

	<p align="center">Cabinet 12 September 2022</p>
	<p align="center">Report from the Director Regeneration, Growth & Employment</p>
<p>Draft Church End Growth Area Masterplan Supplementary Planning Document</p>	

Wards Affected:	Roundwood and Willesden Green
Key or Non-Key Decision:	Key
Open or Part/Fully Exempt: (If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)	Open
No. of Appendices:	Two Appendix 1: Draft CEGA Masterplan SPD Appendix 2: Draft Equality Assessment
Background Papers:	Adopted Brent Local Plan
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1.0 Purpose of the Report

- 1.1 To present to Cabinet the draft Church End Growth Area Masterplan Supplementary Planning Document (CEGA Masterplan SPD) for approval for publication and statutory consultation.

2.0 Recommendation(s)

- 2.1 To approve the draft Church End Growth Area Masterplan Supplementary Planning Document (CEGA Masterplan SPD) for publication and statutory consultation.

3.0 Detail

- 3.1 Brent's Local Plan (2019-2041) was adopted in February 2022. The Plan sets out the vision and policies for development in the borough for the next 10 years, which includes the delivery of 23,250 new homes from 2019/20 to 2028/29.
- 3.2 Key to accommodating an increasing population are 8 growth areas, viewed as the most sustainable spatial expression for growth. The Church End Growth Area (CEGA) extends to 26 hectares, comprised of Victorian housing stock, the local town centre and 14 hectares of industrial land allocated for mixed-use regeneration. The Local Plan identifies CEGA to be promoted for mixed-use regeneration set around the economic revitalisation of the local centre and an improved public realm, to improve the area and change the perception of the place to a busy, thriving, safe and secure neighbourhood.
- 3.4 The CEGA Masterplan SPD is a long-term, ambitious and comprehensive plan that will help to secure at least 1,300 new homes and infrastructure to maximise opportunities and wellbeing for local residents, businesses and communities, including the provision of education, health, cultural and community facilities, open space and play facilities.
- 3.5 Since early 2021 officers have worked with appointed consultants to develop the draft CEGA Masterplan SPD. This included extensive engagement throughout 2021, with a range of partners and stakeholders including residents and local councillors, businesses, community organisations, landowners, developers and Transport for London (TfL).
- 3.6 As outlined in the Local Plan, the CEGA Masterplan SPD is required to provide clarity and detailed guidance for new developments, inform the assessment of planning applications, and be a material consideration for future planning decisions in the area. As such, the SPD document sets out a robust urban design framework comprising development, placemaking and environmental and sustainability principles. Together these principles are designed to ensure new development unlocks the potential of the area coherently and comprehensively, creating a place where people choose to live, work and have fun, while also adhering to the highest environmental standards required to support climate change, resilience and transition to net zero carbon. The Council will be expected to review the document every 5 years.
- 3.7 To advance the draft CEGA Masterplan SPD towards adoption, statutory public consultation of not less than 4 weeks is required, however consistent with the approach the Council has taken with other SPDs, it is recommended that the draft CEGA Masterplan SPD is made available for public consultation for a

period of 6 weeks. The draft CEGA Masterplan SPD is presented to Cabinet for approval to that end. Subject to consideration of all consultation representations and any necessary amendments, the final CEGA Masterplan SPD would then return to Cabinet for adoption and publication.

4.0 Financial Implications

4.1 Costs for the CEGA SPD are being met through existing Regeneration budgets.

5.0 Legal Implications

5.1 Town and Country Planning (Local Planning) (England) Regulations provide for Local Planning Authorities to adopt Supplementary Planning Documents. These documents are to provide more detailed guidance on how a development plan policy will be interpreted in the determination of planning applications. Supplementary Planning Documents cannot introduce new policy or allocate sites for development.

6.0 Equality Implications

6.1 The Equality Act 2010 introduced a new public sector equality duty under section 149. It covers the following nine protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. The Council must, in exercising its functions, have “due regard” to the need to:

1. Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
2. Advance equality of opportunity between people who share a protected characteristic and those who do not.
3. Foster good relations between people who share a protected characteristic and those who do not.

6.2 Draft Equalities has been undertaken and is at Appendix 2. Draft Equalities analysis identifies that the CEGA Masterplan SPD and regeneration of the area has the potential for positive equalities impacts for people of all ages, people with disabilities, BAME communities and women. Analysis also identifies some businesses may need to move to alternative premises during redevelopment, and the draft CEGA Masterplan SPD expects new development proposals affecting industrial sites in Church End to include plans to retain local business and employment, with an appropriate phasing and business relocation strategy and mitigation adopted to protect and support businesses to stay local.

7.0 Consultation with Ward Members and Stakeholders

7.1 The Cabinet Member for Regeneration and Planning has been regularly briefed on the development of the CEGA Masterplan SPD.

7.2 Ward councillors from the former Dudden Hill, Harlesden and Willesden Green wards were regularly briefed throughout 2021 on public engagement and

development of the draft CEGA Masterplan SPD. Following the boundary changes and local elections 2022, newly elected ward councillors from Roundwood and Willesden Green wards were briefed on the draft CEGA Masterplan SPD.

- 7.3 Consultation with local residents, businesses and communities in Church End over 2021 and 2022 has informed development of the draft CEGA Masterplan SPD. Consultation feedback to date indicates broad support for the draft plan, and a great appetite for change. However feedback also highlights demand that longer term improvements be supported by short-term investment to tackle key issues in the area i.e. deprivation, crime, lack of access to green spaces and affordable housing, some of which is being addressed by the Church End transformation work
- 7.4 Statutory public consultation will provide further opportunities for engagement with partners, stakeholders, local residents, businesses and communities.

8.0 Human Resources/Property Implications (if appropriate)

- 8.1 Regeneration and Spatial Planning teams have developed the draft CEGA Masterplan SPD in-house, building on masterplan work developed by appointed consultants Hawkins Brown, Jan Kattein Architects; PJA Transport Planning; Ramidus, Propernomics, BNP Paribas and Studio Vizable 3d.

Report sign off:

Alice Lester

Director of Regeneration, Growth and Employment