



## Peel Precinct Feasibility Study Consultation Strategy

### **1. Purpose:**

This paper sets out the consultation strategy for the 'start up' stage of the 'Peel' Project. Due to a need to engage local GP's in discussions regarding the size and layout of the proposed Healthy Living Centre from the outset, it is recommended targeted consultation is undertaken with all key stakeholders during the 'start up' stage of the Peel Project. This will enable the Council to capitalise on the creative engagement opportunities created through The Albert and ensure all key stakeholders are clear on the projects status throughout its lifecycle.

### **2. Background:**

The Peel Project aims to deliver the comprehensive redevelopment of Peel Precinct, 97 to 112 Carlton House and 8 to 14 Neville Close (together defined as 'Peel') to deliver a mixed use scheme that would provide sufficient enabling residential development to deliver a viable, new, fit for purpose Healthy Living Centre (HLC). The preferred redevelopment option must also provide sufficient residential development to meet the decanting requirements of the existing secure Council tenants and leaseholders, who will be rehoused within the redevelopment boundary.

The project has a complex history and will be extremely challenging to deliver. The viability and deliverability of the Peel Project has yet to be confirmed.

The Council has recently appointed architectural practice, Gort Scott Limited, to undertake a feasibility study of three new specific redevelopment options for the Peel site.

Consultation at this early stage would not normally be recommended, particularly when the viability of the project has yet to be confirmed. However there is a real need to consult local GP's on the size, layout, specification and design of the HLC from the outset.

Targeted consultation with all key stakeholders on their 'vision' for the Peel Project is therefore recommended during the 'start up' stage. Undertaking targeted consultation with all key stakeholders, rather than just one stakeholder, will allow the Council to manage, reinforce and support its key messages on the status of the project. Given the complex history of the project, there is a risk that inconsistent messages could be generated about the status of the project if only one stakeholder is consulted. Undertaking consultation now also allows officers to capitalise on the creative health and wellbeing engagement opportunities created through The Albert.

Creatively consulting all key stakeholders on their 'vision' for the Peel Project now, at this early stage, will encourage ownership of the project and generate support for its future delivery.

### **3. Approach:**

A limited, targeted consultation strategy has been designed which has the following limited aims:

- Confirm the minimum size and preferred layout of the HLC to meet local GPs requirements

- Develop a design vision for the redevelopment of the Peel site

It is not proposed detailed design consultation is undertaken due to the projects infancy.

#### **4. Target Audience:**

- GPs currently working from the following three local medical centres: Blessing Medical Centre (307 Kilburn Lane), Kilburn Park Medical Centre (12 Cambridge Gardens) & Peel Precinct Surgery (3 Peel Precinct)
- Brent Clinical Commissioning Group (CCG) and the NHS Commissioning Board local office
- Residents of Peel Precinct, 97 to 112 Carlton House and 8 to 14 Neville Close
- Residents of wider neighbourhood, particularly those that access GP services locally
- South Kilburn Studios, 2a Canterbury Road
- Peel Precinct shop owners and lessees
- The Royal British Legion who are currently occupying the Sir Robert Peel Public House
- Occupiers of the Granville Centre and Carlton Community Centre
- Local community groups such as the South Kilburn Neighbourhood Trust
- Internal stakeholders including ward councillors, highways, planning, property, regeneration and parks and open spaces.

#### **5. Key Messages:**

The consultation events held will align with, reinforce and support the following key messages;

- The Peel Project forms part of the wider South Kilburn Regeneration Programme
- The Peel Project aims to deliver a new fit for purpose HLC and provide new homes for existing secure Council tenants and leaseholders and homes for private sale.
- The HLC will be designed to meet the high health needs of residents now and the anticipated health needs of the increased population over time
- The project is extremely complex and will be challenging to deliver, especially in the current economic climate.
- The viability and deliverability of the project has not been confirmed.
- The Council is working with architects Gort Scott to explore different options for the redevelopment of Peel to deliver a viable HLC and to provide new homes for existing secure Council tenants and leaseholders and homes for private sale. The HLC and homes for rent will be funded from the delivery of housing for sale.
- Details of the decant phasing strategy, proposed uses on site, leaseholder buyback options, programme or delivery strategy will be confirmed latterly if the feasibility study confirms the project is viable and deliverable and the Executive approve taking the project to the next stage.
- The consultation exercise is not to discuss individual circumstances of existing secure tenants and leaseholders but instead for them to have their say on the future of Peel
- If a viable redevelopment option is identified, a second phase of more detailed consultation will be undertaken with key stakeholders later in 2013

#### **6. Methodology**

The consultation process will be facilitated and managed by Gort Scott, with active support from the Council. It is proposed that six meetings/facilitated focus groups will be undertaken with key stakeholders as part of the Peel feasibility study, as follows:

No	What?	With Whom?	Aim?	When?
1	Facilitated Focus Group	GPs of Blessing Medical Centre, Kilburn Park	To gain a high level understanding of what these	Week commencing

No	What?	With Whom?	Aim?	When?
		Medical Centre & Peel Precinct Surgery. Brent CCG and the NHS Commissioning Board local office, if appropriate	stakeholders of the HLC would require and like to see incorporated with the HLC	4 <sup>th</sup> March 2013
2	Meeting	Internal stakeholders including highways, planning, property, regeneration and parks and open spaces officers	To discuss and comprehend the wide ranging issues relating to the site, its constraints and its development options	Week commencing 4 <sup>th</sup> March 2013
3	Public Consultation Event – hosted at The Albert	All stakeholders outlined in <i>Section 4</i> above	To seek views from key stakeholders on their vision for the new Peel; what they like/dislike about Peel as is, what Peel should look like in the future, what the area should look, feel and smell like, what people would like to see in the new Peel, what people like about other developments which incorporate a HLC	Week commencing 18 <sup>th</sup> March 2013
4	Public Consultation Event – hosted at The Albert	All stakeholders outlined in <i>Section 4</i> above	As per <i>Number 3</i> above. To be held at a different time of the day/day of the week to enable wider participation	Week commencing 25 <sup>th</sup> March 2013
5	Facilitated Focus Group	GPs of Blessing Medical Centre, Kilburn Park Medical Centre & Peel Precinct Surgery. Brent CCG and the NHS Commissioning Board local office, if appropriate	To gain a more detailed understanding of the size, layout, specification requirements for the HLC to further inform its design development	Week commencing 8 <sup>th</sup> April 2013
6	Ward Councillor Briefing	Ward councillors	To inform ward councillors of the progress of the project	May/June 2013

#### **7. Medium to Long Term Consultation Strategy:**

The consultation strategy for the entire project will be reviewed alongside the project business case once it has been confirmed whether or not the project is viable. If it is envisaged, a second phase of more detailed consultation will be undertaken with key stakeholders later in 2013.