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# Statement of Community Engagement

Mansfield Bowling Club

Iceni Projects Limited on behalf of  
Generator Group LLP

November 2014

ICENI PROJECTS LIMITED  
ON BEHALF OF  
GENERATOR GROUP LLP

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**Statement of Community Engagement**  
MANSFIELD BOWLING CLUB

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# 1. INTRODUCTION

1.1 This Statement of Community Engagement has been prepared by Icen Projects Limited on behalf of Generator Group LLP, hereafter referred to as “Generator”. It outlines Generator’s approach to public consultation on its proposals for the redevelopment of the site at Mansfield Bowling Club (MBC), Croftdown Road, Highgate.

1.2 The proposals are for the creation of a new publicly accessible open space; enhanced tennis facilities including the reconfiguration and extension of the courts to provide an additional court and increased playing area to accord with LTA requirements; the provision of a new ancillary pavilion (Class D2) to replace existing ancillary buildings; a new community garden; and the demolition and replacement of the existing bowling club building with a new part three-storey, part two-storey building providing 21 residential dwellings (Class C3) with associated access, parking and landscaping.

1.3 This report sets out a summary of the consultation that has taken place during the pre-planning stage. This has included:

- Three public exhibitions, held on Wednesday 23 October 2013, Wednesday 12 February 2014 and Monday 21 July 2014, for members of the public to provide their feedback on the evolving proposals.
- Generator offered briefings to local elected representatives. Letters and emails were sent to:
  - Ward members for Highgate ward (including the members elected on May 22 2014)
  - Relevant LB Camden Cabinet Members, including the Cabinet Member for Regeneration and the Cabinet Member for Housing
  - Andrew Dismore AM, London Assembly member for Barnet and Camden

1.4 The key issues discussed during the public exhibitions included:

## **October 2013 public exhibition:**

- **Height:** the new housing should be no higher than the neighbouring residential properties
- **Design:** the new buildings should be architecturally similar to neighbouring buildings
- **Housing mix:** there should be a mix of small houses and flats, particularly ones that are affordable to families
- **Open space:** support for the retention of open space
- **Sports facilities:** support for a third tennis court for the Kenlyn Tennis Club

#### **February 2014 public exhibition:**

- **Design:** the new houses should only be built within the footprint of the existing clubhouse building
- **Height:** preference for a two-storey limit to any new housing
- **Building footprint:** the building footprint is much improved in the latest proposals
- **Open space:** support for the car park and the tennis courts being preserved as open space and concern over possible security and noise issues emerging from the provision of open space
- **Tennis courts:** Preference for an additional tennis court in place of a community garden
- **Residential scheme:** opposition to the principle of any residential development on the site

#### **July 2014 public exhibition:**

- **The updated proposals:** the current plans are a significant improvement on the previous iterations
- **Tennis courts:** support for the provision of a third tennis court
- **Height:** the buildings should be no higher than the present clubhouse building
- **Use of the site:** some respondents were against the principle of residential development on the site
- **Security:** concern over the security implications for neighbouring residential properties, particularly for those who back on to the proposed open space
- **Traffic:** concern over the number of vehicle movements that could be generated by the new residents
- **Infrastructure:** Local schools lack the capacity for additional pupils

## 2. CONSULTATION OVERVIEW

### Public exhibitions

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- 2.1 Generator distributed an invitation to 1,850 local commercial and residential properties 14 days prior to each of the three public exhibitions. A map of the distribution area is attached as Appendix 1 and copies of the newsletters are attached as Appendices 2, 3 and 4. The distribution for each public exhibition was carried out by a mail fulfilment company, who distributed the letters via Royal Mail.
- 2.2 Ward members for Highgate ward were invited to each of the public exhibitions. Before the third public exhibition Generator held a key stakeholder session for local elected representatives, which took place from 3.30pm to 4.30pm, one hour before the exhibition was open to the public.

### Feedback mechanisms

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- 2.3 Visitors to the public exhibitions were invited to complete a feedback form either at the exhibition or later, sending it back to the project team via the Freepost address provided. To date, 65 feedback forms have been received by the project team.
- 2.4 The feedback form was designed to give the project team an understanding of how residents viewed the scheme and what issues were important to them.
- 2.5 A consultation website – [www.iceniprojects.com/mansfieldbowlingclub](http://www.iceniprojects.com/mansfieldbowlingclub) – was made available for residents who were not able to attend the public exhibitions, or for residents who wished to view the information again (see Appendix 9). All the material displayed at the public exhibitions was made available to view and download.
- 2.6 Throughout the course of the consultation, a Freepost address, contact email address and telephone number were made available for local residents and interested parties to contact the project team.
- 2.7 The table below provides a record of all meetings held with local and political stakeholders to date. Meetings that have taken place with London Borough of Camden planning officers have not been included, but details of these can be found in the Planning Statement.

Date	Meeting	Venue
27.09.13	Meeting with the Mansfield Residents' Steering Group.	Mansfield Bowling Club, London, NW5 1EP
18.10.13	Meeting with Kenlyn Tennis Club.	Bistro Laz, 1 Highgate West Hill, London, N6 6JS
23.10.13  5pm to 9pm	First public exhibition.  70 members of the public attended, along with Councillor Sally Gimson (Highgate ward councillor) and Councillor Maya de Souza (Highgate ward councillor).	Highgate Newtown Community Centre, 25 Bertram Street, London, N19 5DQ
12.11.13	Meeting with Councillor Maya de Souza.	Camden Town Hall, Judd Street, London WC1H 9JE
13.12.13	Update email to Councillor Valerie Leach (member for Highgate ward and Cabinet Member for Regeneration), Councillor Sally Gimson (member for Highgate ward) and Councillor Maya de Souza (member for Highgate ward).	N / A
17.12.13	Meeting with Andrew Dismore, GLA member for Barnet and Camden.	Greater London Authority, City Hall, The Queen's Walk, London, SE1 2AA
12.02.14  4.30pm to 8.30pm	Second public exhibition.  Attended by 50 local residents and Councillor Valerie Leach, Councillor Maya de Souza and Councillor Sally Gimson.	Highgate Newtown Community Centre, 25 Bertram Street, London, N19 5DQ
13.03.14	Update letter sent to Highgate ward councillors.	N / A
28.04.14	Meeting with Kenlyn Tennis Club.	Generator Group, Paxton House, 30 Artillery Lane, London, E1 7LS

July 2014	Update letter sent to Highgate ward councillors to offer a meeting.	N / A
21.07.14  Key stakeholder session (3.30pm to 4.30pm)  4.30pm to 8.30pm	Third public exhibition.  Attended by 75 members of the public and the three members for Highgate ward: Councillor Sian Berry, Councillor Oliver Lewis and Councillor Sally Gimson.	Highgate Newtown Community Centre, 25 Bertram Street, London, N19 5DQ
24.07.14	Meeting with Councillor Sian Berry, member for Highgate ward.	Shepherdess Café, 221 City Road, London, EC1V 1JN
01.10.14	LB Camden Development Management (DM) Forum.  Attended by the three members for Highgate ward: Councillor Sian Berry, Councillor Oliver Lewis and Councillor Sally Gimson.	Parliament Hill School, Highgate Road, NW5 1RL
09.10.14	Developer Briefing.  Attended by six members of the Development Control Committee: Councillor Heather Johnson (Chair of the Development Control Committee), Councillor Roger Freeman, Councillor Adam Harrison, Councillor Claire – Louise Leyland, Councillor Richard Olszewski and Councillor Flick Rea.  Attended by two members of Highgate ward: Councillor Sian Berry and Councillor Sally Gimson.	Committee Room 4, Old Town Hall, Judd Street, London, WC1H 9JE
11.11.14	Meeting with Councillor Abdul Hai (Labour, Cabinet Member for Customers, Communities and Culture.	Camden Town Hall, Judd Street, London, WC1H 9JE

## **Engagement with local organisations**

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- 2.8 Generator offered a briefing to Brookfield Primary School, York Rise Nursery School and La Sainte Union Catholic School. So far, the schools have not taken up the opportunity for a meeting.

## **London Borough of Camden Development Management (DM) Forum**

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- 2.9 On Wednesday 1 October 2014, the applicant presented its proposals to the London Borough of Camden's DM Forum. The Forum was attended by local residents, members of the Dartmouth Park Neighbourhood Forum, members of the Dartmouth Park Conservation Area Advisory Committee, the Kenlyn Tennis Club, the Camden Civic Society, the Tufnell Park Parents' Support Group, as well as the three London Borough of Camden members for Highgate ward: Councillor Oliver Lewis, Councillor Sally Gimson and Councillor Sian Berry.

- 2.10 Generator presented the proposals and answered the audience's questions. The points that were raised included:

- Would the proposed leisure uses on the site be viable?
- What research had been undertaken by the applicant on potential non-sporting leisure uses?
- Will the scheme include indoor bowling facilities?
- How much parking will be provided?
- Will the car parking be incorporated within the existing footprint of the clubhouse?
- How much of the new housing will be affordable?
- Will the new houses overlook existing residential properties on Laurier Road?

Following the DM Forum, minutes of the meeting were circulated by the London Borough of Camden.



### 3. CONSULTATION METHODOLOGY

- 3.1 In preparing its consultation programme, Generator sought to carry out consultation, as required by the Localism Act 2011, with key political and community stakeholders relevant to the site.
- 3.2 Generator also sought to follow the 2012 *National Planning Policy Framework* (NPPF) and the 2014 *Planning Practice Guidance* (NPPG). The NPPF states that applicants should engage in pre-application discussions with local planning authorities and local communities to ensure that local people are aware of emerging proposals, and so that the quality and acceptability of the application can be enhanced.
- 3.3 The NPPG requires applicants to understand the site's context, engage with relevant stakeholders at an early stage and pursue a tailored approach to consultation.
- 3.4 Generator has reviewed the London Borough of Camden's revised Statement of Community Involvement (SCI), which was published in July 2011, and has sought to meet and exceed the expectations for consultation around planning applications. Generator is committed to community consultation and has carried out pre-application consultation with the local community to ensure people living close to the site are aware of the proposals and have the opportunity to give their comments in advance of an application submission.

## 4. SUMMARY OF THE SITE AND APPLICATION PROPOSALS

- 4.1 The application site comprises a vacant indoor bowling facility which consisted of a six rink indoor bowling green, part two, part three storey clubhouse with associated changing rooms and function room (Class D2). Two ancillary residential flats (Class C3) are also accommodated in the building. The remainder of the site is made up of associated car parking and hardstanding for the aforementioned vacant building, areas of open space, an outdoor bowling green, two tennis courts and associated clubhouse, and a small planting area for catering at the bowling club.
- 4.2 The site is approximately 0.85 hectares or 8,500 square metres. The surrounding area consists primarily of residential dwellings, which are well screened from the site by established landscaping and shrubbery. Specifically, the boundaries of the site sit adjacent to the rear gardens of residential properties on Croftdown Road, Regency Lawn, Dartmouth Park Avenue, Laurier Road and York Rise.
- 4.3 The site is accessed via Croftdown Road and has a Public Transport Accessibility Level rating of 3 (moderate), although neighbouring properties have a PTAL rating of 4. The nearest Underground station is Tufnell Park, located approximately 750 metres away. The site is well served by four nearby bus routes with bus stops located on nearby Highgate Road, Swain's Lane and Chester Road.

## 5. CONSULTATION WITH KEY POLITICAL STAKEHOLDERS

5.1 The applicant sought to engage with relevant elected members from an early stage, informing them of key project milestones throughout the pre-submission process. This included continued liaison by letter and email in the run-up to and following the three public exhibitions.

5.2 Letters and emails to relevant elected members were sent before each public exhibition, inviting members to the event or to a briefing if they were not able to attend. In addition, elected members received an invitation to a key stakeholder preview of the third public exhibition, which took place on Monday 21 July 2014.

5.3 Elected members who were sent letters were as follows:

- Councillor Sally Gimson (Labour, Highgate ward member)
- Councillor Oliver Lewis (Labour, Highgate ward member following the 22 May 2014 local elections)
- Councillor Sian Berry (Green, Highgate ward member following the 22 May local elections)
- Councillor Valerie Leach (Labour, Highgate ward member until 22 May 2014)
- Councillor Maya de Souza (Labour, Highgate ward member until 22 May 2014)
- London Borough of Camden Cabinet members for Regeneration, Housing, Young People, Children, Communities and Culture and Resources, and the Deputy Leader
- In the run-up to the 22 May 2014 local elections, the Labour Party and Green Party candidates for Highgate ward were sent letters

## 6. FIRST PUBLIC EXHIBITION – WEDNESDAY 23 OCTOBER 2013

The first public exhibition took place at the Highgate Newtown Community Centre on Wednesday 23 October 2013, from 5pm to 9pm. In total 70 people attended and 20 completed feedback forms. The feedback form consisted of a space for residents to leave any comments they had on the scheme. The presentation material displayed at the public exhibition can be found in Appendix 6.

The public exhibition presentation material included six different scheme options and visitors were given the opportunity to state which option they preferred. The responses, along with verbal feedback, have been themed below.

Item	Comment
Option 1	<p><i>“The scheme should follow the footprint of the existing clubhouse building.”</i></p> <p><i>“I prefer the building footprint in these proposals to the previous scheme.”</i></p> <p><i>“I prefer option 1.”</i></p> <p><i>“I am concerned over the size of the windows looking on to Regency Lawn as part of Option 1.”</i></p>

<p>Option 2</p>	<p><i>"I prefer option 2."</i></p> <p><i>"I'm concerned that option 2 would cause overlooking onto existing houses."</i></p> <p><i>"The built form proposals should be more modest."</i></p> <p><i>"There are too many houses proposed in option 2."</i></p> <p><i>"The gardens are too small."</i></p> <p><i>"There should be more open space between the houses."</i></p>
<p>Open space / community amenities</p>	<p><i>"The open space should be preserved."</i></p> <p><i>"I'm concerned about the security of the open space."</i></p> <p><i>"I don't think any more public open space is needed."</i></p> <p><i>"Would the petanque facilities be used?"</i></p> <p><i>"A children's play area by the bank should be included."</i></p> <p><i>"I would prefer green space rather than hard space for BMX use."</i></p> <p><i>"I would like to see an additional tennis court."</i></p> <p><i>"Not enough open space is included in the proposals."</i></p>

<p>Comments on the overall scheme</p>	<p><i>"I am opposed to residential development on the site."</i></p> <p><i>"Social housing / affordable housing should be prioritised."</i></p>
<p>Amenity of nearby residents</p>	<p><i>"I'm concerned that the sunlight into Regency Lawn will be blocked."</i></p> <p><i>"The new houses shouldn't include basements."</i></p> <p><i>"The new buildings should be no higher than the present clubhouse building."</i></p> <p><i>"Building basements could affect water drainage."</i></p> <p><i>"The scheme requires more mixed-use space."</i></p> <p><i>"I am opposed to any three-storey buildings."</i></p>

## 7. SECOND PUBLIC EXHIBITION – WEDNESDAY 12 FEBRUARY 2014

The second public exhibition was held on Wednesday 12 February 2014 from 4.30pm to 8.30pm at the Highgate Newtown Community Centre. In total approximately 50 people attended and 22 filled out feedback forms. The results are set out in full below. The presentation material displayed at the public exhibition can be found in Appendix 7.

The feedback form consisted of two questions:

- *“What are your thoughts in respect of the Open Space proposals and how could they be improved?”* And;
- *“What are your thoughts in respect of the built form proposals within the existing building footprint or within the wider southern part of the site?”*

**Q1. What are your thoughts in respect of the open space proposals and how could they be improved?**

Issue	Comment
Support for the tennis courts	<p><i>“If the open space – including cark park and tennis courts as open space – is preserved my comment is favourable.”</i></p> <p><i>“Happy with the tennis courts and the petanque area. The only concern is with the security of the open space at night.”</i></p>
Open space	<p><i>“The Open Space will need careful landscaping to seem attractive and welcoming. The Open Space <b>must</b> be protected – and enhanced.”</i></p> <p><i>“I would prefer to see an additional tennis court in place instead of a community garden, which would probably be little used.”</i></p> <p><i>“Protect open space and enhance it.”</i></p>

<p>Scheme design</p>	<p><i>“Development (houses) only in existing footpath of club building.”</i></p> <p><i>“The chosen scheme should rigorously follow the footprint of the existing building.”</i></p> <p><i>“The only acceptable development would be on the clubhouse footprint.”</i></p> <p><i>“The building footprint is much improved in the latest proposals.”</i></p>
<p>Housing mix</p>	<p><i>“Please present an option that does not include any residential development at all.”</i></p> <p><i>“Both Option 1 and Option 2 need to be more mixed use.”</i></p> <p><i>“No three-storey buildings.”</i></p>
<p>Security concerns</p>	<p><i>“Whilst tennis courts / clubhouse are in keeping I feel strongly that Public Open Space with clubhouse activity should be re-considered from a security and noise point of view – with both Parliament Hill and Hampstead Heath and Waterlow Park all brimming with facilities for children – I would not support a ‘built’ children’s area.”</i></p>



## 8. THIRD PUBLIC EXHIBITION – MONDAY 21 JULY 2014

The third public exhibition took place on Monday 21 July 2014 from 4.30pm to 8.30pm at the Highgate Newtown Community Centre. In total, approximately 75 people attended the public exhibition and 23 people completed feedback forms. A copy of the feedback form is attached as Appendix 5 and the presentation material displayed at the public exhibition can be found in Appendix 8.

### Quantitative feedback

**Q1. Do you support the provision of an enhanced community tennis facility on the site, for use by Kenlyn Tennis Club?** (20 out of 23 respondents completed Question 1).

Yes	No	Don't know
18 (90%)	1 (5%)	1 (5%)

**Q2. Do you support the restriction of the residential development to the footprint of the existing clubhouse building?** (19 out of 23 respondents completed Question 2).

Yes	No	Don't know
16 (84%)	3 (16%)	0

### Qualitative feedback

- 8.1 In total, 23 responses have been received to date. The responses have been themed and summarised below.

Issue	Comments
<b>General comments on the scheme</b>	<p><i>"I fully support this application as shown on 21 July 2014. This plan does not seem to be detrimental to any of the residents surrounding it. IcenI has taken our concerns and acted on them. May your plans come to fruition sooner rather than later."</i></p> <p><i>"Hurry up and get on with it, it looks great to me – much better than it is now... people need houses. A desperate need at the moment."</i></p> <p><i>"Best plans yet."</i></p>

	<p><i>“This is an improvement on previous plans. It seems reasonable to me.”</i></p> <p><i>“Housing is not what locals want as primary use of this space.”</i></p> <p><i>“This is open space and should stay as open space. Converting this to residential property would create traffic, noise and fundamentally change the use to be non-leisure.”</i></p>
<p><b>Sports / leisure space</b></p>	<p><i>“A third tennis court would be wonderful! Great opportunity for youngsters to learn - very well used at the moment. Kenlyn would be able to play matches.”</i></p> <p><i>“The whole Green area and courts could be wider leisure space with own entrance.”</i></p> <p><i>“Lucky Kenlyn – to be getting so much from you. I hope they are going to be responsible for the public area.”</i></p> <p><i>“How will the tennis club, pavilion and community gardens be managed?”</i></p> <p><i>“I think there is evidence of suitable alternative leisure uses as a nature reserve would be a suitable alternative.”</i></p> <p><i>“No recognition of what the site was intended for, i.e. sports.”</i></p> <p><i>“I do believe that this could be used for leisure use. I know of a gym, school, nursery and most of the local community who would love to use facilities here.”</i></p> <p><i>“Area supposed to be for green community use not for residential use.”</i></p>
<p><b>Security</b></p>	<p><i>“If all the provisos about maintenance and security are honoured and the swathe of planting behind 1-10 Regency Lawn happens, I am delighted with the current plan and hope it gets planning permission.”</i></p> <p><i>“I’m a little concerned about the garden area as it backs on to us, it would need to be secured at night.”</i></p> <p><i>“We live opposite the development. Our main concern is about the</i></p>

	<p><i>security of the public gardens, especially after dark. We understand the gates will be locked at night by the management company.</i></p> <p><i>“Security at night - who will undertake locking gates?”</i></p>
<b>Public space / landscaping</b>	<p><i>“Provided the trees in front of the 3-storey building are in fact planted - breaking up the views, I very much support the proposal.”</i></p> <p><i>“It looks far greener and more communal than it ever was.”</i></p> <p><i>“I welcome the extended green area behind my garden - a little protection from constant vehicles.”</i></p> <p><i>“Suggest Kenlyn be charged to be responsible for the upkeep of the open area beside the courts. The additional court could transform the club, and being responsible for the open space is a reasonable quid pro quo.”</i></p>
<b>Bulk, height and massing</b>	<p><i>“Buildings should be no higher than the present building so that they don't block out light to York Rise.”</i></p> <p><i>“[Support the proposals] providing the buildings are kept to the height proposed and no taller. Providing extra buildings are not slipped in.”</i></p>
<b>Built form</b>	<p><i>“I favour the greyish brickwork because it will merge into the sky and also the evening sun will be reflected off it.”</i></p> <p><i>“Still not gone the extra mile on the design of the scheme still second concept stage.”</i></p>
<b>Development footprint</b>	<p><i>“Redevelopment should keep to the footprint of the clubhouse.”</i></p> <p><i>“Hang loose with the footprint. Why be a slave to the current footprint other than neighbourhood-generated flak for going 'off-piste'?”</i></p>
<b>Infrastructure</b>	<p><i>“Schools etc. have no capacity...no space for the nursery school.”</i></p> <p><i>“Inadequate school places locally (Brookfield Primary totally oversubscribed).”</i></p>

<b>Affordable housing</b>	<i>"A guaranteed affordable house lease [should be] negotiated."</i>
<b>Construction</b>	<i>"The problem with the rats and foxes will have to be dealt with carefully during the demolition process and in an ongoing way."</i>
<b>Refuse collection</b>	<i>"The garbage bins need to be re-designed so that they do not obstruct our back yard view."  "Bin stores two metres from our back garden."</i>
<b>Pavilion</b>	<i>"There are no shower facilities in the pavilion."  "Noticed there are two storage areas [in the pavilion] could one be converted into two sections (male and female) for changing?"</i>

## 9. CONCLUSION

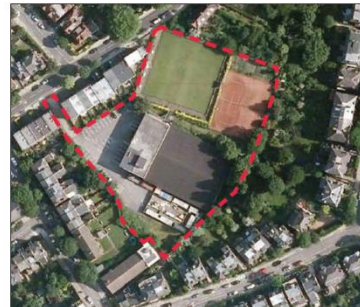
- 9.1 This Statement of Community Engagement has been produced in support of a planning application by Generator to redevelop the Mansfield Bowling Club site on Croftdown Road, Highgate.
- 9.2 The proposals are for the creation of a new publicly accessible open space; enhanced tennis facilities including the reconfiguration and extension of the courts to provide an additional court and increased playing area to accord with LTA requirements; the provision of a new ancillary pavilion (Class D2) to replace existing ancillary buildings; a new community garden; and the demolition and replacement of the existing bowling club building with a new part three-storey, part two-storey building providing 21 residential dwellings (Class C3) with associated access, parking and landscaping.
- 9.3 Pre-application consultation, as required by the Localism Act 2011, has been undertaken with key political and community stakeholders relevant to the site. The engagement process has enabled the design team to identify the key local issues and has ensured that the evolving proposals have taken this feedback into consideration, where possible.
- 9.4 Generator has been keen to involve the local community in the proposals as much as possible and, with this in mind, has undertaken extensive consultation activities including three public exhibitions, numerous meetings with local elected representatives, as well as dedicated email address, telephone number, Freepost postal address and consultation website.
- 9.5 The feedback received by the project team has demonstrated support for the open space proposals, the proposals to focus the built form within the footprint of the existing building and the provision of a third tennis court. Generator has responded to residents' feedback and, where possible, incorporated the feedback into the proposals.
- 9.6 The project team remains committed to engagement with the local community and will continue to ensure that residents are informed as the application progresses.

## A1. DISTRIBUTION MAP



## A2. INVITATION TO THE FIRST PUBLIC EXHIBITION (WEDNESDAY 23 OCTOBER 2013)

# Mansfield Bowling Club Public Consultation Workshop



You are invited to attend a public consultation workshop to discuss new proposals regarding Mansfield Bowling Club on Croftdown Road. As you may be aware, planning permission was refused for enabling development proposals at the site earlier this year.

We would like to discuss the future of the site with the community and would welcome your views on how we can create an improved scheme with input from local people that reflects local aspirations.



**Venue:** **Highgate Newtown Community Centre,  
25 Bertram Street, London N19 5DQ**

**Date/time:** **Wednesday 23rd October 2013, 5pm - 9pm**

If you have any questions in advance of the event or are unable to attend, please contact Icen Projects for more information.

Please email [info@icenprojects.com](mailto:info@icenprojects.com) or call 020 3435 4208.

Alternatively, write to us: Freepost Plus RTEC-ECBB-KSRJ, Icen Projects, Flitcroft House, 114-116 Charing Cross Road, London WC2H 0JR.

### A3. INVITATION TO THE SECOND PUBLIC EXHIBITION (WEDNESDAY 12 FEBRUARY 2014)

## Mansfield Bowling Club 2nd Public Consultation Workshop



You are invited to attend a 2nd public consultation workshop to discuss new proposals regarding Mansfield Bowling Club on Croftdown Road. The format of the event will be an informal drop-in.

Following our previous workshop in October 2013 we have now had the opportunity to consider the views and comments received from the local community and have prepared further proposals that we would welcome your thoughts on. We are committed to creating a scheme that reflects local aspirations therefore your time and input is appreciated.



**Venue:** Highgate Newtown Community Centre,  
25 Bertram Street, London N19 5DQ

**Date/time:** Wednesday 12th February 2014, 4.30-8.30pm

If you have any questions in advance of the event or are unable to attend, please contact Icen Projects for more information.

Please email [info@iceniprojects.com](mailto:info@iceniprojects.com) or call 020 3435 4208. Alternatively, write to us: Icen Projects, Freepost Plus RTEC-ECBB- KSRJ, Flitcroft House, 114-116 Charing Cross Road, London WC2H 0JR.

Information will also be available online at: [www.iceniprojects.com/mansfieldbowlingclub](http://www.iceniprojects.com/mansfieldbowlingclub)



## A4. INVITATION TO THE THIRD PUBLIC EXHIBITION (MONDAY 21 JULY 2014)

Mansfield Bowling Club

3rd Public Exhibition



You are invited to attend a third public exhibition to discuss the enhanced proposals for Mansfield Bowling Club on Croftdown Road. The format of the event will be an informal drop-in.



Following our previous public exhibitions in October 2013 and February 2014, we have considered the views received from the local community and have prepared enhanced proposals that we would welcome your thoughts on. We are committed to delivering a scheme that creates added benefit to the local community and your ongoing time and input into this process is much appreciated.



**Venue:** Highgate Newtown Community Centre  
25 Bertram Street, London, N19 5DQ

**Date/time:** Monday 21 July 2014, 4.30pm to 8.30pm

If you are unable to attend the exhibition we would still like to hear from you. You can write to us at our **FREEPOST** address:

### **Mansfield Bowling Club consultation**

C/O Christian Cosby  
Freepost Plus RTEC-ECBB-KSRJ, Icen Projects,  
Flitcroft House, 114-116 Charing Cross Road,  
London, WC2H 0JR

T: 020 3435 4219  
E: [Info@iceniprojects.com](mailto:Info@iceniprojects.com)

## A5. FEEDBACK FORM

# Mansfield Bowling Club Feedback Form

Thank you for attending our public exhibition. We will be considering all views and feedback received, so please share your comments using the form below.

Your details (please write in capitals)

Title: \_\_\_\_\_ Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

Postcode: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Do you support the provision of an enhanced community tennis facility on the site, for use by Kenlyn Tennis Club?

Yes

No

Don't know

Do you support the restriction of the residential development to the footprint of the existing clubhouse building?

Yes

No

Don't know

Do you have any further comments regarding the proposals?

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(Continued overleaf)



## A6. EXHIBITION BOARDS FROM THE FIRST PUBLIC EXHIBITION (WEDNESDAY 23 OCTOBER 2013)

# Welcome

Thank you for attending this consultation workshop to discuss new proposals at Mansfield Bowling Club.

### Background

- Planning permission was refused for the previous enabling development scheme earlier this year
- Options are now being considered to create a new solution that responds to local views and local aspirations.

### A New Approach

- The focus is on preserving the existing areas of leisure and open space for use by the local community
- Given the financial difficulties of retaining leisure uses within the existing building, explore alternative residential options using the existing building footprint and potentially the car parking area

### The Purpose of Today

- To take on board community views regarding this new approach
- To identify local priorities for the leisure and open space
- To identify an approach that reflects the aspirations of the local community.

Members of the project team are available this evening to listen to your views and record your ideas as part of our on-going community consultation.



# Site context



Aerial View from South



View into site from Croftdown Road



View East - Croftdown Road



Townhouses - Woodsome Road



Townhouses - Croftdown Road

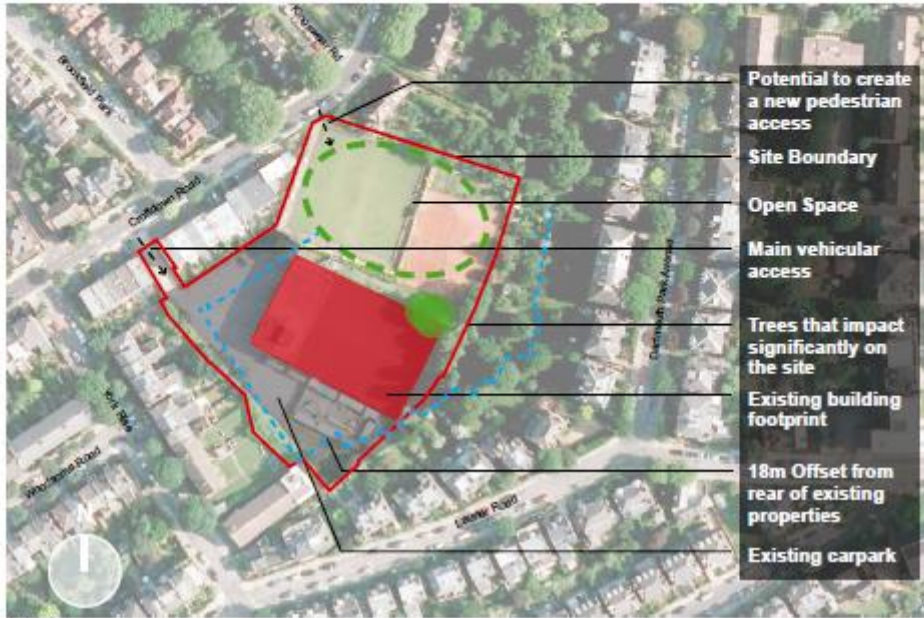


View North - Croftdown Road



Townhouses - Laurier Road

# Site constraints



# Opportunities

**We would like to obtain the views and aspirations of the local community regarding the opportunities that now exist. Given the nature of the surrounding environment we consider the most appropriate opportunities to be:**

- Retain the open space for outdoor leisure uses through discussion with the community;
- Improve accessibility to the open space for the whole community;
- Consider alternative indoor uses that are financially viable and sustainable in the long term;
- Potential to replace the existing building, with its negative impact on the Conservation Area, with well designed housing;
- Potential to explore options within the current car parking area to create a more attractive environment;
- Potential to provide new housing of a type and form sympathetic to the surrounding homes and Conservation Area.

# Initial ideas



## Option 1 Existing Footprint

- New residential development on the footprint of the current Mansfield Bowling Club building.
- New buildings less than the footprint of the existing building
- Building outlines provide flexible mix of flats and houses

**Question - Could it be better?**



## Option 2 Street

- A new street created between the blocks
- Back gardens against southern boundary
- New buildings less than the footprint of the existing building
- Building outlines provide flexible mix of flats and houses





### Option 3 Opening

- Rotate southern block towards eastern boundary
- Back gardens against eastern boundary
- New open space created
- New buildings less than the footprint of the existing building
- Building outlines provide flexible mix of flats and houses



### Option 4 Gardens to Gardens

- Rotate northern block towards western boundary
- Gardens to gardens on east and west boundaries
- New space created between new buildings
- Views opened up towards retained leisure and open space
- New buildings less than the footprint of the existing building
- Building outlines provide flexible mix of flats and houses



**Option 5**  
**Courtyard/  
 Gardens to Gardens**

- Right hand block broken in two with top half moved to overlook leisure and open space
- Creates slightly more enclosed courtyard feel to new space in the south
- New buildings less than the footprint of the existing building
- Building outlines provide flexible mix of flats and houses



**Option 6**  
**Courtyard/ Gardens to  
 Gardens/ Open Space**

- Left hand block broken in two with top half moved to overlook leisure and open space
- Creates a secure courtyard to south with new open space at its heart
- Provides good security and surveillance over the retained leisure and open space
- New buildings less than the footprint of the existing building
- Building outlines provide flexible mix of flats and houses

# Leisure and open space

What types of leisure and open space would you like to see on this site?



Tennis



Pocket park



London square

Outdoor gym



Croquet



Basketball



Five-a-side pitch



Netball



Pétanque



Play area



## A7. EXHIBITION BOARDS FROM THE SECOND PUBLIC EXHIBITION (WEDNESDAY 12 FEBRUARY 2014)

### Welcome

Thank you for attending this consultation workshop to discuss new proposals at Mansfield Bowling Club.

### Background

- In July 2013 planning permission was refused by the London Borough of Camden ("LB Camden") for the previous enabling development scheme.
- Options are now being developed to create a new solution that responds to local views and aspirations.
- Following our workshop in October 2013 we have now had the opportunity to consider the views and comments received from the local community and have prepared further proposals.
- In November 2013 we engaged with LB Camden to present scheme options that were developed based on feedback received from the workshop. These included retention of open space to the northern part of the site (including tennis courts and other leisure/recreational uses) and redevelopment of the existing building on the southern part of the site.
- In December 2013 we obtained feedback from LB Camden which enabled us to develop scheme options further as presented here today.
- We are due to meet again with LB Camden on 13th February 2014.
- These proposals are not yet fixed and we welcome your thoughts and feedback to enable them to be developed.
- The focus is on preserving the existing areas of leisure and open space for use by the local community.
- Given the financial difficulties of retaining leisure uses within the existing building, we have explored alternative residential options using the existing building footprint and the wider car parking area.

### The Purpose of Today

- To obtain local community views on our latest scheme proposals
- To identify local priorities for the leisure and open space
- To identify an approach that reflects the aspirations of the local community that we can develop further as part of a new planning application

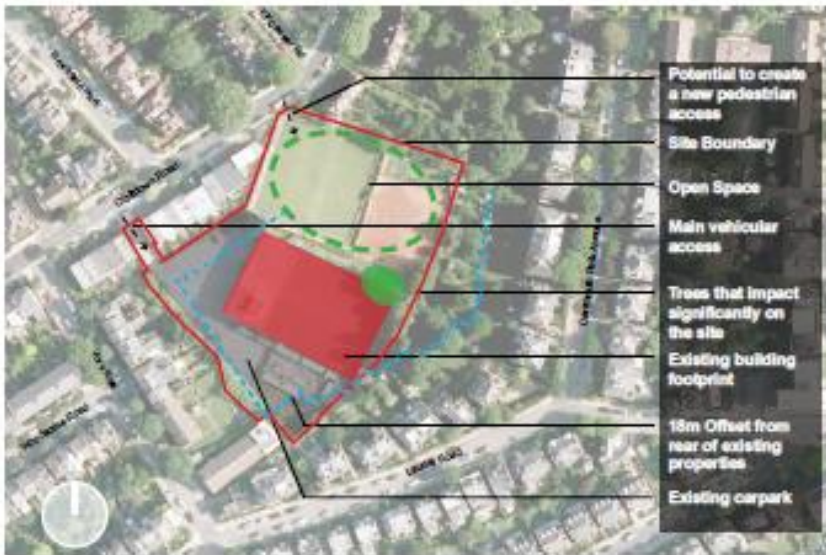
Members of the project team are available this evening to listen to your views and record your ideas as part of our ongoing community consultation.



# Site Context and Constraints



Aerial View from South



Aerial View



View into site from Craftdown Road



Site entrance - Craftdown Road



Terraced houses - Woodside Road



View over bowling green



View of current WRC building from entrance



View of current WRC building

# Initial Ideas

## Open space use

A range of uses were proposed for the open space including the following...



Tennis



Footprint



Petanque



Park Open



Pedest Path



Community Garden

## Built form options



Option 1  
Existing Footprint



Option 2  
Street



Option 3  
Opening



Option 4  
Gardens to Gardens



Option 5  
Courtyard / Gardens to Gardens



Option 6  
Courtyard / Gardens to Gardens  
/ Open Space

## Community responses to initial ideas

Approximately 70 people attended the workshop in October 2013 and the feedback received was positive, as follows:

- The key aspiration was for the preservation and enhancement to the northern part of the site;
- There was considerable support for the retention of the existing tennis courts and suggestions for improved facilities (including a small clubhouse to provide basic services and consideration of a 3rd tennis court);
- Other leisure and recreational uses that received strong support included safe play areas for children as part of an attractive landscaped open space, and provision for petanque;
- There was strong support for the provision of allotments or a community garden that could be more widely accessible;
- The majority of responses welcomed the proposal to replace the existing bowling clubhouse with a development that would enhance the surrounding area.

# Options Developed

- In November 2013 we met with LB Camden under a formal pre-application meeting.
- We presented further scheme options following feedback received from the local community at the public consultation workshop that included retention of open space to the northern part of the site (including tennis courts and other leisure/recreational uses) and redevelopment of the existing building on the southern part of the site.

## Open space



Existing



Option 1  
LTA compliant Tennis Courts & new Clubhouse



Option 2  
Three Tennis Courts & Allotments  
Community Garden



Option 3  
MLK or Patenque Courts



Option 4  
Pocket Park / Community Garden



Option 5  
Children's Play

## Built form



Residential Layout Option 1 - On Existing Footprint



Residential Layout Option 2 - On Existing Footprint



Residential Layout Option 3 - Built Form Off Existing Footprint



Residential Layout Option 4 - Built Form Off Existing Footprint



## LB Camden Response to Our Pre-Application Meeting

In December 2013 we received feedback from LB Camden as follows:

### Northern part of the site

- Use of the northern part of the site for publicly accessible open space is broadly welcomed.
- Re-provision and upgrade of tennis courts is generally welcomed.
- It was noted that we are seeking to work alongside Kenlyn Tennis Club in any future proposal at the site.
- There may be amenity concerns in the locality if floodlighting for the tennis courts was proposed.
- A smaller tennis facility (2 rather than 3 or 4 courts) may be more appropriate allowing space for other uses on the northern part of the site.
- Creating flexible space should be considered further, including provision of a pocket park with 'green usable space' maximised. The inclusion of a play area, community garden and/or petanque, are all possible options to explore further.
- A Multi Use Games Area (MUGA) could lead to amenity issues and although there is a strong demand in the borough for a BMX facility, the size of the space and amenity implications may rule such an option out.
- A replacement clubhouse is likely to be considered appropriate (e.g. to provide toilet/changing facilities) helping to provide longer term viability benefits to the open space.
- We were strongly encouraged to undertake further engagement with the local community.

### Southern part of the site

- Evidence is required to justify the loss of the bowling club and to demonstrate a lack of suitable alternative leisure uses.
- The existing building is identified as making a negative contribution to the Conservation Area so there is no in-principle issue with the demolition of the building from a design/conservation perspective.
- If the loss of leisure use can be justified in policy terms then the principle of providing housing would likely be welcomed as it is a priority land use in the borough.
- The site (except the area of the existing building footprint) is designated as Private Open Space. As such, the least policy contentious proposal would involve development solely on the footprint of the existing building.
- However, it is considered that the proposal which goes beyond the footprint of the existing building has a number of potential benefits, but would be more complex to justify in policy terms.
- It is considered that out of the four options put forward Option 3 could provide the most suitable approach.

# Current Proposals

## Open space



Pocket Park



Children's Play



Community Garden



Tennis Court



Petanque

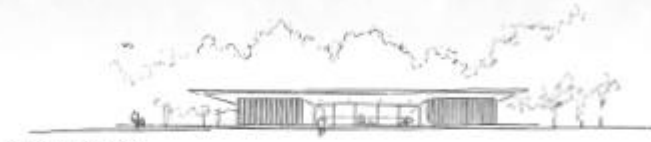
In response to the feedback we have proposed the following uses within the open space:

1. New Pocket Park with pedestrian access from Croftdown Road, fully accessible to the public and featuring:
  - Community garden to provide areas for planting for local residents;
  - Children's outdoor play opportunities created using natural features;
  - Open landscaped space for informal recreation and seating;
  - Provision of two petanque playing areas.
2. Two tennis courts upgraded and repositioned to meet LTA standard dimensions.
3. New pavilion building to look over tennis courts and community garden, providing toilet and changing facilities, and a small kitchen.

We are currently considering a range of management solutions to provide a safe, secure and well maintained area of publicly accessible open space.



## New Pavilion



Concept sketch for New Pavilion



Example image of Pavilion Building

## Built Form

Following advice and feedback from LB Camden and the previous public consultation we have developed two options for residential development on the southern part of the site.

- **Option 1 - Development within the existing building footprint**
- **Option 2 - Development that relocates the building footprint within the southern part of the site**

We propose to take one option forward based on your feedback today and further advice from LB Camden. Which do you prefer?



Building View From South

# Built Form

## Option 1



Option 1 - site layout - building on existing footprint





## A8. EXHIBITION BOARDS FROM THE THIRD PUBLIC EXHIBITION (MONDAY 21 JULY 2014)

**Welcome**

*Thank you for attending this consultation workshop to discuss new proposals at Mansfield Bowling Club.*

**Background**

- In July 2013 planning permission was refused by the LB Camden for the previous enabling development scheme;
- Options were subsequently developed to create a new solution responding to local views and aspirations;
- In February 2014 we presented 2 options for the development at a public exhibition; one on the area of the existing built form, and one that used the remaining parking area and hardstanding to accommodate an equivalent footprint;
- Following feedback received at the previous public exhibitions and through pre-application discussions, it has now been decided to focus the built form on the footprint of the existing clubhouse building;
- We are due to meet with LB Camden again to discuss the design approach in the next few weeks;
- These proposals are not yet fixed, and we would welcome your thoughts and feedback to enable them to be finalised;
- The focus remains on preserving the existing areas of leisure and open space, making them publicly available, and ensuring the long-term viability of the leisure use of the site.

**The Purpose of Today**

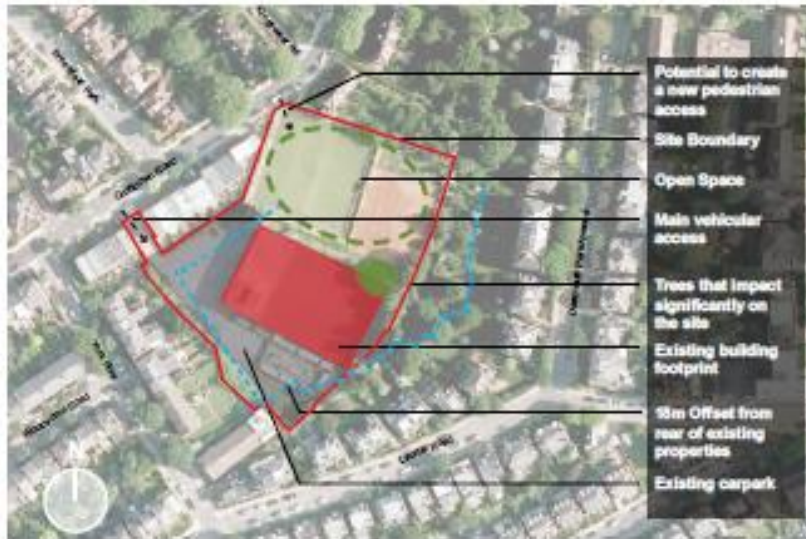
- To obtain local community views on our latest scheme proposals
- To identify the approach to be developed further as part of a new planning application.



# Site Context and Constraints



Aerial View From South



Aerial View



View into site from Croftdown Road



Site entrance - Croftdown Road



Terraced houses - Woodhouse Road



View over existing green



View of current MRC building from entrance



View of current MRC building

## Previous Proposals - Open Space

At the last public exhibition we presented the plans below. These illustrated a new pedestrian access from Croftdown Road into a publicly accessible landscaped space incorporating some children's play together with a new pavilion building and two Lawn Tennis Association (LTA) compliant tennis courts.



## Your Response

From your feedback we identified these key desires

- To increase the amount of provision for leisure use of this space.
- To provide an additional tennis court.
- To create a secure entrance into this area to prevent access after dark.
- To provide an area for vegetable growing.



## Previous Proposals - Built Form

At the last public exhibition we presented two options for the development of new buildings on the site. Option 1 proposed new buildings on the footprint of the current club house. Option 2 proposed moving the new buildings into two terraces against the existing boundaries.

### Option 1



Option 1 - Site layout - Building on existing footprint



Artistic impression - View from site entrance

### Option 2



Option 2 - Site layout - Building footprint relocated



Artistic impression - View from site entrance

## Your Feedback

From your feedback we identified these key desires

- To develop Option 1 restricting building to the footprint of the existing club house.
- To see new buildings of very high quality in keeping with the area.
- To minimise overlooking of properties.
- To protect existing boundaries with surrounding residential properties.

## LB Camden Responses to Pre-Application Meetings

In February 2014 we received feedback from LB Camden as follows:

### Northern part of the site

- Full details of the tennis courts and their management should be provided in any planning application;
- It was noted that we are seeking to work alongside Kenlyn Tennis Club in any future proposal at the site;
- Understand that there is a balance to be struck between a 3rd tennis court and the provision of open space, but the decision needs to be justified in any planning application submitted;
- Provision for play in a more natural environment is welcomed, with a mixed approach to natural and traditional elements;
- The proposal for growing space is welcomed;
- Officers welcome the principle of the space becoming publicly accessible;
- A replacement clubhouse is likely to be considered appropriate;

### Southern part of the site

- Evidence is required to justify the loss of the bowling club and to demonstrate a lack of suitable alternative leisure uses;
- Subject to demonstrating the above, then the principle of residential development would be broadly welcomed;
- Welcome the policy compliant provision of affordable housing on the site;
- The Council would expect a mix of large and small market units to be proposed;
- They acknowledge that there are benefits and drawbacks to both developing on the footprint and developing off it, and leave it up to the applicant to decide which is best and provide justification;

### Our Response

We have revised the proposals as follows;

#### Open Space

- A third tennis court has been provided.
- A community vegetable garden area has been included.
- Boundary planting and new tree planting is proposed to provide natural screening of adjacent properties.
- Hard standing has been further reduced.
- The quantity of open space has been preserved and its quality enhanced by new landscape proposals.

#### Built Form

- We have developed Option 1 - building on the existing club house footprint.
- We have designed a range of bespoke homes in a mix of sizes that provides exciting and original homes.
- We have developed a unique, contemporary appearance for the buildings that is inspired by local architecture, materials and character.

## Masterplan

The masterplan below illustrates our current thinking for the layout of the site. This combines new building on the footprint of the existing club house and retaining the same amount of open space surrounding it. The new layout for the open space includes:

- Three new tennis courts together with a new pavilion building
- New publicly accessible lawns with some children's play and new planting to create a soft and pleasant landscape setting
- Much reduced hard paving to allow for more soft landscaping around the proposed vehicular access and parking area.



## Open Space & Landscape



### Tennis

- Three new tennis courts, LTA specification, are proposed



### Pavilion

- A new pavilion serves the new public garden, tennis courts and community garden



### Public Garden

- Open lawns and richly planted borders create new spaces for relaxation and young childrens play



### Community Garden

- An area of raised beds provides opportunity for local residents to get involved in a community garden



### Hard Landscape

- Much reduced areas of hard paving provide for vehicular access and parking



### Boundary Planting

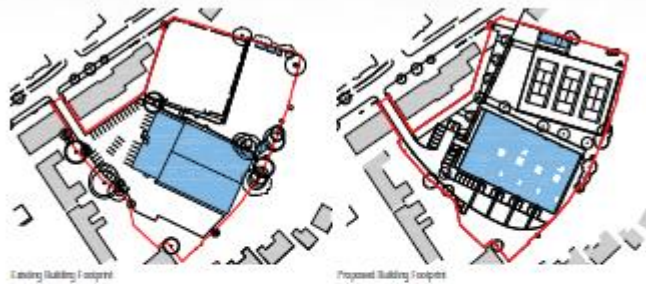
- Sensitive boundaries are protected with planting areas to prevent access and improve security



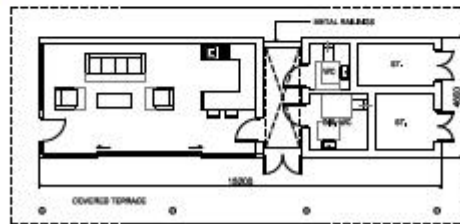
### Residents Garden

- A smaller area of informal garden is proposed to the south primarily for benefit of new residents

## Development Of Built Form



### Pavilion



Pavilion Floor



Pavilion elevation

A new flexible pavilion building is proposed against the northern site boundary. This provides for a small meeting space and kitchen with independently accessible toilets and storage. The pavilion is designed to overlook the new site entrance, the tennis courts and the community garden.

### Concept Approach



The existing building form divides naturally into a 3 storey element at the front with a 2 storey element behind.



The 2 storey element can be subdivided into a series of unique, courtyard style houses. The 3 storey element provides opportunity for apartments creating a range of different homes.



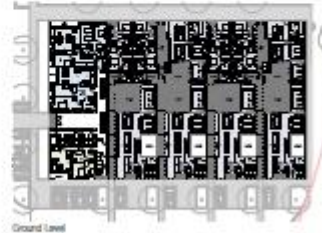
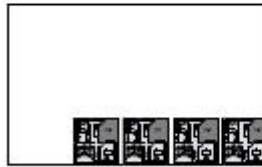
In response to the character of the surrounding area, we propose to use a rendered ground floor with brickwork to upper floors.

# Built Form

## Site Sections



## Proposed Floor Plans



## Proposed Elevations



## View From Site Entrance





## A9. CONSULTATION WEBSITE



The latest presentation material displayed at the meeting on 21st July 2014 is available to download here: [Exhibition Boards](#)



### Mansfield Bowling Club

The third public consultation workshop to discuss new proposals regarding Mansfield Bowling Club on Croftdown Road took place on Monday 21st July, following the previous workshops in February 2014 and October 2013. We will be considering the views and comments received from the local community and will be preparing updated proposals in due course. We are committed to creating a scheme that reflects local aspirations, therefore your time and input is appreciated.

Please email [info@iceniprojects.com](mailto:info@iceniprojects.com) or call 020 3435 4208 if you require further information at this stage.

Alternatively, write to us: Freepost Plus RTEC-ECBB-KSRJ, IcenI Projects, Flitcroft House, 114-116 Charing Cross Road, London WC2H 0JR.



## A10. PHOTOGRAPH FROM THE PUBLIC EXHIBITION

