

Appendix 2 Consultation Statement

Guinness Brewery Site

Supplementary Planning Document & Planning Position Statement

Consultation Statement



Prepared by Brent Council

September 2005

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1. Introduction

This Consultation Statement forms one of the Supplementary Planning Documents for the Guinness Brewery Site Supplementary Planning Document & Planning Position Statement. The other Supplementary Planning Documents include the draft Supplementary Planning Document (SPD) and the draft Final Sustainability Appraisal Report. As required by the Town and Country Planning (Local Development) (England) Regulations 2004, in the absence of the adopted Statement of Community Involvement this consultation statement sets out compliance with the requirements of the regulations. Additionally this consultation statement sets out compliance with the draft Statement of Community Involvement for Brent.

This statement has been prepared under Regulation 17(1). In accordance with the Regulations this statement sets out –

- (i) the names of any persons whom the authority consulted in connection with the preparation of the SPD,
- (ii) how those persons were consulted,
- (iii) a summary of the main issues raised in those consultations,
- (iv) how those issues have been addressed in the SPD.

Additionally, this consultation statement sets out how public consultation on the draft SPD will be conducted.

2. Pre-Production Involvement

The draft SPD now out for consultation was shaped by two threads of involvement;

- A) Ongoing engagement with key stakeholders on thrust and content of the draft SPD; and
- B) Engagement with key stakeholders in relation to the SA of the document.

A) Ongoing engagement with key stakeholders including representatives from;

- LB Brent (Various Departments);
- Elected Members;
- Greater London Authority;
- Transport for London;
- London Borough of Ealing;
- London Development Agency;
- Park Royal Partnership; and
- Diageo (site owners).

Many comments were received through the medium of meetings and informal comments on discussion papers and early working drafts. No formalised consultation took place as the SPD has been developed through an iterative process. In particular the SPD objectives were drawn up in collaboration with key stakeholders.

B) Engagement with key stakeholders in relation to the SA of the document;

The following persons were consulted on the SPD drafting through involvement in the sustainability appraisal in accordance with relevant regulations, guidance and procedures.

- Countryside Agency;
- English Heritage;
- English Nature;
- Environment Agency;
- LB Brent (Various Departments);
- Government Office for London - Planning and Transportation;
- GLA;
- LDA;
- TfL (to incl. London Underground Ltd and London Buses);
- London Borough of Ealing;
- London Borough of Hammersmith & Fulham;
- London Development Agency;
- Energy Solutions NW London;
- Park Royal Partnership;
- West London Business;
- West London Network;
- West London Alliance;
- Network Rail; and
- Diageo (site owners).

3. Public Consultation on the draft SPD

The Council is required to issue a draft SPD for formal public consultation for a period of four to six weeks, pursuant to regulations 17 and 18 of the Town and Country Planning (Local Development) (England) Regulations 2004. The consultation period for the draft will run from Friday 16th September to Friday 14th October 2005.

During the public consultation period, information advertising the draft SPD, the purpose and contents of it, and how to comment on it, will be provided in the following ways;

- Public Notice;
- One Stop Shops;
- Consultation letters; and

- On the Council Website;

A) Public Notice – A public notice will be published in the following papers distributed throughout the Borough;

- Harrow & Wembley Observer; and
- Willesden & Brent Times series

As required by the regulations the public notice sets out the title of the document, the subject matter of, and area covered by the SPD, dates of the consultation period, where the SPD documents are available for viewing, where comments should be sent and that a request to be notified of adoption can be made.

A copy of the notice is included at annex A.

B) One Stop Shops - Copies of the draft Supplementary Planning Document, the draft Sustainability Appraisal of the SPD, and the Council's Consultation Strategy will be made available for inspection at:

- Brent Town Hall One Stop Shop, Forty Lane, Wembley, Mon - Fri, 9am-5pm;
- Brent House One Stop Shop, 349 High Road, Wembley Mon - Fri, 9am-5pm; and
- Harlesden One Stop Shop, Challenge House 1-2 Bank Buildings, High Street, Harlesden Mon -Thurs 9am-5pm, Fri 1pm-5pm.

C) Consultation Letters – Letters outlining the fact that the draft SPD is available, how to obtain a copy, the purpose and contents of it, and how to comment on it, will be sent to each of the specific consultation bodies to the extent that the local planning authority thinks that the SPD affects the body; and such of the general consultation bodies as the local planning authority consider appropriate.

D) On the Council Website - Additionally these documents will also be available to view on the Council website www.brent.gov.uk/planning

Additionally, ad-hoc meetings will be held should any interested party request one.

4. Handling of Representations on the draft SPD

At the close of public consultation in October, the Council will produce a statement setting out a summary of the main issues raised during the public consultation period. This summary will also identify how these matters have been addressed in the final version of the SPD recommended for adoption. The summary will be sent to all respondents and will also be made available on the Council website.

5. Next Stage

After the representations have been considered and the draft final version produced, a report will be put forward to the planning policy committee to be held on Wednesday 16th November 2005. At this meeting the Members will consider the representations received, the responses put forward by Officers and the draft final version of the SPD recommended for adoption. A decision will be taken at this meeting as to whether to adopt the SPD, with or without further amendment.

The adoption of the SPD will be advertised on the website and in relevant local papers. Respondents and those who so requested will be notified by direct mail.

Annex A

Public Notice

**Planning and Compulsory Purchase Act 2004
Notice of Public Involvement Period for:
Draft Guinness Brewery Supplementary Planning Document
and associated Sustainability Appraisal**

The London Borough of Brent is consulting the public on its draft Supplementary Planning Document (SPD) for the former Guinness Brewery site, which seeks to secure the prompt redevelopment of the site for employment related uses. The document provides clear and usable guidance that will be used to assess any planning application for the site. The Council is also consulting on the associated Sustainability Appraisal (SA) of the SPD which considers the social, economic and environmental implications of the document. The Council would like to hear your views on both documents.

The public consultation period runs from **Friday 16th September to 5pm Friday 14th October 2005.**

Copies of the draft Supplementary Planning Document, the draft Sustainability Appraisal of the SPD, and the Council's Consultation Strategy for this site are available for inspection at:

- Brent Town Hall One Stop Shop, Forty Lane, Wembley, Mon - Fri, 9am-5pm;
- Brent House One Stop Shop, 349 High Road, Wembley Mon - Fri, 9am-5pm; and
- Harlesden One Stop Shop, Challenge House 1-2 Bank Buildings, High Street, Harlesden Mon -Thurs 9am-5pm, Fri 1pm-5pm.

You can also view these documents by visiting www.brent.gov.uk/planning

For further information during the consultation period, contact Lucinda Carter on 020 8937 5015.

Comments on the draft SPD should be sent in writing to: Lucinda Carter, Design & Regeneration Team, Planning Service, London Borough of Brent, Brent House, 349-357 High Road, Wembley, Middlesex HA9 6BZ or emailed to lucinda.carter@brent.gov.uk

Please provide a postal address if you wish to be notified when the SPD is adopted.