



**Executive**  
19 September 2011

**Report from the Director of  
Regeneration and Major Projects**

Wards affected:  
Wembley Central, Tokyngton, Barnhill,  
Preston, Stonebridge

**LDF - Wembley Area Action Plan Issues and Options Public  
Consultation**

## **1.0 Summary**

- 1.1 Having adopted the Core Strategy of the Local Development Framework (LDF) in July 2010 and the Site Specific Allocation DPD in July 2011, it is now proposed to produce a Wembley Area Action Plan as agreed by the Executive in November 2010. This report explains the process for producing the Plan, sets out a draft vision and objectives for Wembley, and proposes an initial public consultation on the key issues and options for the area.

## **2.0 Recommendations**

- 2.1 That Executive agrees the proposals for processing the Area Action Plan to adoption and in particular agrees the Issues and Options for the proposed public consultation commencing on 27<sup>th</sup> September.
- 2.2 That the Assistant Director, Planning & Development is authorised to make further editorial changes to the Issues and Options consultation document prior to finally issuing it for public consultation.

## **3.0 Detail**

### **Introduction**

- 3.1 The proposal to produce an Area Action Plan (AAP) derives from the need to bring UDP policy, particularly the Wembley Regeneration Area chapter, first drafted in 2000 and adopted in 2004, up-to-date. It was a commitment made by the Council at the beginning of the LDF process in 2005 and is a logical step in drawing up the folder of Development Plan Documents (DPDs) that will make up the LDF and ultimately supersede the UDP. The policies in the proposed AAP will include more detailed requirements for development than in the Core Strategy. It has also been made clear

to stakeholders such as Quintain, in the examinations of both the Core Strategy and SSA DPD, that an AAP will be produced which brings forward more detailed policy for sites within the Wembley area including those in their ownership, and this commitment is reflected in the Core Strategy, paragraph 4.42. The production of the AAP will also consolidate detailed policy and guidance currently contained in a number of documents.

- 3.2 It should be borne in mind, however, that there will continue to be a need for more detailed guidance outside of the development plan in SPD, such as that in the Wembley Masterplan and the Wembley Link SPD. The rationale for ensuring key policies and proposals are in a DPD is that this gives them greater weight, and more certainty about what will happen for developers and the community, as they will have been through a more rigorous process, including examination.

### **Progress to date**

- 3.3 Officers have begun the process of gathering evidence necessary to support policies and proposals in the Plan which it is intended will form the basis of the initial public consultation based on what are seen to be the key issues and what the options are for policy and proposals to deal with these. Views will be sought from residents and other stakeholders on what they think ought to be in the Plan. It is proposed that this consultation will commence on September 27<sup>th</sup>. A sustainability appraisal, which is a requirement for the development plan, is also being undertaken. During consultation the appraisal results of all of the policy options will be made available. The proposed boundary of the AAP is shown in appendix 1.

### **Vision and Objectives**

- 3.4 The Vision and objectives for the Plan will be shaped by the Core Strategy and the Wembley Masterplan. There are also key policies in the Core Strategy, particularly policy CP7 dealing with the Wembley Growth Area, which determine what the basic strategy for the area is. This includes targets such as the number of homes to be built (11,500 from 2007 to 2026) of which 50% should be affordable, a target of 10,000 new jobs and a range of new development including expansion of the town centre eastwards. All this is to be supported by new infrastructure including, for example, new schools, new health facilities, new public open space, a new community pool and a new combined heat and power plant if financially viable. It is proposed that the vision and objectives for the Wembley Area Action Plan will be formulated over the period before the draft Plan is prepared and will draw in views from across the council and beyond. It is intended that a half-day workshop be organised to refresh the council's position on the future of Wembley and to produce a vision for the Wembley area appropriate for the Area Action Plan.

### **Public Consultation on Issues and Options**

- 3.5 The AAP will bring forward the detailed policy to achieve the vision and objectives. This will include reviewing existing policy, such as the defined extent of the protected employment area (called a Strategic Industrial Location) and how better access to the area can be achieved. A number of issues have been identified for consideration during the public consultation and are broken down to themes such as Transport or Town Centres and Shopping. Appendix 2 sets out in full the draft Issues and Options

document. Executive is asked to agree this for public consultation subject to officers making further minor changes such as improving the documents legibility with better images, illustrations, etc.

- 3.41 This first stage of consultation is seeking initial views on the issues identified and the options put forward for dealing with them. A publicity leaflet will be prepared and the consultation will be advertised in the Brent magazine. Residents' associations, etc. in the Wembley area will be targeted for consultation and the Wembley area Consultative Forum will provide a mechanism for publicity/discussion. Officers will also seek opportunities to consult with other interest groups. Those who wish to respond will have the opportunity to do so by filling in a short questionnaire (included as an appendix to the document) which will be made available online as well as in paper form. In addition there will be an opportunity to respond in detail to separate parts of the document via the online consultation module and to make written submissions including by e-mail. Although the formal consultation will be for 6 weeks commencing on 27<sup>th</sup> September, there will still be an opportunity for groups and individuals to comment prior to the preparation of the draft Plan in early 2012. All comments received will be taken into account in drafting the Plan.

### **Timetable for Preparing the Area Action Plan**

- 3.42 The timetable for preparing the area action Plan has, because of a reduction in available staff resources, changed from that originally agreed by Executive in November 2010. Below is set out the latest estimated timetable

Evidence Gathering	ongoing – Dec 2011
Consultation on Issues and Options	Sept 2011
Consultation on Draft Plan	Feb 2012
Pre- submission Consultation (Publication)	May 2012
Submission	Aug 2012
Examination Hearings	Dec 2012
Adoption	July 2013

After comments and other responses have been considered, a draft Plan will be prepared and will be put to Executive for approval prior to it going out on public consultation in early 2012. There will then be further consideration of comments and changes made to the Plan before it is published and submitted to the Secretary of State for examination. It is anticipated that the Plan could be adopted in July 2013.

## **4.0 Financial Implications**

- 4.1 The preparation and ultimate adoption of an Area Action Plan will provide a more up to date statutory Plan which carries greater weight in making planning decisions, which leads to fewer appeals and reduced costs associated with this. It also provides greater certainty for developers who are more likely to bring forward sites for development in the knowledge that schemes which comply with the requirements of the Plan have a good chance of receiving planning consent.
- 4.2 The costs of preparing the WAAP will be met mainly from Planning & Development budget. However, additionally there may be a need for studies, particularly dealing with transport matters, to provide evidence to support new policies and proposals.

Officers are currently identifying where such studies are necessary and will prepare a business case for undertaking the work. Funding will be sought from existing budgets in Regeneration and Major Projects Department. If all studies identified to date were necessary to take the Plan forward then this could be up to £100,000.

- 4.3 Costs associated with public consultation are likely to be no more than £10,000 for each round (3 rounds in total) and there will be a cost of Examination in 2012/13 of about £60,000. There is currently no budget allocation for the Examination.

## **5.0 Legal Implications**

- 5.1 The preparation of the LDF, including the Wembley AAP, is governed by a statutory process set out in the Planning and Compulsory Purchase Act 2004 and associated Government planning guidance and regulations. Once adopted the DPD will have substantial weight in determining planning applications and will supersede part of the UDP.

## **6.0 Diversity Implications**

- 6.1 Full statutory public consultation will be carried out in preparing the DPD and an Impact Needs / Requirement Assessment (INRA), which assessed the process of producing the LDF, was prepared and made available in 2008. An Equalities Impact Assessment will be prepared to accompany consultation on the draft Plan.

## **7.0 Staffing/Accommodation Implications**

- 7.1 The reduced level of staff available to work on the Plan means that it is not possible to bring it forward according to the timetable agreed by Executive in November. Future progress will be dependent upon priorities identified for limited staff resources.

## **8.0 Environmental Implications**

- 8.1 The DPD deals with the development of the Borough's main regeneration area and thus will have a significant effect on controlling impacts on the environment including requiring measures to mitigate climate change. Sustainability appraisal will be undertaken at all stages of preparing the DPD.

## **9.0 Background Papers**

Brent Core Strategy July 2010  
Brent Site Specific Allocations Development Plan Document  
Wembley Masterplan, June 2009

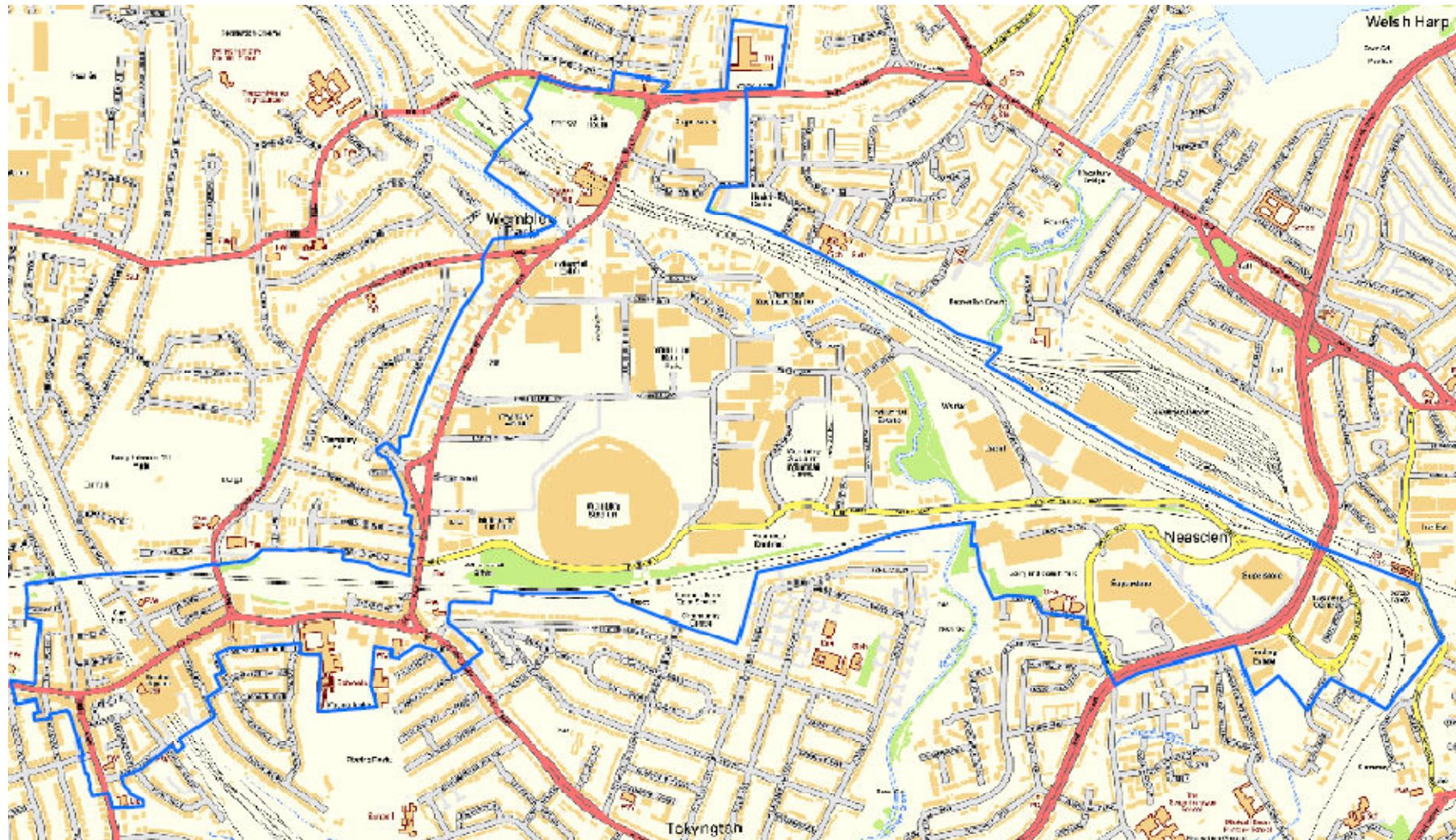
### **Contact Officers**

Any person wishing to inspect the above papers should contact Ken Hullock, Planning & Development 020 8937 5309

**Andy Donald**

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## Appendix 1 – Area Action Plan Boundary



## **Appendix 2 – Wembley Area Action Plan Issues and Options for Consultation**