

Henigman - 27 Savile Row Community Engagement & Consultation

1. Early community engagement: Westminster's expectations

Westminster's Early Community Engagement guidance note, published in February 2022, sets out the expectation that 'community engagement should begin at the very earliest stage of scheme development' and that consultation should be a multi-phased 'conversation' with the local community and stakeholders.

This is in order to '[improve] trust and relationships between developers and local communities, building greater overall support for development and a greater appreciation of the positive benefits that can be delivered for existing local communities by well-designed development'.

For major developments, the guidance specifies that applicants undertake a range of activities to ensure the community have had the opportunity to comment on the proposals.

2. Consultation undertaken so far

In line with the above guidance, the Applicant has sought to engage local stakeholders at the earliest possible stage. In February 2022, the Applicant undertook tours of the site with key stakeholders:

- 16th February 2022: Su Thomas and Anda Rowland - Savile Row Bespoke Association
- 17th February 2022: Nigel Hughes - Mayfair Neighbourhood Forum
- 17th February 2022: Cllr Tim Barnes (Former West End Ward Councillor)
- 29th March 2022: Richard Cutt - Resident Society of Mayfair and St James

Opportunities raised at this stage included:

- Improving traffic flow around the site;
- Bringing increased footfall to the street;
- Providing a mid-level food/beverage offer in the area for activity all day;
- Providing a high-quality building that responds to the local context;
- Creating a low carbon modern building.

Limitations acknowledged included:

- The lack of street level access;
- The challenge posed by the existing low ceiling heights and the fact the building has been designed for a very specific purpose as a police station;
- Servicing and licensing;
- The Mayfair Neighbourhood Forum questioned if it would be practical to redevelop behind a retained façade, and multiple stakeholders asked about potential for residential use;
- The Savile Row Bespoke Association and Mayfair Neighbourhood Forum voiced support for the principle of redevelopment.

3. Consultation Plan

Following further development of the scheme we will shortly be undertaking consultation on more detailed plans to redevelop the site ahead of the summer. This will include further 1-2-1 meetings, the launch of a comprehensive consultation website, letter drop to the local community, a public exhibition event and a webinar event.

The planned dates for this activity are outlined below:

Date	Activity
w/c 27 th June	<p>Consultation Feedback Meetings with:</p> <ul style="list-style-type: none"> • West End Ward Councillors (Cllr Paul Fisher Confirmed) • Savile Row Bespoke Association (Su Thomas & Anda Rowland) • Mayfair Neighbourhood Forum (Planning Committee Meeting) • The Pollen Estate <p>Meetings to be confirmed</p> <ul style="list-style-type: none"> • New West End Company • Resident Society of Mayfair and St James • The Burlington Arms
Monday 4 th July	<p>Public Consultation Launch:</p> <ul style="list-style-type: none"> • Letter delivered to surrounding residents and business detailing consultation launch, and events • All stakeholder groups notified of consultation launch • Consultation website live
Tuesday 12 th July	<p>Public Exhibition:</p> <ul style="list-style-type: none"> • Public exhibition event (Local venue to Savile Row TBC) between 3:30pm - 7:30pm
Thursday 14 th July	<p>Public Webinar:</p> <ul style="list-style-type: none"> • Live Zoom Webinar event held between 6pm-7pm • Recording made available on website
22 nd July	<p>Consultation closes and comments analysed</p>

4. Further information

We are also hoping to hold a further event with retailers on Savile Row - led by the Savile Row Bespoke Association - to see whether there are aspects of the proposals that they may be able to assist with and influence.

Officers are invited to attend all consultation events and a full summary of feedback received will be made available following the consultation.