

Bridge Park Consultation Event. Questionnaire results, questions and answers as of 1st November 2017.

Two sections to this report:

1. Questionnaire initial findings.
2. Questions from the events held on Tuesday 24 October at Bridge Park and Thursday 26 October at Brent Connects Harlesden, with answers below.

Section 1. Questionnaire initial findings.

1. 45 questionnaire responses have been received to date and of those that have responded:

64% have used the centre in the last 12 months

57% of these have used the centre at least once a week in the last 12 months

2. How often do people think they will use the facilities in the new leisure centre?

56% of respondents would use the swimming pool at least once a week and 10% would never use it. The detailed breakdown of how often respondents would use the different facilities is as follows:

Facility	At least once a week	Less than once a week	Never
Swimming pool	56%	34%	10%
Sports Hall	50%	34%	16%
Fitness Gym	70%	16%	14%
Studios	54%	31%	15%
Spinning Studio	54%	23%	23%
Sauna	55%	24%	21%
Steam Room	52%	28%	20%
Meeting Room	22%	35%	43%
Soft Play/Party Room	33%	38%	29%

3. Activities for which people use the swimming pool

Respondents were asked to indicate the activities for which they would use the swimming pool. Only 4% of respondents stated that they wouldn't use the pool, which contradicts the 10% in the table above.

Type of activity	Respondents who said they will participate
Fitness Swimming	53%
Training for competitive swimming	13%
Aqua Aerobics	38%
Recreational Swimming	44%
Learn to swim	38%
Pool Parties for children	13%
Won't use the pool	4%

4. Which sports do people think should be catered for in the sports hall?

Respondents were asked to indicate all sports that they thought should be catered for in the sports hall.

Type of sport	Respondents who said it should be catered for
Badminton	67%
Basketball	58%
Cricket Training	13%
Five a side	51%
Futsal	13%
Gymnastics Training	47%
Handball	22%
Hockey	18%
Korfball	9%
Martial Arts	40%
Netball	58%
Roller Skating	31%
Trampoline	47%
Volleyball	40%
Other	9%

5. Additional comments

About half of the respondents have provided additional responses. Four of those respondents have challenged the Conditional Land Sale Agreement (CLSA) and/or the 2014 decision. Other comments received relate to:

- Affordability and discounts
- Transport links
- Activities for young people
- A larger swimming pool

6. Equalities breakdown

The equalities breakdown of respondents is broadly representative (i.e. only minor variations) of existing centre users for age, gender, ethnicity and faith.

Section 2. Questions and answers.

1. How will Brent maximise/prioritise social housing rather than affordable?

Brent's Development Management Policies DPD adopted in November 2016 details its policies on housing, town centres, open space, employment, community facilities, the built environment and transport. The document at page 50 sets out the Council's policies for affordable housing highlighting that the starting point is to try and secure 50% affordable homes. Where a reduction in affordable housing obligation is sought on economic viability grounds, developers are asked to provide a development appraisal to demonstrate that schemes are maximising affordable housing output.

Please refer to the following link for further information: <https://www.brent.gov.uk/services-for-residents/planning-and-building-control/planning-policy/local-plan/development-management-policies/>

2. Why are the Council working with an organisation that has been hoarding Unisys site for over 25 years and now working at the expense of the community?

As detailed in the 17 June 2013 Executive Report on Bridge Park the Unisys office buildings had been vacant for over ten years. While the landlord had secured planning consent for a hotel complex in both Unisys office buildings they had not built out the consent. Proposing instead to refurbish one of the blocks for a much smaller hotel and convert the other office block to accommodate new residential development.

Due to backlog repairs and the need for significant future investment in the existing community and sporting provision at Bridge Park. The Council had previously spent some time examining whether it could afford to re-provide a sports centre by developing only the Bridge Park site. Concluding it was clear that the development of the Council's site alone will not fund a new sport centre. The 2013 report stated the Council's site alone achieved a land value of c. £4m against the cost of building a new sports centre of approximately £9m.

Officers therefore considered if a development between the adjoining landowner and the Council would secure a significant land value to afford a replacement facility. The analysis concluded that if some Community Infrastructure Levy is also added to the scheme then it is possible to meet the full cost of building a new sports facility.

The other benefit of a joint approach is that the comprehensive nature of the development helps overcome potential flood issues on the site and also increases overall values as the outlook between the two sites is enhanced and the open space within the scheme can be planned comprehensively.

A link to the 2013 report is here:

<http://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=9146>

3. Public Consultation should focus on whether Brent does the land sale rather than focus on what type of leisure centre is needed.

Since 2013 there has been several Executive and Cabinet approvals and a process of public consultation, all papers and approvals were publicised with coverage in the local press as follows:

17 June 2013. A first report titled 'Bridge Park Redevelopment Proposals' was approved by Brent's Executive. A link to the decision and report is here:

<http://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=9146>.

17 February 2014. A report titled 'Proposed Redevelopment of Bridge Park Community Leisure Centre' was approved by Brent's Executive. A link to the decision and report is here:

<http://democracy.brent.gov.uk/ieListDocuments.aspx?MId=2170>.

Followed by two decisions in 2015, the first approving entering into heads of terms and the second the procurement of a design team.

17 January 2017. A report titled 'Approval to enter into a Condition Land Sale Agreement' was approved by Brent's Cabinet. A link the decision and report is here:

<http://democracy.brent.gov.uk/ieDecisionDetails.aspx?Id=3666>.

Consistent with past approvals, consultation and press coverage, Brent is now consulting the community on the proposed community leisure centre.

4. Why can the Council not compulsory purchase the Unisys site rather than Car Breakers Yard?

Brent would not be successful with CPO whilst the landowner was actively seeking to progress the development which they have for the past four years

The 2013 Executive Report further explains the basis and justification for acquiring the Car Breakers site. Explaining the quality of site is extremely poor, both in terms of its physical and aesthetic qualities. As such the appearance of the site epitomises the urban decay that currently blights the Bridge Park area and contributes to the poor physical environment that exists.

The presence of the Car Breakers site in close proximity would significantly harm the desirability and value of the residential accommodation proposed, bringing into question the viability of the scheme which is required to kick-start the regeneration of the combined Bridge Park and Unisys sites. Incorporating the car breakers site into the wider redevelopment offers both a more rational design and ensure that a viable scheme can be produced that enable a new replacement sports centre to be developed. There are significant issues with land contamination within the car-breakers sites which can be addressed through the redevelopment.

A link to the 2013 decision and report is here:

<http://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=9146>.

5. The time it will take to redevelop Bridge Park there will be a new generation that will potentially benefit from the proposals so we need to ensure plans are future proof and can capture social/demographic changes.

The purpose of the consultation is to refine the redevelopment proposals to address local needs/wants in the widest possible sense. Subject to feedback through this consultation process the Council will review its position on what type of sustainable long-term facility provision is required at Bridge Park.

6. What is the size of the current Bridge Park Community Leisure Centre (BPCLC) and the footprint of the new building?

The building footprint of the existing centre including the commercial space is 3900sqm. Further analysis is required to separate out those areas that are for community and leisure use and those that are commercial. The building footprint of the proposed design is 2310sqm. However additional space could be provided through increasing the number of floors.

7. The need to maintain provision as a place of worship – Christians/Muslims etc. have been using Bridge Park & Technology House for 15 years so does Brent want to design God out of the proposals?

The community have an opportunity to influence plans through this consultation process, and as appropriate proposals can be adjusted to include provision for increased community facilities that can be hired by the community including religious organisations.

8. The Council is disposing the site under value given the proposed density of development.

The accordance with its statutory duties the Council is under duty to ensure that Council does not dispose of land for a consideration less than the best that can be reasonably obtained.

The base price in the Conditional Land Sale Agreement (CLSA) is supported by an independent report by a Royal Institution of Chartered Surveyors (RICS), full registered Member competent in valuation.

In accordance with RICS guidance the development land value has been assessed using both: the comparison method which looks at the sale price of land comparable to the development; and, an assessment of value of the scheme as a completed development with deductions for costs (including developers profit's) to arrive at an underlying land value known as the residual valuation method.

The CLSA makes provision for revaluation using market prices current at the time at pre-planning submission and post-planning approval stages. Thus ensuring the Council receives best value for its land optimising the capital receipt.

9. In respect of the application to the land registry why is the Council fighting the community with public funding rather than supporting the community with public funding?

Without legal prejudice, Brent is defending its position as the land registered title owner and remains committed to the redevelopment proposals that bring significant benefits. It is unfortunate that the making of an application for a restriction has required the Council to expend public money to defend it.

10. What is the need for a hotel within the redevelopment given the low (35%) occupancy rates?

The Developer has detailed analysis of the historic performance of 34 local hotels and 13 in the immediate Wembley/Stonebridge area which highlights that weekday occupancy figures for a variety of budget, limited service and 3-4 star are predicted to be between 60%-80% depending upon the offer/price point of the competing hotels.

There are weekly event days at Wembley Stadium, 90+ at Wembley Arena and with Tottenham Hotspur's current arrangements with the FA, the Developer is confident in the prospects for the hotel.

11. Residents are asking for a 'Centre of Excellence' for the community that includes a function hall, workspace units/enterprise hub etc. and not a New Leisure Centre with a swimming pool.

The purpose of the consultation is to seek feedback on proposals which were based on the results from the 2013 public consultation. Subject to feedback the Council will review its existing project brief on the type of facility required. The Council is also reviewing other nearby facilities, both its own and that of partner organisations, to influence increasing what is available to the local and surrounding community.

12. The 2013 consultation was not really inclusive or a consultation that Stonebridge residents were aware of/could take part in.

The first Bridge Park Public Consultation was undertaken during August and September 2013 and included two face to face Public Consultation events (20th August 2013 and 12th September 2013). The events were advertised through: emailing 2,000 centre users; leafleting households close to the centre; advertising through Twitter and Facebook; and through a press release with an article in the Brent and Kilburn Times.

An exhibition was held at the Bridge Park which showed 5 leisure centre options. Participants were asked to rank each option 1 to 5 with one being their most preferred. Commercial

tenants were invited to both face to face events. The information was also available on line through the Council's consultation portal.

177 responses were received in total.

The results from the consultation are in the 2014 Executive report, a link to the decision and report is here: <http://democracy.brent.gov.uk/ieDecisionDetails.aspx?AllId=11236>.

13. The Stonebridge Hub charges £95 per hour and therefore is not accessible for Stonebridge residents. We do not want the redevelopment at Bridge Park to be not accessible for Stonebridge residents in the same way.

The Stonebridge Hub is managed by Hyde Housing Association Ltd. The Council is currently liaising with them to understand what scope there is for working together and make the facility more accessible/affordable for Brent residents.

Please refer to the Stonebridge Hub Price List at the end of this report which details the cost of hire for their rooms and facilities.

14. Accessibility and affordability are critical factors.

Pricing policies will be set by the Council and reflect those of other Brent Council leisure facilities.

15. Given the proposed demolition of Technology House to accommodate the new leisure centre tenants do not wish to be pushed out by the redevelopment as they have a strong local presence and have been there for over 20 years.

The Council will require vacant possession of the Technology House site to enable delivery of a new leisure centre. The Council encourages all tenants to engage with the Council to discuss possible options.

16. What is going to be the difference in the size of the Council's land holding after completion of the sale?

The Council's current land holding at Bridge Park is 1.3 hectares (13,000 square metres). As proposals are still in development the exact Council land holding after completion of the land sale cannot be ascertained at this stage but it will be smaller.

17. How much has the Council sold the Bridge Park site for?

Brent has exchanged a Conditional Land Sale Agreement, completion is subject to three conditions: planning consent; financial viability; and vacant possession. The land value is calculated as in point 8 of this Q&A. The CLSA sets a construction costs cap of £12.25m for Brent to deliver a new leisure centre.

18. There needs to be a role for the community to be involved in the redevelopment of Bridge Park and a community organisation presence to manage the community/enterprise space(s).

Brent is open to working with the community in the redevelopment of Bridge Park. The Council is encouraging all community organisations to express a formal interest by writing to the Chief Executive outlining their membership, registration details i.e. Charity/Company etc. and proposed vision for the Stonebridge community.

THE HUB BOOKING ENQUIRES

JUNE 2017

ROOMS AND COST OF HIRE



	RATE		DISCOUNT RATE	
	PEAK RATE	OFF PEAK	PEAK RATE	OFF PEAK
Main Hall	£ 40.00	£ 32.00	£ 30.00	£ 24.00
Gardiner / Haskell Combined	£ 34.00	£ 27.20	£ 25.50	£ 20.40
Cowan Meeting Room	£ 30.00	£ 24.00	£ 22.50	£ 18.00
Donavan Room	£ 25.00	£ 20.00	£ 18.75	£ 15.00
Gardiner Meeting Room	£ 24.00	£ 19.20	£ 18.00	£ 14.40
Haskell Meeting Room	£ 24.00	£ 19.20	£ 18.00	£ 14.40

Peak Times: Weekdays 5pm – 10pm & Weekends 9am – 10pm

Off Peak Times: Weekdays 9am – 5pm

The Centre has a **strict no alcohol policy** as of May 2016 so please consider this before making any enquires.

A	Hall set-up and packing away of furniture	£30 per booking
B	Tea, Coffee and Biscuits	£1.50 per head
C	Digital Projector/screen Portable speaker and mic	£20 per booking
D	Laptop Hire	£5 per laptop per session

NB. Failure to comply with the terms and conditions of hire will result in loss of deposit.

**PLEASE FEEL FREE TO GIVE US A CALL AN ARRANGE A CONSULTATION ON -
0208 963 8576 OR ALTERNATIVLEY COME DOWN AND VISIT US AT**

**THE PAVILION STONEBRIDGE RECREATIONAL GROUND (NEXT TO OUR LADY
OF LORDS PRIMARY SCHOOL.)**

THE STONEBRIDGE CENTRE THE HUB 6 HILLISDE LONDON NW10 8BN

