted about the proposals
- **Engage** with the local community, stakeholders and Council to ascertain their views on our proposals
- **Measure** responses and analyse results of the consultation exercise
- **Report** back to the consultees about the views that were expressed
- **Respond** to the consultation by amending the proposals, where deemed appropriate
- **Publish** details of the final proposals. A full Consultation Assessment will be submitted to the Council as part of relevant planning application submissions.

It is important to note that these stages may at times have over-lapped, were iterative and sometimes occurred more than once. A too-rigid structure was therefore avoided and genuine dialogue was established with the wider local community.

IMPLEMENTATION

Notify

Notifying local residents about the forthcoming public exhibition was critical to ensure that genuine local feedback was received. As such, a great deal of effort was made to ensure awareness was created and people were encouraged to visit the exhibition.

The notification of stakeholders about the exhibition was a four stage process:

1. Letter to Parents

Letter sent to parents of all pupils informing them of the proposals two weeks prior to the public exhibition (see Appendix – B)

2. Leaflet distribution

Public exhibition invitation leaflets sent by St Anthony's School to residents of the following neighbouring streets (see Appendix – G):

- Arkwright Road
- Fitzjohn's Avenue
- Netherhall Gardens
- Ellerdale Road
- Ellerdale Close
- Prince Arthur Road
- Maresfield Gardens

3. Media advert and coverage

Advert placed in Ham & High for two weeks (w/c September 29 and w/c October 6), providing full details of the exhibition. In addition, a press release was issued to the local media publicising the exhibition (see Appendix – H & I)

4. Website information

The exhibition was advertised on St Anthony's School website. After the exhibition, the boards were made available on the school's website for a limited time

Inform

The public exhibition was held on October 14-15 from late afternoon to the evening at St Anthony's School in Fitzjohn's Avenue, Camden. The exhibition was facilitated by Paul Keyte, Headmaster of St Anthony's School and between five and seven members of the project team at any time. Members of the project team present at the exhibition included a representative of Alpha Plus Group, the parent company of St Anthony's School, a transport consultant, architect and planning consultant. The project team were available through the exhibition to explain the plans being exhibited and answer any questions that arose.

There were nine exhibition boards in total containing information, indicative images and plans for the proposals. The exhibition was structured to ensure visitors signed in on one of two iPads that were available when they arrived. They were handed a feedback sheet and asked to view the boards in order and ask any questions they may have. A breakout area was provided once people had viewed the exhibition to complete their feedback forms and ask any further questions (see Appendix - F).

A short video was also shown at the exhibition outlining the need for St Anthony's to expand and the benefits created by doing so.

Engage

The following details who the project team met, when, and why:

Date of meeting	Stakeholder present	Rationale for meeting
21 st March 2014	Cllr Gio Spinella (site ward member)	In seeking to understand local people's views at an early stage it was important to meet with the site ward members and proactively build relationships in the community
25 th March 2014	Cllr Linda Chung (adjacent ward member)	St Anthony's School borders two wards and Cllr Chung was invited as part of early outreach to discuss issues and concerns of local people
26 th March 2014	Janine Griffis (Chair of Hampstead Neighbourhood Forum)	Mrs Griffis is an active member of the local community and involved with the emerging Hampstead Neighbourhood Plan. She met Headmaster Paul Keyte as part of the early outreach programme
26 th March 2014	Cllr Simon Marcus (Adjacent site ward member and Conservative Prospective Parliamentary Candidate for the constituency)	Cllr Marcus was met as part of the early outreach programme that set out to meet politicians of all parties to better understand local people's views
31 st March 2014	Cllr Tullip Siddiq (Cabinet Member for Communities & Culture and Labour Prospective Parliamentary Candidate for the site constituency)	Cllr Siddiq was met as part of the early outreach programme that set out to meet politicians of all parties to better understand local people's views
2 nd April 2014	Maajid Nawaz (Liberal Democrat Prospective Parliamentary Candidate for site constituency)	St Anthony's adopted a politically neutral approach to stakeholder engagement and so having met the PPC's from the two other primary parties we met Mr Nawaz to further our understanding of local issues and concerns
8 th October 2014	Cllr Gio Spinella (site ward member)	Following the previous meeting, it was important to update Cllr Spinella on the rationale behind the proposals, initial design and transport concepts and to explain the planning application timeline as well as receive feedback and gauge his views on the proposals
8 th October 2014	Cllr Simon Marcus (Adjacent site ward member and Conservative Prospective Parliamentary Candidate for the site constituency)	Following the previous meeting, it was important to update Cllr Marcus on the rationale behind the proposals, initial design and transport concepts and to explain the planning application timeline as well as receive feedback and gauge his views on the proposals
10 th October 2014	Janine Griffis (Chair of	Following the previous meeting, it was

	Hampstead Neighbourhood Forum)	important to update Mrs Griffis on the rationale behind the proposals, initial design and transport concepts and to explain the planning application timeline as well as receive feedback and gauge her views on the proposals
13 th October 2014	Private Members Briefing – Cllr Stephen Stark (Ward councillor and Development Control Committee Member)	An invitation was extended to all site and neighbouring site members, Development Control Committee members and the Council leadership number of members, outlined below, were invited to a private exhibition of the proposals and discuss them in detail. Cllr Stark expressed an interest in the following areas: <ul style="list-style-type: none"> • Increase in pupil numbers • Design and refurbishment proposals • Minibus access • School management plans and terms and conditions for ensuring parents adhered to travel plan
22 nd October 2014	Tullip Siddiq (Prospective Parliamentary Candidate for the site constituency and former Cabinet Member for Communities & Culture)	Following up on our previous meeting with Mrs Siddiq to inform her of proposals and seek her views
6 th November 2014	Siobhan Ezra (Local resident)	Mrs Ezra is a member of Redfrog, the Reddington Frognaal Association. She expressed concern about the proposals as a neighbour and took the opportunity to offer further feedback

Information was also provided to the following stakeholders with an offer of a meeting if required:

Stakeholder	Rationale for meeting
Cllr Phil Jones	Cabinet Member for Regeneration, Transport & Planning Member of Development Control Committee
Cllr Sally Grimson	Cabinet Member for Sustainability and Environment
Cllr Angela Mason	Cabinet Member for Children
Cllr Heather Johnson	Chair of Development Control Committee
Cllr Roger Freeman	Vice Chair of Development Control Committee
Cllr Meric Apak	Member of Development Control Committee

Cllr Danny Beales	Member of Development Control Committee
Cllr Adam Harrison	Member of Development Control Committee
Cllr Jenny Headlam-Wells	Member of Development Control Committee
Cllr Claire-Louise Leyland	Conservative Group Leader & member of Development Control Committee
Cllr Richard Olszewski	Member of Development Control Committee
Cllr Lazzaro Pietragnoli	Member of Development Control Committee
Cllr Flick Rea	Member of Development Control Committee
Cllr Phil Rosenberg	Member of Development Control Committee
Cllr Nadia Shah	Member of Development Control Committee
Cllr Sue Vincent	Member of Development Control Committee
Cllr Abi Wood	Member of Development Control Committee

Measure

Following the conclusion of the exhibition all comments were logged and reviewed by members of the project team.

In total, **51** people visited the public exhibition and **24** feedback forms were completed (47%) with a range of comments received. The response to the plans was highly positive with 75% of all forms unquestionably positive. A total of 12.5% stated no objection and 12.5% would be considered negative towards the proposal.

The comments can be broken down into 14 main categories. In order of how often each category of comment was raised on the 24 feedback forms they are:

1. The plans will improve pupil safety
2. There is no need or demand for more girls' education
3. Traffic congestion will get worse
4. It will meet the need for more girls' education
5. Better public transport provision is required
6. The staggered start in the morning will help reduce congestion
7. St Anthony's should work more closely with other local schools to reduce congestion
8. Need for more or better outdoor space
9. Traffic will increase in neighbouring roads even if it gets better at St Anthony's
10. It will have little impact on pupil safety
11. The mini bus scheme will help
12. The mini bus scheme will not work
13. School Travel Plan will help address traffic concerns
14. Better pedestrian access to the school is needed

This can be broken down into four areas:

- Pupil safety will improve
- Traffic congestion will increase
- Transport planning could reduce traffic impact
- Demand (or lack of) for girls' school places

Below is a selection of comments received:

- "I have no concerns overall"
- "It is a huge safety and time issue...we have no objection at all"
- "Adding 140 students will be perilous for both the students, parents and for the residents"
- "Credit to the school for contacting neighbours...however the plans will increase journeys to the area"
- "Traffic will surely not reduce"
- "There are already two Catholic girls schools in the area – you have totally ignored this part"
- "Improving safety and reducing crossing is a key driver and I believe the proposal will successfully achieve it"

Respond

Some changes were undertaken as part of the formal pre-application consultation with Camden Council. The response to the public consultation was positive in terms of the nature of the responses received. However, through a culmination of some detailed conversations that were had during the exhibition and immediately afterwards, the following changes have been made:

- The mini-bus off-street drop off and collection has been removed and replaced with a 'kiss and drop' system which has been successfully implemented at other schools in the Alpha Plus family. Public opinion was almost equally divided about whether the mini-bus drop off would be reduce traffic congestion or increase it
- 'Kiss and drop' was seen as the most effective solution to reducing traffic congestion. Highway markings and a residents' parking bay will be adjusted to create the space for the kiss and drop. The location will be directly in front of Number 3 Arkwright Rd on a stretch of road that is currently covered by a single yellow line
- Cycle parking has been moved from the front of the school to the rear and stored cycles will now be housed in upgraded, secure cupboards

The majority of these changes have come through months of discussions with stakeholders and officers.

Publish

Following submission of the full planning application to Camden Council the following actions will be taken to inform people about the final application:

1. Media release will be issued to local media
2. All visitors to the public exhibition (where contact details are listed) will be contacted and advised of the planning application's progress
3. The school's website will be updated to reflect changes to the scheme

NEXT STEPS

Following the submission the Council will undertake its 21 day formal consultation which will generate formal responses from members of the public and other interested parties.

During the period from submission to determination, information on the application will be kept live on the school's website, enabling any interested parties to contact the project team. In addition, St Anthony's will continue to meet stakeholders and any interested parties to explain the plans and answer any questions.

APPENDICES

APPENDIX A - Letter to councillors

Dear Councillor,

I write to you in my capacity as Headmaster of St. Anthony's School, an independent school that has been based in Fitzjohn's Avenue and Arkwright Road, Hampstead for more than 50 years. The purpose of this letter is to inform you about proposals the school has to expand its site into a neighbouring building, 3 Arkwright Road, and invite you to a private viewing of our public exhibition.

St. Anthony's has purchased 3 Arkwright Road, a vacant residential building that adjoins our current building at 1 Arkwright Road. It is our intention to extend the school into this new building with the creation of seven new classrooms and a co - educational nursery. It will allow us to accommodate a new single form entry for girls from Reception to Year 6.

We know there is huge demand for state and independent school places in Camden, and especially for a Catholic education. Research shows that Catholic schools within a 15 minute drive of St. Anthony's are over capacity at 105% and the number of girls in the area aged 4-11 is projected to grow by almost 10% over the next 10 years.

We are also aware that the number of vehicles on our roads at rush hour has been cited as an issue by local people and at least some if by no means all of these journeys are by parents dropping off pupils at our school. That is why we are using this opportunity to completely re-think the way we manage our school travel plan, and have engaged with professional travel consultants to come up with a series of exciting ideas to encourage children to reduce the number of pupils travelling to school by car.

The safety of our pupils is paramount, which is why we will create a new dining hall that will reduce the need for children to cross the busy junction of Fitzjohn's Avenue and Arkwright Road by almost 80%.

I would be delighted if you could join me at the private viewing of our public exhibition of these proposals on **Monday 13th October** from 6pm to 8pm at St. Anthony's School in Fitzjohn's Avenue, Hampstead.

Yours sincerely,

Paul Keyte
Headmaster
St. Anthony's School, Hampstead

APPENDIX B - Letter to parents

Dear Parent,

In my four years at St. Anthony's I have been privileged to see the school go from strength to strength, with our pupils continuing to achieve outstanding results and increasing demand for more places. We have recently completed the extensive refurbishment of both our Senior and Junior Houses, enhancing the teaching and learning environments, while retaining the unique features of our much-loved buildings. I am writing to share with you the next exciting stage in our school's development.

We have listened to requests from many parents who have told us they wished to see a nursery school offering so that children could join the school at the very start of their education and grow in a settled and supportive environment. Likewise, many of you have expressed a desire for us to accommodate girls in their own form so that siblings are able to attend St. Anthony's School.

St. Anthony's has purchased 3 Arkwright Road, a vacant residential building that adjoins our current building at 1 Arkwright Road. It is our intention to extend the school into this new building with the creation of seven new classrooms and a co - educational nursery. It will allow us to accommodate a new single form entry for girls from Reception to Year 6.

The acquisition of this additional building will enable us to take a series of important steps to improve road safety around the school. A new dining and multi-purpose hall in Arkwright Road will alleviate the need for children to cross the busy junction at Fitzjohn's Avenue at lunchtime and for assemblies, gym and arts lessons. This will reduce the daily crossing of the junction by almost 80%.

These proposals afford us the opportunity to re-think how we manage transport to school and will help alleviate some of the traffic we experience at the height of the rush hour. We have engaged with professional travel consultants to do so. Families will benefit from having children in one school avoiding the necessity to make multiple trips. We are keen to provide additional routes to our existing private mini bus service from Highgate Village.

We believe these carefully considered proposals will be of significant benefit to the school, our children and the wider community. I would be delighted if you could join me at the public exhibition of these proposals on either Tuesday 14th or Wednesday 15th October from 6pm to 8pm at St. Anthony's School in Fitzjohn's Avenue.

Please do make contact with me if you have any questions, thoughts or comments.

Yours sincerely,

Paul Keyte
Headmaster
St. Anthony's School, Hampstead

APPENDIX C - Letter to neighbours

Dear Neighbour,

I write to you in my capacity as Headmaster of St Anthony's School, an independent school that has been based in Fitzjohn's Avenue and Arkwright Road for more than 50 years. The purpose of this letter is that in the spirit of good-neighbourliness I write to invite you personally to a public exhibition of proposals the school has to expand its campus into Number 3 Arkwright Road.

The proposal is to convert the property, which adjoins our existing facility at Number 1 Arkwright Road, into seven additional classrooms which will, over time, accommodate an extra 140 pupils.

As someone living near to the school you are most likely to be aware of the number of pupils crossing the busy junction of Fitzjohn's Avenue and Arkwright Road as they move between school sites. Equally I have little doubt you are familiar with the volume of traffic on our local roads at peak times, and it is clear a number of these are parents dropping children off at schools in the area. By no means all of these journeys are by parents dropping pupils off at our school, but this proposal allows the school to completely rethink our school travel plan and sign up to **legally binding** and **enforceable** targets for reducing the number of pupils travelling to school by car.

It is important for us to be good neighbours and to allow you to come to an informed view of the proposals. I would be delighted if you could join me at a public exhibition of the proposals on **Tuesday 14 and Wednesday 15 October from 6pm to 8pm at St Anthony's School in Fitzjohn's Avenue.**

Please do contact myself if you have any questions, thoughts or comments.

Kind regards

Paul Keyte
Headmaster
St Anthony's School, Hampstead

APPENDIX D - Exhibition boards



ST. ANTHONY'S SCHOOL
HAMPSTEAD

Welcome

Welcome to this exhibition for the exciting proposed extension of St. Anthony's School.

This is an opportunity for you to find out about our proposals to improve and extend St. Anthony's School. Members of the project team will be available to answer any questions you may have.

We would like to hear what you think about the proposals and our plans to help ease traffic flow at busy times of the day.

Please take a moment to fill in a feedback form before you leave.



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ST. ANTHONY'S SCHOOL
HAMPSTEAD

St. Anthony's School

St. Anthony's has been based in Fitzjohn's Avenue in Hampstead for more than half a century, with the school first opening its gates here in 1952.



We are the only all-boys Roman Catholic Preparatory School in North London and currently have 294 pupils on our roll.

In 2009, the Patton family decided that the future of the school could be best secured by becoming part of the distinguished group of Alpha Plus Schools. The religious identity of the school was guaranteed by the creation of a Catholic Pastoral Board including a member of the family who previously owned the school, distinguished ex-parents and an education director of Alpha Plus Group.

Since 2010, the school has been formally inspected both by the Diocese of Westminster and the Independent Schools Inspectorate. Both inspections designated the school "outstanding".

Good Schools Guide

"Run in its own highly individual way, with a famously alternative 'vibe', creative and quirky, underpinned by a strong Catholic ethos."

"Parents felt concern when the school was taken over by the efficient operator Alpha Plus, but have found that a professional distance has been kept, while judicious investment has brought the infrastructure into tip-top shape."

Diocesan Report

"St. Anthony's Preparatory school is a very good Catholic school with many outstanding features. The combination of a relaxed family atmosphere with a rigorous commitment to educational excellence provides for a school community where pupils thrive."

Independent Schools Inspectorate Report

"Pupils' achievements are excellent, fulfilling the aims of the school; pupils benefit greatly from the informal yet structured environment. Pupils are highly successful in winning places and scholarships to a range of selective schools."

"The spiritual development of the boys is excellent. They are thoughtful; they express their faith clearly, and show consideration and respect for one another's views. Pupils develop a strong moral code and are well developed socially, displaying good manners and respect for every member of the community."



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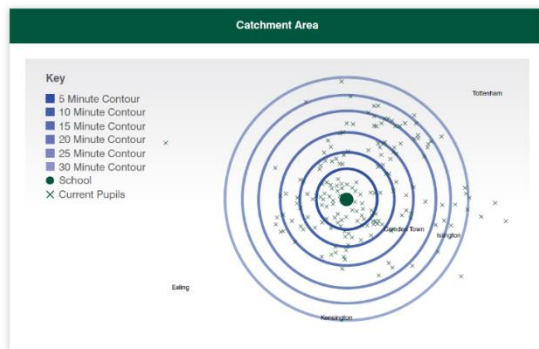


ST. ANTHONY'S SCHOOL
HAMPSTEAD

Background to the proposal

Current facilities

- St. Anthony's school is split across two buildings: 90 Fitzjohn's Avenue and 1 Arkwright Road.
- This means that every week pupils make a total of 2,122 road crossings across the pedestrian crossing at the junction of Fitzjohn's Avenue and Arkwright Road, for assemblies, games, swimming and lunchtimes.



- St. Anthony's has its roots firmly in Hampstead, with eight out of 10 (80%) of our pupils living within three miles of the school and half living within two miles.

Increased demand for school places

- We have carried out research which has found that there is a significant need for additional school places in the Hampstead area and the Borough of Camden, especially for girls seeking a Catholic education.
- More than 7,000 new homes are planned for Camden in the next five years alone, which will only add to the demand that currently exists.
- The number of girls aged 4-11 is predicted to grow by 5% in the next five years and almost 10% in the next 10 years. Schools in the area are at 97% capacity, and Catholic schools within 15 minutes of St. Anthony's are actually over capacity at 105%.
- The school's expansion will help to meet this fast-rising demand and also open up more places in state primary schools, thus easing the burden across the borough.



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ST. ANTHONY'S SCHOOL
HAMPSTEAD

The Proposal

In 2013, St. Anthony's purchased 3 Arkwright Road, a vacant residential property, with the intention of expanding the school into this property. This development would allow us to meet the demand for new school places without the disruption of building an entirely new facility.

The additional building will facilitate one extra class per year group for girls from Reception to Year 6. However St. Anthony's is not becoming a co-educational school.

Here is an outline of what is proposed:

- A co-educational nursery for approximately 20 children.
- Creation of seven new classrooms and the relocating of two existing classrooms from 1 Arkwright Road.
- The school will gradually expand over 5 years to offer an additional 140 school places.
- The creation of a new Dining Hall facility to accommodate the school at the enlarged Arkwright Road site, thus alleviating the need to cross the busy road several times a day.
- Creating an off-street mini bus "pick up and drop off" area for the school mini buses during the morning and afternoon peak periods, so that the school's mini buses can avoid blocking traffic in Arkwright Road and ensure a safe drop-off.
- New outdoor play space in the long and secluded garden to the rear of 3 Arkwright Road.
- A new two storey extension to the rear of the building that will house two classrooms.



Mini bus off-street drop-off

The gates into the school's playground in Arkwright Road will be widened and formal access on to the road introduced so that during morning and afternoon rush hour, the school's mini buses can use the playground and avoid blocking traffic in Arkwright Road and ensure a safe drop off.

Design and conservation

Arkwright Road is in a Conservation Area and we understand how important it is that the renovation of the property is in keeping with the street. All of the work will be designed and constructed from similar materials and in a similar vein to the existing property.

The proposed extension behind 3 Arkwright Road with that of 1 Arkwright Road will not be higher than the existing building.



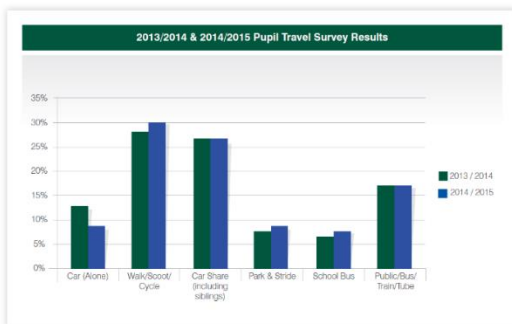
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How pupils currently travel to school



- More than 250 of our 294 pupils live within three miles from the school, so the vast majority have the ability to walk, cycle, scoot or use public transport to get to school.
- St. Anthony's has been working with pupils and parents to encourage them to use alternative means of transport other than cars. That is why we have recently been awarded [Transport for London's Bronze Accreditation](#) for our School Travel Plan.
- New measures we have put in place include initiatives such as Walk Once a Week (WoW), online promotion of the schools mini bus service, updated travel information packs for parents on the school's website and increased promotion of car sharing opportunities between parents.
- Only 9% of pupils travel alone by car to school. A total of 30% walk, scoot or cycle to school, 27% car share, 9% park and stride, 8% travel by school bus and the remaining 17% travel by public transport.
- Each week there are 2,122 pupil crossings at the pedestrian crossing on the junction of Arkwright Road and Fitzjohn's Avenue – the new proposals will reduce this by 78% and this will significantly increase the children's safety.



ST. ANTHONY'S SCHOOL
HAMPSTEAD

Safer for children, less disruption to residents

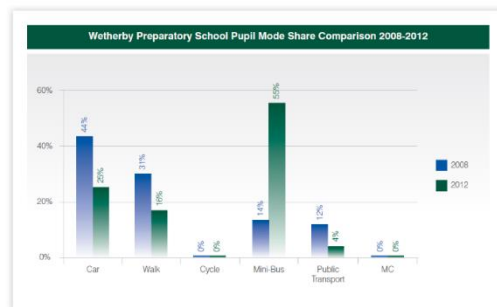
Our proposals for 3 Arkwright Road will improve child safety and include a series of measures designed to cut the number of car journeys and keep traffic flowing.

Legally binding school travel plan

At present, St. Anthony's voluntarily operates a School Travel Plan which was recently awarded Bronze Accreditation by Transport for London.

The proposed expansion of St. Anthony's offers the opportunity to build on this success by committing to a legally binding School Travel Plan as part of the planning conditions with enforceable targets. It will apply not just to the extension but to the whole of the existing school site.

At St. Anthony's sister school, Wetherby Preparatory School in Marylebone, a legally binding travel plan successfully cut the number of pupils travelling to school by car from 44% to 25% over four years, as the table below shows.



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ST. ANTHONY'S SCHOOL
HAMPSTEAD

Safer for children, less disruption to residents

Fewer crossings

- Benefits of the proposal for 3 Arkwright Road will include reducing the amount of times children need to cross the road by 78%, increasing pupil safety and improving traffic flow.

Mini bus off-street drop-off

- The gates into the school's playground in Arkwright Road will be widened, and formal access on to the road introduced, so that during morning and afternoon rush hour the school's mini buses can use the playground and avoid blocking traffic in Arkwright Road and ensure a safe drop off.

Increased Sustainable Travel Options

- The opportunity to significantly increase cycle parking at 1 and 3 Arkwright Road, with an additional 20 spaces.
- Alongside this, pupils will be offered a school wide program of cycle training and road safety awareness, in combination with cycle safety programmes offered by London Borough of Camden.

More shared car trips for families

- The proposals will allow the school to accommodate both boys and girls for the first time – albeit educated separately.
- This offers a great opportunity for siblings to share school trips and offset the total number of journeys to the school.
- Up to 70% of the opening year's intake at the new girls' form could be sisters of pupils already at the school and therefore able to travel together. This number will increase over time as the girls' section develops and families sign up siblings of both genders.

Breakfast Club

- As part of the proposals the school will be able to offer a Breakfast Club, enabling the school to accept pupils from 7.30am and reducing traffic at peak times.

Parent Agreements to Travel Sustainably

- Use of a parent agreement has been successfully used at Wetherby Preparatory School, which has helped achieve a reduction of car travel from 44% to 25%.

Gold TfL Accreditation

- The development proposals will enable the school to commit to increasing its Travel Plan targets and measures, in order to achieve Gold Accreditation over the expansion period.
- This level of accreditation is only awarded to schools who can show they have achieved exceptional levels of travel planning and sustainable travel.



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ST. ANTHONY'S SCHOOL
HAMPSTEAD

In summary

- Our proposal is to turn an empty residential building into a thriving new part of St. Anthony's School. It will accommodate 140 pupils, gradually expanding from Reception to Year 6 in nine classrooms over five years as well as a new co-educational nursery.
- There is huge demand for school places in Camden, especially for girls seeking a Catholic education.
- The vast majority of our pupils live within three miles of the school and we are working closely with parents to encourage more people to take alternatives to the car to travel to school. TfL have recognised our efforts and granted us the Bronze Travel Award.
- St. Anthony's School will educate boys and girls in their own bespoke buildings; they will not receive a mixed education but will join together for some extra-curricular activities.
- The extension will reduce the number of times our pupils have to cross the busy junction of Arkwright Road and Fitzjohn's Avenue by almost 80%.
- We know that both our neighbours and parents will naturally have questions about what this might mean for traffic at busy times. Our plans will ease congestion and improve traffic flow and we intend to enter into a legally binding Travel Plan with enforceable targets to minimise the impact.
- Reinstated playground access will mean the school minibus can park off-street, helping traffic flow.
- A series of measures will be put in place to cut the number of car journeys and keep traffic moving as part of the school's ongoing and enhanced Travel Plan.



www.stanthonysprep.org.uk



ST. ANTHONY'S SCHOOL
HAMPSTEAD

Tell us what you think

Now that you have read all of the information and had the opportunity to speak to one of the team, it is your turn to give us your view on the proposals.

We would like:

- Your comments;
- Your questions;
- Any suggestions you may have;
- Any improvements to the scheme.

Please take five minutes to fill in a survey and we look forward to hearing your views.



www.stanthonysprep.org.uk

APPENDIX E - Pictures of exhibition boards



APPENDIX F - Examples of exhibition comment sheets



ST. ANTHONY'S SCHOOL
HAMPSTEAD

Feedback Form

Name:

Address:

Postcode:

Phone:

e-mail:

Comments/Feedback

Thank you St. Anthony's school for this very exciting and constructive proposal. Improving safety and reducing crossing is a key driver and I believe that the proposal will successfully achieve it. I also welcome the proposal to offer classes and remain catholic education for girls without the school becoming coed. This will offer boys and girls the best environment to flourish academically whilst sharing certain activities with girls among themselves. This is obviously a fantastic opportunity for wholly to share school, and catholic values. I am entirely supportive of St Anthony's school's proposal and do hope that it will be accomplished by September 2015, as currently planned.

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ST. ANTHONY'S SCHOOL
HAMPSTEAD

Feedback Form

Name:

Address:

Postcode:

Phone:

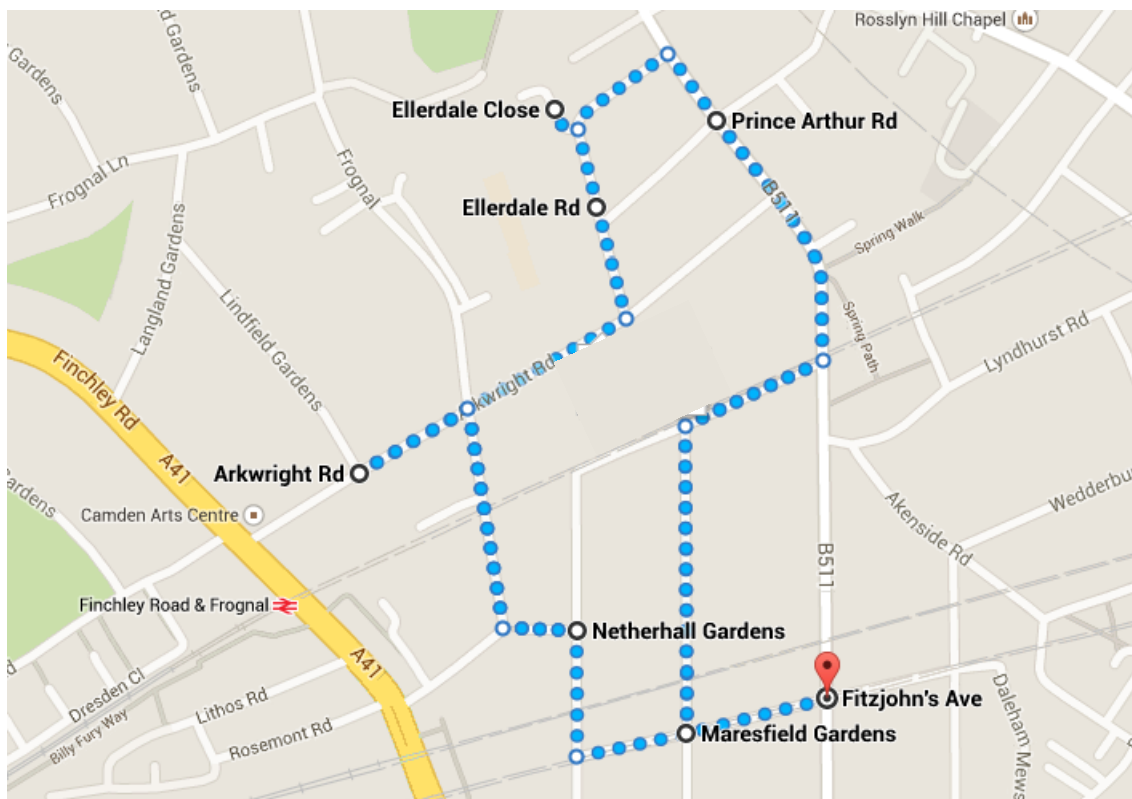
e-mail:

Comments/Feedback

As a parent of a Senior School boy (Year 4) who makes the road crossing at least 2 times a day I very much welcome the opportunity to expand the school to give greater facilities and to reduce the daily risk all children/pupils face in having to cross the road. I fully support the idea of a staggered earlier morning start and use of breakfast clubs etc to enrich further the boys education and experience + to help better manage the daily and painful Hampstead commuting challenges.

Hope the plans are realised very quickly
Good luck!

APPENDIX G - Map of leaflet delivery area



APPENDIX H - Newspaper advert

Public Exhibition

St. Anthony's School invites the local residents and businesses to a public exhibition to view plans for the refurbishment of 3 Arkwright Road as an extension to the existing school. The extensive refurbishment of the site will create seven new classrooms enabling the school to meet increasing local demand, enhance facilities for existing pupils and bring forward additional benefits to the local community including improved traffic flow.

The public exhibition is open to all and there will be the opportunity to ask questions and to formally register comments.



**ST. ANTHONY'S SCHOOL
HAMPSTEAD**

The public exhibition will be held at:

**The School Hall,
St. Anthony's School,
90 Fitzjohn's Avenue,
Hampstead,
London, NW3 6NP**

On:

**Tuesday 14th October 2014
(6pm - 8pm)
Wednesday 15th October 2014
(6pm - 8pm)**

We look forward to meeting with you to discuss our proposal in more detail, listen to your comments and answer any questions you may have.

www.stanthonysprep.org.uk

APPENDIX I - Newspaper coverage

Ham & High public exhibition media coverage 23 October 2014:

Anger over school's expansion plans

Residents say the area is 'plagued by school-runs' and the proposals will worsen matters

by Imogen Blake
imogen.blake@archant.co.uk

A row has broken out over plans to expand a Hampstead school to improve pupil safety in a road described by frustrated residents as "plagued by school-runs".

All-boys St. Anthony's School wants to stop pupils at its site in Arkwright Road having to cross a busy road to get at the school's canteen in Fitzjohn's Avenue.

The Catholic prep school, owned by a group of independent schools called Alpha Plus, has bought a neighbouring residential building in Arkwright Road and proposes to create a new dining hall as well as more classrooms, a co-educational nursery and an additional all-girls form.

The plans have provoked anger from many of Hampstead's resident associations, who say the expansion will draw even more traffic into what is already a school run black spot.

Enough is enough

Slobhan Ezra, of the Redington and Fernald Residents' Association, said: "The road is plagued by school runs. We can't move outside our houses."

"It would mean the end of it as a residential road."

"At some point we have to say, enough is enough," added Ms Ezra, who is chair of Arkwright



The daily school-run traffic queues Picture: St Anthony's School

Road Residents' Association.

"It's not a massive increase at the school but with the growth of other schools this is not something we're going to accept."

Concerns have also been raised about depleting Camden's demand housing stock by turning a residential building into a school.

Headteacher Paul Keyte said proposals will in fact reduce traffic because many of the extra pupils will be siblings who can share transport.

In addition, the school would introduce a "legally binding" travel plan to cut the number of car journeys. This would include a parent agreement to travel sustainably where possible and the introduction of a breakfast club to reduce peak school-run traffic in the mornings.

He told the *Ham&High* that children currently have to cross Fitzjohn's Avenue 2,000 times a week to reach the school's senior house for lunch, blocking traffic and creating a danger for pupils.

Mr Keyte said: "Everyone agrees it's an ongoing concern with so many children."

"With some irresponsible drivers and emergency vehicles, we have to be ever vigilant."

"Our argument is that the expansion is going to cut 80 per cent of traffic of children crossing the road."

The school said it is also expanding in response to a rising demand for places in Camden.

But Ms Ezra said: "We know there's a demand for school places, but these are children coming from outside Camden, not from Hampstead."

APPENDIX J - Email from officers signing off scope of consultation

From: Nelson, Olivier <Olivier.Nelson@camden.gov.uk>
Sent: 08 September 2014 15:53
To: Dean Jordan
Subject: RE: 3 Arkwright Road

Good Afternoon Dean,

Thank you for your email, the level of consultation would be acceptable. Although I would just like to say that you may need to leave adequate time between this consultation process and the submission of a planning application. This should be done to ensure that any responses received are addressed after the consultation stage.

Kind regards

Olivier Nelson
Planning Officer
Regeneration and Planning
Culture and Environment
London Borough of Camden

Telephone: 5142
Web: camden.gov.uk
Second Floor
5 Pancras Square
London N1C 4AG

Please consider the environment before printing this email.

From: Dean Jordan [mailto:dean.jordan@dpo.co.uk]
Sent: 04 September 2014 17:19
To: Nelson, Olivier
Cc: James McAllister-Jones
Subject: 3 Arkwright Road

Olivier,

In respect of a forthcoming application at 3 Arkwright Road, please find attached a note which outlines our consultation strategy.

Could you please confirm that the level of detail and area of consultation proposed is acceptable to the Council.

Kind regards,

Dean Jordan

direct: 020 7004 1745
mobile: 07712 300211
e-mail: dean.jordan@dpo.co.uk

DP9 Ltd
100 Pall Mall
London