

TOTTENHAM ATHLETIC FOOTBALL CLUB LIMITED

NORTHUMBERLAND DEVELOPMENT PROJECT – STATEMENT OF COMMUNITY INVOLVEMENT

PREPARED BY LONDON COMMUNICATIONS AGENCY

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SECTION 1. EXECUTIVE SUMMARY

- 1.1** This Statement of Community Involvement (SCI) document covers the pre-application activities for the revised planning application of Tottenham Athletic Football Club Ltd's Northumberland Development Project (NDP) in Tottenham in the London Borough of Haringey (LBH). The responses and comments received by the Club as part of the consultation of the new stadium and surrounding lands proposals have also been summarised here.
- 1.2** This latest round of public consultation follows an extensive and on-going consultation process for the NDP that began in 2008 for the originally consented scheme. Since this time, further revisions have been made to the designs and development. These have been necessitated due to the changing demands in football and also as a reflection of other regeneration commitments taking place in Tottenham following the London riots in 2011.
- 1.3** Tottenham Athletic Football Club (hereafter referred to as "the Applicant"), is therefore consulting on this revised application, building on the extensive consultation and engagement work already carried out for the NDP scheme.
- 1.4** This latest stage of public consultation included the production of a new community newsletter that was hand-delivered to over 26,000 homes, a new dedicated micro-site on the Club's website, and a letter mail-out to over 200 of the top political and community stakeholders relevant to the scheme.
- 1.5** To demonstrate the level of consultation that has already occurred for the site, details of the initial activities that took place are detailed below:

Pre-application consultation on the original planning application – 2008/09

- 1.6** The Applicant invested heavily in pre-application consultation. They recognised it as an important and necessary step to inform a wide community of people and provide multiple opportunities for questions to be asked and comments to be made which are fed into the design process.
- 1.7** The Club believes it carried out an exemplary consultation which went beyond statutory requirements and which truly reached local people as well as the Club's fan base.
- 1.8** The consultation activities were made up of two distinct phases of consultation:
- **Phase One, October 2008 – February 2009:** public announcements, letters and promotional activities, to announce the start of consultation; a public exhibition held in November 2008; a dedicated consultation booklet, web-site and free-post comment cards; meetings held with local groups; significant media work; ongoing dialogue with a range of people and organisations. The materials available confirmed that the Club will stay in Tottenham, bringing an end to rumours of a possible move out of the borough, published the Masterplan drawing with further details about transport and regeneration.
 - **Phase Two, March – May 2009:** a second round public announcements, letters and promotional activities to promote a second public exhibition held in April 2009; a second dedicated consultation booklet, web-site and free-post comment cards; further meetings held with local groups; significant media work; ongoing dialogue with a range of people and organisations. The materials available explained the changes since the first phase and provided much more detail on all elements of the scheme – the stadium, residential, supermarket and public space. It also set out the draft transport strategy.
- 1.9** Both phases were supported by a comprehensive advertising campaign and at each stage;



- 50,000 flyers advertising the exhibitions were distributed by a professional door-drop company in the surrounding post-code districts.
- The Club wrote to 50 local community groups and residents organisations.
- All those who lease or own the freehold on a plot affected by the project were written to.
- Local newspaper adverts were placed in 4 papers over a period of 2 weeks.
- Exhibition panels were prepared.
- A booklet was produced of all text from the panels, so that exhibition attendees could take it away and absorb the material in their own time.
- Comment cards were produced leaving ample space for comments.
- A Freepost address was set up so that sending in comments was free.
- A dedicated freephone hotline was established for people to leave comments by phone.
- A dedicated email – futureplans@tottenhamhotspur.com – was set up and closely monitored, with each comment raising a question, answered.
- In consultation with Haringey's Translation & Interpreting Services team, the exhibition material was translated into the 5 key languages for the area; Albanian, French, Polish, Somali and Turkish, with these and further languages available upon request
- A Special preview evening was held, particularly for local councillors whose Council roles may have not allowed time to view the exhibition at their leisure.
- All information was loaded on to the Club's website www.tottenhamhotspur.com/futureplans.
- A dedicated contact point from the Club was established for the N17 Studios (Workspace) units, which the Club purchased in late 2008.
- Each 5-day exhibition was held at the existing stadium, and was fully staffed by at least 4 members of the Project Team.
- Opening hours were deliberately extended to 8pm on 3 of the 10 days, to ensure that people returning home from work could visit. In addition 3 of the 10 days were held over a weekend.
- In total the two exhibitions were open for 73 hours.
- The first exhibition welcomed 1,491 people.
- Of the 222 comment cards from the first exhibition where there were full and valid postcodes, 53% came from within 3 miles of the current stadium.
- The second exhibition was visited by 984 people.
- Of the 207 comment cards from the second exhibition where there were full and valid postcodes, 57% came from within 3 miles of the current stadium.

1.10 The programme of exhibition activity ran in tandem with meetings and presentations to key local groups, including heritage committees, Worcester Avenue residents, schools, church leaders and the Tottenham Traders Partnership.

1.11 The extensive pre-application consultation activities during this time comprehensively communicated and informed key stakeholders about the proposed plans, and built a solid base of public and stakeholder support for the Northumberland Development Project.

Pre-application consultation on the revised planning application – 2015

1.12 Building on the extensive consultation from the originally consented NDP scheme that provided a high percentage of support, the Applicant invested heavily to carry out further engagement for the revised 2015 scheme. It was important to give as many opportunities as possible to feed back on the plans before an application was submitted to LBH.

1.13 The Applicant therefore set up another programme of activity that was designed to;

- explain the reasoning behind the revised plans;
- provide exhaustive information about the details of the proposals - including the new stadium design, inclusion of existing heritage assets on site and significant public benefits that the scheme would deliver – and;



- encourage further feedback to provide to the London Borough of Haringey as part of the application submission.

1.14 This consultation activity included:

- Letters sent out to over 220 key political and community stakeholders to announce the revised plans and the start of consultation.
- A dedicated NDP micro-site (www.tottenhamhotspur.com/new-scheme) that sets out in detail the proposals.
- An online feedback mechanism for visitors to leave their comments and questions to inform the designs.
- The production of a community newsletter “The Hotspur” (See Appendix A) delivered to over 26,000 local residents and all key stakeholders. This 24-page magazine provided information on the NDP scheme, details on what the Applicant has already delivered as part of the originally consented scheme, and information of how people could leave comments.
- A dedicated email address and Freephone line for the public to get in touch with comments or questions that was regularly monitored with all emailed comments and questions responded to.
- A media announcement on the day of the revised scheme launch that was picked up by local, regional and national news outlets, as well as broadcast and online.
- Meetings held with local and statutory groups as well as on-going dialogue with community organisations.
- A Development Management Forum public meeting, held on 15 July, to provide further opportunity for the public to see the designs and ask questions of the project team.

1.15 All communication activities were supported by new scheme images and details on how the public could get in touch, to provide as much information as possible for people to comment on.

1.16 This consultation programme has led to 184 responses being received either through the micro-site feedback form, emails into the dedicated Future Plans email account or to the Freephone consultation line.

1.17 Of all responses received from consultees, a large majority (90 responses) were supportive of the proposals, with only three negative responses fully objecting to the scheme being lodged.

1.18 Included within the 184 responses were a total of 263 comments - 163 of which were positive about the proposals (62%).

A summary of the comments received has been provided in Section 5 below.



SECTION 2. SCHEME CONTEXT & OBJECTIVES

- 2.1** The original Northumberland Development Project was granted planning permission by Haringey Council in 2011 and included designs that were first drawn up back in 2007.
- 2.2** The Applicant recognised that in the wake of the London riots in 2011 and the significant investment in the wider regeneration of Tottenham that is in the pipeline, coupled with the need for a top-class football team to keep up-to-date with the changing nature of the sport, revisions to the originally consented NDP scheme were needed.
- 2.3** The Applicant used the period of the Compulsory Purchase Order process following the 2011 consent to review the designs, responding to the wider masterplans and address the changing context of the scheme in relation to Tottenham, post the riots.

The reasons for the scheme changes are set out below:

- **Stadia design has moved on significantly in the last decade** – the revised plans will deliver a visually stunning Stadium with unrivalled facilities.
 - **The completion of a deal to bring NFL games to Tottenham** – the Stadium design needs to provide dedicated facilities for NFL without compromising those for football.
 - **There is a comprehensive 20-year regeneration programme for Tottenham led by Haringey Council** – these designs respond to that and include new uses that will bring further benefits to the area.
 - **On-going consultation showed a real need for greater leisure and entertainment opportunities** – whilst the scheme has the ability to act as a major tourist attraction, it also looks to provide local residents with a multitude of new activities to be enjoyed on their doorstep 365 days a year
 - **There is a longstanding crowd management issue along the High Road** – created by a very narrow pinch-point that can now be resolved more effectively. This is particularly important with increased visitor numbers
 - **There is a need to better place the new Stadium within its heritage context** – successfully maintaining the historic line of the High Road.
 - **There is a pressing need for new homes in London and parts of Tottenham are now within a designated Housing Zone** – the scheme has increased the number of new homes that can be delivered.
 - **With rising construction and project costs there is a need to improve the viability of the Stadium** – the enabling development around the Stadium is an important part of the funding model.
- 2.4** The revised NDP proposals will create a major new sports, leisure and entertainment destination, bringing greater activity and vibrancy to this part of Tottenham 365 days a year.
- 2.5** Importantly, they ensure that the wider Tottenham area derives maximum benefit from the investments we are making.



The key changes that were consulted on include:

1. **A visually dramatic new stadium design** – A landmark building for Tottenham and London, focussed towards the ‘Home End’, improved sightlines for all spectators and modern technology integral to the design from the outset to enhance the fan experience.
2. **An increased capacity stadium** – up from 56,250 to 61,000 seats, featuring the largest single tier stand in the UK, now increased to 17,000 seats, with an unrivalled spectator experience throughout and spectators closer to the pitch than at any other comparable size stadium in the UK.
3. **Dedicated facilities for the NFL** – including a fully retractable pitch revealing a second playing surface, compliant to NFL standard and capable of hosting a range of other events whilst protecting the integrity of the playing surface.
4. **An architecturally stunning new terrace on the High Road to host ‘The Tottenham Experience’** – a permanent Visitors Centre and Arrivals Hub including an interactive Museum to celebrate Club history and local heritage, a Cinema, the Club Megastore, Ticket Office and Café.
5. **A permanent viable use for the Grade II listed Warmington House** – incorporated as part of The Tottenham Experience to house the new Museum, blending old architecture with new.
6. **Improved crowd management arrangements along the High Road** – with the removal of three buildings that currently create a pinch point along Tottenham High Road where the pavement is just two metres wide – resulting in people walking in the bus lane and the road – allowing instead for a much wider pavement to cope with large crowds.
7. **Enhanced public open space** – comparable in area to Trafalgar Square, including a multi-use games area, high quality landscaping, cafés, dedicated events and community programmes managed by the Tottenham Hotspur Foundation and the ability to walk uninterrupted all the way round the stadium.
8. **A new 180-bedroom hotel with a dedicated training programme for the hospitality industry** – providing high quality accommodation in Tottenham and opening up new career opportunities for local people. 49 serviced apartments will occupy the upper floors.
9. **A fantastic new building to host Extreme Sports** – bringing people to Tottenham on a daily basis with activities for all ages, including the tallest indoor climbing wall in the world.
10. **A spectacular ‘Sky Walk’** – an adrenaline-filled attraction and experience for all ages walking on top of the stadium with spectacular views across London.
11. **579 new homes, including affordable housing** – up from 285 homes in the current permission, meeting a key need for more homes in London. Set out across four new residential buildings, every apartment will enjoy access to a private balcony in addition to communal gardens and child play areas.
12. **A new community health centre** – serving existing and new residents to the area, improving access to GPs and health screening.



2.6 The Applicant wanted to understand if there was still a local desire for this scheme to go ahead and whether the revisions to the designs bringing even more benefits to the local area and the wider borough are favourably received



SECTION 3. THE CONSULTATION STRATEGY

3.1 The Applicant had already engaged heavily with the local community, Club supporters and key groups and individuals that resulted in overwhelming support for the original scheme in 2011. With the scheme revisions and added benefits that this new design would bring, the need to undertake further consultation work was recognised and the Applicant invested heavily in carrying out this programme.

3.2 The objectives of the Club's latest public consultation were clear:

- To build on the support and excitement that Tottenham is staying in Tottenham.
- Genuinely engage local people and a wide range of stakeholders, from residents in neighbouring streets to schools and businesses, to the local authority.
- To provide opportunities for local people and fans to view and comment on the plans as they developed.
- To explain the proposals and how they would regenerate the area.
- To widely circulate all comments received so that they can be properly considered and so that the scheme can respond appropriately.
- To understand and address where possible all of the issues / concerns / objections before the application is made.
- To work closely with Haringey Council to ensure key officers were aware of our planned consultation activities and could influence them.
- To explain the need for these design improvements and developments.

3.3 A consultation strategy was therefore developed to meet these objectives. This was centred on the production of a new community newsletter, called '*The Hotspur*', which was sent out to key stakeholders upon launch and distributed widely to local residents and businesses. This newsletter set out everything the Applicant has already delivered as well as details of the new scheme, to provide a positive context for the new plans to be considered.

Details on *The Hotspur* can be found in Section 4.

Extensive promotion of the consultation

3.4 From the very outset the Applicant has placed engagement with the local community, not just football fans, as a key priority. Each phase of consultation has therefore undergone extensive promotion to ensure that as many members of the local community, as well as the supporters of THFC are given the opportunity to comment on proposals. The consultation around this revised application was no different.

3.5 The following range of promotional activities took place:

- The community newsletter *The Hotspur* was door-dropped to over 26,000 local residents in the area with details of how to feedback comments
- Letters announcing the start of consultation and the revised scheme details were sent to over 220 political and community stakeholders including key statutory consultees.
- A follow-up letter was also sent to all stakeholders with a copy of *The Hotspur*
- A news story was posted on the THFC homepage, directing visitors to the Future Plans micro-site.
- A press notice announcing the revised scheme details and consultation information was issued to local, regional and national papers.
- On launch day for the consultation, a digital copy of *The Hotspur* was made available for download on the THFC website, www.tottenhamhotspur.com.



Reaching all sectors of the community – database and letter writing

- 3.6** The Club has been in Tottenham for 126 years and as a result, has relationships and access to a considerable network of local groups and community leaders, particularly through the work of Adam Davison as Head of Community Relations.
- 3.7** In advance of issuing letters to alert community members to the revised application, a full database of stakeholders was created that included council members, officers, other London political figures, local community groups, statutory groups, residents associations as well as local schools and churches.
- 3.8** All these individuals and groups were given the opportunity to discuss the proposals in more detail and many more were offered meetings with the project team to review the new scheme.
- 3.9** Each of the Haringey Councillors was also included on the database to ensure they received a copy of all letters and the community newsletter.

Meetings and presentations

- 3.10** The project team has ensured that local groups are fully apprised of the evolving proposals, and in particular the heritage and transport elements of the scheme. A crucial part of the pre-application consultation process has been meeting with a wide range of key organisations with a relevance to the planning application.
- 3.11** These have included numerous bodies involved with transport, heritage, sustainability and other technical matters
- 3.12** A full list of these meetings and when they took place is listed below:

The feedback from these meetings can be seen in Section 5.

DATE	CONSULTEE / MEETING
25 June	Presentation to Historic England LAC
29 June	Presentation to the Cabinet lead for Planning (Cllr Demirci) and the Chair (Cllr Peray Ahmet) and Vice Chair (Cllr Vincent Carroll) of the Planning Committee. LBH officers in attendance.
2 July	Presentation to Neale Coleman, Mayoral Advisor on Tottenham
3 July	Presentation to David Lammy MP for Tottenham
6 July	Presentation to Cllr Alan Strickland, Cabinet member for Housing and Regeneration, LBH
6 July	Briefing to Sir Eddie Lister, Deputy Mayor Policy & Planning, GLA; Fiona Fletcher Smith Chair of the Planning Committee, GLA; Neale Coleman and Stuart Murray, Assistant Director Planning, GLA
6 July	Briefing to Rob Leak, CEO, LB Enfield
6 July	Meeting with LBH Officers to discuss the consultation
7 July	Presentation to Tottenham ward councillors, Cllr Sheila Peacock, Cllr John Bevan and Cllrs Kaushika Amin and wider



	Tottenham Councillors. LBH officers in attendance
13 July	Presentation to the Tottenham Hotspur' Supporters Trust
15 July	Presentation to the LBH Quality Review Panel
15 July	Presentation at the Development Management Forum
22 July	Matthew Bradby, Chair Tottenham Civic Society
23 July	Presentation to LBH Planning Committee
29 July	Presentation to the Mayor of London



SECTION 4. CONSULTATION MATERIALS

4.1 A raft of consultation materials was produced to support the planning application that all held the purpose of informing as many people as possible of the Applicant's intention, whilst providing details of how they can leave feedback. Details of these materials are set out below.

Community Newsletter – *The Hotspur*

4.2 The consultation material provided by the Applicant centred around a community newsletter that aimed to provide information about the revised scheme, provide an opportunity for people to leave feedback, and give details of the work already undertaken on the site to improve the area.

4.3 Over 26,000 copies of this 20-page magazine were produced and distributed, by-hand, to neighbouring residents in the four most immediate wards around the site – Northumberland Park, White Hart Lane, Bruce Grove and Tottenham Hale. This approach was agreed with by LBH officers prior to distribution.

4.4 A further 223 copies were also sent out to all stakeholders on the Applicant's consultation database of community and resident groups, local businesses and landowners and political contacts, to ensure as many people were aware of the proposals as possible.

4.5 This content of the newsletter was as follows:

- **Pages 2-3: Welcome message from Daniel Levy, Chairman Tottenham Hotspur**
- **Pages 4-5: Northumberland Development Project: New scheme image** - Take a look at our exciting revised plans for the site
- **Pages 7-8: Northumberland Development Project: Revised Design** - Read about what is included as part of this development
- **Page 9: Northumberland Development Project, Jobs and economic impact** - The increased benefits our revised scheme will deliver
- **Page 10: Have your say** - We want your views on our proposals. Details of how to get in contact
- **Page 11-12: Tottenham University Technical College** - A world class new College, now fully open and supported by the Club
- **Page 13: Brook House development** - 222 new affordable homes and a new primary school, delivered by the Club together with Newlon Housing Trust
- **Page 14: Restoration of Percy House** - Our plans to bring this Grade II listed building back to use as the new home for the Tottenham Hotspur Foundation
- **Page 15-16: Tottenham Hotspur Foundation** - What our community charitable organisation has been up to
- **Page 17-18: Current works** - Aerial images of the early development works
- **Page 19: Site update** - Next phases of our construction programme
- **Back Cover: THFC training opportunities** - Learn how you can access new training and employment opportunities



A copy of this newsletter can be seen in the Appendices (See Appendix A).

Dedicated scheme micro-site – www.tottenhamhotspur.com/new-scheme

4.6 A dedicated micro-site was added to the official Tottenham Hotspur website that included details and images of the revised NDP proposals. This site provides a vast amount of information to help present the stadium designs and surrounding masterplan details, as well as encouraging visitors to leave their feedback on the proposals.

4.7 A news story was also posted on the Club's homepage and Latest News page to direct visitors to the micro-site to further promote the consultation.

4.8 A digital version of *The Hotspur* was also made available to download.

4.9 The NDP micro-site contains the following webpages of information:

a) Project Update

- The Impetus for Change
- What's New
- Crowd Movement
- Passionate About Tottenham
- Lilywhite House
- Project Timeline

b) New Stadium

- World Class Design
- The Fan Experience
- NFL

c) Scheme Details

- The Tottenham Experience
- Sky-Walk
- Extreme Sports
- Hotel
- New Homes and Employment Space
- Medical Centre
- Public Space
- Environmentally Sustainable

d) Well-Connected

e) Key Benefits

- Jobs and Economic Impact
- Heritage Benefits
- Local Opportunities

f) Feedback

4.10 Screen shots of this micro-site can be found in Appendix D.



Tailored letters

4.11 To announce the launch of consultation and the details of the revised NDP scheme, a letter was sent on behalf of the Applicant to over 220 stakeholders. This letter was designed to inform them of the intention to submit a revised application, and to invite them to visit the NDP micro-site to find out more about the proposals and leave their feedback.

4.12 The groups of stakeholders that were sent this letter was agreed with LBH Officers and included:

- All London Borough of Haringey councillors
- LBH Officers
- LBH press/media team
- Key members of the London Borough Enfield Council (CEO, Leader, Cabinet members and local ward members adjacent to the site)
- Local Enfield and Haringey MPs
- London Assembly Member for Enfield and Haringey
- Key members of the GLA (including members of the Planning Committee, Regeneration Committee and head Officers)
- Tottenham Hotspur Foundation community contacts
- Local community groups and resident associations
- Local landowners and major business groups
- Key heritage groups

A copy of the letter can be found in Appendix B below.

4.13 Following the announcement date of the revised scheme on 8 July, all contacts on the Applicant's database were also sent a follow-up letter which enclosed a copy of *The Hotspur* newsletter for their review.

A copy of this second stakeholder letter can also be found in Appendix C.

Media announcement of the new plans

4.14 The revised scheme was officially announced on 8 July to the national, regional, local, broadcast and trade media, with a press notice (See Appendix E), as well as a number of supportive computer generated images.

4.15 The news secured a huge amount of coverage in a wide range of media across all mediums that, whilst mainly focused on the stadium design, raised interest in the plans, and led more people to find out information on the wider development proposals.

4.16 It is the intention of the Applicant to issue another press announcement upon submission of the revised application and to inform members of the public of the start of Haringey's own statutory consultation period.



SECTION 5. CONSULTATION RESPONSES

5.1 This full consultation and engagement programme successfully led to a number of responses to the revised scheme and built on the interest raised from the original scheme. Details of the consultation responses can be found below.

Methodology and Analysis

- Each comment received via the online feedback form, Future Plans email account or the Freephone consultation line was typed up and put into a spreadsheet.
- These were all then analysed according to their content.
- Some people made multiple comments covering a range of subjects in a single response.
- This meant a total of **184** responses were received, however many more comments were submitted.
- In total, **263** comments were logged.
- Of these, **163** were positive about the proposals, **23** were negative and **77** were neutral.
- **27** of the **184** total responses came to the Future Plans email account
- **155** were sent in via the online feedback form
- Two phone messages were left on the dedicated consultation line – both asking neutral questions about the proposals.
- Of all comments received, only seven were made in relation to the loss of the listed buildings on site, and just two negative comments regarding the heights of the stadium and masterplan
- In total, of the **184** responses received, **90** were in outright support of the revised NDP plans (49%).
- **163** comments out of **263** were positive about the proposals (62%).
- Only three responses were submitted in outright opposition to the proposals.

5.2 The table below sets out all comments received through the different feedback mechanisms, and notes how many were positive, negative, and how many were neutral.

Comments received via:	Positive	Negative	Neutral	Objecting to the proposals	Outright support for the proposals
Future Plans Email	7	9	26	1	3
Micro-site feedback form	156	14	49	2	87
Freephone line	0	0	2	0	0
TOTAL	<u>163</u>	<u>23</u>	<u>77</u>	<u>3</u>	<u>90</u>

5.3 This shows that the vast majority of comments left were in support of the revised NDP proposals and were positive about the proposals. The high number of neutral comments is mainly due to a number of emails that were received simply asking questions about the proposals without leaving any views positive or negative.

5.4 It should be noted that **seven of the nine** negative comments submitted to the Future Plans email account were left by just one local resident.

5.5 Overall, the highest number of negative comments submitted was in relation to traffic and parking concerns (16).



- 5.6** Whilst a key focus throughout the design phase of the revised scheme was on the heritage and locally listed buildings on the site, there have only been seven negative comments received relating to this aspect of the design.
- 5.7** However two of these comments stated they understand the need for their removal as they have experienced the issues of walking on the road/bus lanes when visiting the ground.
- 5.8** Similarly, only two comments made reference to the heights of the development, suggesting that respondents do not see it as a key issue for the development.
- 5.9** Only three outright objections were made to the plans, one due to the inclusion of NFL designs in the stadium scheme, one due to the loss of heritage as part of the proposals, and the third for a number of reasons listed in section 5.17 below.
- 5.10** It is clear that through the extensive consultation activity undertaken by the Applicant when the original designs were made public in 2008, followed by the thorough public engagement for the revised scheme, there is an overwhelming support for the development to be taken forward and in the case of a few comments, the desire for it to happen as soon as possible.
- 5.11** It should also be said that the vast majority of comments seem to have been sent in by supporters of the Club who are local to the area, with a specific focus on the stadium design rather than the wider masterplan. This would suggest that there is general overall support for the development as a whole with only a few comments objecting to elements of the proposal having been received.

Future Plans Email Account

- 5.12** 27 emails were submitted to the consultation email account. The vast majority of those were classified as 'neutral comments', usually asking a direct question about the proposal without stating any positive/negative views.
- 5.13** All emails were received were issued with a suitable response to their question, or a reply email thanking them for their comments.
- 5.14** Seven emails wrote positive comments for the proposals.
- 5.15** Only one email stated their outright opposition to the revised scheme. In fact seven of the total nine negative comments were submitted by just one local resident. One other email welcomed the new stadium but raised objections to some aspects of the proposals.
- 5.16** The remainder of the emails received were neutral, leaving general comments or questions.

Positive comments submitted:

- Believe the Applicant is doing many positive things and improving the area in many aspects
- Pleased to see the Applicant investing so much money into the area
- Pleased about the new plans for Tottenham
- Welcome the plans for a new stadium
- Think the designs for the new stadium are 'brilliant'
- Can't wait for work to begin.

Key Issues/Questions raised:

- Asked where THFC would be playing their games in the upcoming seasons.



- Requesting whether existing seats / memorabilia at Shite Hart Lane would be sold to fans.
- Requesting a copy of The Hotspur community newsletter.
- Concerned about extra traffic from to Devonshire Hill Lane.
- Requesting further details around disability access into the new stadium
- Suggestions for the stadium design, such as a Tottenham motivational sign in the player's tunnel
- Suggestions that TfL build a Victoria Line station at Northumberland Park

5.17 There have only been two emails raising objections to the proposals, although one welcomed the new stadium for the area. The reasons for these objections from two local residents were:

- The increase in capacity to 61,000 - and the disruptive effect this would have
- The introduction of a hard surface for NFL which would allow for much more frequent events throughout the year, to the detriment of residents
- A lack of social housing
- A concern that new flats are advertised as investment properties
- Doesn't believe another new hotel is needed for the area.
- Objection that the scheme no longer includes a Health Club as in the consented scheme
- Objection to the removal of 3 listed buildings.
- Disapproval of the height of the new stadium
- Objection to the heights of the buildings to the south of the scheme

Micro-site Feedback

5.18 A total of **155** responses have been received via the micro-site feedback form. The vast majority of these are in support of the revised NDP proposals.

5.19 **156** out of the total **219** comments on the micro-site were positive.

5.20 **87** responses gave their outright support for the scheme and only **two** of the responses received raised an outright objection to the development.

5.21 Traffic was the highest single issue raised with a total of 14 comments raising concerns about the impact it could have.

Positive comments submitted:

- Fantastic and inspirational design
- This development is long over-due
- Applauds the development improvements
- Improvements are wide and creative for an area that needs a boost
- Wanting the Club to stay in the local area
- Delighted that the scheme includes affordable housing
- Inclusion of 'destination' activities outside of match days is welcome
- The Tottenham Experience is a great idea to help develop the area
- Excited to see the ambition shown by the Club

Key Issues/Questions raised:

- Concerns around transport and access to and from the area
- A suggestion that the public space may be too small
- Objections to the removal of the listed buildings
- Suggestions around stadium design (i.e. a retractable roof, seating colours, safe standing, naming rights, number of disabled seats)
- Questions about how the retractable pitch will work

- Concerns over an increase in ticket pricing for fans
- A request for an inclusion of public toilets into the designs
- Understands the reasoning for removal of heritage buildings
- Believe the tower blocks at the south end are too high
- Dislikes the architecture of the stadium roof design

Phone messages

5.22 Only two phone messages were left to the dedicated Freephone line. Both leaving neutral comments and asking questions about the proposals, mainly focussing around an increase in traffic to the area. Comments included:

- Concerned about the extra traffic to Devonshire Hill Lane
- A request for speed bumps and cameras to slow traffic on this road.
- Worries around an increase in air pollution due to increased traffic.
- Requesting information on job opportunities as part of the new development for all ages, not just for the younger generations.

5.23 Key Meetings Held

A huge number of meetings, presentations and discussions have been held as part of the pre-application process and these are listed below in chronological order.

Meeting Date	Consultee	Key points of discussion
25 June	Presentation to Historic England LAC	• Club presented heritage aspects of the proposals
29 June	Presentation to the Cabinet lead for Planning (Cllr Demirci) and the Chair (Cllr Peray Ahmet) and Vice Chair (Cllr Vincent Carroll) of the Planning Committee. LBH officers in attendance.	• Presented by the project team • Included a rehearsal of the proposed scheme and identification of the key planning issues.
2 July	Presentation to Neale Coleman, Mayoral Advisor on Tottenham	• Delivered by Donna Cullen (THFC Executive Director) and Richard Serra (THFC Head of Planning). • Included a rehearsal of the proposed scheme and identification of the key planning issues.
3 July	Presentation to David Lammy MP for Tottenham	• Delivered by Donna Cullen (THFC Executive Director) and Richard Serra (THFC Head of Planning). • Included a rehearsal of the proposed scheme and identification of the key planning issues.
6 July	Presentation to Cllr Alan Strickland, Cabinet member for Housing and Regeneration, LBH	• Presented by the project team • Included a rehearsal of the proposed scheme and identification of the key planning issues.
6 July	Briefing to Sir Eddie Lister,	• Delivered by Donna Cullen (THFC



	Deputy Mayor Policy & Planning, GLA; Fiona Fletcher Smith Chair of the Planning Committee, GLA; Neale Coleman and Stuart Murray, Assistant Director Planning, GLA	- Executive Director) - Included a rehearsal of the proposed scheme and identification of the key planning issues.
6 July	Briefing to Rob Leak, CEO, LB Enfield	Courtesy telephone call by Richard Serra (THFC Head of Planning) to forewarn of proposed scheme press launch on 8 July.
7 July	Presentation to Tottenham ward councillors, Cllr Sheila Peacock, Cllr John Bevan and Cllrs Kaushika Amin and wider Tottenham Councillors. LBH officers in attendance	- Led by Richard Serra (THFC Head of Planning) and Adam Davison (THFC Head of Community Relations) with support from scheme architects. - Included a rehearsal of the proposed scheme and identification of the key planning issues. - Need for community benefits to be clearly articulated in lay terms raised. - Issue of match-day impacts (litter, anti-social behaviour etc.) on local residents raised and Club invited to try and improve conditions.
13 July	Presentation to the Tottenham Hotspur' Supporters Trust	- Delivered by Donna Cullen (THFC Executive Director), Richard Serra (THFC Head of Planning) and Adam Davison (THFC Head of Community Relations). - Included a rehearsal of the proposed scheme with particular emphasis on spectator experience and disability access. - Non-application issues also discussed.
15 July	Presentation to the LBH Quality Review Panel	- Led by Richard Serra (THFC Head of Planning) and lead designers from Populous, Allies & Morrison and Donald Insall Associates. - Included a full rehearsal of the proposed scheme and design philosophy. - Notes of the Panel subsequently reported to Planning Sub Committee for information on 23 July.
15 July	Presentation at the Development Management Forum (around 40 people in attendance)	- Several attendees called for an end to demolitions of existing buildings and to redesign the scheme to better fit in to the area - It was asked what was considered to be 'affordable housing' - Concerns that people cannot get in or out of their road due to road closures when a major event is on - Pleased about the inclusion of community facilities - Questions around how tall the buildings would be



		- Concerned that too much cycle provision is provided which is not used - Questions whether the underground depot at Northumberland Park can be turned back into a working Tube on the Victoria line
22 July	Matthew Bradby, Chair Tottenham Civic Society	- Bradby understood the loss of buildings and the safety case we have put across. - Was interested in exploring how much of the dispensary frontage we could keep beyond just the wording. - Also asked whether we could potentially facilitate a visit to the buildings prior to their demolition as some cynicism exists about what is actually still in there.
23 July	Presentation to LBH Planning Committee	- The issue of affordable housing targets was raised. - There was an emphasis on the need for new GP / health facilities in the area - It was raised that given the increase in capacity there'll be a need for more buses and car parking to serve the stadium - Concerns around increased litter, lack of public toilets, disabled car parking spaces being misused on match days – all of which are difficult for Council to manage due to budget cuts - One member would be very supportive of 'green balconies' and building for life standards being secured in the residential buildings - One member queried whether the team has considered moving the locally listed buildings - One member queried the provision of car parking for the residential and the stadium
29 July	Presentation to the Mayor of London <u>Also in attendance:</u> - Eddie Lister, Deputy Mayor for Policy & Planning - Fiona Fletcher-Smith, GLA Exec Director - Stewart Murray, Head of Planning, GLA - Patricia Charleton, case officer and various other GLA and TfL officers - Emma Williamson, Head of Development Management, LBH	- The Mayor was extremely enthusiastic and supportive of the scheme. - He was very encouraged by what had already been built and progress with the groundworks. - He was particularly enthusiastic about the retractable pitch and the added versatility it would bring to the stadium. - He liked the concept of the Extreme Sports Hub. - He noted the loss of the three heritage assets, understood the crowd safety arguments and made no negative comments about their loss. - He liked the residential towers and raised no questions about affordable housing.



SECTION 6. CONCLUSION

- 6.1** This SCI for the Northumberland Development Project in Tottenham has set out how the local communities, amenity groups and politicians have been provided the opportunity to comment on and input into the development of the proposals.
- 6.2** The Applicant believes that the consultation programme undertaken, coupled with the exhaustive consultation and engagement activities that were carried out for the originally consented scheme, has gone over and above the necessary requirements and has led to a vast amount of local residents, Club supporters and key stakeholders to be updated on the changes to the new development.
- 7.1.** The Applicant has engaged positively and regularly with local community and amenity groups and local politicians through letters, presentations and meetings.
- 6.3** The programme of activity has resulted in a total of 184 responses being received, of which a large number - 90 responses (49%) - were in outright support of the revised NDP plans.
- 6.4** 163 positive comments were received about the proposals (32% of the total 263 comments analysed), compared to just 23 negative comments.
- 6.5** In contrast, only three comments were submitted objecting to the plans. The Applicant believes that this is a direct result of the engagement work that has been carried out to inform all consultees of the substantial benefits this scheme would deliver. There is also evidently a desire for work to begin on this regeneration project following the original consent in 2011 which was highlighted in the comments submitted.
- 6.6** The Applicant believes that this revised development will bring significant benefits to the local area, as well as the wider borough as a whole, building on and improving those already consented in 2011. The development will also create a world-class football stadium that will bring international focus and attention on the London Borough of Haringey and help Tottenham Hotspur Football Club develop and continue to grow as a top-flight club.
- 6.7** It is clear that through the extensive consultation activity undertaken by the Applicant when the original designs were made public in 2008, followed by the thorough public engagement for the revised scheme, there is an overwhelming support for the development to be taken forward and in the case of a few comments, the desire for it to happen as soon as possible.
- 6.8** It should also be said that the vast majority of comments seem to have been sent in by supporters of the Club who are local to the area, with a specific focus on the stadium design rather than the wider masterplan. This would suggest that there is general overall support for the development as a whole with only a few comments objecting to elements of the proposal having been received.
- 6.9** The positive responses received as part of the Applicant's community engagement programme have proved that this is also a development that is wanted by local residents and the Club's supporters alike, and one that will help catalyse the wider regeneration of Tottenham.



SECTION 7. APPENDICES

Appendix A: *The Hotspur*

Appendix B: 1st stakeholder letter

Appendix C: 2nd stakeholder letter

Appendix D: Micro-site screenshot

Appendix E: Media announcement press release



Appendix A: 'The Hotspur' newsletter



Welcome from Daniel Levy

We are delighted to send you this progress update for the Northumberland Development Project - the redevelopment of the existing White Hart Lane Stadium and surrounding area.

This newsletter is designed to keep you informed of our plans to regenerate this part of Tottenham and create a world-class new stadium, along with facilities for the community of the highest quality.

We are all excited to be taking the project to the next stage. Our commitment is to find the best solution for the Club, our supporters and our community. It will be our new home for many years to come and we want it to be exceptional in every aspect.

Schemes of this scale and magnitude must undergo continuous and rigorous review in order to ensure it is future-proofed and the design is optimised. We are determined that this scheme

delivers something that becomes an iconic landmark, instantly recognisable around the world and capable of acting as the catalyst needed to kick-start the regeneration of this area.

Just as we take our responsibility seriously in using football to engage with our communities, through the work of our Foundation, so too do we take seriously our responsibility to make the stadium and associated development deliver benefits for, and be a vibrant part of, Tottenham and London.

These new plans will be transformational for the area and the access and opportunities they afford our communities will be extensive.

At this stage and barring no major hiccups we are committed to staying on course for a 2018 opening and shall be working closely with Haringey Council to facilitate a timely process.

In much the same way as we delivered our state-of-the-art Training Centre to the highest standards, we remain focused and committed to delivering a world-class, increased capacity stadium, which places spectators at the heart of the experience and creates an enhanced and thriving new environment on the High Road which is so important to this part of the borough and the local communities.

We will keep you informed as the stadium development progresses, along with other news, on-site activities and employment opportunities as part of this community newsletter. We look forward to working with Tottenham residents and all of our supporters to take this hugely exciting development forward.

Daniel Levy, Chairman
Tottenham Hotspur

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Northumberland Development Project: New scheme image	04-05
Take a look at our exciting revised plans for the site	
Northumberland Development Project: Revised Design	06-07
Read about what is included as part of this development	
Northumberland Development Project: Jobs and economic impact	08
The increased benefits our revised scheme will deliver	
Have your say	09
We want your views on our proposals	
Tottenham University Technical College	10-11
A world class new College, now fully open and supported by the Club	
Brook House development	12
222 new affordable homes and a new primary school, delivered by the Club together with Newton Housing Trust	
Restoration of Percy House	13
Our plans to bring this Grade II listed building back to use as the new home for the Tottenham Hotspur Foundation	
Tottenham Hotspur Foundation	14-15
What our community charitable organisation has been up to	
Current works	16-17
Aerial Images of the early development works	
Site update	18-19
Next phases of our construction programme	
THFC training opportunities	Back cover
Learn how you can access new training and employment opportunities	

Contact us:

Online at www.tottenhamhotspur.com/new-scheme
Emailing futureplans@tottenhamhotspur.com
Calling us for free at 0800 688 88 08

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"I am delighted to present a stunning new stadium design and wider scheme that will deliver an unrivalled fan experience and significant community benefits - creating a world class sports, leisure and entertainment destination for all - and in our birthplace of Tottenham."

"It will be our new home for generations to come and we want it to be exceptional."

Daniel Levy, Chairman
Tottenham Hotspur

NEW STADIUM PLANS

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Our development proposals will create a major new sports, leisure and entertainment destination, bringing greater activity and vibrance to this part of Tottenham 365 days a year. Importantly, they ensure that the wider Tottenham area derives maximum benefit from the investments we are making.

When complete, the Northumberland Development Project will transform the impact of the Club in Tottenham. We will go from supporting 1,800 jobs to supporting 3,500 and from generating £120 million of annual spend into the local economy to over £250 million.

The key changes in our proposals include:

1. A visually dramatic new stadium design - A landmark building for Tottenham and London, focussed towards the 'Home End', improved sightlines for all spectators and modern technology integral to the design from the outset to enhance the fan experience.
2. An increased capacity stadium - up from 52,250 to 62,000 seats, featuring the largest single tier stand in the UK, now increased to 17,000 seats, with an unrivalled spectator experience throughout and spectators closer to the pitch than at any other comparable size stadium in the UK.
3. Dedicated facilities for the NFL - including a fully retractable pitch revealing a second playing surface, compliant to NFL standard and capable of hosting a range of other events whilst protecting the integrity of the playing surface.
4. An architecturally stunning new terrace on the High Road to host The Tottenham Experience - a permanent Visitors Centre and Arrivals Hub including an Interactive Museum to celebrate Club history and local heritage, a Cinema, the Club Megastore, Ticket Office and Café.
5. A permanent viable use for the Grade II listed Warrington House - incorporated as part of The Tottenham Experience to house the new Museum, blending old architecture with new.
6. Improved crowd management arrangements along the High Road - with the removal of three buildings that currently create a pinch point along Tottenham High Road where the pavement is just two metres wide - resulting in people walking in the bus lane and the road - allowing instead for a much wider pavement to cope with large crowds.

Revised Design

Our Northumberland Development Project was granted planning permission by Harlington Council in 2011 and included designs that were first drawn up back in 2007.

During the period of the Compulsory Purchase Order process we used that time to review the designs, make what we believe are significant improvements, respond to the wider masterplans and address the changing context of our scheme in Tottenham, post the riots of 2011.

- **Stadia design has moved on significantly in the last decade** - our revised plans will deliver a visually stunning Stadium with unrivalled facilities.
- **We have been successful in bringing NFL games to Tottenham** - the Stadium design needs to provide dedicated facilities for NFL without compromising those for football.
- **There is a comprehensive 20-year regeneration programme for Tottenham led by Harlington Council** - we have looked at how our designs should respond to that and included new uses that will bring further benefits to the area.
- **On-going consultation showed a real need for greater leisure and entertainment opportunities** - whilst the scheme has the ability to act as a major tourist attraction, we have also looked to provide local residents with a multitude of new activities to be enjoyed on their doorstep 365 days a year.



- **There is a longstanding crowd management issue along the High Road** - created by a very narrow pinch-point that we can now resolve more effectively. This is particularly important with increased visitor numbers.
- **There is a need to better place the new Stadium within its heritage context** - we now more successfully maintain the historic line of the High Road.
- **There is a pressing need for new homes in London and parts of Tottenham are now within a designated Housing Zone** - we have increased the number of new homes we can deliver.
- **With rising construction and project costs there is a need to improve the viability of the Stadium** - the enabling development around the Stadium is an important part of the funding model.

7. Enhanced public open space - comparable in area to Trafalgar Square, includes a multi-use games area, high quality landscaping, cafes, dedicated events and community programmes managed by the Tottenham Hotspur Foundation and the ability to walk uninterrupted all the way round the stadium.
8. A new 180 bedroom hotel with a dedicated training programme for the hospitality industry - providing high quality accommodation in Tottenham and opening up new career opportunities for local people. 40 serviced apartments will occupy the upper floors.
9. A fantastic new building to host Extreme Sports - bringing people to Tottenham on a daily basis with activities for all ages, including the tallest indoor climbing wall in the world.
10. A spectacular 'Sky Walk' - an adrenaline-filled attraction and experience for all ages walking on top of the stadium with spectacular views across London.
11. 579 new homes, including affordable housing - up from 285 homes in the current permission, meeting a key need for more homes in London. Set out across four new residential buildings, every apartment will enjoy access to a private balcony in addition to communal gardens and child play areas.
12. A new community health centre - serving existing and new residents to the area, improving access to GPs and health screening.

Our target date for opening remains August 2019 for the 2019/20 season, after having played away for one season in 2017/18. We continue to hold discussions regarding possible venues for the season away. A new dedicated section of our website, www.tottenhamhotspur.com/new-scheme sets out the details of our improved proposals, which will be submitted to the London Borough of Harlington in the coming weeks and, in addition of that, provides an opportunity for feedback from now and early August.

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Jobs and economic benefits

Sport-led regeneration is well underway and Phase 1 of the Northumberland Development Project is already complete. With the commencement of the Club's first phase of development at Lilywhite House - which now includes one of the largest Sainsbury's stores in the UK, the Tottenham University Technical College and the Club's new offices - the Club and the Foundation brought together a tripartite partnership alongside the Council and Job Centre Plus, leading to the creation of over 400 new jobs and 100 new apprenticeships on site and around the Borough.

In addition, the partnership has created thousands of other employment opportunities which were made available to local people at jobs fairs held and hosted by the Tottenham Hotspur Foundation.



Generating:

The Club today directly supports 1100 jobs in the locality - 650 employed directly on site by the Club, the Foundation, Sainsbury's and the UTC, and 450 supported through the Club's supply chain, spending and direct activities.

In addition, the spending of supporters and visitors to Tottenham as a direct result of the Club's activities supports a further 730 jobs locally.

The Club currently therefore supports over 1,800 jobs locally and pumps around £120 million into the local economy each year.

Looking ahead:

The new stadium, visitor attractions, homes and other uses proposed for the site would support a total of 2,500 jobs in the locality - a net 1,700 directly employed at the site with a further 800 supported through the supply chain and other direct spending.

In addition, the increased numbers of supporters and visitors to Tottenham would support a further 350 jobs locally.

When complete, the development will support around 3,500 jobs, with £293 million pumped into the local economy each year. An increase of 1,700 new jobs and £166 million local spending a year - an enormous impact for the area.

These figures are in addition to the jobs, which will be created during the construction phases, with an estimated 890 jobs created consistently over the four year build period. This phase alone would also generate £211 million of additional local spending.

Local opportunities

The inclusion of key new components such as the Extreme Sports Hub, the Tottenham Experience, the Sky Walk and the enhanced Public Square, means that local residents will find a multitude of new activities to be enjoyed on their doorstep 365 days a year.

These sporting, leisure and entertainment facilities, over and beyond the Stadium itself, will be designed to appeal to all ages and abilities and provide new and exciting opportunities for residents during the week, and at weekends.

Additionally, the inclusion of the Hotel and Community Medical Centre, alongside new Homes and Employment Space, means greater resources and choice will be available.

The newly opened Tottenham University Technical College in Phase 1 of the development, is already providing an outstanding new educational offering as a much needed STEM school.

The Tottenham Hotspur Foundation will have a new home in Percy House, locating it ideally right on the High Road and further enhancing its ability to play a key role in local communities and the management of the public space surrounding the stadium.

All of the above provides education and employment opportunities, and the Club is committed to continuing our successful track record, demonstrated when we recruited for the new Sainsbury's, of ensuring that jobs go to locals.

Public Consultation

The Club's Northumberland Development Project has always enjoyed strong support from the local community, with an overwhelming majority of people keen to see Spurs stay in Tottenham and recognising the vital role the Club plays in the community and as a key generator of jobs and spend in the local economy.

We believe our proposed design changes will deliver a stadium for the future and significantly enhanced community benefits - and now we want to hear your views.

We have set up a dedicated consultation section of the Club's website with much more detail about the proposals. You can view our exciting plans and learn more about what is proposed to be delivered by visiting www.tottenhamhotspur.com/new-scheme

Once you have reviewed these proposals you can leave us feedback:

- Online at www.tottenhamhotspur.com/new-scheme
- Emailing futureplans@tottenhamhotspur.com
- Calling us for free at 0800 698 88 08



We are asking for comments by **Friday 7 August** 2015 ahead of our application submission in the coming months, and of course there will also be further consultation run by Haringey Council once the planning application is submitted.



Tottenham Hotspur Supporting the Community

We have been a part of the Tottenham community for decades and have always been committed to not just growing our Club, but also maximising the benefits for our local residents.



University Technical College - Club delivers unparalleled new education facilities for the borough, in partnership with Middlesex University.

Tottenham Hotspur has officially opened the fantastic new Tottenham University Technical College (UTC). The site offers students the opportunity to study across a range of specialisms in science and technology, for sport, health and engineering. Founded by the Club and Middlesex University, and backed by a range of other businesses, the UTC provides great support to a sector currently facing a current major skills gap.

It is understood the industry will require 2.5 million engineers within the next seven years to contribute an extra £27 billion per year to the UK economy. The UTC provides unparalleled access to future employment opportunities as well as pathways to University and apprenticeships and is the most innovative educational offer in North London.

"As a Spurs fan, I am doubly delighted my Club has made this happen and that it represents the first part of the new stadium development."

LORD SUGAR

TOTTENHAM HOTSPUR - SUPPORTING THE COMMUNITY

"Our message to students is that they can become the next generation of North London's engineers, scientists and sports analysts who will one day reshape our world. This UTC is at the very heart of the regeneration of Tottenham's vibrant community and will equip those who come through its doors with the education, skills, training and experience needed to open up pathways leading to careers."

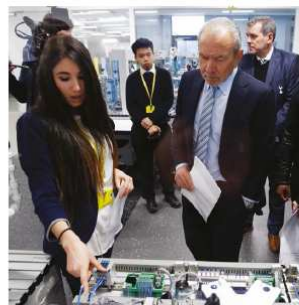
DEBORAH RAMM-HARPLEY, UTC PRINCIPAL

The UK's best-known entrepreneur and lifelong Spurs supporter Sir Alan Sugar officially opened the site in March this year and said of the new facilities "I grew up just down the road from here and often hear about how young people from this area do not have the opportunity to succeed, but this proves otherwise. One of the most impressive educational facilities I have ever seen is on your doorstep".

The Club played a central role in bringing the

UTC to Tottenham and, by locating it next to the new stadium, felt that it would create the perfect environment to drive the success of the College, transform the educational offer in the area and provide new opportunities for young people across North London.

The world-class facilities include over £1m of hi-tech and hi-specification industry equipment and the college is **currently recruiting students in Year 10 and 12 for the coming Academic year.**



"The equipment that the students have at their disposal on a daily basis and the things they are able to do with it is truly mind-blowing, and I am convinced that we shall see future entrepreneurs and industry leaders come through this college."

LORD SUGAR

The Tottenham University Technical College.

Come. See. Be Amazed.

Apply now for years 10 and 12 by texting UTC to 88802
tottenhamutc.co.uk • @tottenhamutc • facebook.com/TottenhamUTC

BROOK HOUSE DEVELOPMENT

High demand for new affordable homes at Brook House

Tottenham Hotspur in partnership with Newlon Housing Trust has completed the first high-quality affordable housing scheme in the regeneration of north Tottenham at Cannon Road, formerly known as Brook House - a stunning regeneration of a former factory site located on Tottenham High Road.

Such was the demand for the new homes that all rented accommodation was over-subscribed shortly after the scheme was handed over in April 2015, with the first residents due to move in during July.

Cannon Road provides 222 high specification new affordable homes, 100 of which sit within the impressive Rivers Apartments, a new 25-storey tower of Shared Ownership flats (part-rent, part-buy), helping local people to take a first step on the property ladder. The first tranche of 65 homes in Rivers Apartments has also already been reserved, with all but a few sold off plan, before people had even seen the finished development.

All the homes provide private balconies alongside a large communal roof garden for residents to enjoy.



The scheme's strong environmental focus allows for electric vehicle parking with dedicated charging points and bicycle stores in all the buildings. The successful development also provides a new home for the Brook House Primary School, which has been in temporary premises at Tottenham Green, offering 120 much needed reception places and eventually catering for 420 pupils.

Cannon Road is an architecturally impressive new development, showcasing just how effectively innovative design can create landmark regeneration schemes to bring disused land back into use for the benefit of local people."

Mike Hind, CEO of Newlon Housing Trust



Ed Kelly King at Topping Out ceremony, last year with Mike Hind, CEO of Newlon Housing Trust

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PERCY HOUSE DEVELOPMENT

"This fantastic restoration scheme will play a significant role in the regeneration of Tottenham."

Grant Cornwell, Tottenham Hotspur Foundation Chief Executive



Spurs to restore much-loved 18th Century building - New Home for Tottenham Hotspur Foundation

Tottenham Hotspur will soon begin work to sensitively transform the historic and well-known Percy House into the new long-term home of the Tottenham Hotspur Foundation. The decision by Haringey Council to approve the works enables the Club to embark on the latest stage of our commitment to regenerate north London.

Purchased by the Club in 2007, Percy House will become a thriving community venue and a hub for enterprise, skills and training, creating long-term education and employment opportunities for local people - supported by grant funding from the Heritage Lottery Fund (HLF), along with match funding from Tottenham Hotspur.

Following the restoration works, the Club's Foundation will relocate from its current home in the former ticket office building located to the south-west corner of White Hart Lane Stadium on Park Lane.

Tottenham Hotspur Foundation Chief Executive Grant Cornwell said: "The Club is widely acknowledged as the single most important heritage

asset in the area, and with its support, we can ensure that this major historic building, which has a considerable link to the origins of our great Club, can be revitalised and brought back into long-term use as part of the future of the area."

"This fantastic restoration scheme will play a significant role in the regeneration of Tottenham, supporting local residents and creating a centre for employment, social cohesion, training and heritage in Haringey, allowing the Foundation to enhance its role in building the future prospects of our community."

The renovation will be carried out by F3 architects who will repair and return the existing exterior of the building back to its 18th century glory and enhance the significance of the wider terrace and conservation area.

As the base for the Foundation's award-winning and innovative programmes, the newly restored Percy House will include teaching spaces, consultation and presentation rooms, a rehabilitation space and gym, a Heritage Learning Zone, and a Sensory Autism multi-purpose room.

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TOTTENHAM HOTSPUR FOUNDATION

Creating opportunities that change lives

The Tottenham Hotspur Foundation was established in 2007 and aims to use sport and, in particular football, as a vehicle to create life changing opportunities for children, groups and individuals within our communities. Improving education and employment outcomes are at the heart of the Foundation's commitment to the local community, and during the past season, they have delivered over 50 programmes designed to tackle the socio-economic issues prevalent in local communities.

Across all of these programmes, the Foundation has worked with 300,000 young people in our local community with the focus on education and employment, as well as health, equalities and inclusion and sports development.

From launching our Digivan that is taking career opportunities to the doorstep of local job seekers, to carrying out thousands of health checks in shopping centres, libraries and bustling community hubs, below are some of the highlights of what has been delivered across our local area.

Community health checks scheme reaches milestone

Tottenham Hotspur Foundation's Community Health Checks scheme has reached a milestone landmark, delivering over 2,500 NHS health checks since the project launched in 2014.

As part of the Club's aim to help reduce health inequalities and the life expectancy gap in Haringey, the programme is run in partnership with Haringey Council's Public Health team, Haringey Health Champions and Clockwork Health.

Health checks that are traditionally only available at GP surgeries are carried out by a Practitioner employed by Tottenham Hotspur Foundation, known

as the "Spurs Nurse", at pop-up clinics within bustling community hubs four days per week.

The programme uses the unique appeal of a Premier League football Club to engage hard-to-reach audiences, in particular males aged 40-74, to improve early diagnosis of heart disease, stroke, diabetes, kidney disease and some forms of dementia whilst signposting them on to relevant health services within the borough.

Earlier this year, Belgian international Nacer Chadli visited one of the Hubstar Wood Green library to receive his own health check and encourage more local residents to do the same. Nacer said: "I would encourage all men to make the decision to have a health check. It doesn't take very long and it certainly doesn't hurt - I had one today. The important thing is that you stay healthy and in order to do that, you must have regular checks."

The dedicated team of staff rotate from venue to venue depending on the local need including the venues such as:

- Morrisons - Wood Green
- Tesco - Seven Sisters & Bruce Grove
- Tottenham Community Sports Centre
- Tottenham Latin Market
- Coombes Croft Library, Tottenham High Road

If you are aged between 40 years and 74 years and would like to find out more about the health checks, please contact Katrina Heal, Health & Wellbeing Senior Coordinator, Tottenham Hotspur Foundation - Katrina.heal@tottenhamhotspur.com



FOUNDATION JOINS ALLIANCE TO FIGHT OBESITY IN HARINGEY

Tottenham Hotspur Foundation has become the first within the borough to sign up to the Haringey Obesity Alliance - a group of organisations committed to reversing the trend of obesity.

It is estimated that one in three children and one in four adults living in Haringey are obese. Those about to start secondary school are 2.5 times more likely to be obese in the most deprived areas of the borough.

Working in partnership with health, social care, schools, community and voluntary groups and local businesses, the Alliance aims to make Haringey a healthier place where people are more physically active and lead a healthier lifestyle free from long term health conditions.

TOTTENHAM HOTSPUR FOUNDATION



COMING UP:

July 9 - To Care Is To Do Careers Fair at White Hart Lane

July 28 - 1pm - Open Day for Barclays Premier League Works

August 1 - Gain a stewarding qualification at 'Get Started With Stewarding'

August 1 - Come and see us at Bruce Castle Park where we'll be running a number of activities to support the Council's 50th Anniversary celebrations

August 2 - We'll have the Batak Wall at White Hart Lane Community Sports Centre for the long-awaited re-launch

August - Our employment and skills team will be out in the Digivan throughout the month to help you write your CV, improve your interview techniques and find your next job.

For more information about the above events please email foundation@tottenhamhotspur.com

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July 2015 Current works

This aerial view shows the perimeter of what will become the north stand at the new stadium and begins to show the site take shape. The boundary of the north stand will border Lilywhite House, with the proposed new homes, hotel, and other substantial scheme benefits located to the south of the site.

The stadium location and design will ensure that the Club is able to remain on site throughout the vast majority of the construction work, maintaining the economic benefits the Club and its visitors bring to the area. It is the intention for the Club to be playing in their new world-class, 61,000-seater stadium at the start of the 2018/19 season.

The Club will be installing time lapse cameras to keep fans and the community up to date with progress and will be updating the website with new site photos throughout the works.

AERIAL VIEW



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SITE UPDATE



Paxton Road excavation now complete

EXCAVATION

The North of Paxton Road excavation is now complete, lowering the site by around 1.5m with all unrecycled material removed from the site. The concrete has been recycled for construction use.

In line with the originally consented scheme and planning permission, a further excavation of about 3m will take place to start creating the Stadium basement.

Tottenham Square, part of White Hart Lane's car park, has now been incorporated into the development site and is currently also being excavated as preparation for the construction works. New hoarding and fencing will be installed before the 2015/16 football season starts for access to the North Stand.

SHEET PILING

The sheet piles shown in the image (right) are 12m lengths of steel, driven into the ground side by side around the site. These are designed to stop any subsidence in the surrounding area and allows for the excavation to take place. Once all of these have been installed they will give a better view of the outline of the new Stadium.



PROGRAMME OF ON-SITE ACTIVITY OVER THE COMING MONTHS

- Excavation of Tottenham Square has now begun.
- Sheet piling will continue through Paxton Road and Tottenham Square.
- The site will be excavated a further 2-3m for the New Stadium basement.
- Concrete Piling is due to start in August.

SITE UPDATE



Paxton Road Closure Update

A section of Paxton Road between the High Road and the stadium will now be boarded and included in the development site. It will therefore no longer be accessible as a public walkway.

For our supporters who currently sit in the North Stand, access to the stadium from the start of the 2015/16 season will be via a new boarded walkway from Bill Nicholson Way.

As part of the road's permanent closure, all ticket collection points will be relocated to a new position.

We will be providing further details concerning stadium access arrangements for our fans across Club communication channels ahead of the new season to ensure there is minimal disruption. In the event of any site issues, or if you have questions about the site works, please call 0800 688 8808.

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Appendix B: 1st stakeholder letter

XXX
XXXX
8 July 2015

Dear Ms XXX

Re: Exciting Design Revisions for the Northumberland Development Project

I am delighted to be writing to you today with the details of our design revisions for the Northumberland Development Project, which will create a thriving and exceptional sports, leisure and entertainment destination in Tottenham and which responds to the changed context since the riots of 2011.

We have:

- **A dramatic new Stadium design**, to create a visually stunning building which will be one of the finest anywhere in the world, with a 61,000 seat capacity.
- **Succeeded in bringing the NFL to Tottenham**, something we have long wanted to do. Premier league football has always put Tottenham on the world stage. Bringing NFL to Tottenham will amplify this. It is a unique and compelling proposition.
- **Included unique visitor attractions for local residents and visitors alike**, to create a vibrant area in Tottenham 365 days a year, not just on match days. These include an adrenaline-filled 'sky-walk' allowing people to walk on the stadium roof; the largest indoor climbing wall in Europe as part of an Extreme Sports centre; and 'The Tottenham Experience' as a permanent Visitors Centre in a stunning new terrace on the High Road with an interactive Museum of Club and local heritage.
- **Improved the public open space**, comparable in area to Trafalgar Square, including a multi-use games area, high quality landscaping, cafés, dedicated events and community programmes managed by the Tottenham Hotspur Foundation and the ability to walk uninterrupted all the way round the stadium.
- **Included a four star hotel with a dedicated training programme for the hospitality industry**, providing high quality accommodation in Tottenham and opening up new career opportunities for local people.
- **Increased the number of homes we can deliver**, including affordable housing, contributing to the significant housing need in Tottenham and London.

When delivered these proposal can transform the impact of the Club in Tottenham – we would go from supporting 1,800 jobs to supporting 3,500, and from generating £120 million of annual spend into the local economy to £293 million.

That will provide a welcome boost for the area and we have already made real progress delivering local benefits, with Sainsbury's open, the new Tottenham University Technical College opening its doors in September and the Stadium site largely cleared. The vast majority of jobs created so far have gone to local people.

There is huge support locally for the Club to remain in Tottenham and we have today launched a further public consultation so that people right across the area can understand our proposals and let us have their views. Please do visit the dedicated section of our website at www.tottenhamhotspur.com/new-scheme to see the details and new images.

We have also prepared a new community newsletter which is being hand delivered to 25,000 local households and businesses at the weekend. *The Hotspur* explains our work to date supporting the regeneration of Tottenham and explains our new plans. I shall post you a copy of this when it is back from the printers in the next few days.

I do hope this is helpful and if you would like any further information you can call the consultation hotline on 0800 688 8808 or email futureplans@tottenhamhotspur.com and we will keep you informed of our progress.

Yours sincerely,



London Con

Adam Davison
Head of Community Relations - Tottenham Hotspur FC



Appendix C: 2nd stakeholder letter

Cllr XXX
XXX

13 July 2015

Dear Cllr XXX

Re: The Hotspur - Northumberland Development Project community newsletter

I wrote to you last week to announce our exciting design revisions for the Northumberland Development Project. As promised, I am now delighted to enclose a copy of our community newsletter *The Hotspur* to keep you informed of our plans to regenerate this part of Tottenham.

The redevelopment of the existing White Hart Lane stadium and surrounding area will create a thriving and exceptional sports, leisure and entertainment destination in Tottenham, centred around a world-class new stadium, with facilities for the community of the highest quality.

If you would like to see further details you can visit the dedicated section of our website at www.tottenhamhotspur.com/new-scheme.

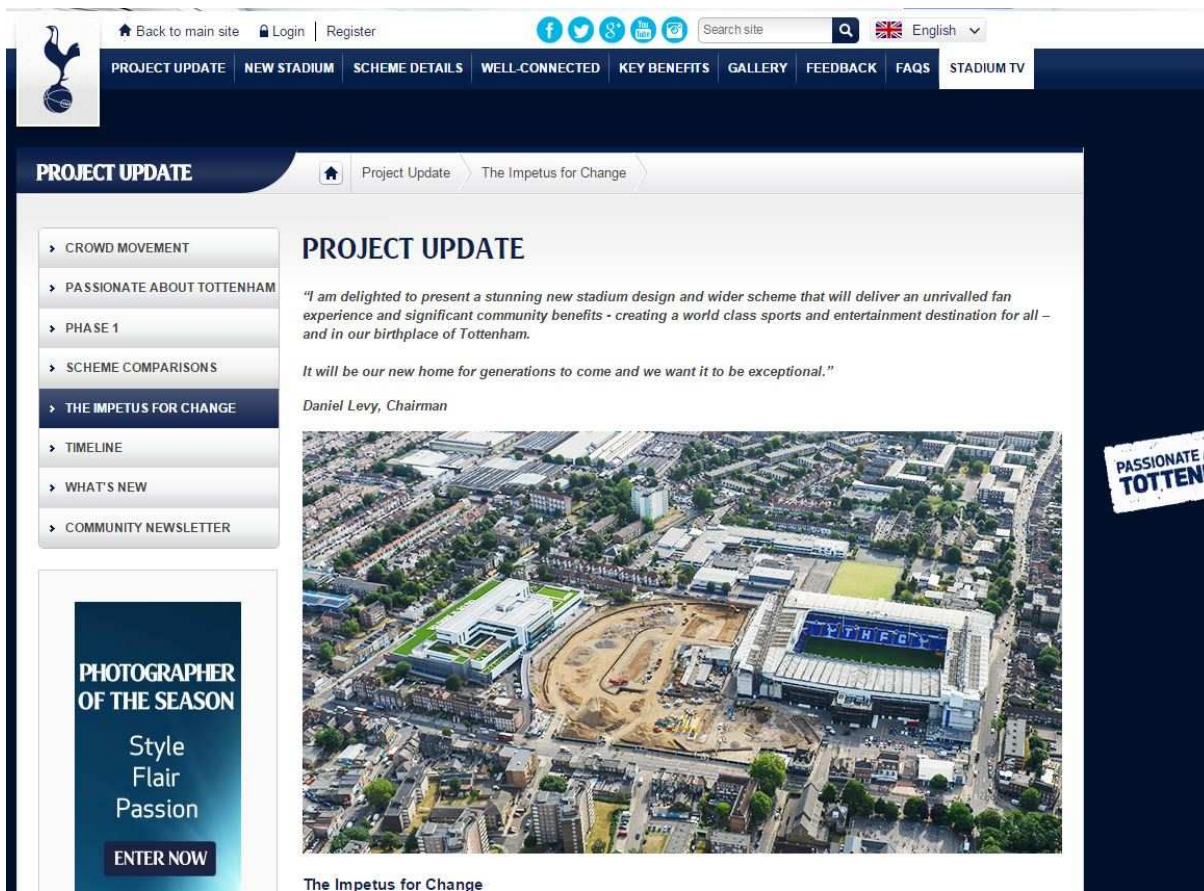
A copy of this newsletter has also been hand delivered to 25,000 local households and businesses to update them on our proposals. We are very excited to be taking this project to the next stage and look forward to working with you and Tottenham residents as it progresses.

If you would like to get in contact with any questions, please call the consultation hotline on 0800 688 8808 or email futureplans@tottenhamhotspur.com.

Yours sincerely

Donna-Maria Cullen
Executive Director - Tottenham Hotspur

Appendix D: Micro-site screenshot



Northumberland Development Project updated designs and plans

Posted on 8 July 2015 - 12:15

- CREATING AN EXCEPTIONAL SPORTS, LEISURE AND ENTERTAINMENT DESTINATION - 365 DAYS A YEAR
- NEW OPPORTUNITIES AND ACTIVITIES FOR LOCAL RESIDENTS AND VISITORS
- BRINGING EPL AND NFL TOGETHER
- VISUALLY DRAMATIC NEW STADIUM DESIGN

The Club is delighted to present updated designs and plans for the Northumberland Development Project, which will be submitted to the London Borough of Haringey in the coming weeks.

As we have previously stated, the Club has used the intervening period during the CPO process productively in order to refine the detailed design of the proposed new stadium, which was originally produced in 2007, to ensure it is optimised and that it meets the latest technical requirements and improvements in stadium design.

We have also designed it with a multi-purpose pitch that will be capable of hosting NFL matches along with other sports, concerts and community events.

Additionally, we have looked to explore, through improved design and development, how we could maximise and enhance the regeneration benefits already laid out within the currently consented NDP scheme.

As part of this work, the Club has taken time to consider priorities laid down by National and Regional Government, especially in respect of the increasing need for housing in London and greater requirements for community facilities. As a result, the Club asked our architects to provide a number of options for consideration including enhanced residential, commercial and community facilities alongside improved regeneration benefits.

These changes have been led by a new design team comprising leaders in their fields - Populous in respect of the stadium design, the hotel and the visitor attractions; Allies & Morrison for the new homes; and Donald Insall Associates as heritage architects.

Our development proposals will create a major new sports, leisure and entertainment destination, bringing vibrancy to this part of Tottenham 365 days a year.

Importantly, they ensure that the wider Tottenham area derives maximum benefit from the investments we are making.

When complete the Northumberland Development Project will transform the impact of the Club in Tottenham. We will go from supporting 1,800 jobs to supporting 3,500 and from generating £120 million of annual spend into the local economy to over £293 million.

Speaking about the new plans, Daniel Levy, Chairman of THFC, said:

“We are all excited to be taking the project to the next stage. Our commitment is to find the best solution for the Club, our supporters and our community. It will be our new home for many years to come and we want it to be exceptional in every aspect.

“Schemes of this scale and magnitude must undergo continuous and rigorous review in order to ensure it is future-proofed and the design is optimised. We are determined that this scheme delivers something that becomes an iconic landmark, instantly recognisable around the world and capable of acting as the catalyst needed to kick-start the regeneration of this area.

“Just as we take our responsibility seriously in using football to engage with our communities, through the work of our Foundation, so too do we take seriously our responsibility to make the stadium and associated development deliver benefits for and be a vibrant part of Tottenham and London.

“These new plans will be transformational for the area and the access and opportunities they afford our communities will be extensive.

“At this stage and barring no major hiccups we are committed to staying on course for a 2018 opening and shall be working closely with Haringey Council to facilitate a timely process.

“In much the same way as we delivered our state-of-the-art Training Centre to the highest standards, we remain focussed and committed to delivering a world-class, increased capacity stadium, which places spectators at the heart of the experience and creates an enhanced and thriving new environment on the High Road which is so important to this part of the borough and the local communities.”

The improvements to the stadium are within the footprint and envelope of the existing planning consent and the key changes we are proposing include:

- **A visually dramatic new stadium design** - a landmark building for Tottenham and London, focussed towards the ‘Home End’, improved sightlines for all spectators and modern technology integral to the design from the outset to enhance the fan experience.
- **An increased capacity stadium** - up from 56,250 to 61,000 seats, featuring the largest single tier stand in the UK, now increased to 17,000 seats, with an unrivalled spectator experience throughout and spectators closer to the pitch than at any other comparable size stadium in the UK.
- **Dedicated facilities for the NFL** - including a fully retractable pitch revealing a second playing surface, compliant to NFL standard and capable of hosting a range of other events whilst protecting the integrity of the playing surface.
- **An architecturally stunning new terrace on the High Road to host ‘The Tottenham Experience’** - a permanent Visitors Centre and Arrivals Hub including an interactive Museum to celebrate Club history and local heritage, a Cinema, the Club Megastore, Ticket Office and Café.

- **A permanent viable use for the Grade II listed Warmington House** - incorporated as part of The Tottenham Experience to house the new Museum, blending old architecture with new.
- **Improved crowd management arrangements along the High Road** - with the removal of three buildings that currently create a pinchpoint along Tottenham High Road where the pavement is just two metres wide - resulting in people walking in the bus lane and the road - allowing instead for a much wider pavement to cope with large crowds.
- **Enhanced public open space** - comparable in area to Trafalgar Square, includes a multi-use games area, high quality landscaping, cafes, dedicated events and community programmes managed by the Tottenham Hotspur Foundation, and the ability to walk uninterrupted all the way round the stadium.
- **A new 180 bedroom hotel with a dedicated training programme for the hospitality industry** - providing high quality accommodation in Tottenham and opening up new career opportunities for local people. 49 serviced apartments will occupy the upper floors.
- **A fantastic new building to host Extreme Sports** - bringing people to Tottenham on a daily basis with activities for all ages, including the tallest indoor climbing wall in the world.
- **A spectacular 'Sky Walk'** - an adrenaline-filled experience and attraction for all ages walking on top of the stadium with spectacular views across London.
- **579 new homes, including affordable housing** - up from 285 homes in the current permission, meeting a key need for more homes in London. Set out across four new residential buildings, every apartment will enjoy access to a private balcony in addition to communal gardens and child play areas.
- **A new community health centre** - serving existing and new residents to the area, improving access to GPs and health screening.

Our target date for opening remains August 2018 for the 2018/19 season, after having played away for one season in 2017/18. We continue to hold discussions regarding possible venues for the season away.

There are several aspects of this scheme that are still under review and as part of that ongoing assessment of all potential design and project options we shall continue to engage with all key stakeholders including the London Borough of Haringey, the Greater London Authority and Historic England (formerly English Heritage).

We have already commenced basement works and we shall now simultaneously move forward with the tender process along with additional planning requirements running in parallel.

Lilywhite House, which represents Phase 1 of the new stadium development, is already complete. Lilywhite House includes the Sainsbury's supermarket, which opened in November 2013, and the University Technical College of Tottenham, which opened in September 2014. It is also now home to the Club's new administration offices and the Stadium Project Office on the top floor.