



The Former Mary Feilding Guild Site, Highgate

Statement of Community Involvement
December 2022

Prepared for
Highgate Care Ltd

the view
HIGHGATE

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1 Executive Summary

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Forty Shillings on behalf of Highgate Care Ltd in support of its application for the demolition and the redevelopment of the former Mary Feilding Guild site, Highgate. For the purposes of this document, the site will be referred to by the proposed new name for the development, *The View*.
- 1.2 The View is located on the corner of View Road and North Hill, within the Highgate Ward in the London Borough of Haringey.
- 1.3 Highgate Care Ltd undertook pre-application community consultation to ensure stakeholders and neighbours had a full and open opportunity to view and influence the proposals prior to the submission of a planning application.
- 1.4 The consultation centred around a series of meetings with local amenity groups, Councillors, NHS and local care organisations, and site neighbours. The feedback from these meetings informed the scheme evolution.
- 1.5 A dedicated project website – www.theviewhighgate.co.uk – was established to provide detailed information about the plans and an opportunity for residents and stakeholders to have their say. This was publicised via 2,000 flyers posted to neighbouring residents, and emails to local stakeholders.
- 1.6 Highgate Care Ltd has also followed the London Borough of Haringey's pre-application engagement process. The scheme has been considered by two meetings of the Council's Quality Review Panel in May and August 2021, the Council's Pre-Application Planning Sub Committee on 14 September 2021 and a meeting of the Development Management Forum on 27 September 2021 which was open to the public.
- 1.7 This report details the discussions that have been undertaken, the feedback that we have received and how this has informed the submitted application. The major issues focused on were land use, design, daylight/sunlight impacts, the boundary lines, landscaping, traffic and parking, basement impact, and environmental performance.

2 Background

- 2.1 The Mary Feilding Guild (MFG) has provided accommodation and personal care to those over 65 since the 1930s. It operated similar to a sheltered accommodation facility with no nursing care provided. It was only open to those who could maintain an independent lifestyle.
- 2.2 MFG has been financially unsustainable for many years and lost £1.5 million over the last four years of its operation. MFG's occupancy rate had fallen to 37% with no new residents moving in since 2018. It was put on the open market in 2020.
- 2.3 Highgate Care Ltd acquired the site on 4th March 2021 and within the same month began to talk to residents and staff about closure, offering support to help residents find new accommodation. By 7th May 2021 all residents had found new homes.
- 2.4 The current building has been extended and added to over the years with many different poor quality building styles. It currently suffers from a number of issues making it unsafe for residents and is no longer fit for purpose. It does not meet the standards required of a contemporary care facility.
- 2.5 The application is the demolition of existing buildings and redevelopment to provide a new care home (Class C2 - Residential Institution), together with a well-being and physiotherapy centre.
- 2.6 There is insufficient space to provide facilities in line with competitors in the area. We initially investigated refurbishment and extensions but felt this to be unviable. The building was not designed to meet the care needs necessary for modern times.
- 2.7 The proposed care home includes:
- | | |
|---------------------------------|------------------------------------|
| • Up to 70 bedrooms | • Lounge |
| • Hydrotherapy pool | • Bar |
| • Steam room | • Well-being shop |
| • Sauna | • General shop |
| • Gym | • Car and cycle parking |
| • Treatment / medical rooms | • Refuse / recycling storage |
| • Hairdressing and beauty salon | • Mechanical and electrical plant |
| • Restaurant | • Landscaping and associated works |
| • Café | |
- 2.8 Further details on the proposals are found in the Planning Statement and the Design and Access Statement, submitted as part of the planning application.

3 Consultation Policy Context

- 3.1 Consultation is an essential requirement for major development projects and is encouraged by both national and local Government. Indeed, the Government has put community consultation at the heart of the 2011 Localism Act:

“To further strengthen the role of local communities in planning, the Act introduces a new requirement for developers to consult local communities before submitting planning applications for certain developments. This gives local people a chance to comment when there is still genuine scope to make changes to proposals”.

A plain English guide to the Localism Act,
Dept for Communities and Local Government, pp 13

- 3.2 The National Planning Policy Framework (NPPF) July 2021 is a key part of the Government’s reforms to make the planning system less complex and more accessible. The framework acts as guidance for local planning authorities and decision-takers, both in drawing up plans and making decisions about planning applications. The NPPF encourages early and proactive community engagement. Paragraph 132 of this document states that:

“Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot”.

NPPF, Dept of Housing, Communities & Local Government, pp 39

- 3.3 At the local level, the London Borough of Haringey has adopted Statement of Community Involvement (Adopted March 2013), which identifies the importance of an open and comprehensive community consultation for planning applications. Paragraph 8.2.4 of the document states that:

“Involving local communities in developing our policies and services is essential to achieving the Local Plan’s vision, objectives and policies. Planning affects everyone - where you live, work, and how you spend your leisure time. As such, involving the community through engagement and consultation is an integral part of Planning.”

Haringey’ Local Plan, Strategic Policies,
London Borough of Haringey, pp 162

4 Consultation Strategy and Activities

SUMMARY

- 4.1 Commencing in April 2021, Highgate Care Ltd began a public consultation process on the proposals for the scheme ahead of the submission of a planning application in November 2021.
- 4.2 The team delivered a cascaded approach to consultation which broke down into three main phases and it was always intended that this would be carried out in parallel with the Council's own Development Management Forum.
- 4.3 The first phase was to identify and approach key local amenity groups, Councillors, and other local stakeholders to offer meetings to discuss the plans for The View. These groups were contacted in June electronically via a project email.
- 4.4 The second phase was to contact immediate neighbours to offer similar meetings. Neighbours were contacted in June, via a written letter delivered to their homes.
- 4.5 The third phase focused on expanding the engagement to the wider Highgate community. This was achieved by distributing a flyer publicising the consultation to the local area and by creating a project website that included an online survey for consultees to fill out.
- 4.6 Highgate Care Ltd maintained an open and ongoing discussion with the above groups throughout the entire consultation period.
- 4.7 The aims of the consultation and engagement process were:
 - To raise awareness of the proposed development and planning application.
 - To gather feedback from the local community.
 - To answer any questions from the local community about the proposals.
- 4.8 Meetings with various stakeholder groups from April to October 2021 offered consultees the opportunity to see the developing proposals, speak to members of the team and have their questions answered.
- 4.9 The feedback received is detailed in Section 5, with the response of Highgate Care Ltd to the feedback available in Section 6.

ENGAGEMENT WITH STAKEHOLDERS

- 4.10 In June 2021, the following email was sent to a selection of local amenity groups, Councillors and other relevant stakeholders:

Dear Recipient,

As you know, Highgate Care acquired the former Mary Feilding Guild care home in February 2021 with the intention of building a new high-quality care community on the site.

We intend to maintain the care use on the site and create a community which prioritises the physical care needs of the individual whilst also incorporating a range of facilities to support the mental and social wellbeing of our residents.

Our initial plans include a range of facilities such as a gym, sauna, physiotherapy spaces and a hydrotherapy pool as well as 'Resident Hub' in the centre of the development which will include day rooms, a piano lounge and other communal spaces. These facilities will support around 70 units with a mix of bedrooms and suites to suit different needs and levels of independence.

Whilst we are in the early stages of drawing up plans for the home, we are also looking at ways in which the local community would be able to benefit from the plans such as using the facilities on offer and providing skills and jobs for those in Haringey and we would be interested to hear your thoughts on this.

At this early stage of the design process, we would be grateful if we could meet with you to discuss our plans in more detail and listen to any suggestions you might have. Please contact me via email at futureplans@highgatehousecarehome.co.uk if you are interested in this offer. I look forward to hearing from you.

ENGAGING WITH IMMEDIATE NEIGHBOURS

- 4.11 In June 2021, 52 letters were sent to the immediate neighbours of the former Mary Feilding Guild. The letters contained background on Highgate Care Ltd and the acquisition of the site, information about the proposals and an offer for the residents to meet with the team to both discuss the plans in more detail and listen to any suggestions they may have.
- 4.12 The letters also had information regarding the facilities on offer, how these facilities are intended to be opened up to the wider community and contact details for the team. Further details were also included on a project website.

4.13 Letter sent to immediate neighbours, 11th June 2021.

Highgate House

CARE HOME

Tel: 0208 340 3915

Email: info@highgatehousecarehome.co.uk Web: www.highgatehousecarehome.co.uk

Address: Highgate House Care Home, 103-107 North Hill, Highgate, London N6 4DP

11 June 2021

Dear Resident,

Mary Feilding Guild care home, Highgate

I am writing to introduce Highgate Care as the new owner of the former Mary Feilding Guild care home. With over 25 years' experience providing high-quality care, we are dedicated to supporting older and vulnerable people within our local community.

As you may know, Highgate Care acquired the former Mary Feilding Guild care home in February 2021 with the intention of building a new high-quality care community on the site.

We intend to maintain the care use on the site and create a community which prioritises the physical care needs of the individual whilst also incorporating a range of facilities to support the mental and social wellbeing of our residents.

Our initial plans include a range of facilities such as a gym, sauna, physiotherapy spaces and a hydrotherapy pool as well as 'Resident Hub' in the centre of the development which will include day rooms, a piano lounge and other communal spaces. These facilities will support around 70 units with a mix of bedrooms and suites to suit different needs and levels of independence.

Whilst we are in the early stages of drawing up plans for the home, we are also looking at ways in which the local community would be able to benefit from the plans such as using the facilities on offer and providing skills and jobs for those in the local community and we would be interested to hear your thoughts on this.

At this early stage of the design process, we would be grateful if we could meet with you to discuss our plans in more detail and listen to any suggestions you might have. Please contact me via email at futureplans@highgatehousecarehome.co.uk if you are interested in this offer. I look forward to hearing from you.

Yours sincerely,

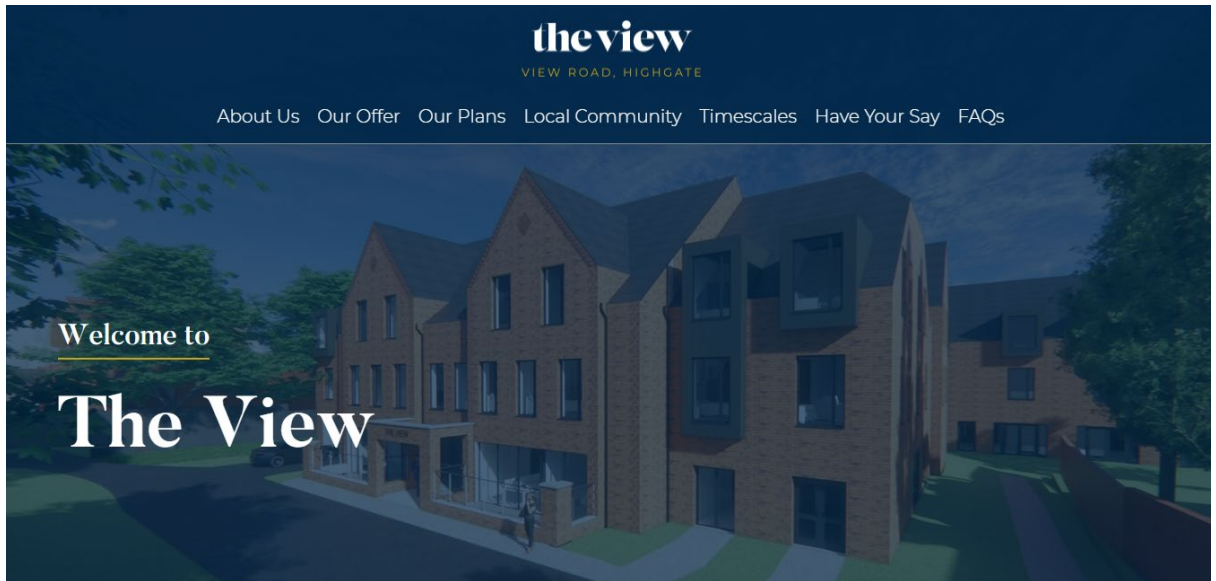
Mitesh Dhanak
Director, Highgate Care Ltd

4.14 Distribution zone for the letter:



ENGAGING WITH THE WIDER COMMUNITY

- 4.15 In August 2021, a further distribution was undertaken to publicise the consultation more widely. This time, 2,000 flyers were sent to local residents and businesses. The flyers contained information about the scheme, the consultation and links directing the public to the project website, which includes a “Have Your Say” section (see below).



4.16



Have your say

As we work up our plans to create a modern, community focused care facility, we would love to hear your thoughts on our proposals and any suggestions you might have.

Simply fill in the form to have your say

the view

HIGHGATE

HAVE YOUR SAY

* Your details

Name *

Address *

Address 2

City/Town *

Post Code *

Email Address *

Phone Number

- 4.17 Information was also provided on the project website about plans, the facilities on offer, timescales, and FAQs. A further section contained information on the plan to open services and facilities to the local community.

4.18 Consultation flyer:

the view

VIEW ROAD, HIGHGATE

1 VIEW ROAD, HIGHGATE, LONDON N6 4DP

INTRODUCING THE VIEW, HIGHGATE

We are consulting on the plans for The View, a new premium care home in the heart of Highgate, providing specialist nursing and convalescence care.

The plans will include a gym, hydrotherapy pool, wellness centre, restaurant and a range of living and seating areas which will be open to those living in the local Highgate community.

WWW.THEVIEWHIGHGATE.CO.UK

HAVE YOUR SAY

As we work up our plans to create a modern, community focused care facility, we would love to hear your thoughts on our proposals and any suggestions you might have.

Please visit our website to find out more and have your say.

ILLUSTRATIVE VIEW SHOWING SCHEME FROM VIEW ROAD

0800 038 5922

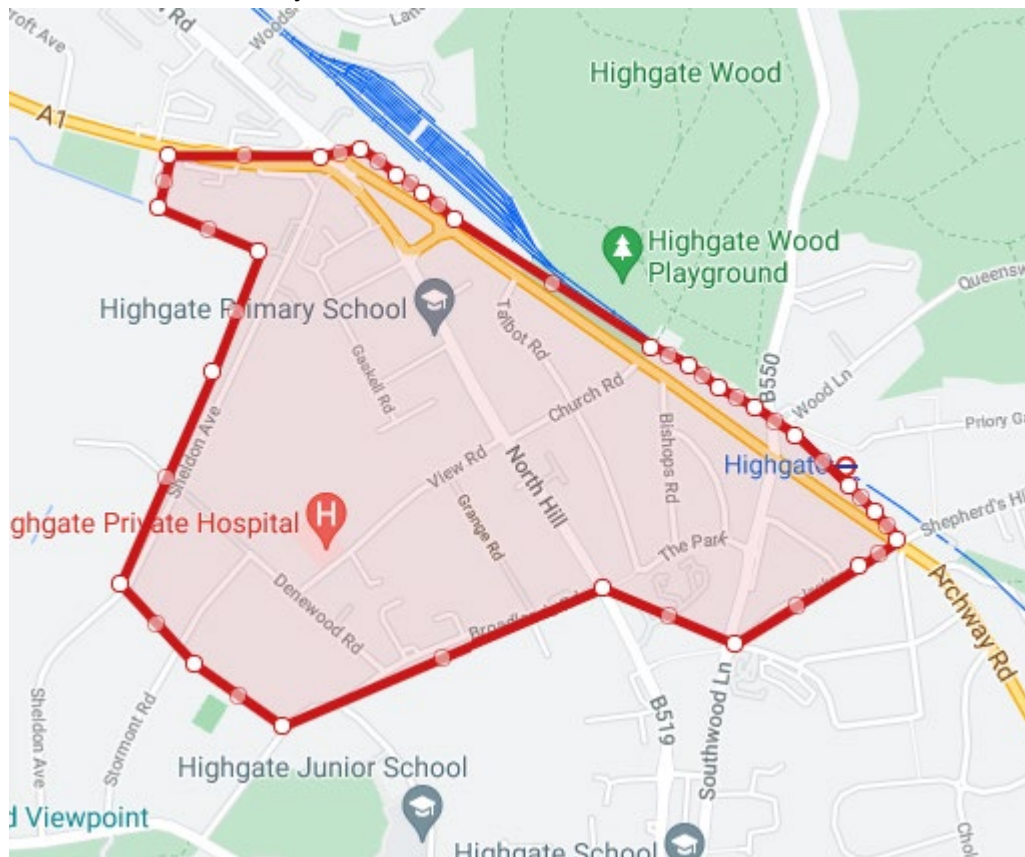
INFO@THEVIEWHIGHGATE.CO.UK

WWW.THEVIEWHIGHGATE.CO.UK

the view

VIEW ROAD, HIGHGATE

4.19 Distribution zone for flyer:



4.20 Forty Shillings received three forms providing feedback on the scheme from local residents and stakeholders.

STAKEHOLDER MEETINGS

4.21 Throughout the consultation period, Highgate Care Ltd organised meetings with the following people and groups:

- Catherine West MP, Hornsey and Wood Green, 13th April 2021
- London Borough of Haringey, Commissioning and Safeguarding officers, 23rd April 2021
- The Highgate Society, 14th July 2021
- Immediate neighbours, 29th July 2021
- Highgate Ward Councillors, 22nd July 2021
- Immediate neighbours, 3rd August 2021
- Immediate neighbours, 6th August 2021
- HCAAC, 16th August 2021
- London Borough of Haringey Commissioning and Safeguarding officers, 31st August 2021
- Highgate Group Practice, 24th September 2021

- The Highgate Society & HCAAC, 12th October 2021
- 4.22 These meetings were designed to provide consultees with background information on the site and scheme, an overview of proposed facilities and a chance to directly ask various consultants any questions or share any concerns they had.
- 4.23 The following members of the project team were almost always in attendance during these meetings to provide technical support on specific questions asked:
- Highgate Care Ltd
 - ND Planning
 - DWA Architects
 - Forty Shillings
- 4.24 An 0800 freephone number was also established to allow residents to contact the development team.

WIDER MEETINGS WITH THE COUNCIL AND LOCAL COMMUNITY

- 4.25 In addition to the above, Highgate Care Ltd also presented to the London Borough of Haringey's 14th September Pre-Application Planning Sub Committee and presented again at the 27th September Development Management Forum.
- 4.26 Further presentations were made at Quality Review Panels held in both May and August.

5 Feedback Summary

SUMMARY

5.1 The feedback we received focused on the use of the site, the design of the frontages along View Road and North Hill and the scale of the overall development. Feedback was submitted to the design team and reviewed on a regular basis as the scheme evolved.

5.2 The key issues raised were:

The closure of the Mary Feilding Guild

- Regret that the long-established Mary Feilding Guild was closed in April 2021

Land use

- What age demographic will the new scheme focus on?
- What Use Class will the new scheme be?
- Will a care use be maintained on site?
- Does the local authority need this service?
- Does the local area need these facilities?
- How long will the average stay be?
- The impact on the increased number of rooms compared to MFG
- What is planned for Kekewich house?
- Will there be increased operating hours?

Design

- Increased number of balconies compared to MFG
- The North Hill elevation
- How the scheme impacts the Conservation area
- Why has a contemporary design been chosen?

Daylight/sunlight impacts

- Overlooking concerns into neighbouring properties
- Reduced daylight/sunlight onto neighbouring properties due to increased height compared to MFG

Landscaping / boundary lines

- Will there be a reduction in garden space?

- Why is there a reduction in grass?
- Will the trees on the boundary line be maintained?
- Will the trees on the boundary line be affected by basement construction?
- Will there be an increased building footprint?
- Will the garden be open to the public?

Traffic and parking

- Concerns regarding increased traffic flow
- Will traffic modelling be conducted?
- Will the North Hill drop off space be larger than MFG's?
- Concerns regarding parking provision
- There needs to be more parking on site as there is already a shortage in the area

Basement impact

- Has a basement impact report been produced?
- Concerns regarding properties on North Hill as they don't sit on foundations

Environmental performance

- Will heat pumps be air-source?

FEEDBACK FROM STAKEHOLDER AND RESIDENT MEETINGS

- 5.3 A substantial amount of feedback from the consultation was received during the various stakeholder and residents' meetings held between April and October. The following feedback is taken from those meetings.
- 5.4 A meeting was held with officers from London Borough of Haringey's Commissioning and Safeguarding team in April 2021. During this meeting, officers questioned what The View will offer, what age demographic it will target and if it will align with the local authority's needs.
- 5.5 In a meeting with The Highgate Society, July 2021, representatives raised a number of issues with the design. These included the number of rooms with balconies, the increased height of the proposal, issues with daylight/sunlight and overlooking, the North Hill elevation requiring re-design and that more work was required for the scheme to better reflect the conservation area.
- 5.6 Comments were also received on the convalescence model, namely, on how long the average stay will be and concerns regarding the increase in the number of

occupants. Members of the Highgate Society raised concern for the increased traffic flow and asked if a boundary treatment and basement impact report had been prepared.

- 5.7 At a meeting with immediate neighbours in July 2021, residents raised concern over the height of The View and what impact that will have on their gardens. One resident, who had recently been burgled, asked what security provisions The View will have. Further questions were asked around parking and traffic, with one resident asking if traffic modelling had been completed and what size the new North Hill drop off space will be.
- 5.8 Highgate Care Ltd met with Ward Cllrs in July 2021 to discuss plans. At this meeting, Cllrs raised questions regarding the future use of the site and that the loss of elderly care is a loss to the community. Concerns were raised regarding the size of the construction and if there will be a reduction in garden space, parking provision, overlooking and basement construction impacts.
- 5.9 The Cllrs also asked why a more contemporary design had been chosen and that it would be worth consulting the HCAAC.
- 5.10 Two further meetings with two different groups of immediate neighbours were held in August. In the first meeting, one resident asked about the future of Kekewich House, as it held sentimental value. Concerns were raised regarding what residents perceived to be a more “commercial” site and the increased operating hours that may bring.
- 5.11 Residents raised concern about the increase of the size of the care home and the potential impact on their gardens and privacy, they asked if the building footprint will be increased and if the garden will be open to the public. The residents wanted to know if discussions had taken place with the Council and if Planning Officers accepted the change in site use. Finally, they noted that the area already has an issue with lack of parking and requested the provision on site be increased.
- 5.12 In the second meeting, residents asked if it was absolutely necessary to demolish the building, instead of re-adapting it. They asked what facilities will be open to the community and if measures are being considered to limit the dust pollution during construction. There were concerns about overlooking onto gardens with residents keen to see the treeline maintained.
- 5.13 Highgate Care Ltd, on the advice of local Ward Cllrs, organised a meeting with HCAAC in August 2021. Questions were raised regarding what Use Class the new development will be, if the facilities are designed for short-term or long-term recuperation and if the facilities will be open to all in the local community regardless of economic background. Members had comments on the design, namely that the proposed designs do not reflect the local area. They admitted that both View Road

and North Hill are very complicated but would prefer to see a more contemporary design across the whole development.

- 5.14 Additionally, concerns were raised regarding the overlooking impacts on Yeatman Road residents and asked when a DAS and Heritage Statement will be available. Additionally, members expressed that they were not “convinced” by the landscaping proposals and that it is important to assess the impact of development on the surrounding trees. Finally, they requested not to have the drop-off point on the North Hill side.
- 5.15 A meeting was held in September with Highgate Group Practice. In the meeting associates asked what the timings are likely to be on the development, if The View will be a competitor to Highgate Private Hospital and if it will work with local trusts, how the Group Practice will fit in to this from an NHS perspective and if there will be an on-call Dr on site.
- 5.16 Following Highgate Care Ltd’s presentation to the Development Management Forum in September 2021, it was agreed that a further meeting will be held with both the Highgate Society and HCAAC to address any outstanding concerns or questions they had. During the meeting, members argued that they are still concerned about the daylight / sunlight impact, especially on residents of Yeatman Road. Additionally, they asserted that the massing is too large when compared to neighbouring properties.
- 5.17 Furthermore, members asked if the proposed heat pumps will be air source and asked if the sustainability strategy focuses on servicing. The use of the site was again raised and members asked if the report on care home need in the local area could be shared. Further to this they requested that the hydrology and basement reports be shared too.
- 5.18 Highgate Care Ltd engaged in two Quality Review Panels (QRP), one in May and one in August, receiving valuable feedback from both. The feedback received in May detailed how the scheme needs to better reflect the local context, scale and massing is too large, the building footprint needs to be reduced, the scheme needs a calmer, more coherent architectural approach and external landscaping needs to be enhanced.
- 5.19 Following changes made by the Highgate Care Ltd team in response to the above comments, the August QRP noted that “it feels that the work done in response to the previous review has been very positive” but that the roofscape still needed refining, further consideration of the scheme layout was required and more work on the North Hill block.

FEEDBACK FROM THE ONLINE SURVEY

- 5.20 Though the online 'Have Your Say' questionnaire was suitably publicised, only three responses were received.
- 5.21 The questionnaire asked respondents to provide answers to six questions about their thoughts on different aspects of the proposals. They were asked:
- Do you agree that the site should be retained for care use?
 - Do you have any comments on the proposed design facing View Road?
 - Do you think The View's facilities, such as the gym, hydrotherapy pool and restaurant should be accessible to the local community?
 - Do you have any comments on the proposed design facing North Hill?
 - Do you support the proposals for The View?
 - Do you have any further comments?
- 5.22 The first question asked respondents to answer if they are in favour of retaining the site for care use, of which two said they are, and one said they're not sure.
- 5.23 The third question asked respondents if they are in favour of opening up The View's facilities, such as the gym, hydrotherapy pool and restaurant to the local community. Two respondents agreed, whilst one disagreed.
- 5.24 In response to the fourth question on the proposed design facing North Hill, one respondent noted that "it is certainly not a welcome addition to a road that has many architectural gems".
- 5.25 The final question in the survey asked for any further comment's respondents had on the proposals for the scheme. One resident, an immediate neighbour to the former MFG site, expressed that they have worries about the overlooking and height of the proposed building and that it will significantly cut off light to their property.

OTHER FEEDBACK

- 5.26 Additional feedback was provided by local residents who contacted the team directly.
- 5.27 On 12th August, a conversation was held between Forty Shillings and an immediate neighbour to the former MFG, the resident of 1A View Road. The resident asked if he could acquire a small strip of land from the MFG site. After being informed that this was not possible, the resident communicated that:
- He was very disappointed that Highgate Care Ltd could not accommodate his request.
 - He should now be considered a 'hostile neighbour'.
 - He would be appointing specialist consultants to advise him.

- He is looking for a “quiet life” and if he had got something out of it, he would have been supportive, but if there is nothing in it for him, he cannot see any reason to go along with it.
- He requested that Highgate Care Ltd reconsiders his request.

5.28

The below email has been redacted from this document at the request of the author

[Redacted]

[Redacted]

[Redacted]

[Redacted]

5.29 Following meetings with the Highgate Society and the HCAAC on 14th July and 16th August respectively, both groups sent over issues and concerns they had regarding the scheme to the project email.

5.30 The Highgate Society’s comments are as follows:

Thank you for your kind invitation to the Highgate Society to view on 14th July the proposals for the former Mary Fielding Guild Care Home to be called The View. Following our careful subsequent consideration of the proposals, I am writing to convey our views as set down in the points listed below, some of which were made during our meeting.

1. The local community greatly regrets the loss of a long-established, valued and essential facility in the provision of long term care for the elderly. Whilst

the new proposals for short term recuperative care may be a more sound business model, we are not convinced this meets the needs of Highgate, particularly as we have learned that another of our local care homes in Highgate is proposing a similar model.

2. In terms of the overall scale of the new building, we feel proposals for this sensitive site represent considerable overdevelopment with unfortunate consequences. In particular they appear to have a significant impact on the residential properties immediately to the north in Yeatman Road. Currently the Mary Fielding buildings keep a discrete distance from the boundary of these houses and the one portion of the building which does face it is an unfenestrated gable end. The current-proposals are for a 3 storey wing with residential rooms placed 1-2m from the boundary and directly overlooking the gardens of these houses This would cause an unacceptable loss of amenity for these, both in terms of loss of daylight and sunlight to their garden and in terms of loss of privacy from overlooking. We presume that they have been consulted.

3. On this boundary is a row of trees. We were unable to establish which side of the boundary these are placed. An argument that the trees provide a privacy screen and already overshadow the gardens and houses is unacceptable, since they are deciduous. The result of this is that there will be no screening for 6 months of the year and that the new wing will still result in a considerable loss of winter sun. Further, there is concern that the close proximity of the new wing and the basement below will have a damaging impact on these trees. Not only will light be reduced but the basement will impact on the root zone of the trees.

4. Another concern is the amount of garden space which has been encroached upon and thus reduced in size, apparently on the grounds that short stay residents do not require this. Large gardens are an integral element of this part of the Conservation Area, protected by local policy, and this is a valuable amenity. Post-COVID and with the threat of climate change, building over any garden space is highly unsustainable.

5. North Hill is not only within the Highgate Conservation Area, but is also home to an exceptional range of high quality buildings, varying from some of the oldest houses in Highgate to the Grade I Listed Highpoint I and II. The existing Mary Fielding House frontage onto North Hill adjoins Prospect Terrace, a statutorily Grade 2 listed row of late Georgian houses. In the Conservation Area Appraisal, the existing building is described as a negative contributor. The Society is of the view, that due to its location, any new building must be of high architectural quality. Currently we feel the design for the replacement for this part of the building is of poor quality and utilitarian and as such does nothing to enhance the Conservation Area as

required to do under the NPPF. It will also and cause substantial harm to the setting of the adjacent Listed Buildings. Your Architects asked us how we would improve the design. We feel that it is not for the Highgate Society to design the building and we would hope your Architects would have sufficient skills to be able to meet the challenge of producing a suitably high quality building. Regrettably, we feel the the current design fails to achieve this.

6. The proposed new construction on the View Road frontage is also a disappointment. While it claims to reflect the “traditional” appearance of the street, it is our view that it signally fails to do so, either in style or quality. It is neither a successful pastiche in the traditional development style of this area, lacking the quality and attention to detail evident on the original buildings elsewhere in the area, nor is it a sympathetic modern intervention which the current detailing adopted, including the fenestration, would seem to indicate is its aim.

7. The Society expressed concern on the traffic impact of the development to which the response was that the staff would be expected to live locally, the residents wouldn’t be driving, there will be a private ambulance and servicing will only be once a week. The implication was that this would not have any significant impact on parking or traffic congestion. We have not seen any evidence to support this view. The Society also noted that there is considerable on site parking provision proposed for the basement, where we understand there will be space for 30 cars. What is not clear is who these spaces will be allocated to, particularly in view of the above response. This parking provision would be strongly resisted by the Society as encouraging car use when there is perfectly adequate public transport within the area.

8. As we also pointed out at the meeting, we believe that a basement of this size could cause significant hydrological challenges in an area such as this, which is known to have a complex and poorly understood local hydrology and geology. Therefore, a basement impact assessment by a leading firm of engineers in the field is essential, and this should be submitted to Haringey for independent assessment.

In conclusion, the Society informs you that it would be unable to support this application in the form currently proposed.

5.31 The HCAAC’s comments are as follows:

Highgate Conservation Area Advisory Committee was offered the opportunity to see the proposals in advance of the Consultation which is now open. These were our comments on the proposal:

The context on both View Road and North Hill is extremely varied. The approach taken by DWA was to produce a vaguely Arts & Crafts design on the View Road frontage and a 'variation' on the listed Georgian terrace on North Hill although neither the heights nor frontage bore any relationship to the form or the height of the front parapet of the adjacent Listed terrace. We did not consider either was successful in design or context terms. HCAAC has a preference for good modern buildings

We were told that heating would be provided by air source heat pump(s) and there would be solar panels, presumably PV. These need to be considered as an integral element of the design at this stage

We asked that the site plan showing the footprint of the existing building be included in the online Consultation because the proposed building would be significantly closer to the houses in Yeatman Road. The closer proximity to Yeatman Road together with the greater height and amount of artificial light from a stretch of windows over three storeys would adversely affect the amenity of neighbours. The existing or replacement trees are or would be seasonal.

We asked that the splendid Horse Chestnut tree close to the flank wall of the North Hill building be shown on the plans. We are concerned that existing tree canopy should not be lost generally for climate change reasons

We noted that all staff accommodation was located internally in the basement which we stated was unsatisfactory

We noted that the use was largely a recuperation centre accessed from View Road with a Wellness Centre on the North Hill frontage

Further comment not mentioned at the meeting:

Some 17 or more car parking spaces were shown in the basement. We shall expect to see a Travel Plan and Parking Survey. The basement area showed a great deal of unused space with a colour indicating it represented 'Circulation'

We have concerns about the Use Class

- 5.32 Highgate Care Ltd also received other miscellaneous requests. On 31st August, one person made an enquiry regarding contacting a previous resident of the former MFG. This request was then forwarded on to Isla Meek Consulting Ltd. In addition, an immediate neighbour reached out on 10th September to request access to the former MFG site to trim Ivy that was overspilling onto his property.

6 Responding to Feedback

- 6.1 The evolution of the scheme has been developed through an ongoing process where the design team has responded to feedback on an on-going basis.
- 6.2 The table below highlights the main issues raised and how Highgate Care Ltd has responded to the issues.

Issue Raised	Response
Land Use	
Why not a Conventional Older Peoples Care Home?	The MFG care home had been financially unsustainable for many years before it was put on the open market for sale by the Guild. It was unable to attract new residents and was significantly under-occupied at the time of sale. This indicated that the home could not continue to function as previously operated or provide modern care or nursing facilities in its current form. As part of our initial research for the development, we commissioned experts to assess the demand for care provision in the area. They identified a strong demand for nursing and convalescence facilities to assist older people to recuperate from operation and increase their health span. There is a considerable lack of these convalescence facilities in the Greater London area (and, indeed, in the UK). This facet of the model we intend to deliver has seen great success in countries in continental Europe (such as Austria, Germany, and Switzerland) and, if approved, will provide a unique centre of excellence in London. The proposals also include a hydrotherapy pool - such a facility will be the first in London and only the second in the UK. We know that many people, especially older people, avoid essential surgeries that will greatly improve their quality of life (like knee or hip replacements) because they are afraid of the recuperation and don't wish to become a burden to friends or family, or they don't have anyone to help look after them at all. In most cases, the severely stretched NHS can only provide a bed for a few days – or sometimes even hours – and

	the expectation is people will go home to recover and perhaps have some homecare visits once or twice a day (only 15 minutes to 30 minute slots). Our proposals will offer a safe, pleasant place for these people to recover and recuperate, under 24-hour care of expert nurses, physiotherapists and care professionals. However, we are also committed to retaining a long-term senior care use on this site. For this reason – and in light of feedback received on our proposals to offer a short-term, convalescence-only model – we have decided to instead put forward a mixed proposal. This offer will focus mainly on long term accommodation for senior care, including dementia and palliative care, but will also offer post-operative rehabilitation services too. We hope this approach will both serve to aid the demand for convalescent services in the area, whilst providing much needed long-term care and maintaining the Mary Feilding Guild's legacy.
Design	
The design is not appropriate for the Conservation Area it is in	We are very conscious that the design needs to respond positively to the conservation area. North Hill provides a wide variety of architectural expressions built over hundreds of years. Our design responds to the neighbouring listed Georgian terrace in a number of ways: • General proportions follow that of the adjacent terrace. • The three bays respond to width of the individual properties and accentuate slenderness of proportions. • The parapet height matches that of the terrace ridge. • Window proportions reflect those of the terrace. • Use of brick and render (albeit contemporary) materials, as that on the terrace.

	• The top floor is set back so that the building reads better from the bottom of North Hill. The proposal also positively replaces Truscott House, which is identified as a negative feature in the Conservation Area.
The View Road Frontage does not compliment the Georgian terraces which line the rest of View Road	We believe that the building form at View Road is a sympathetic response to its surroundings. View Road is typically traditional in character with broad fronted residential properties forming the main architectural response. Architectural styles along View Road include Georgian, Queen Anne Revival, Arts and Crafts and Contemporary forms. Our proposal therefore takes cues from the history that surrounds the site, including: • General proportions & massing. • Use of symmetry. • Use of gables to break up façades. • Roof form articulation. • Window numbers and proportions. • Use of quality materials. We are continuing to evolve the detail of the design, with a view to making it the best it can be and ensure it fits comfortably with the surrounding area. We have made further amendments in response to comments made by you and other parties. These include: • Juliet balconies have been added to the 2 wings on the View Road frontage, giving a more residential feel to the elevation. • Glazed balustrading / railing enclosing the lightwells has been omitted from the design and replaced with iron railing, similar to that shown on the North Hill frontage. This type of railing sits better on the overall design of the elevation. • Zinc dormers have been tweaked to include additional detailing in the form of vertical ribs, whilst others that spanned over two floors have now been amended and restricted to just the second floor. We feel this reduces their impact on

	the overall design and makes them a less dominant design feature. • Brick pier has been added in the entrance to the underground car park, breaking up the original expansive opening and making it less dominant. • Brick piers have also been added between the new proposed iron railings. This helps to break up the railings but also mimic the building front with the brick piers that were added to break up the ground floor curtain walling. • Flat gauge arches have been added to all openings on the building. When looking back at images of the surrounding buildings on View Road, this brick detail was extremely prominent especially on both 3 and 1A View Road. • Window opening positions have been rationalised to illustrate better proportionally. • Brick detail has been added to the eaves of the building, one that matches the brick detail initially shown on the gables. The detail allows us to clearly define the eaves on the building and at which point the roof starts. • Indicative rainwater down pipes and guttering have been added.
Daylight / Sunlight	
You have not properly considered the daylight / sunlight impact onto neighbouring properties	We have assessed the height, scale, bulk and footprint of the proposed scheme on the site, in relation to neighbouring properties and the local context in planning, conservation and heritage, and design terms rigorously. The height, scale, bulk, and footprint of the current scheme is acceptable in principle to Officers and supported by the Council's independent and impartial Quality Review Panel. The footprint of the scheme broadly follows the footprint of the existing buildings. However, wherever possible, we have pulled the proposed building line back from a number of sensitive boundaries to adjacent properties. The residents of Yeatman Road have been consulted and we have carefully explained our proposals. With

	any new development there will be some impact on neighbouring properties, including in daylight and sunlight terms. We have strenuously sought to minimise this here. The current proposals assessed 237 windows in 155 rooms in 23 adjacent properties. The daylight results demonstrate that 98% of these windows would satisfy the VSC guidelines and 99% of these windows would satisfy the NSL guidelines. The impacts on VSC and NSL would fully satisfy the BRE guidelines for 20 of the 23 properties assessed. These are very positive results and, whilst any impact is regrettable, such high compliance with BRE guidelines is unusual in an urban location like this. It should also be borne in mind that whilst the BRE guidelines are widely accepted in the industry as a set of criteria to help assess proposed developments, they are only guidance and not policy.
Boundary Line	
Will you retain the trees that sit along the boundary line?	The London Plane trees along the northern boundary fall outside of the application site and are located on council owned land. We fully support the retention of these trees and will look to provide supplementary planting to help alleviate overlooking concerns.
Have you considered the impact of basement works on the boundary line trees?	We understand concerns regarding the potential impact of the basement. The proposed building line generally sits on that of the existing and so root protection zones are unlikely to be adversely affected. We aim to minimise encroachment as far as is practicable. This has been assessed in an Arboricultural Impact Assessment and will be considered by the Council's Arboricultural Officer at the application consultation stage.
Landscaping	
Why is there reduced garden space?	In the strict terms of garden area alone, there has been a modest reduction in garden space. However, this is due to the re-purposing of the landscape.

	Currently, the garden is not well suited to residents with impaired mobility or for those in post-operative recovery. We are looking to provide wider pathways to improve accessibility, enhanced access to the gardens from the ground floor patio and the provision of green walls and additional planting to improve the safety and experience of residents. This will the broader variety of landscape available to more residents and for longer during the year. We will be delivering more green and permeable space over the existing garden which contains a significant amount of hard-standing area.
Traffic & Parking	
What are you doing to minimise the traffic impact that building this scheme will have on the local area?	The site has a Public Transport Accessibility (PTAL) score of 3 “moderate” where the PTAL range is from 1a “poor” to 6a “excellent”. A PTAL score of 4 or above is required to allow for car-light or car-free development. So, on the pre-app advice of LB Haringey’s Highways Team we have sought to provide on-site parking commensurate with the expected demand, and no more than that, alongside a Travel Plan which will seek to minimise private car use wherever possible. The site has very good access to both public transport and the local cycle network – there are six bus services within an acceptable walking distance, including evening and weekend services, and it is also within walking distance (550 metres) of Northern line services at Highgate Station. As such, we fully expect both staff and users of the facilities to make use of the excellent local public transport facilities. We have carried out car parking stress surveys in accordance with a robust scope of works discussed and agreed with LB Haringey’s Highways Team. The results of these surveys demonstrate that there is ample capacity within the existing CPZ in the area. The site proposes a total of 17 car parking spaces at basement level (reduced from 30 spaces originally

	proposed), of which two will be for disabled persons, and two will have electric vehicle charging points. There are also two enlarged spaces which can be converted to blue badge parking bays if demand for disabled parking increases. 13 cycle spaces will also be provided. All parking will be monitored as part of a Travel Plan. At ground floor, we will remove the existing parking and crossover at the North Hill Slip entrance and the existing hard standing will be re-landscaped with new soft planting. The existing waste store here will also be removed and consolidated within a single bin store accessible only from View Road, removing all operational HGV movements associated with the site from the North Hill slip. Staff will also be instructed not to park on North Hill slip as part of the site's Travel Plan measures. On View Road, we are widening gates to make them more appropriate for operational vehicle use with better crossovers and visibility. Vehicles will enter and exit one-way, reducing the number of cross movements and making it safer for pedestrians passing along View Road. With the building set back, we have provided a drop off area which can allow two larger vehicles (such as disabled accessible minivans or ambulances) to park and wait, as well as ensure that waste vehicles can enter, serve on site, and exit without obstructing the highway. This requires some hardstanding, but we have worked with the landscape architect to minimise this as much as possible and it offers an improvement to the existing arrangement where larger vehicles must stop on View Road and potentially cause queuing. Swept path vehicle analyses have been carried out for ambulance and waste collection vehicles and these demonstrate the arrangements are satisfactory. The site will generate 90 employment positions, but when examined by shift turnover, this results in a total of only some 33 staff on site at any one time. We will discourage the use of cars to the site and encourage trips to be on foot, cycle, public transport or
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	taxi drop-off in the View Road drop off space. On-site parking will be monitored for use, and allocation of spaces will be determined through the Travel Plan. We expect staff to apply for a space and justify why they cannot travel to the site by other means. Visitors, including those attending the wellness centre, will be given public transport information, and reminded of the CPZ restrictions, the drop off area on Park View, and the availability of disabled parking. Disabled guests will have the option to book parking on-site. Patient residents will be transferred to and from the site by private ambulance, which will not need to park and will have a dwell time of no more than 20-30 minutes. Due to our decision to move towards a mixed proposal, focusing more on long-term senior care, rather than short-term convalescence care, we envisage a further reduction in the amount of private ambulance / car drop-offs the site will experience as beds will be occupied for longer amounts of time. On the above basis, we anticipate that our assessment will be considered sound by the relevant authority. Fewer staff are expected to travel by car than included in the calculation.
Basement Impact	
What are you doing to assess the potential impact that basement construction will have?	A Basement Impact Assessment is being carried out by Elite Designers Ltd., a firm of Consulting Structural and Civil Engineers operating from offices in Southwest London. High end residential refurbishments with deep basements and developments of all scales have been central to the workload of the practice within central London and the surrounding Greater London area. As a practice, they have produced many single and multilevel basements designs to both new and existing buildings. Their general understanding of the development of London, its geology, and unique features together with direct experience on many sites puts them in a strong position to advise clients on works to their buildings,

	and particularly the design and construction of their basement. As part of the proposals, at an early stage they undertook desktop studies and preliminary designs of the basement. While detailed site investigations were not required as a planning application requirement, we have commissioned geotechnical specialists to carry this out. This will include assessment of any hydrological impacts, detailed geology on the site along with testing, investigation into soil properties plus chemical analysis and finally a movement analysis on the sub soils due to the basement in both the temporary and permanent cases. For planning submission, we will produce a Construction Method statement explaining in detail the process of the basement design and assessment of any impacts it may potentially have. It is also worth noting, as with all structural projects the works for this basement will be reviewed independently at several stages throughout the scheme including building control and third-party engineers at for example party wall stages. There are then several checks and balances by independent parties to ensure the works as proposed can be safely and correctly carried out without impact on the surrounding properties of the local area. Site investigations works have been carried out and the results will be available upon submittal of the planning application.
Environmental Performance	
What are you doing to make the development environmentally friendly and to promote sustainable living?	The proposed scheme will be very much more sustainable and energy efficient than the existing buildings. Sustainability and renewable energy principles are important and are being included as integral elements of the design of the scheme. These target: • Meeting and exceeding the minimum 35% total regulated carbon emission against Building

	Regulations Part L 2A 2013 in line with London Plan and Local Policy. The remaining emissions to achieve Zero Carbon will be offset through a cash in lieu payment to the Local Authority. • Prioritising the “Fabric First” approach through the use of high efficiency measures including high level of insulation for all the fabric elements along with energy efficient M&E services (beyond the Non-Domestic Service Guide). • Use of renewable and low-carbon technologies to reduce our carbon emission such as a communal air source heat pump-led system and PV’s. We are currently identifying where to locate the pumps to minimise visual impact and this will be included in the final submission. • Reducing the risk of overheating through the use of passive design measures from the London Plan Cooling Hierarchy and by prioritising natural ventilation in order to avoid the need to active cooling. • Achieving BREEAM New Construction 2018 “Very Good” target in line with Haringey’s Local Plan Policy SP4 Working towards a low carbon Haringey. • Applying circular economy principles in the selection and resource of the construction materials as well as reducing construction waste through re-use and recycling activities to decrease the whole life carbon impact of the proposed building. • Sustainable Drainage Systems (SuDS) including an increase in the amount of permeable surfaces, biodiverse roofs and rainwater harvesting. These actions will help to reduce the running costs and maintenance fees, whilst future proofing our design.
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7 Conclusion

- 7.1. Highgate Care Ltd has undertaken an extensive consultation to make sure local residents, amenity groups, Cllrs and other relevant stakeholders have been suitably engaged with.
- 7.2. Through a series of meetings, presentations, and an online survey, Highgate Care Ltd has received wide-ranging and detailed feedback on its proposals to demolish and redevelop the site of the former Mary Feilding Guild.
- 7.3. All feedback received has been carefully considered and taken on board. From this, the scheme has seen a positive evolution over the course of the consultation period through many iterations.
- 7.4. Frequent questions and concerns raised pertained to the future use of the site, the design of the scheme, the scale of the scheme, daylight/sunlight impacts, basement impacts, landscaping and environmental impact.
- 7.5. Highgate Care Ltd has sought to address the comments raised in a comprehensive way. This includes, but is not limited to:
 - Redesigning the building frontage along View Road and North Hill
 - Pulling the proposed building line back from a number of sensitive boundaries to adjacent properties
 - Removal of the existing parking and crossover at the North Hill Slip entrance
 - Looking to provide supplementary planting to help alleviate overlooking concerns
 - Revision of the scheme to offer long term senior care as well as a well-being and physiotherapy centre.
- 7.6. Highgate Care Ltd believe that The View will bring a unique facility to the area that, over time, will become a centre of excellence and a much valued and appreciated local resource that brings benefit to the local community.