Bollo Lane Redevelopment Consultation – Second Stage

March 2020
Contents

Executive Summary ........................................................................................................... 4

1. Summary of consultation responses ........................................................................... 7
   1.1 Summary of responses to Question 1 ................................................................. 7
   1.2 Summary of responses to Question 2 ................................................................. 8
   1.3 Summary of responses to Question 3 ................................................................. 10
   1.4 Summary of responses to Question 4 ................................................................. 11
   1.5 Stakeholder responses ....................................................................................... 11

2. About the consultation ............................................................................................... 13
   2.1 Purpose .............................................................................................................. 13
   2.2 Potential outcomes ............................................................................................ 13
   2.3 Consultation history .......................................................................................... 13
   2.4 Who we consulted ............................................................................................ 13
   2.5 Dates and duration ............................................................................................ 14
   2.6 What we asked .................................................................................................. 14
   2.7 Consultation materials and publicity ................................................................. 15
   2.8 Meetings with stakeholders ............................................................................. 15
   2.9 Findings of the Equalities Assessment ............................................................. 16
   2.10 Analysis of consultation responses ................................................................... 18

3. About the respondents ............................................................................................... 19
   3.1 Number of respondents .................................................................................... 19
   3.2 How respondents heard about the consultation ................................................ 19
   3.3 Respondent type ................................................................................................ 20
   3.4 Methods of responding ...................................................................................... 20
   3.5 Summary of responses by respondent type ...................................................... 20
   3.6 Quality of online consultation ........................................................................... 21

4. Next steps ................................................................................................................ 23

Appendix A: Consultation Leaflet .................................................................................. 24
Appendix B: Leaflet to 101 Bollo Lane .......................................................................... 25
Appendix C: Ealing Gazette ........................................................................................... 26
Appendix D: Exhibition Boards.................................................................27
Appendix E: Feedback Form.................................................................34
Appendix F: Second Flyer ..................................................................35
Appendix G: Map of Distribution Areas ...........................................36
Appendix H: Key stakeholders contacted..........................................37
Appendix I: TfL Email to Oyster Database ........................................38
Executive Summary

We carried out a second stage of public consultation on proposals for the development of the land along the western side of Bollo Lane in the London Borough of Ealing. The consultation took place between 15 January and 12 February 2020. We received 191 responses to the consultation, including one formal stakeholder submission from Mill Hill Park Residents Association.

There was a range of opinions for our proposals for Bollo Lane. The respondents stated that the elements of the proposals, especially the improved footpath along Bollo Lane and the new green open spaces, would make a positive contribution to the local area.

The majority of feedback recognised that the current site was underutilised and provided no significant public benefits to local people. The redevelopment potential of the site, as brownfield land with strong public transport links nearby, was also recognised. However, the height of the development and pressures it would place on local infrastructure were frequently raised.

The main themes raised by respondents included:

**Height** - Concern was raised about the 25-storey tower proposed for the south of the site. This included a number of residents of the Pocket Living development, who were concerned the tower’s location would lead to overlooking, and loss of daylight and sunlight.

Some respondents stated that the height of the buildings at the south allowed for the provision of greater open public space throughout the site, and a decrease in height would require building with a larger footprint to provide a similar number of new homes.

**Public transport** - The increase in demand for public transport was a common concern raised. There were concerns that the capacity upgrade on the Piccadilly Line would not be sufficient and the development would further exacerbate overcrowding at Acton Town station during rush hour. There were requests for the development to include the expansion of Acton Town station and for a new exit onto Bollo Lane or even a new platform on the proposed site.

**Impact on infrastructure** - Whilst the need for housing in the area was acknowledged, concerns were raised as to whether the infrastructure and amenities in the area could cope with the increase in population. In particular, an increased demand for hospitals, GPs and school places were raised.

**Affordable Homes** - Feedback was supportive of the provision for affordable homes, although a number of respondents expressed scepticism that the units would be genuinely affordable.
Retail - Feedback was generally supportive of plans to provide new retail units along Bollo Lane. Many people commented on the lack of shops and cafes in the area, and along Bollo Lane in particular. Many respondents expressed hope that retail units would increase footfall and vibrancy on Bollo Lane.

The design of the proposed arches along Bollo Lane was popular. Some respondents suggested that some of the units could be taken up by restaurants or pubs, given there is a shortage in the area. Some respondents also said that the proposals would bring jobs and other commercial benefits to the area.

Public realm - There was support for proposed new pavement on the western side of Bollo Lane. The respondents stated that it would improve connectivity, footfall and safety of pedestrians who use the road. The provision for new seating areas across the site was supported, as was the provision for new cycle parking. The proposed play space pockets were also popular, as a number of respondents commented that more children’s play space would be welcome locally.

Greening - The proposals were widely seen as an improvement compared to the small amount of planting currently on site. Many local people thought the proposals would help improve air quality on Bollo Lane and upgrade the pedestrian experience.

Heritage - It was generally acknowledged that most of the existing buildings had limited architectural or heritage value, with the exception of the Edwardian substation. The preservation of the substation, and the proposals to build a sensitive extension of three storeys, was generally supported.

There were no substantial objections to the proposed redevelopment of Frank Pick House. However, some respondents suggested that the history of the building should be acknowledged in the proposed scheme, perhaps by naming one of the residential buildings after Frank Pick. The proposed arches on Bollo Lane were also noted by attendees at the events as a positive recognition of the site’s transport heritage.

Next Steps

We have taken on-board all the feedback received throughout the consultation and have balanced this against the constraints of the site. We believe the current proposals will deliver a development that meets the needs expressed in the feedback, as well as the objectives of the London Borough of Ealing, TfL and the Mayor’s Housing and Transport strategies. As such, the scheme being taken forward is as exhibited. Our response to the issues raised can be found in our Response to Issues Raised Report which accompanies this Report.

We will proceed with submitting a full planning application to the London Borough of Ealing in March 2020. The application will mirror what was proposed during this consultation. The scheme meets all legal and policy requirements. We remain committed to delivering a scheme that delivers a vast improvement to public realm
along Bollo Lane and still provides much needed affordable homes. However, we will continue ongoing engagement with local elected representatives, residents, businesses and community groups regarding the proposals. We have a number of post-submission engagement activities planned for, that will keep all stakeholders informed of our progress. We are committed, whenever possible, to make sure the scheme involves the community around the development.
1. Summary of consultation responses

We received 191 responses to consultation.

59 people returned a physical feedback form, and 131 people completed the online consultation. We also had a written response from Mill Hill Park Residents Association.

1.1 Summary of responses to Question 1

Question one asked respondents which aspects of the development they thought would make the greatest contribution to the area. Respondents were able to select any of the options they thought applied. 164 (86.3%) of people responded to this question.

The graph below shows the responses to the question. Respondents felt the improved footpath along Bollo Lane and the Green open spaces would make the greatest contribution to the area.

<table>
<thead>
<tr>
<th>Option</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>New and affordable homes</td>
<td>59</td>
</tr>
<tr>
<td>Improved footpath along Bollo Lane</td>
<td>115</td>
</tr>
<tr>
<td>Retail and flexible workspace</td>
<td>71</td>
</tr>
<tr>
<td>Green, open space</td>
<td>117</td>
</tr>
<tr>
<td>Not Answered</td>
<td>26</td>
</tr>
</tbody>
</table>
1.2 Summary of responses to Question 2

Question two asked respondents to tell us what they would like us to keep, change or add to our proposals. 172 people responded to this question. This was a free text question and the comments raised are listed in the tables below.

119 respondents commented on what they would like to keep and comments ranged from keeping the brickwork and materials as proposed, to supporting the new retail, workspace and public green space. Respondents were supportive of the improved pedestrian access and new pavements as well as utilising the arches along Bollo Lane for retail units.

<table>
<thead>
<tr>
<th>Keep</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive - supportive of the new green spaces and play places provided across the site.</td>
<td>27</td>
</tr>
<tr>
<td>Positive - supportive of the proposed design and housing mix on the site. Including the number of units provided and/or the delivery of affordable units</td>
<td>13</td>
</tr>
<tr>
<td>Positive - supportive of the new retail provision along the site including the make up of the different retail spaces.</td>
<td>11</td>
</tr>
<tr>
<td>Positive - supportive of the overall proposals of the scheme.</td>
<td>8</td>
</tr>
<tr>
<td>Negative - concerned about the impact caused by the additional housing units and/or the change in view caused by additional towers</td>
<td>8</td>
</tr>
<tr>
<td>Negative - opposed to any development taking place on Bollo Lane.</td>
<td>5</td>
</tr>
<tr>
<td>Positive - supportive of a car free development and the improvements to Bollo Lane roadway and new cycle provisions</td>
<td>3</td>
</tr>
<tr>
<td>Negative - impact on Transport, including TfL services and/or additional road traffic</td>
<td>2</td>
</tr>
</tbody>
</table>

137 respondents commented on what they would like change about the proposals. These ranged from lowering the height of the tower at the southern end of the proposals (reducing the impact on 101 Bollo Lane.); that Bollo Lane should be car-free, with cycle routes on the road; and a request that a gym could be placed in some of the retail space.

<table>
<thead>
<tr>
<th>Change</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative - concerned about the impact caused by the additional housing units and/or the change in view caused by additional towers.</td>
<td>54</td>
</tr>
<tr>
<td>Negative - impact on Transport, including TfL services and/or additional road traffic</td>
<td>10</td>
</tr>
<tr>
<td>Negative - opposed to any development taking place on Bollo Lane.</td>
<td>8</td>
</tr>
<tr>
<td>Negative - not supportive of the landscaping or creation of new public realm</td>
<td>7</td>
</tr>
<tr>
<td>Negative - doesn’t support the proposed housing mix on the site. Including the number of units provided.</td>
<td>7</td>
</tr>
</tbody>
</table>
83 respondents commented on what they would like to add to the scheme. The most popular was for more capacity on the Piccadilly and District line and a new exit from Acton Town station onto Bollo Lane. Others included requests for more cycle paths and parking spaces for residents and the community; more services in the local area to accommodate new residents; and requests for additional shops, cafes, restaurants, pubs and other amenities.

<table>
<thead>
<tr>
<th>Add</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative - impact on Transport, including TfL services and/or additional road traffic</td>
<td>20</td>
</tr>
<tr>
<td>Suggestion - lower the height of the scheme/aspects of the scheme.</td>
<td>17</td>
</tr>
<tr>
<td>Negative - not supportive of the landscaping or creation of new public realm</td>
<td>16</td>
</tr>
<tr>
<td>Negative - concerned about the impact caused by the additional housing units and/or the change in view caused by additional towers</td>
<td>4</td>
</tr>
<tr>
<td>Negative - doesn't support the proposed housing mix on the site. Including the number of units provided.</td>
<td>4</td>
</tr>
<tr>
<td>Positive - supportive of the proposed design and housing mix on the site. Including the number of units provided and/or the delivery of affordable units</td>
<td>2</td>
</tr>
<tr>
<td>Positive - supportive of the new green spaces and play places provided across the site.</td>
<td>2</td>
</tr>
<tr>
<td>Suggestion – request not to develop the site as set out in this consultation</td>
<td>2</td>
</tr>
<tr>
<td>Positive - supportive of a car free development and the improvements to Bollo Lane roadway and new cycle provisions</td>
<td>2</td>
</tr>
<tr>
<td>Negative - opposed to any development taking place on Bollo Lane.</td>
<td>1</td>
</tr>
<tr>
<td>Positive - supportive of the overall proposals of the scheme</td>
<td>1</td>
</tr>
<tr>
<td>Positive - supportive of the addition of a car free development and the improved road and cycle way</td>
<td>1</td>
</tr>
<tr>
<td>Positive - supportive of the new retail provision along the site including the make up of the different retail spaces.</td>
<td>1</td>
</tr>
<tr>
<td>Suggestion - provide additional green spaces or review the current plans of how the green spaces are delivered.</td>
<td>1</td>
</tr>
<tr>
<td>Suggestion - review capacity of TfL services and/or access to TfL services (also requests for additional access being provided to Acton Town station).</td>
<td>1</td>
</tr>
</tbody>
</table>

### 1.3 Summary of responses to Question 3

Question three asked respondents to tell us if they supported our proposals for Bollo Lane. 174 (91.6%) people responded to this question.

The table below sets out the responses. Though opinion was evenly split, slightly more supported our proposals then were against with 92 supporting and 82 against. 16 people did not answer.
1.4 Summary of responses to Question 4

Question four asked people to let us know if they had any further comments they would like to make on our proposals. 80 (42.1%) people answered this question and the table below summarises the key issues they raised:

<table>
<thead>
<tr>
<th>Further Comments</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative - opposed to any development taking place on Bollo Lane</td>
<td>20</td>
</tr>
<tr>
<td>Positive - supportive of the overall proposals of the scheme.</td>
<td>13</td>
</tr>
<tr>
<td>Suggestion - lower the height of the scheme/aspects of the scheme</td>
<td>13</td>
</tr>
<tr>
<td>Negative - concerned about the impact caused by the additional housing units and/or the change in view caused by additional towers</td>
<td>10</td>
</tr>
<tr>
<td>Negative - impact on Transport, including TFL services and/or additional road traffic.</td>
<td>9</td>
</tr>
<tr>
<td>Suggestion – request not to develop the site as set out in this consultation</td>
<td>3</td>
</tr>
<tr>
<td>Suggestion - provide additional green spaces or review the current plans of how the green spaces are delivered.</td>
<td>2</td>
</tr>
<tr>
<td>Positive - supportive of the new green spaces and play places provided across the site.</td>
<td>2</td>
</tr>
<tr>
<td>Positive - supportive of the proposed design and housing mix on the site. Including the number of units provided and/or the delivery of affordable units</td>
<td>1</td>
</tr>
<tr>
<td>Negative - not supportive of the landscaping or creation of new public realm</td>
<td>1</td>
</tr>
</tbody>
</table>

1.5 Stakeholder responses

We have had ongoing engagement with a number of stakeholders but we only received one formal response to the consultation.

**Mill Hill Park Residents Association**

The Mill Hill Park Resident’s Association welcomed that the proposed new buildings, commenting that our proposals would be in keeping with the Acton Gardens development in terms of height, and therefore the proposed buildings would not be dominant compared to Gunnersbury Court or Acton Town station. They supported the use of brick for the proposed buildings. The preservation of the substation, new retail units and green space was also welcomed, although they commented that mature trees should be retained where possible and that good lighting is essential on the new walkways. They would like to have re-assurance that the hours of operation of the new retail units would not impact the quality of life of nearby residents.

The Association raised concern about the cumulative impact of the number of residential developments taking place in the local area on traffic and public services.
They suggested that a traffic assessment of the surrounding area be carried out by the Council, and that the proposals provide a service road on the eastern side of the site to allow servicing of the blocks of flats and retail units.
2. About the consultation

2.1 Purpose
The objectives of the consultation were:

- To give stakeholders and the public easily-understandable information about the proposals and allow them to respond
- To understand the level of support or opposition for the proposals
- To understand any issues that might affect the proposal of which we were not previously aware
- To understand concerns and objections
- To allow respondents to make suggestions

2.2 Potential outcomes
The potential outcomes of the consultation were:

- Following careful consideration of the consultation responses, we decide to proceed with a planning application as set out in the consultation
- Following careful consideration of the consultation responses, we modify the proposals in response to the issues raised and proceed with a planning application on a revised scheme

Our conclusion and next steps are set out in Chapter 4.

2.3 Consultation history
We held a first round of consultation between the 16 October 2019 and 13 November 2019. As with this consultation, it ran online and at two public exhibitions. We also held a ‘pop-up’ style drop in session at Acton Town station.

2.4 Who we consulted
Local residents, businesses and stakeholders were consulted and invited to a public exhibition if they were located near enough to the site to be affected by the proposals. A copy of the distribution area is included in Appendix G. The exhibition was also promoted by an advert placed in the Ealing Gazette.
Commuters using Acton Town station were targeted at a pop-up event at the station following the exhibition, to encourage them to give their feedback via the TfL website.

A variety of methods were used to engage with neighbours including a public exhibition, a newsletter, an advert in the local newsletter and a pop-up event at Acton Town and Chiswick Park stations.

The newsletter advertising the exhibition was sent to 8,360 local households and businesses, covering all parts of the local community which would be affected by the proposals. The exhibition itself was held at a venue near to the site across two days and was fully accessible for the disabled.

### 2.5 Dates and duration

The consultation launched on Wednesday 15 January and closed on Wednesday 12 February 2020.

We held public exhibitions on:

- Wednesday 15 January 2020, 15:00 -20:00
- Saturday 18 January 2020, 10:00 – 14:00

The venue for both events was the Acton Gardens Community Centre (Unit A Munster Court, Bollo Bridge Road, London W3 8UU).

### 2.6 What we asked

We wanted to know what people thought about our proposed plans to re-develop the site of land adjacent to Bollo Road. In the first round of consultation we had sought feedback on the development principles behind the scheme. In this phase of consultation, we sought to introduce the proposals to the public in more detail, with the aim to gather feedback on all aspects of the scheme.

We asked whether people supported our proposals, what aspects of the development they thought would make the greatest contribution to the area, what they would like to keep, change or add to the scheme as well as any further feedback they would like to provide.
2.7 Consultation materials and publicity

Over 20,000 (the distribution area can be found in Appendix G) leaflets and flyers (appendix A, B and F) were distributed to the community promoting the proposals, the online consultation, and the public exhibition timings. Leaflets and flyers were also sent out after the exhibition encouraging those who could not attend the exhibition to give feedback online.

2.7.1 Emails to public/stakeholders

Emails were sent to 79,526 users of nearby train stations (Acton Town and Chiswick Park underground stations) advertising consultation and the second public exhibition. This was sent on Wednesday 8 January 2020 and was opened by 28,630 people. 794 of these clicked through to the TfL website using the link provided in the email. (See appendix I)

Emails were also sent to all the stakeholders listed inviting them to each exhibition and offering them a private briefing on the proposals.

2.7.2 Media activity

The Public exhibitions were advertised in the Ealing Gazette, with an advert placed in in January 2020. The advert is shown in Appendix C.

2.7.3 Public meetings and drop in sessions

We held the following two public exhibition sessions:

- Wednesday 15 January 2020, 15:00 – 20:00
- Saturday 18 January 2020, 10:00 - 14:00

A copy of the exhibition boards can be found in Appendix D. The venue for both events was the Acton Gardens Community Centre (Unit a Munster Court, Bollo Bridge Road, London W3 8UU).

Pop-up exhibitions were also held at nearby tube stations, to hand out leaflets and raise awareness of the proposals amongst commuters. These took place at the following times and locations:

- Tuesday 4 February 2020, 16:30 – 19:30, at Chiswick Park station
- Thursday 6 February 2020, 16:30 – 19:30, at Acton Town station

2.8 Meetings with stakeholders

We also held meetings with the following stakeholders to talk them through our proposals:

- Councillor Peter Mason (two meetings)
- Councillor Steve Curran (Hounslow)
The following stakeholders also attended the public exhibitions:

- Rupa Huq MP (MP for Ealing Central and Acton)
- Cllr Andrew Steed (Southfield ward councillor)
- Cllr Joanna Biddolph (Turnham Green ward councillor)
- Cllr Josh Blacker (South Acton ward councillor)
- A representative of the Acton Green Residents’ Association

2.9 Findings of the Equalities Assessment

Our Equalities Impact Assessment (EqIA) ensures we have identified local groups who represent people who fall under the nine protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation). The EqIA demonstrates how we will consider these groups both in the designs of the scheme, construction and post construction.

As part of the consultation process, the following groups were contacted via email regarding the development:
Measures taken to encourage participation by protected groups

All four public exhibition events were held at Acton Gardens Community Centre, which is wheelchair accessible and in very close proximity to the station. Additionally, we offered individual meetings for those who were interested or unable to attend the public exhibition.
2.10 Analysis of consultation responses

The analysis of the consultation responses has been carried out in-house. A draft coding framework of the same or similar themed comments was developed for responses to the ‘open’ questions. This allowed the responses to be reviewed and grouped into themes. The coding framework has been applied to on-line responses as well as the feedback forms received at the public exhibitions.
3. About the respondents

We received 191 responses to consultation; 190 were from members of the public and one from Mill Hill Park Residents Association.

3.1 Number of respondents

The majority of responses were received from the general public.

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public responses</td>
<td>190</td>
<td>5%</td>
</tr>
<tr>
<td>Stakeholder responses</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>191</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.2 How respondents heard about the consultation

Most members of the public who responded heard about the consultation via social media or by an email from TfL.

<table>
<thead>
<tr>
<th>How did you find out about this consultation?</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received an email from TfL</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>Not Answered</td>
<td>65</td>
<td>34%</td>
</tr>
<tr>
<td>Received a letter from TfL</td>
<td>45</td>
<td>24%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>37</td>
<td>8%</td>
</tr>
<tr>
<td>Saw it on the TfL website</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td>Read about in the press</td>
<td>16</td>
<td>8%</td>
</tr>
<tr>
<td>Social Media</td>
<td>13</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>190</td>
<td>100%</td>
</tr>
</tbody>
</table>
3.3  Respondent type
The majority of people who responded to the consultation were local residents.

<table>
<thead>
<tr>
<th>Respondent type</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A local resident</td>
<td>119</td>
<td>63%</td>
</tr>
<tr>
<td>A local business owner</td>
<td>3</td>
<td>4%</td>
</tr>
<tr>
<td>Employed locally</td>
<td>14</td>
<td>7%</td>
</tr>
<tr>
<td>A visitor to the area</td>
<td>9</td>
<td>4%</td>
</tr>
<tr>
<td>A commuter to the area</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>Not local but interested in the scheme</td>
<td>3</td>
<td>4%</td>
</tr>
<tr>
<td>Not responded</td>
<td>32</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>190</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.4  Methods of responding
The majority of responses from the public were received via our online consultation portal.

<table>
<thead>
<tr>
<th>Methods of responding</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>165</td>
<td>78%</td>
</tr>
<tr>
<td>Letter</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Feedback Form</td>
<td>35</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>191</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.5  Summary of responses by respondent type
Local residents
119 people identified themselves as local residents making up the largest group of respondents. Of these, 74 welcomed new green open space, and 70 responded positively to the improved footpath along Bollo Lane. There were 40 people suggesting we lower the height of the buildings, and 12 suggestions we consider the impact on local transport services. 18 were opposed to the height and design of the buildings.
Employed locally

14 identified themselves as being employed locally, and three identified as a local business owner. Of these there were twelve comments welcoming the open space and nine specifically about the improvements to the footpath on Bollo lane. Five respondents were positive about the new retail provision. Four were opposed to the height and design of the buildings.

Commuter to the area

10 said they were commuters to the area, seven of these identified as supportive of the proposals with two suggestions that we lower the height of some parts of the scheme. Seven people were supportive of the improvements to the footpath, and six positive about new green public spaces. Three people supported the provision of new retail.

Visitor to the area

Nine identified as visitor to the area, of which seven were supportive of our proposals. Six were supportive of new green open spaces, and five were positive about new and affordable homes. Four people suggested additional cycle facilities or improvements for cyclists.

Other

Two people identified as not local but interested in the scheme, and one identified as other and remarked they were a former resident. All three respondents supported our proposals for Bollo lane.

3.6 Quality of online consultation

We asked respondents to tell us what they thought about the quality of our online consultation. Most respondents thought the materials provided were either good or adequate.

<table>
<thead>
<tr>
<th>What do you think about the quality of the consultation?</th>
<th>Very Good</th>
<th>Good</th>
<th>Adequate</th>
<th>Poor</th>
<th>Very Poor</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website structure and ease of finding what you need</td>
<td>15</td>
<td>44</td>
<td>38</td>
<td>9</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Written information</td>
<td>16</td>
<td>30</td>
<td>46</td>
<td>15</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Maps, images and</td>
<td>19</td>
<td>29</td>
<td>43</td>
<td>15</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>related diagrams</td>
<td>16</td>
<td>35</td>
<td>43</td>
<td>14</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>------------------------</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Online survey format</td>
<td>16</td>
<td>51</td>
<td>33</td>
<td>5</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Website accessibility</td>
<td>4</td>
<td>181</td>
<td>20</td>
<td>15</td>
<td>19</td>
<td>43</td>
</tr>
<tr>
<td>Events and drop in sessions</td>
<td>6</td>
<td>26</td>
<td>30</td>
<td>9</td>
<td>14</td>
<td>33</td>
</tr>
</tbody>
</table>
4. **Next steps**

We have carefully considered all the feedback received and do not feel that the consultation raised any further issues to those which we are already aware of. Our response to the issues raised can be found in our Response to Issues Raised Report which accompanies this Report.

We will proceed with submitting a full planning application to the London Borough of Ealing in March 2020. The application will mirror what was proposed during this consultation. The scheme meets all legal and policy requirements, and we remain committed to delivering a scheme that delivers a vast improvement to public realm along Bollo Lane, and still provides much needed affordable homes.

However, we remain committed to ongoing engagement with local elected representatives, residents, businesses and community groups regarding the proposals. We have a number of post-submission engagement activities planned that will keep all stakeholders informed of our progress. We remain committed, whenever possible, to make sure the scheme involves the community around the development.
Appendix A: Consultation Leaflet

Have your say on our proposals for Bollo Lane development

Transport for London is pleased to invite you to attend the second drop-in exhibition for the proposed development on Bollo Lane. The site runs along the western side of Bollo Lane, and stretches from Acton Town Station in the north to the railway crossings in the south, as shown in the map above.

This second public exhibition, following an earlier event in October last year, will be an opportunity to understand in detail TfL’s proposals for the Bollo Lane site.

Please see reverse for full details of the exhibition.

The exhibitions will take place over two days:

Venue: Acton Gardens Community Centre, Unit 6 Monster Court, Bollo Bridge Road, London W3 8JU

Dates: Wednesday 11th January, 3pm to 8pm
Saturday 13th January, 10am to 2pm

Transport for London is committed to working with local residents, businesses and the wider community to deliver a development with real and lasting benefits. The proposed scheme will:

- Create public open spaces and a new ‘green corridor’
- Deliver new homes to rent and buy in Acton
- Provide flexible workspace and retail spaces, creating new local employment opportunities

If you would like to receive more information about the exhibition or the proposals more generally, please contact us on:
E: consultations@tfl.gov.uk
T: 020 3907 8482
Appendix B: Leaflet to 101 Bollo Lane

Tell us what you think

Please take a moment to tell us what you think about Bollo Lane and the surrounding area. Your feedback will help us understand your local priorities and what our development could deliver from the wider community.

What do you like about Bollo Lane?

What do you think could be improved?

What do you think is missing from the local area?

What do you think are the local issues on Bollo Lane?

Do you think the current proposals for Bollo Lane will improve the local area?

Name

Address

Email

Tell us how long you have lived in the area:

Would you like to be kept informed about these proposals?  Yes  No

Please return your completed questionnaire to:

Transport for London (Legal),

30 St Thomas Street,

London SE1 9RY

By ticking in this form, you agree to your details being stored and used for the purposes of this project. Your details will be held securely by TfL (Legal) Communications and will not be shared outside of the project team. Learning your contact details is entirely optional and consent can be withdrawn at any time. For further details, please ask for our processing notice or contact consultations@tfl.gov.uk.

MAYOR OF LONDON

Dear Neighbour

On behalf of Transport for London, I am writing to inform you about the progress we’ve made regarding the development proposals for land on Bollo Lane.

As you may know, Transport for London owns a number of land parcels around your building, along the western side of Bollo Lane. These sites are adjacent to Acton Town Underground station. We wanted to update you on our emerging plans and to speak with you about this development.

Following our first public consultation event in October 2019, Transport for London has been developing proposals for the site that will deliver:

- A new green corridor and public realm improvements along Bollo Lane
- Extensive local biodiversity and the encouragement of sustainable travel
- New rental and commercial spaces
- New training and employment opportunities

\*Up to 671 new homes, including a high proportion of new affordable homes

A sensitive and contextual design that celebrates the local history and heritage

You can read more about our first public consultation by scanning the QR code at the bottom of this page.

Transport for London wants to make sure our proposals for Bollo Lane deliver real and lasting benefits, bringing underused and inaccessible land along Bollo Lane into open, welcoming community of new homes, shops and public spaces for everyone to enjoy.

Best wishes,

Matt Ions
Senior Property Development Manager
Transport for London

The website will be updated with the proposals on Wednesday 17 January

Next Steps

If you would like to find out more about the proposals but are unable to make it along, you can email consultations@tfl.gov.uk or telephone 020 3207 8962 for further information.

25
Appendix C: Ealing Gazette

Meet the Dracula fang club

Lisa Parnell and Helen Chalmers in a scene from the 1970s version of Dracula. Parnell played the rebellious and beautiful vampire Lucy who tempted Dracula. Chalmers is the Assistant Director of London's West End Theatres. They explained: "We're passionate about the character of Dracula and its influence on popular culture."

Have your say on our proposals for Bollo Lane development

Transport for London is pleased to invite you to attend the second drop-in public exhibition on the proposals for the development of land on Bollo Lane.

The site is located on the west side of Bollo Lane, adjacent to the A406. It is a key site within the area and offers significant development potential.

The exhibition will take place across two days:

Venue: Acton Gardens Community Centre, Unit A, Musters Court, Bollo Bridge Road, London W3 5LU

Dates: Wednesday 15th January 3pm to 8pm

Saturdays 16th January 11am to 7pm

For further information, please email: consultations@tfl.gov.uk
Appendix D: Exhibition Boards

Welcome

Transport for London is pleased to welcome you to the second public exhibition on the emerging proposals for the site on Balfe Lane.

As part of our ongoing consultation, we want to continue the conversation with local residents, businesses and the wider community and discuss whether there are any further changes we should make to improve our proposals. Please take a moment to tell us what you think of our proposals by filling out one of the feedback forms provided.

The team

Transport for London is proud of our work in delivering thousands of new homes across the capital. Across the portfolio, we are committed to delivering 50% affordable housing, new homes for Londoners who desperately need them.

As one of London’s largest landowners, TfL has been involved in delivering thousands of new homes across the capital. Across the portfolio, we are committed to delivering 50% affordable housing, new homes for Londoners who desperately need them.

Working with residents and the local community, we want to deliver community spaces and wider public benefits in partnership with TfL, ensuring proposals are delivered to the highest standard.

HOK is a global design, architecture and engineering firm with 1,700 people collaborating across a network of 24 offices. Over the past 50 years, the London office has worked on some of the most high-profile projects in the capital, such as the National History Museum, the British Museum, the Broadacres House and the National Gallery, as well as designing the future home of the British Museum in Southwark and green areas in London.

EAT is an award-winning architecture, landscape and urban design practice established in London since 1995. Recent projects include public space and urban realm design at High Street, with £1bn Scheme in London, and two projects for the Awards in London and Bedminster.
The site

Transport for London owns the long strip of land between the railway tracks and the west side of Bolo Lane.

The site stretches from Acton Town Station, along Bolo Lane and down to the railway level crossing to the south.

The site currently hosts a range of uses, including:
- TRL car and lorry parks
- Frank Pick House, London Underground (station engineering)
- Greenford residence
- TRL headquarters
- Police station
- Various other TRL operational buildings
- Various smaller commercial uses, for car servicing etc.

The site currently offers little in the way of wider community benefits and the majority of the land is inaccessible to members of the public.

The pedestrian experience along this side of Bolo Lane is poor, with no accessible pavements in places and a lack of activity and natural linkage.

As part of our proposals, TRL is planning to relocate some existing uses in order to free up space for development. We are currently looking at the adjacent Acton Works site and other locations, both locally and elsewhere in London, which could help to achieve the delivery of housing, commercial and community uses and other public benefits along Bolo Lane.

The journey so far

Back in October Transport for London shared our emerging proposals for the Bolo Lane site, based around a set of key principles and objectives.

Nearly 200 residents, community groups and local businesses attended the exhibition across two days, leaving us with tons of valuable feedback on our early ideas.

What you wanted to keep

More than 60% people thought the site benefited from good local transport links.

"There are a number of parks close, and lots of transport links!"

What you wanted to change

A lack of accessible footpaths and the environmental impact of traffic congestion were both concerns for local people.

A cleaner, greener Bolo Lane would make a significant improvement to the local area.

"More local independent shops and cafes would be a great addition to the area!"

A majority of attendees supported the idea of more open spaces and improved greenery.

Mayor of London
Incorporating your feedback

Following our initial public exhibition last year, we have collected feedback from local residents, businesses and the wider Acton community on our plans.

Here are some of the ways our plans have developed to respond to your views.

- **A better offer for Acton**: new active frontages, public open spaces and improved public spaces and streets makes the area more walkable and accessible, including pedestrian crossings at Acton Lane and the western side of Bollo Lane.

- **Contextual and appropriate design**: fits in with the existing and proposed context of Bollo Lane, respecting the scale and massing of the development, maintaining a sense of openness.

- **Help to meet local housing need**: with 675 new homes to rent and buy in Acton.

- **Provide a high proportion of genuinely affordable homes**: to rent and buy on-site.

- **Beautiful green areas and play spaces**: for the use and enjoyment of local people, ensuring a high quality setting for new buildings and helping connect existing and emerging housing developments.

- **Extend and upgrade the pavements on Bollo Lane**: and improve the pedestrian experience.

- **Create a Green Corridor**: with sustainability and biodiversity improvements across multiple levels of greening.

- **A design approach which reflects the transport and industrial history of the site**: Boost the local economy with space for new retail and flexible work space, providing services and new job opportunities for local people.

- **Access, servicing and a car-free development designed to reduce congestion and improve air quality on nearby roads.**

Our vision

We are committed to delivering a development with real and lasting benefits for Acton.

Following the first public exhibition last year, we have listened to the concerns of our neighbours and refined our vision for the site accordingly. Our ambitious vision for this site can be summarised using the priorities below:

- **Help to meet local housing need**

- **Provide a high proportion of genuinely affordable homes**

- **Beautiful green areas and play spaces**

- **Extend and upgrade the pavements on Bollo Lane**

- **Create a Green Corridor**

- **A design approach which reflects the transport and industrial history of the site**

- **Boost the local economy with space for new retail and flexible work space**

- **Access, servicing and a car-free development designed to reduce congestion and improve air quality on nearby roads.**

MAYOR OF LONDON
**Masterplan**

In order to maximise the potential of this long and narrow site, Transport for London is proposing a layout that combines residential buildings with public open space.

This is brought together in our Masterplan for the site, to ensure each portion of the development fits in with its surroundings.

By aligning buildings with existing and consented development and maintaining open space at road junctions along Bollo Lane, the site will feel open and accessible.

The height of the new buildings will decrease towards the north of the site, with the tallest buildings at the southern end. This is in keeping with the local context, which has seen a number of tall towers built around South Acton and Chessville Park. In the north near Acton Town station, the development will sit within the lower-height residential blocks that are common in the area while preserving and complementing the Grade II listed Acton Town station.

Vibrant public spaces will be featured throughout the development, including green spaces near retail and workspace areas. Three playplace pockets will provide play areas for children and families.

Sencing will be co-ordinated for all buildings across the site, ensuring a minimal number of vehicles will be required to service the homes, shops, cafes and workplaces.

---

**A cleaner, greener, livelier Bollo Lane**

You have told us that our proposals for the Bollo Lane site should respect and enhance the local character and make Acton a great place to live and work.

Since the last exhibition, we have added detail to our core proposals and introduced new ideas to our plans.

- The shops, cafes and work spaces will introduce more vibrancy and activity to Bollo Lane. As well as providing services for local people, they will also help to reduce the potential for anti-social behaviour.
- As part of the Green Corridor, green spaces will be located at key places on the site, such as the entrance to Bollo Lane. The pathways will be widened to make it easier for people to walk to town.
- The buildings on the site will be built to the highest environmental standards, targeting an EPC A “Excellent” rating.
- Building on the history of the site, a community space will be created near the main entrance to the site, with a seating area and a café.
- Power solutions for pedestrians and a car-free scheme to reduce congestion and air pollution.

**What you said**

- “Please make Bollo Lane greener”
- “Green spaces and parks nearby is what makes Acton special”
- “There is a lack of shops and services in the area at the moment”
- “There should be a pavilion on both sides of Bollo Lane”

---

**Mayor of London**
Height and massing

The height and massing of each building has been designed with the surrounding contexts in mind.

The context of Acton South and Chiswick Park is very different to that of Acton Town.

A number of high-rise buildings have recently emerged towards the south of Bollo Lane site, including the Pocket Living building neighbouring our site. However, as you move north, the height of the buildings along Bollo Lane gradually decreases towards Acton Town station.

We have extensively considered the effects of the proposed massing on our neighbours, particularly in terms of daylight/sunlight, to ensure that there are no unacceptable impacts.

Better homes for Acton

In order to meet the increasing demand for high-quality, affordable homes, Ealing council need to build around 2,800 new homes each year.

Bollo Lane is able to deliver 875 new homes to rent and buy in Acton. 30% of units will be affordable housing in terms of habitable rooms.

Stages will range from one to three bedrooms, with an appropriate mix to meet our demands. Almost all of the residential units will have due aspects in windows facing in at least two different directions, mature by many a key indicator of a high quality and desirable home.

The layouts and orientations will be in accord with the London Plan.

Our priority is to create a community of people within the new buildings, by providing spaces and facilities that cater for different types of residents. The new retail, community space and playgrounds will bring in a variety of residents and workers to build a strong and diverse community.
Community benefits

The proposals will introduce a wide variety of improvements to the site and the surrounding area that will benefit the public.

In summary these benefits include:

- **Environment**
  - Landscaped public realm with greening, plants and trees to help improve the health and biodiversity within Bullo Lane.
  - Vegetation and green infrastructure will reduce congestion and improve air quality.

- **Social**
  - New footpaths along Bullo Lane, improving safety for pedestrians.
  - High-quality public green areas with benefit at local people.

- **Economic**
  - Employment opportunities will be generated by the programme.
  - New space for retail and housing, supporting the local economy.
  - The construction process will create employment and training opportunities for local people.

Thank you

Thank you for attending our exhibition.

In summary, the proposals are to:

- Build 875 new homes on this underused site on Bullo Lane.
- Provide new green and public space improvements throughout the site.
- Create vibrant communities with diverse new retail and workspace.

Have your say

You can give your feedback on our proposals by filling out one of the feedback forms provided. Please leave the box at the exhibition, or you can email us at:

- consult@tfl.gov.uk
- 020 3961 8880
- www.tfl.gov.uk/bullo-lane

Next steps

Submission of planning application: Spring 2020
Planning determination by London Council: End of 2020
Construction start on site: Spring 2021

Construction work would take place in phases over a five-year period. We anticipate that works would be completed on the northern and southern parts of the site first, then works on the middle of the site would likely follow at a later point.
Site masterplan

- Music Square
  - Commercial Public Realm
  - Bus Stop
  - Green Spaces
  - Integrated Seating Areas
  - Play Space
- Wedge Garden
  - Roofed Benches
  - Tree-lined Paths
  - Active Frontages
  - Planting Areas
  - Seating Points
  - Cycle Area
- Wedge Park
  - Hidden Park
  - Green Space
  - Play Space
  - Integrated Seating Areas
  - Restpoint
- Willock Gardens
  - Roofed Plus Space
  - Green Space
  - Whole Integration Zone
  - Integrated Seating Areas
  - Cycle Area
- Thistle Park
  - Play Area
  - Connecting Green Spaces
  - Landscape Planting
  - Integrated Seating Areas
  - Cycle Area
- Thornbury Play
  - Roofed Plus Space
  - Green Grass Recreation
  - Landscape Planting
  - Integrated Seating Areas
  - Cycle Area

COMMUNITY GARDEN
- Sewer Site Access
- Commercial Access Space
- Landscaped Planting and Play Space
- Integrated Seating Areas
- Cycle Area

MODULAR PLAY SPACE
- Play Space Pocket
- Bicycle Path Integration
- Landscaped Planting and Play Space
- Integrated Seating Areas
- Cycle Area

GARDEN HUBS
- Landscaping Maintenance
- Landscaped Greenspace
- Play Space
- Integrated Seating Areas
- Cycle Area

RECREATION HUB
- Communal Greenspace
- Play Area Pocket
- Integrated Seating Areas
- Feature Parking Bays
- Water Treatment Forms
- Cycle Area

PARKING HUB
- Play Space Pocket
- Integrated Seating Areas
- Feature Parking Bays
- Water Treatment Forms
- Cycle Area
Appendix E: Feedback Form

Have your say on our proposals for Bollo Lane development

Thank you for coming to the second public exhibition regarding Transport for London's (TfL) proposals for Bollo Lane.

TfL is committed to continue working with local residents, businesses and the wider community to deliver a scheme with real and lasting benefits. Your feedback from the first exhibition helped inform our proposals for Bollo Lane.

We would now like to give you the opportunity to tell us your thoughts on the development and how we can make a positive and lasting contribution to Acton and the surrounding area.

If you would like any more information or have any further questions please contact:
E: consultations@tfl.gov.uk
T: 020 3907 8992
W: www.tfl.gov.uk/bollo-lane

Are your day-to-day activities limited because of a health problem or disability which is expected to last, at least, 11 months? (Please include problems related to age)
- Yes, limited a lot
- Yes, limited a little
- No
- Prefer not to say

Are you known to have ill health?
- A local resident
- A business owner
- Employed locally
- A commuter
- A visitor to the area
- Not local but interested in the scheme
- A frequent user of vehicle driver
- Other

If responding on behalf of an organisation, business or campaign group, please provide us with the name (please note: if you are responding on behalf of an organisation it should be in an official capacity)

How did you find out about this consultation?
- Received email from TfL
- Received a letter from TfL
- Saw it in the press
- Saw it on the TfL website
- Social media
- Other

What do you think about the quality of this consultation? (For example, the information we have provided, any printed material you have received, any maps or plans, the website and questionnaire etc.)

Written Information
Maps, images, and related diagrams
Questionnaire format
Promotional material

Do you have any further comments about the quality of the consultation material?

About You
Name
Postcode
Email

Sign-up for project updates and opportunities to get involved
By filling in this form you agree to your details being stored and used for the purpose of this project only. Your details will be held securely by TfL. Your Communications, and will not be shared outside of the project team. If you would like to opt out of this contact, please contact us at the above email address. For further information regarding your rights please visit the TfL website.

Which aspects of the development do you think will make the greatest contribution to the local area?
- New and affordable homes
- Improved footpaths along Bollo Lane
- Open spaces and open places
- Other

What would you like to keep, change or add to the development?
Keep
Change
Add

Do you support the proposals for Bollo Lane?
- Yes
- No

Let us know any further comments here.

Age
In order to make this survey representative, which age range do you fall under?
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Gender
- Male
- Female
- Prefer not to say

Ethnic Group
- Asian
- Bangladeshi
- Asian or Asian British
- Chinese or Chinese British
- East Asian or East Asian British
- Other Asian or Asian British
- African or African British
- Caribbean or Caribbean British
- Other Mixed
- White and Mixed
- White and Black African Mixed
- White and Caribbean
- Other Ethnic Group
- Arab
- Armenian
- Asian
- Black
- British
- Other
- Prefer not to say

Sexual Orientation
- Heterosexual
- Bisexual
- Gay
- Lesbian
- Other
- Prefer not to say

Religious Faith
- Buddhist
- Christian
- Hindu
- Hindu
- Muslim
- Sikh
- Jewish
- Other
- No religion
- Prefer not to say
Appendix F: Second Flyer

Share your views on TfL’s proposals for Bollo Lane

Transport for London wants to hear your views on the proposals for their site on Bollo Lane.

The site runs along the western side of Bollo Lane, and stretches from Acton Town Station in the north to the railway crossings in the south.

TfL wants your feedback on our proposals for the site, which are to:

- Build 875 new homes on this underutilised site
- Provide new greenery, footpaths and public space improvements
- Create vibrant communities with diverse new retail and workspace

You can give your feedback online by visiting:

www.tfl.gov.uk/bollo-lane

The survey will be open until Wednesday 17th February

If you have any questions regarding the proposals, or if you would like further information, please email consultations@tfl.gov.uk or call 020 3967 8982.
Appendix G: Map of Distribution Areas

A. Green: Acton Gardens
B. Blue: South Acton
C. Orange: Gunnersbury Triangle
D. Black: Acton Central
E. Purple: 101 Bollo Lane (Pocket Living) development
Appendix H: Key stakeholders contacted

Political

- Cllr Julian Bell (Leader, Ealing Council)
- Cllr Shital Manro (Chair of the Planning Committee, Ealing Council)
- Cllr Peter Mason (Cabinet Member for Housing, Planning and Transformation, Ealing Council)
- Southfield ward councillors (Liberal Democrat, Ealing Council)
- South Acton ward councillors (Labour, Ealing Council)
- Turnham Green ward councillors (Conservative, Hounslow Council)
- Rupa Huq MP (MP for Ealing Central and Acton)
- Onkar Sahota Greater London Authority (GLA) Assembly Member (AM)

Residents Associations

- Acton Green Residents’ Association
- Ealing Civic Society
- Mill Hill Park Residents Association
Appendix I: TfL Email to Oyster Database

Dear Simon,

We are pleased to invite you to attend the second drop-in exhibition for the proposed development on Bollo Lane. The site runs along the western side of Bollo Lane, stretching from Acton Town station in the north to the railway crossings in the south.

We are working with local residents, businesses and the wider community to deliver a development with real and lasting benefits. Our proposed scheme will:

- Create public open spaces and a new 'green corridor'
- Deliver new homes to rent and buy in Acton
- Provide flexible workspace and retail space, creating new local employment opportunities

The second public consultation, following an earlier event in October 2019, will be an opportunity to understand our proposals for the Bollo Lane site in detail.

We will be holding two separate exhibitions from 15:00 until 20:00 on Wednesday 15 January, and from 10:00 until 14:00 on Saturday 18 January.

The exhibitions will take place at the following address:

Acton Gardens Community Centre
Unit A, Munster Court
Bollo Bridge Road
W3 8UU

If you would like to receive more information about the exhibition or the proposals more generally, please contact us at consultations@tfl.gov.uk, or ring 020 3907 8982.

Yours sincerely,

Mark Walker
Communications and Engagement Specialist