

An architectural rendering of the Berol Quarter development. The image shows a mix of building styles: a historic brick building on the left with arched windows and a modern high-rise with a grid of windows in the background. In the foreground, there's a courtyard with trees, a large tree in the center, and people walking and cycling. The text 'BEROL QUARTER' is prominently displayed in the center, with 'Statement of Community Involvement' below it.

BEROL QUARTER

Statement of Community Involvement

Concilio
BEROL QUARTER LIMITED

December 2022



BEROL QUARTER

Statement of Community Involvement

November 2022

CONTENTS

1.0 Introduction

- 1.1. Introduction
- 1.2 The Consultation Process and Objectives

2.0 Background and Approach

- 2.1 Policy Framework
- 2.2 Planning Description of Development

3.0 The Consultation Process

- 3.1 Aims of Consultation
- 3.2 Consultation Process
- 3.3 Consultation Area
- 3.4 Project Contact and Communications Channels
- 3.5 Consultation – Levels of Engagement

4.0 Feedback

- 4.1 Introduction
- 4.2 Initial Stakeholder Meetings & Feedback
- 4.3 Community Feedback
- 4.4 Responding to Consultation
- 4.5 Summary of Responses

5.0 Conclusion

- 5.1 Summary
- 5.2 Continued Engagement

6.0 Appendices

APPENDICES

Appendix A	Flyer distribution area
Appendix B	Consultation flyer
Appendix C	Consultation website
Appendix D	In-Person event Boards
Appendix E	In-Person Event Images
Appendix F	Consultation Report

1.0 INTRODUCTION

1.1 Introduction

This Statement of Community Involvement has been prepared in support of an application for planning permission (the 'Application') for a development at Berol Quarter, Ashley Road, Tottenham Hale N17 9LJ (the 'Site'). The scheme is being brought forward by Berol Quarter Limited (the 'Applicant') and the proposed description of the development is:

"Full planning permission for the refurbishment and extension of Berol House to include Use Class E floorspace and the redevelopment of 2 Berol Yard to provide new residential homes, Use Class E floorspace and associated landscaping, public realm improvements, car and cycle parking and other associated works."

A comprehensive description of the proposals can be found in the Design and Access Statement accompanying this submission.

This report details the public consultation carried out to date in order to inform the design evolution of the proposals. Consultation has been carried out in accordance with national and local policies, as is laid out in Section 2.0 of this report. The consultation took place between June and October 2022.

Concilio is a communications agency that specialises in political and stakeholder engagement in support of the built environment. Concilio has managed the communications programme, ensuring robust and in-depth engagement can take place.

1.2 The Consultation Process and Objectives:

Concilio was appointed in 2022 to perform a comprehensive community consultation and to manage pre-application consultation with neighbouring residents and occupiers as well as interested stakeholders concerning proposals for the Application.

The Applicant has been an active partner of the local community in the area since its initial involvement in 2013 and felt that the local community and other key stakeholders should be engaged in order to gain valuable feedback regarding the site and their view on emerging proposals, so that these could then be considered when developing the proposals. Concilio has also been part of this engagement, supporting the Applicant's communication with the local community since 2013 and has been involved throughout the construction of Ashley Gardens. The Applicant therefore implemented a comprehensive programme of community engagement which began in June 2022 and included the following:

Digital Consultation Website

A digital website was created and has been live since 9th July 2022. The website (<https://futureofberolyard.co.uk>) has remained live so the project team can continue to receive comments and take these into consideration when evolving the proposals.

Engagement with locally elected representatives

From the outset, the Applicant sought to engage with the site's ward members from Haringey Council (Tottenham Hale Ward). A meeting was held with one of the ward councillors for Tottenham Hale Ward, Cllr Ruth Gordon, on Tuesday 21st June 2022. All Tottenham Hale Ward Councillors were invited to this meeting. During this meeting the councillor was updated on the Applicant's involvement in Tottenham Hale since their first development in 2013 and then the Applicant outlined the proposal for the updated masterplan of Berol Quarter. For the launch of the consultation all Tottenham Hale ward

councillors were issued a letter setting out details of the consultation and were invited to an in-person session.

Engagement with interested community stakeholders

From the outset, the Applicant sought to engage with community representatives and an invitation letter with all the details of the consultation was sent to:

- Living Under one Sun
- Pavilions Pre School nursery
- Harris Academy
- Friends of Down Lane Park.

Direct liaison with residents and businesses

The Applicant ensured that members of the project team were able to discuss the plans with residents and businesses who wished to be involved in the application process. This was achieved through the targeted delivery of a flyer to an area of 5,836 addresses in the vicinity of the site, which directed people to the online consultation and invited them to join our in-person exhibition. In order to promote the in-person event and incentivise community participation the applicant advertised and offered coffee for the attendees at the event from a local barrista. A freephone number was issued to residents within the consultation letter to ensure those without internet access could still provide comments.

In-person exhibition

The Applicant sought to widely engage with key stakeholders, residents and community representatives in the area. The Applicant has hosted a public consultation on site on Monday 18th July 2022 between 15:00-20:00. The event was attended by 25 people. Lots of feedback was received during this session with more information in **Section 4**. Overall, attendees to the exhibition were positive about the proposals, especially in relation to the renovation of Berol House and the activation of the ground floor.

The Applicant has sought to involve the local community and stakeholders extensively.

This process is in addition to ongoing correspondence and communication with the LB Haringey as part of the formal pre-application process.

2.0 POLICY FRAMEWORK

2.1 Policy Framework

Planning policy at all levels strongly encourages pre-application consultation with the community on proposals for significant developments. The consultation for this project has been undertaken in line with the principals set out in the National Planning Policy Framework (NPPF, 2021) and the LB Haringey Statement of Community Involvement (2017). The NPPF sets out the Governments planning policy for England and is a framework which local plans can be produced.

Haringey Council's Statement of Community Involvement sets out that the pre application consultation is the responsibility of the applicant and should be undertaken at the earliest stage possible and should comply with the principles and approach of community involvement set out in the statement of community intent and in the draft of London Plan's Good Growth Policies (2017).

In section 5.7.1 of the LB Haringey's statement of community involvement, it highlights the importance of early and inclusive engagement with local communities and other key stakeholders in the neighbouring area. In addition, it stipulates that the pre application process should be used to gather 'local advice and intelligence'. This should be done by conducting public meetings in the form of either Exhibitions, Displays, Workshops & Focus groups. Prior to community engagement, LB Haringey outlines that developers are required to notify the public using a means which reaches key stakeholders.

The consultation strategy devised and implemented by Concilio has been designed to meet the requirements for consultation as laid out in the NPPF and in the LB Haringey's Statement of Community Involvement.

2.2 Planning Description of development

“Full planning permission for the refurbishment and extension of Berol House to include Use Class E floorspace and the redevelopment of 2 Berol Yard to provide new residential homes, Use Class E floorspace and associated landscaping, public realm improvements, car and cycle parking and other associated works.”

3.0

THE CONSULTATION PROCESS

3.1 Aims of Consultation

The Applicant was keen to ensure the consultation strategy put in place delivered a series of key aims to assist with the evolution and development of the proposals:

- To raise awareness of the emerging proposals for the redevelopment of the Site and discuss the public benefits;
- To undertake consultation to ensure feedback could be incorporated into the final proposals;
- To build on the existing relationship with the local community;
- To enable constructive dialogue between local stakeholders, the community, the project team and The Applicant;
- To ensure everyone who wanted to take part in the consultation was able to by being accessible and inclusive.

3.2 Consultation Process

The consultation strategy and process that Concilio has undertaken in relation to the Application has been developed with both local policy and the above aims in mind. Specifically, the consultation process has:

- Conducted an engagement programme that is appropriate for the local community and key stakeholders;
- Conducted consultation using a mix of mediums to maximise awareness, including individual meetings with key stakeholders, in-person event and a consultation website with options to provide feedback;
- Ensured the consultation was well publicised through the delivery of the consultation letters;
- Analysed the results from the consultation objectively;
- Publicised collective responses with due regard to the Data Protection Act and General Data Protection Regulation (GDPR) requirements.

3.3 Consultation Area

A consultation area was identified to reflect the scale of the proposed redevelopment proposals. The consultation area consisted of 5,836 addresses, comprising local residents and businesses around the site.

A copy of the distribution area is included in [Appendix A](#).

3.4 Project Contact and Communications Channels

A link for the consultation website and details of the in-person exhibition were provided on the consultation flyer. The flyer also included a freephone number and e-mail address for general questions and comments. The freephone number was provided so those who did not have access to the internet could still engage with the consultation.

A freephone number and e-mail address were publicised to ensure that information and questions could be managed from one place and there was a single point of contact for residents.

A consultation website formed the 'consultation hub' containing exhibition boards with information about the Application. The consultation website had a survey that also included an open-comments box to allow visitors to the website to ask questions to the project team and give their feedback on the proposals.

The consultation website sought the views of local residents to gather meaningful feedback from the local community. This was complemented by the interactive public in-person exhibition.

Appendix B is a copy of the consultation flyer

Appendix C contains screenshots of the consultation website

3.5 Consultation – Levels of Engagement

As part of the consultation meetings were arranged with key stakeholders.

Date	Stakeholder	Location
21 st June 2022	Councillor Ruth Gordon Invitations for the meeting were sent to all the Tottenham Hale Ward Councillors	On-site
18 th July 2022	In-Person Exhibition with local residents	On-site

Raising Awareness

Neighbours were offered the opportunity to leave their feedback via a survey that included an open comments question. This has been available since 11th July 2022 and the project team continues to accept comments. The consultation was advertised via a flyer drop to 5,836 addresses in the vicinity of the site.

4.0 FEEDBACK

4.1 Introduction

The consultation on the proposals for the Application took place between June and October 2022.

As outlined above, this involved a meeting with key stakeholders, an in-person exhibition, a consultation website, and a survey with an open question where people could leave feedback.

The sections below outline the feedback received throughout the consultation.

4.2 Stakeholder Meeting & Feedback

During the consultation period, meeting invitations were sent to political and community stakeholders. The proposed format of these meetings involved a presentation from the project team and an open Q&A session to understand initial views and opinions.

The Applicant had the opportunity to meet with ward Cllr Ruth Gordon and LB Haringey Tottenham Hale Lead, Emily Read, on Tuesday 21st June 2022. All Tottenham Hale Ward councillors were invited to attend this meeting.

4.3 Community Feedback

Overall, 2,386 people viewed the consultation website throughout the period of 9th July to 15th November. A total of 45 survey responses were received. A detailed report of the survey responses and the preferences of respondents on the new commercial/ retail spaces can be found in **Appendix F**. Most of the responses showed positivity and welcomed the proposals especially in relation to the activation of the ground floor and the new square.

The comments received via the surveys and during the in-person exhibition can be grouped into the following categories:

- Positivity on the activation of the ground floor of Berol House to provide retail spaces with 95% of respondents showing support;
- Respondents welcomed the proposal for a new welcoming square with green spaces and water features with an overall score of 8.1/10 on the likeliness to visit the new square;
- Almost 85% of respondents were positive on the provision of new homes, including affordable;
- Overall, positivity on the proposals with an average score of 7.6/10 ;
- Concerns towards the proposals were due to questions surrounding what the development offers the community. Some respondents felt that the proposals should be affordable to those in the area and commercial spaces available at low rents to local community groups.

A summary list of responses and comments received both in-person and online can be viewed below.

Feedback responses
I like the proposal, I think it's a great area to live, very connected with the transportation
Important to have links through Berol House
More restaurants, coffee shops and breweries for the area
Will new grocery stores be available?
Berol house currently looks ugly so glad it will be renovated
Will these homes be affordable to those who live here?
Addition of Urban Greening is nice
All should be affordable. Houses should be built for homes not for profit.
Great job so far, maintenance of the outside tube entrance.
Let's get it done !!!
Will there be provision for extreme weather events like the extreme heat we are experiencing? How affordable is affordable housing?
Will the Living Sun community centre & cafe be affected?
How will you support local community groups to use the space at low rents
There should be activities and play spaces for toddlers
Interested in more detail about drainage and infrastructure supporting development (appreciate link to planning app when submitted)

4.4 Responding to Feedback

Theme	Response
Affordability of new homes	The development will provide 35% affordable new space by Habitable Room in line with policy requirements. The Applicant has also supported the community and has shown a strong record of delivering affordable homes for Tottenham Hale since the initial involvement in 2013.
How will you support the community?	Our Build to Rent, The Gessner has proved to be a great asset to the community. Its residents have organised summer parties, volunteer sessions at Living Under One Sun located in Down Lane Park.

	The Gessner has hosted and plans to host events, with the aim of raising much needed funds to support the local community. The events have included a summer party on the roof with the food being homemade using locally grown vegetables and with the proceeds from ticket sales going Living Under One Sun. Residents have organised regular volunteer sessions at LUOS, assisting with gardening and other activities. Residents are working together to build a director of creatives so that there can be a collaboration between local people with a shared aim/vision for Tottenham.
Why is 2 Berol Yard original permission not going ahead?	The original intention was for the 2 Berol Yard plot to provide a new campus for ADA: National College of Digital Skills. Since the granting of the hybrid permission, the College has unfortunately pulled out of the scheme. BSD subsequently appointed leading agent Knight Frank and their specialist education and life sciences team, to undertake extensive marketing in an attempt to secure an alternative academic or life science occupant / operator for the college site. Unfortunately, after 16 months of national marketing, no other prospective operator has shown an interest in the development of an education or life sciences facility at the Site. As a result, BSD is revisiting planning permission ref. HGY/2017/2044 in the context of the loss of the Ada college and the subsequent marketing exercise. A new full planning application at the Berol Quarter site is now proposed comprising comprehensive refurbishment and extension of Berol House to provide high quality workspace and retail accommodation, alongside a new mixed use building accommodating Build to Rent (BtR) homes alongside commercial/retail space at the 2 Berol Yard plot. The removal of the college from the scheme has been discussed with LBH and the GLA and the principle of a mixed use residential and commercial scheme is supported.
Positivity on the activation of Berol House ground floor and proposed provision of commercial/ retail spaces.	The Applicant welcomes the overall positivity of respondents on the activation of the ground floor of Berol House and on the support on the proposed provision of commercial space. The survey provided the opportunity to respondents to submit their preference on the operators of these new spaces. The Applicant will be working to provide new uses that will create a day and night economy, with a focus on 'why' Tottenham Hale and creating reasons for people to visit, to work and to relax, in accordance to the feedback received during the consultation.
Support on the proposed new square with green features	Respondents showed an overall support on the proposed new square and the proposed green features. The Applicant welcomes this support and will try to ensure that the new square will deliver for the community and will also help with any potential impact on existing greenspaces.
Sustainability approach	The application will meet the requirements of Part L of the Building Regulations and the GLA Energy hierarchy. High specification fabric will be used and the site will connect to the proposed District Heat Network. It is proposed that renewable energy technology in the form of photovoltaic panels are added to the roofs, where possible.

4.5 Summary of Responses

Overall, the feedback gathered from the consultation was useful for the project team in thinking about the evolution of the proposals and in enhancing relationships with the local community. The Applicant has established themselves as a long-term partner of the community and has gathered views to improve these proposals where possible.

The consultation made clear that the community is supportive of the overall positive impact of the proposed development. The permeability of Berol House with the creation of new East-West links and the activation of the ground floor of Berol House was a common supportive comment from respondents. Attendees to the in-person exhibition commented that the area needs more “life” and that the potential to create a destination with more spaces for residents is something very positive.

Some comments of concern towards the proposals were due to questions surrounding what the development offers the community. Respondents felt that the proposals should be affordable to those in the area and commercial spaces available at low rents to local community groups. Respondents also showed a preference on commercial F & B spaces. Consideration of these has been at the forefront of the proposals, and every effort has been made to ensure that comments raised in relation to these areas have been addressed. The comments and feedback during this application have been picked up by the design team and further details on the design evolution can be found in the Design and Access Statement submitted with this application.

The Applicant’s previous developments in Tottenham Hale have proved to be very helpful for the community, including the Rosa Luxemburg development by the Applicant and financial contributions to Down Lane Park. Its residents have organised summer parties and volunteer sessions at Living Under One Sun located in Down Lane Park.

The Applicant also welcomes the overall positive attitude towards the proposals and the understanding towards the proposed mixed-uses.

5.0

CONCLUSION

5.1 Summary

Throughout this consultation, the Applicant has effectively engaged with a wide range of stakeholders, including locally elected politicians, community groups, and local residents. The Applicant has been a strong partner for the community since the initial involvement in 2013. The team have delivered a balance of new homes and commercial / retail units and are now focusing on creating jobs through the redevelopment of Berol House along with creating a day and night economy, with a focus on 'why' Tottenham Hale and creating reasons for people to visit, to work and to relax.

The Applicant's consultation on the proposals for Berol Quarter has prioritised an open approach to engagement, genuinely seeking to understand the views of the local community and establish the close relationships.

Those who engaged with the proposals welcomed the fact that the proposals will renovate Berol House with the creation of East-West links and the activation of the ground floor to provide new commercial/ retail spaces. The principle of redeveloping Berol House, and the creation of a new destination with the revamped ground floor and the new welcoming square with green features were well supported.

There were questions raised about the benefits of the proposed development for the community. Some noted that they support the development, but the community benefits and affordability of the new homes need to be well-thought.

The Applicant has worked with the design team to address comments raised and further details can be seen in the Design and Access Statement submitted with this application. The Applicant is committed to work on the community considerations about possible implications.

5.2 Continued Engagement

Throughout its involvement in the area since 2013 and this consultation process, the Applicant has been clear in their intention to create genuine dialogue and relationships with the local community.

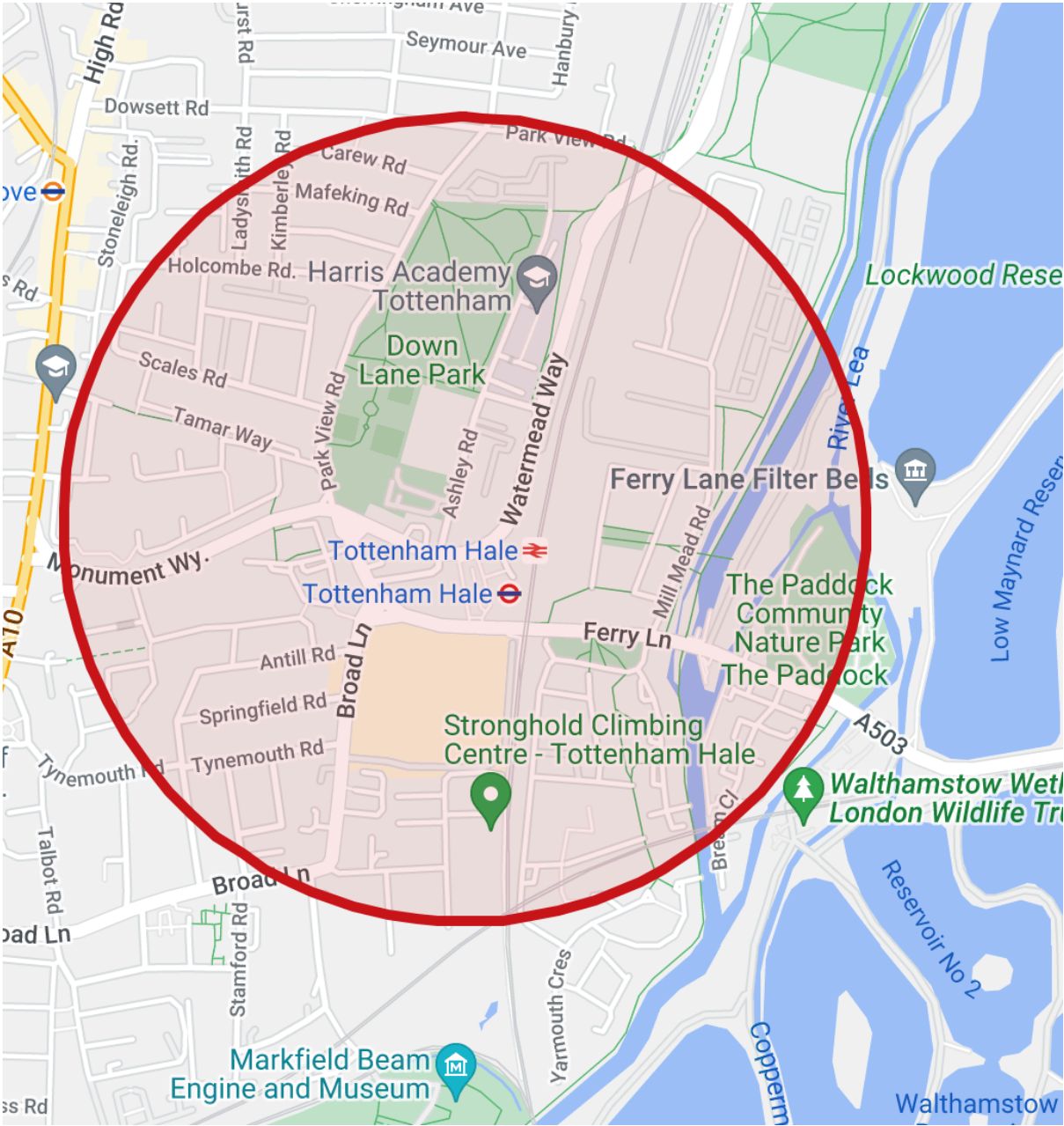
The Applicant will ensure that the submission of the Application does not mark the end of community engagement and will continue to discuss the proposals with the local community throughout the planning process. The contact details remain on the website and the team will respond to any enquiries received.

Once the application has been validated, there will be a period where the those who are interested can visit the planning portal to view all of the documents submitted as part of the application. There will also been an option for residents to submit comments to the Council that will be taken into consideration ahead of the planning committee.

6.0

APPENDICES

Appendix A: Flyer distribution area



Appendix B: Consultation flyer



PUBLIC CONSULTATION ON PROPOSALS TO CREATE AN INCLUSIVE AND VIBRANT NEW QUARTER FOR TOTTENHAM HALE

Berkeley Square Developments is pleased to announce the launch of its public consultation for the future vision of Berol Yard and Berol House, unlocking Berol Quarter's potential as the heart of the Ashley Road South Masterplan.

OUR PLANS FOR BEROL QUARTER INCLUDE:

**SENSITIVE RENOVATION OF THE HISTORIC
BEROL HOUSE TO DELIVER ENHANCED
WORKSPACE AND CREATE LOCAL JOBS**

**DEVELOPMENT AT TWO BEROL YARD TO
CREATE WORKSPACE AND DELIVER NEW
HOMES**

**COMMERCIAL AND RETAIL SPACE
FOR MAKERS AND CREATORS**

**A NEW, WELCOMING SQUARE BECOMING A
MEETING PLACE IN TOTTENHAM HALE**

**OPENING-UP OF THE AREA IN A VIBRANT AND EXCITING ENVIRONMENT FOR THE
COMMUNITY TO ENJOY**



Ahead of submitting a planning application to Haringey Council, Berkeley Square Developments will be presenting information about the proposals and encouraging local residents and businesses to provide their feedback.

You can read more about the proposals by visiting www.futureofberolyard.co.uk - scan the QR code for easy access. You can provide feedback on the plans there. You can also attend our in-person public exhibition and get a free coffee from the local baristas of Handles Coffee! More details overleaf



SCAN ME!

Appendix B: Consultation flyer



PUBLIC CONSULTATION ON PROPOSALS TO CREATE AN INCLUSIVE AND VIBRANT NEW QUARTER FOR TOTTENHAM HALE

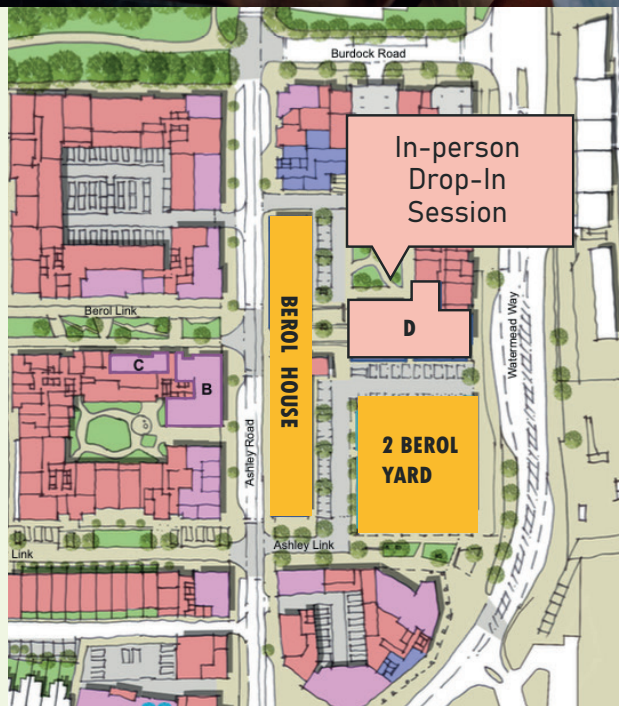
JOIN US AT OUR IN-PERSON CONSULTATION EVENT

In-person

- Monday 18th July 2022
- 15:00-20:00
- Unit D, *Opposite Berol House*
at Berol Yard, Ashley Rd,
London, N17 9LJ



Come along, give us
your views and get a
free coffee from your
local baristas at
Handles Coffee cart!



VISIT OUR CONSULTATION WEBSITE

The proposals can also be viewed online by visiting www.futureofberolyard.co.uk
For more information, please email brogers@conciliocomms.com or call 0800 669 6319

Appendix C: Homepage of the consultation website

