

# CAPSTONE GROUP **STATEMENT OF COMMUNITY INVOLVEMENT**



LONDON BOROUGH OF HARINGEY



March 2024

# Executive Summary

1.1 – This report provides details of the programme of community engagement undertaken thus far by The Community Communications Partnership (The CCP) on behalf of The Fortis Green LLP (the Applicant) in relation to the proposed development of the Land at Fortis Green Tennis Club in Fortis Green, within the London Borough of Haringey.

1.2 – The proposals include three new, state-of-the-art all weather tennis courts alongside five houses, a new clubhouse, and three flats above the new clubhouse. These plans come in conjunction with general landscaping of green spaces. The northern-most courts will be extended in size to increase the run-off areas as requested by Fortis Green Tennis Club.

1.3 – The objectives of the consultation were to ensure that local residents, community groups, and elected representatives were fully aware of emerging development proposals and give to them the opportunity to provide feedback and express ideas.

1.4 – Engagement with politicians. We informed ward councillors and relevant members of the council's cabinet about the plans, inviting feedback from them. We received acknowledgment from several councillors, but no specific comments on the plans.

1.5 – Newsletter – A colourful leaflet delivered to neighbouring homes and stakeholder on 1<sup>st</sup> October 2023. A small postcard with details of the website and Virtual Exhibition were delivered to residents on 6<sup>th</sup> October 2023.

1.6 – Social media advertising – Carried out social media coverage on platforms including Facebook and Twitter. The social media campaign began on 1<sup>st</sup> October 2023.

1.7 – Website – The Applicant hosted a consultation website ([www.fortisgreen.net](http://www.fortisgreen.net)) to provide details of the application and methods for stakeholders to submit feedback alongside contact telephone numbers of the project team. This was made live on 1<sup>st</sup> October 2023.

1.8 – Virtual Community Exhibition – A Virtual Exhibition was launched on 30<sup>th</sup> September 2023 on the consultation website ([www.fortisgreen.net](http://www.fortisgreen.net)), where residents could find other important information about the proposals. A virtual exhibition was hosted on the website which took residents on a virtual ‘site-visit’ where narrated, ‘exhibition-styled’ boards provided further information about the site.

1.9 – Ongoing engagement – The Applicant welcomes all feedback received as part of the consultation programme and engagement will continue prior to and beyond submission of this planning application.

1.10 – Consultation of Fortis Green Tennis Club (FGTC) – Engagement with the Tennis Club began in 2019, and conversations have been ongoing ever since. FGTC Development Committee have a good understanding of the situation, and appear to understand that the landowner intends to sell the land for housing, and that the proposals from The Applicant present an outcome where there is both a provision of housing and a continued existence of the tennis club. Further consultation with FGTC will continue throughout this process.

# Contact

| Name                | Position              | Date     |
|---------------------|-----------------------|----------|
| Cllr Sarah Williams | Member of Planning    | 18/08/23 |
| Cllr Peray Ahmet    | Leader of the Council | 18/08/23 |
| Cllr Dawn Barnes    | Ward Cllr             | 18/08/23 |
| Cllr Joy Williams   | Ward Cllr             | 18/08/23 |
| Cllr Mark Blake     | Ward Cllr             | 18/08/23 |
| Cllr Dawn Barnes    | Ward Cllr             | 21/08/23 |

# Introduction

2.1. – This Statement of Community Involvement has been prepared by the Community Communications Partnership (the CCP) on behalf of The Fortis Green LLP (The Applicant). It encompasses the planning application being prepared for Fortis Green Tennis Club, within the London Borough of Haringey.

2.2 – This Statement provides details of the community consultation undertaken in relation to the development of Fortis Green Tennis Club and the comments and feedback received through this consultation.

# Public consultation

## **3.1. – Engagement with elected representative and stakeholders.**

The CCP has undergone extensive contact with councillors, local stakeholders, and the local community. We have had numerous conversations in order to secure the best end-result for the community.

## **3.2 – Newsletter.**

A newsletter was designed and distributed to local residents. Approximately 500 newsletters were delivered to properties around the site, and its main aim was to provide residents with the basic information about the proposed development, and to answer many of the usual questions. The newsletter also contained information on the housing being offered, the ecological benefits of the plans, and the plans for tennis courts and tennis club. On the back of the newsletter, there is a QR code for the consultation website ([www.fortisgreen.net](http://www.fortisgreen.net)) alongside contact information for the principal member of the CCP team responsible for this project.

## **3.3 – Social media advertising.**

We are committed to a programme of the widest possible engagement and therefore endeavoured to utilise social media with the aim of widening the coverage of the consultation exercise. A Facebook, Instagram and Messenger advertising campaign was launched on 1<sup>st</sup> October 2023. The advertising was geographically targeted to the Haringey and Barnet areas.

## **3.4 – Website**

A website ([www.fortisgreen.net](http://www.fortisgreen.net)) was commissioned to provide residents with more detailed information than what was possible to contain within a newsletter. This website includes the following sections:

- A Virtual Exhibition (See 3.5)
- The Current Site
- The Proposals
- The New Courts
- Feedback Form

As of 16<sup>th</sup> October 2023, the website received 731 visitors.

### **3.5. – Virtual exhibition**

The CCP has devised a Virtual Exhibition which delivers the information that is typically found upon traditional exhibition boards, in a video format. The short film took residents on a virtual site tour, explaining in detail what the plans entailed. To overcome the lack of interaction that comes from this format, the contact details of a member of the team were included in the Virtual Exhibition, newsletter, and website. This team member was on-hand to answer any queries from residents.

### **3.6 – Methods of feedback**

Feedback through the consultation website ([www.fortisgreen.net](http://www.fortisgreen.net)) that went live the same day that newsletters were distributed on 1<sup>st</sup> October 2023.

### **3.6 – Advertisement of the exhibition**

500 households in the local area received a newsletter (3.2) that gave some of the basic information on the site, directed residents to the website for more information, and encouraged them to take part in the consultation. In addition to this, a social media advertising campaign targeted to people working or living in Haringey and Barnet, within 3 miles of the Tennis Club. As of 17<sup>th</sup> October 2023, the online advertisement was served to 2,911 people.

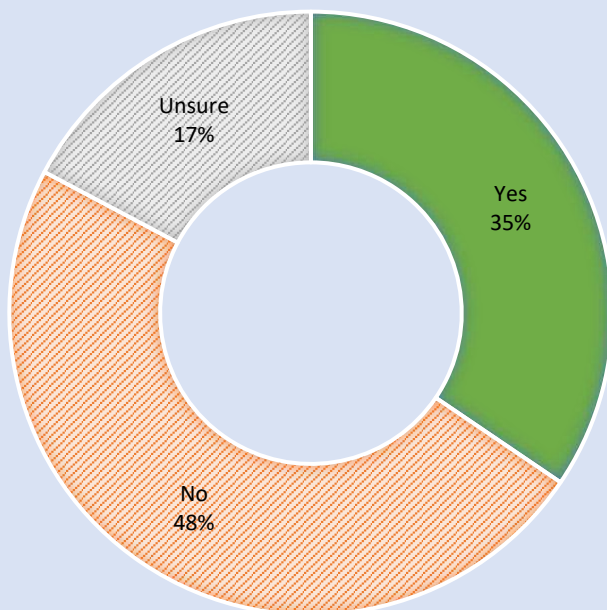
### **3.7 – Response from feedback forms and emails**

A total of 36 local residents completed our feedback form and 5 comments were emailed separately. The feedback form contained a variety of different responses and attitudes towards the proposed development. Overall, many were aware that the Tennis Club's lease with the current landowner had expired and thus, the tennis club was at risk and that these plans aimed to save the club. A large proportion of the negative feedback didn't seem to be aware of this situation, and was under the impression that the proposals aimed to replace the tennis club entirely, and use the land for housing instead. We responded to these queries to try and avoid this misunderstanding of the plans, and to clarify what is being proposed.

# Results of Consultation

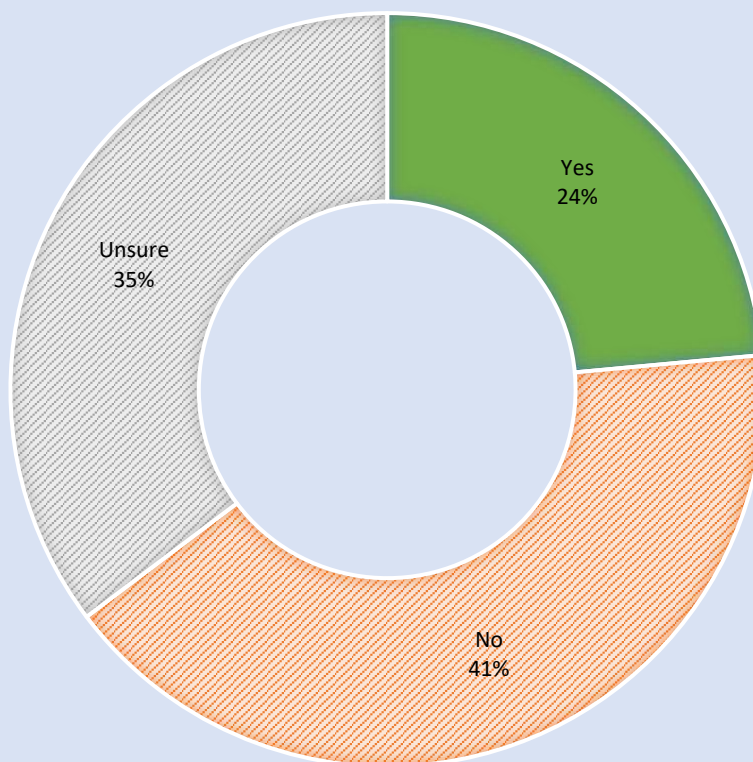
Do you feel that the tennis courts are in need of refurbishment?

## Q1 RESPONSES



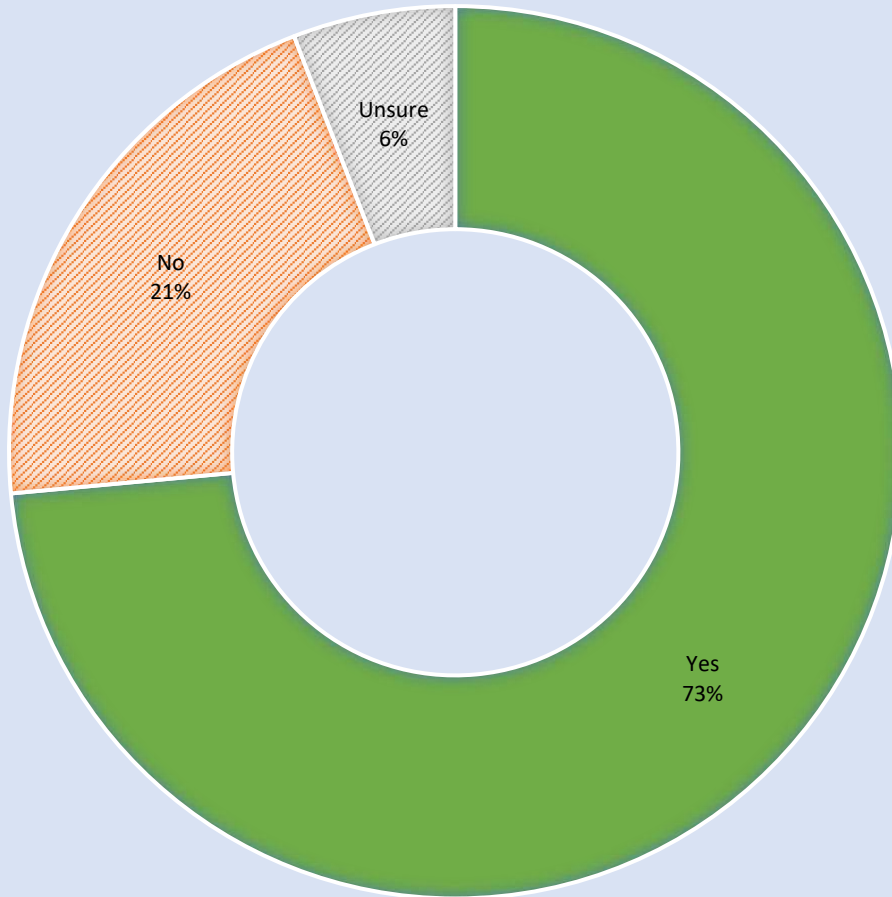
Do you support the creation of a new clubhouse for the Fortis Green Tennis Club?

## Q2 RESPONSES



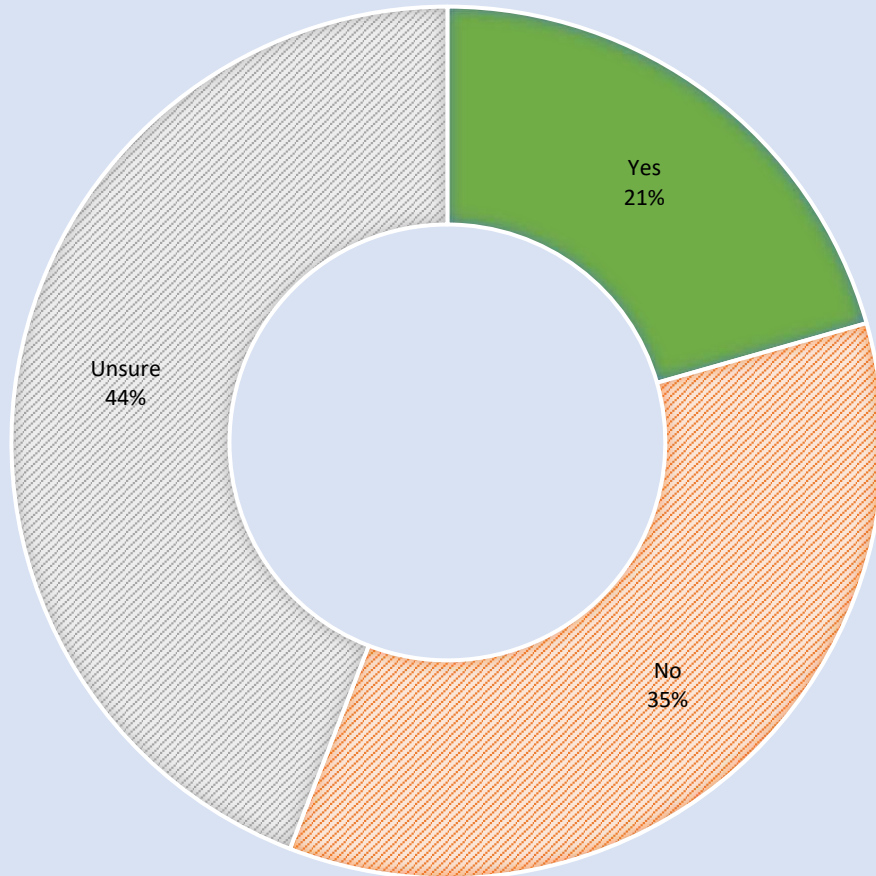
Do you feel that there is a shortage of new housing in London?

### Q3 RESPONSES



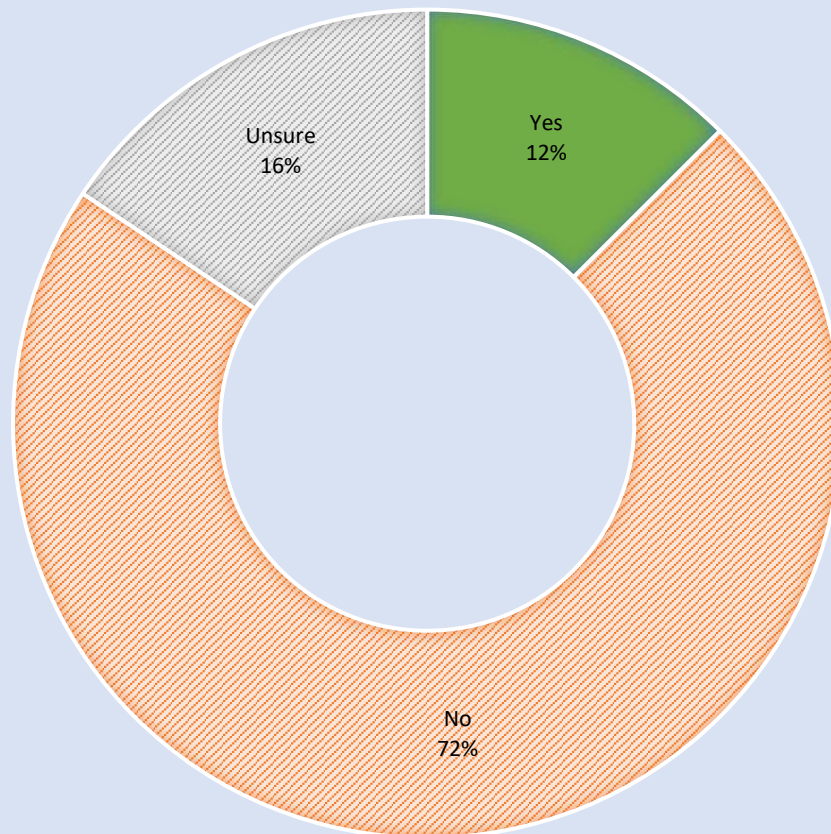
Do you feel that the types of homes proposed are suitable for families?

### Q4 RESPONSES

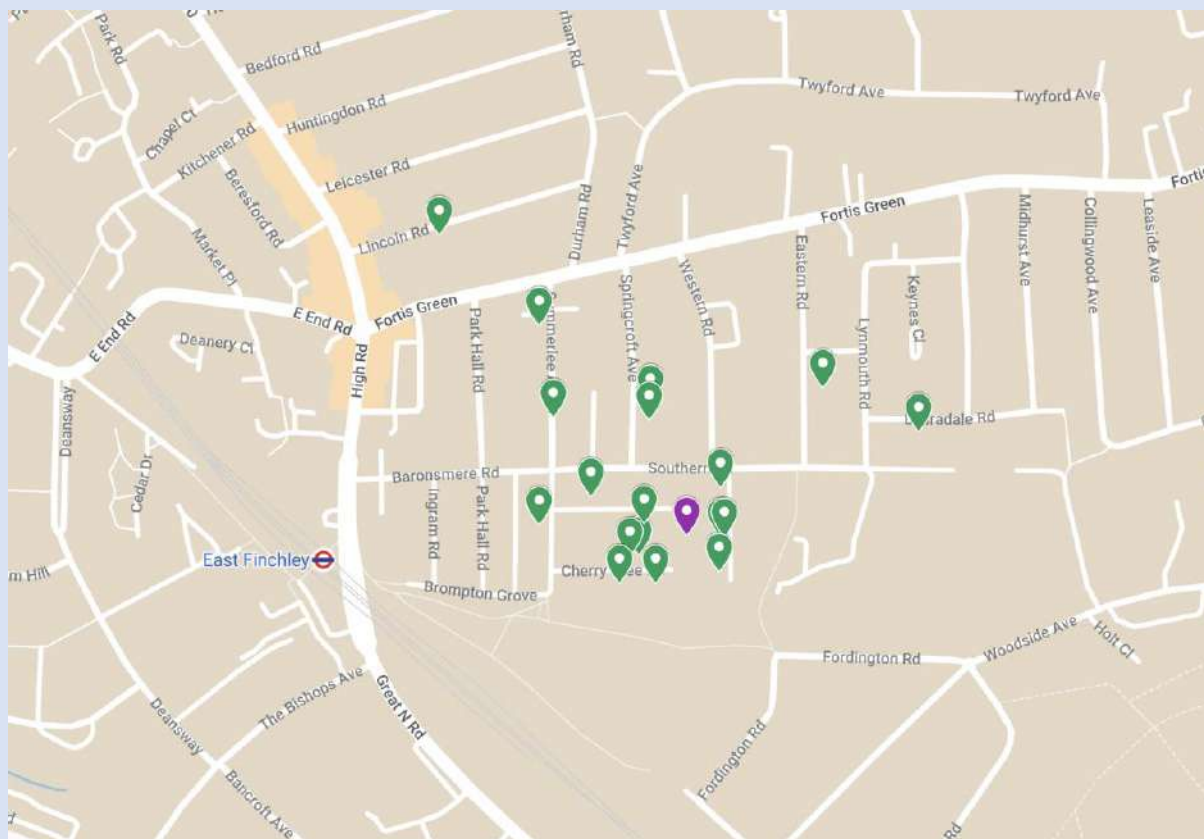


Are you, or is anyone you know, interested in one of the properties?

### Q5 RESPONSES



## Geography of responses\*



Green = response

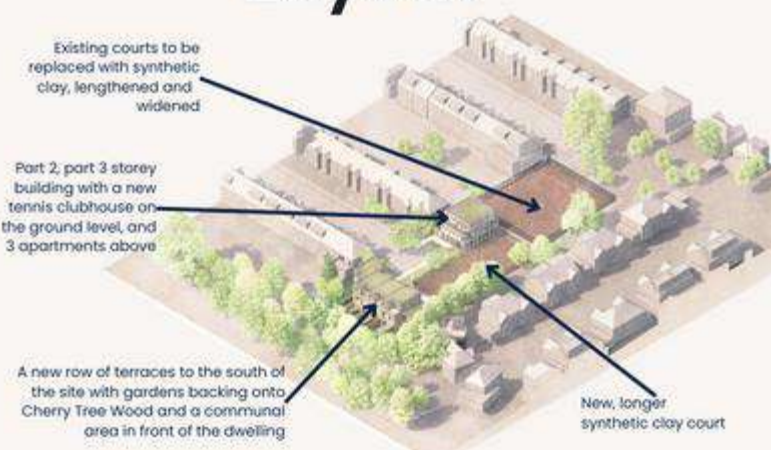
Purple = approx. location of the site

\*Locations are approximate and some responses lay outside of the map zone

# Appendix

## 4.1 – Newsletter

### Layout



Existing courts to be replaced with synthetic clay, lengthened and widened

Part 2, part 3 storey building with a new tennis clubhouse on the ground level, and 3 apartments above

A new row of terraces to the south of the site with gardens backing onto Cherry Tree Wood and a communal area in front of the dwelling

New, longer synthetic clay court

The layout of the development is aimed at being as low-impact on the surrounding area as possible. This is a quiet development that integrates modern, family living with a fantastic opportunity to breathe new life into the cherished Fortis Green Tennis Club.

### New Courts

This development will bring with it a new, longer court, as well as replacing two existing courts, which will be widened and lengthened to meet Lawn Tennis Association standards.

The scheme will significantly improve the Tennis club's facilities by incorporating a new larger clubhouse with shower rooms, a bar and an outdoor amenity area.



**We want to hear from you**  
To let us know your views on the proposed plans, please visit <https://fortisgreen.net/>, email [harry@theccp.net](mailto:harry@theccp.net), or call 07674269732



## 4.1 – Newsletter



**Fortis Green Tennis Club**

**Plans for eight homes and three brand new courts**

**Current site**  
The site is currently home to the Fortis Green Tennis Club. This is a long-running club with a proud history, but over the years, the courts have fallen into disrepair and are in urgent need of replacement and enhancement to safeguard the future of the club. Central to our plans is the aspiration to regenerate the facility into a modern, high-quality tennis club with well-maintained, all weather tennis courts. We are excited to present our plans and are getting in touch to invite you to a virtual public consultation to explain more about the project.

**The proposals**  
The proposal is for the redevelopment of the site to provide eight new homes, a new clubhouse, 3 new all weather synthetic clay courts and associated landscaping, car parking, cycle storage, and refuse storage. The clubhouse will sit in the centre of the site, giving it views across all courts.

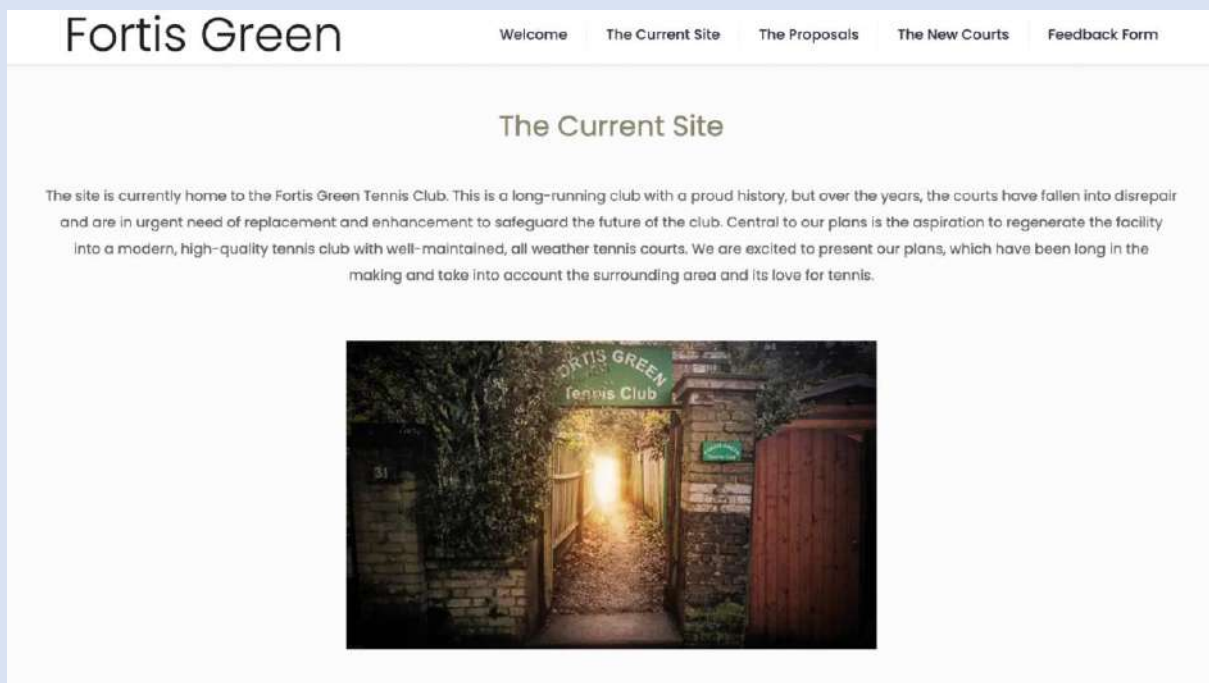
These homes have been designed to integrate seamlessly into the neighbourhood, offering a low-impact development on a site that has fallen into despair due to a lack of resources. These homes will subsequently pay for the new state-of-the-art tennis courts.

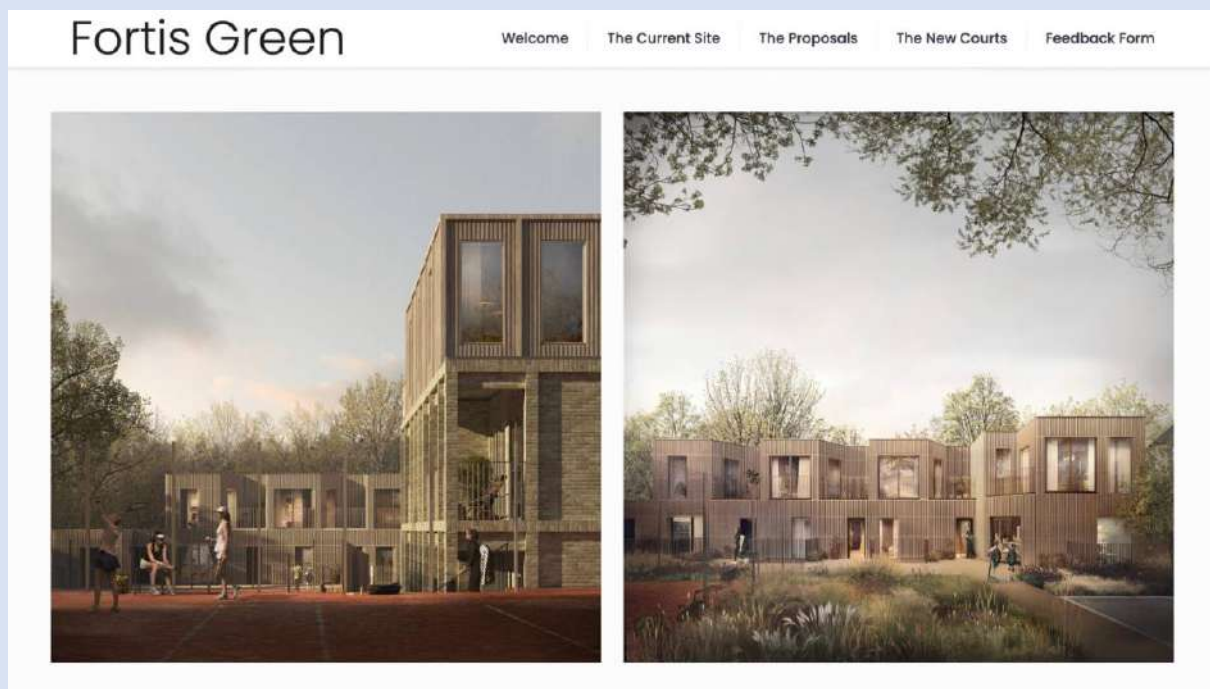
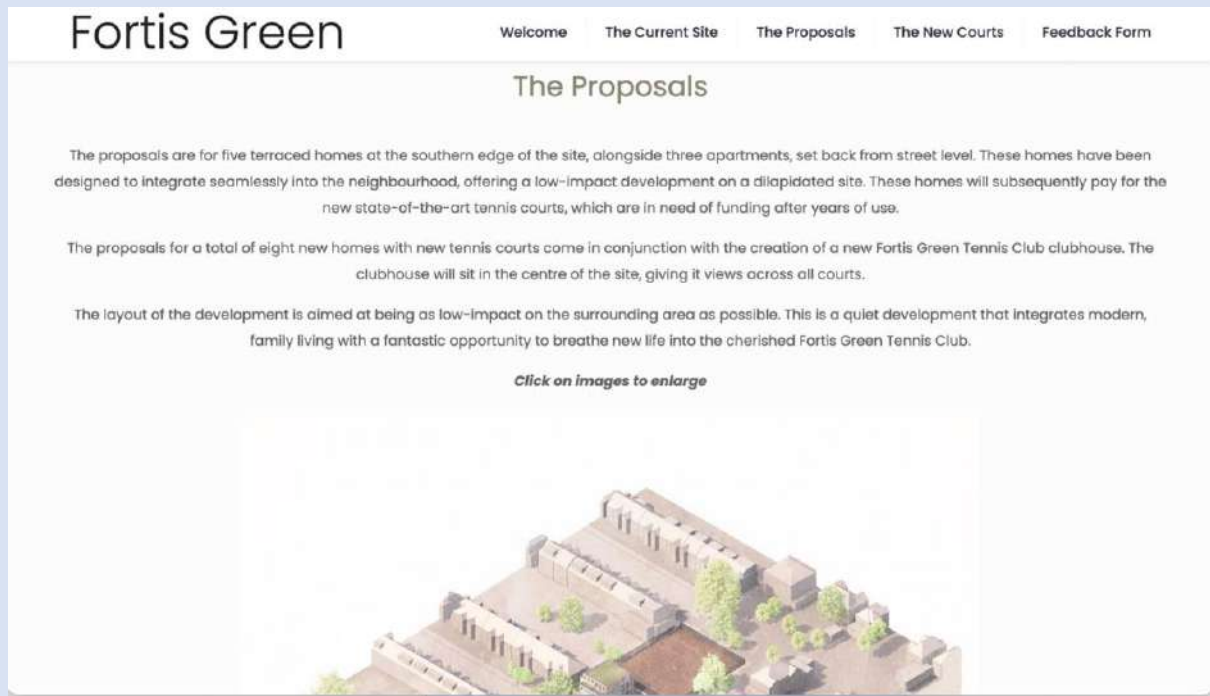
**Environment**  
Development that is environmentally sustainable is front-and-center in our thinking. We always ensure a biodiversity net gain, and that the construction materials used are sustainable, causing the least amount of disruption to neighbors possible, and ensuring fantastic energy efficiency.

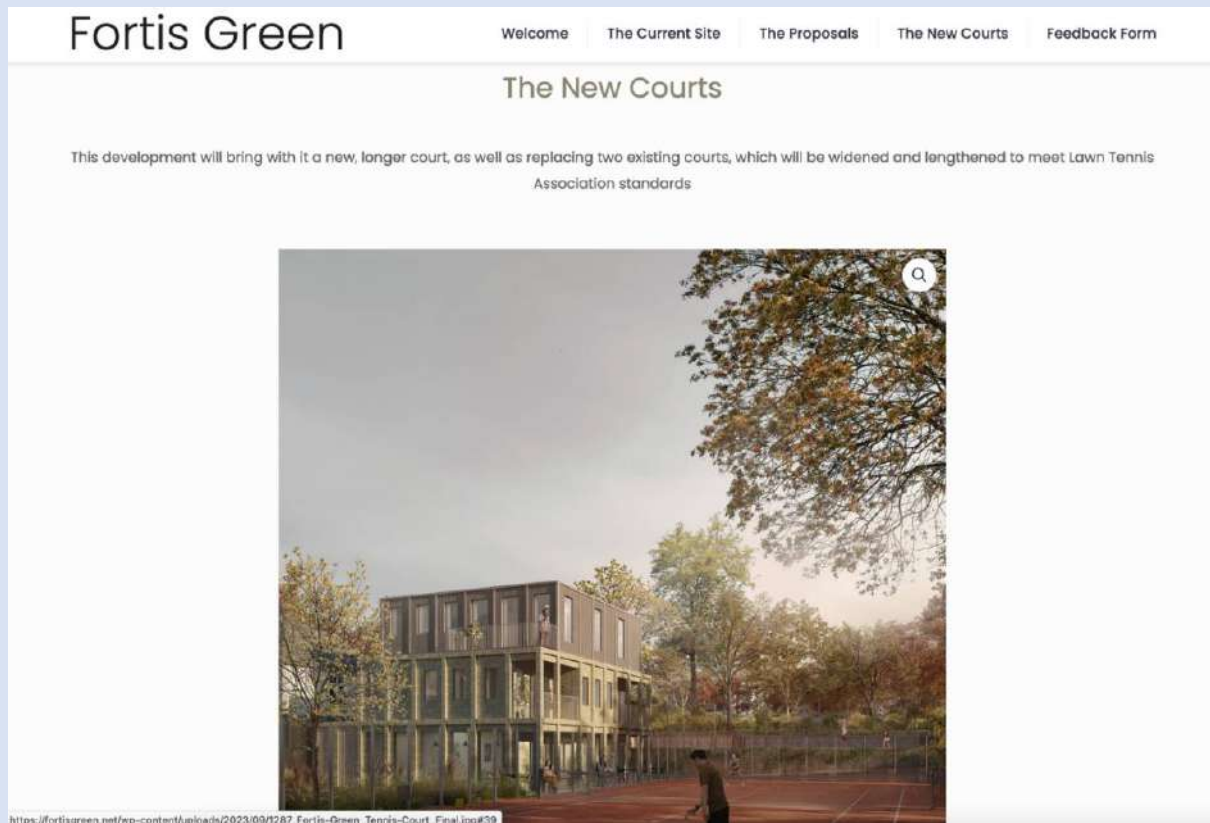
 8 new homes  
 2 replaced and enlarged courts and 1 new court  
 New clubhouse



## 4.2 – Website







Fortis Green

Welcome The Current Site The Proposals The New Courts Feedback Form

## Feedback Form

\* indicates required fields

**Name \***

First Last

**Email \***

Phone

**Address**

Post Code

Do you feel that the tennis courts are in need of refurbishment? \*

☐ Yes

☐ No

Do you support the creation of a new clubhouse for the Fortis Green Tennis Club? \*

Fortis Green

[Welcome](#)
[The Current Site](#)
[The Proposals](#)
[The New Courts](#)
[Feedback Form](#)

Do you feel that the tennis courts are in need of refurbishment? \*

☐ Yes  
☐ No

Do you support the creation of a new clubhouse for the Fortis Green Tennis Club? \*

☐ Yes  
☐ No

Do you feel that there is a shortage of new housing in London? \*

☐ Yes  
☐ No

Do you feel that the types of homes proposed are suitable for families? \*

☐ Yes  
☐ No

Are you, or is anyone you know, interested in one of the properties? \*

☐ Yes  
☐ No

**Additional Comments**

**Consent**

☐ I agree to be contacted about the proposals for Fortis Green. We will keep your information on file until the development is complete. We will NOT pass your details to ANY third party and you can be removed from the e-mail list by contacting [GDPR@fortisgreen.net](mailto:GDPR@fortisgreen.net).

### 4.3 – Virtual Exhibition (screenshots)








**Fortis Green - Virtual Exhibition**  
THE CCP

# Thank you for watching our Virtual Exhibition

Visit [www.fortisgreen.uk](http://www.fortisgreen.uk) or scan the QR code to learn more about the proposals and take part in our survey.

If you have any questions, please feel free to contact us at  
[harry@theccp.net](mailto:harry@theccp.net) or  
020 4538 7200

