

# THE GREEN QUARTER

WEST LONDON

**Berkeley**  
Designed for life

## COMMUNITY ENGAGEMENT REPORT

MARCH 2023



Central Gardens opening event

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WELCOME TO  
**THE GREEN QUARTER**



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## OVERVIEW

This feedback report has been prepared by BECG, on behalf of The Green Quarter, to report on the community engagement work undertaken between September and December 2022. The work has sought to reinvigorate and refresh relationships with the local community and seek feedback on stakeholders' views of The Green Quarter and the wider Southall area.

The Green Quarter is one of London's most significant and important regeneration projects, transforming a disregarded brownfield site into a new neighbourhood with nature at its heart. The last major consultation exercise was undertaken in 2014 and since then Southall has significantly evolved, with The Green Quarter becoming home to a thriving community of people with around a thousand new residents already living there.

The feedback from 2014 has allowed us to compare our recent results to see whether what were considered priorities then are still considered priorities now. The feedback remains similar in places, with the main concerns still revolving around traffic congestion, crime and safety. Southall's diverse culture still remains a strong positive in our results.

Berkeley runs regular events for the local community, including summer screening events, a Christmas celebration, and the opening of a community mural on the Grand Union Canal. All these events are designed to connect the new and existing communities and show Southall how The Green Quarter will help transform the area, bringing much needed homes, job opportunities, and places to enjoy nature.

In resetting community engagement activity, Berkeley – working with BECG, independent community engagement consultants – have undertaken a comprehensive programme of activity.

## SOUTHALL GASWORKS PRELIMINARY COMMUNITY ENGAGEMENT

UPDATE REPORT 1 May 2014



## OVERVIEW



### Social media campaign:

To raise awareness of the survey and target a wider audience from the local community, a digital advertising campaign was put in place using Instagram and Facebook. The campaign was seen by over 30,000 people and led to 913 click throughs to the website and survey.



### Door knocking:

To reach the nearest neighbours in person, door knocking sessions have been conducted, targeting residents of Beaconsfield Road, Grange Road, Lewis Road, and Hanson Gardens. The project team knocked on over 1,000 doors and delivered materials including the newsletter, survey and a dedicated door knocking card, with over 100 direct conversations taking place on the doorstep.



### Street stall:

A street stall was held, handing out newsletters, feedback forms and freepost envelopes to commuters outside Southall Station, before moving further down South Road to hand out materials and engage Southall residents at the junction of South Road and Southall Broadway. Over 125 separate conversations took place during a full day of activity.



### Christmas event:

A dedicated stall was held at The Green Quarter Christmas event, handing out newsletters, feedback forms, freepost envelopes and conducting surveys on tablets. Around 90 separate discussions were held.



### Community engagement steering group:

A community engagement steering group was set up with local stakeholders from all sectors (residents, local business, local politicians etc.). An introductory drop-in session was held on November 2. The group contains 21 members and had its first meeting on January 31st. The group will help guide and advise on community activity at The Green Quarter.



### Consultation website:

A new website was launched on 14th October, that featured all relevant information about the project, community events, and hosted a feedback survey. Since launching the website recorded 1,470 new users. The website can be found at: <https://thegreenquartercommunity.co.uk/>



### Contact email:

A dedicated inbox and email address was provided for the local community to reach out to the project team. The email was monitored daily, and requests and questions were forwarded to the relevant member of the project team. The inbox will remain open throughout the duration of the project at: [info@thegreenquartercommunity.co.uk](mailto:info@thegreenquartercommunity.co.uk)



### Newsletter:

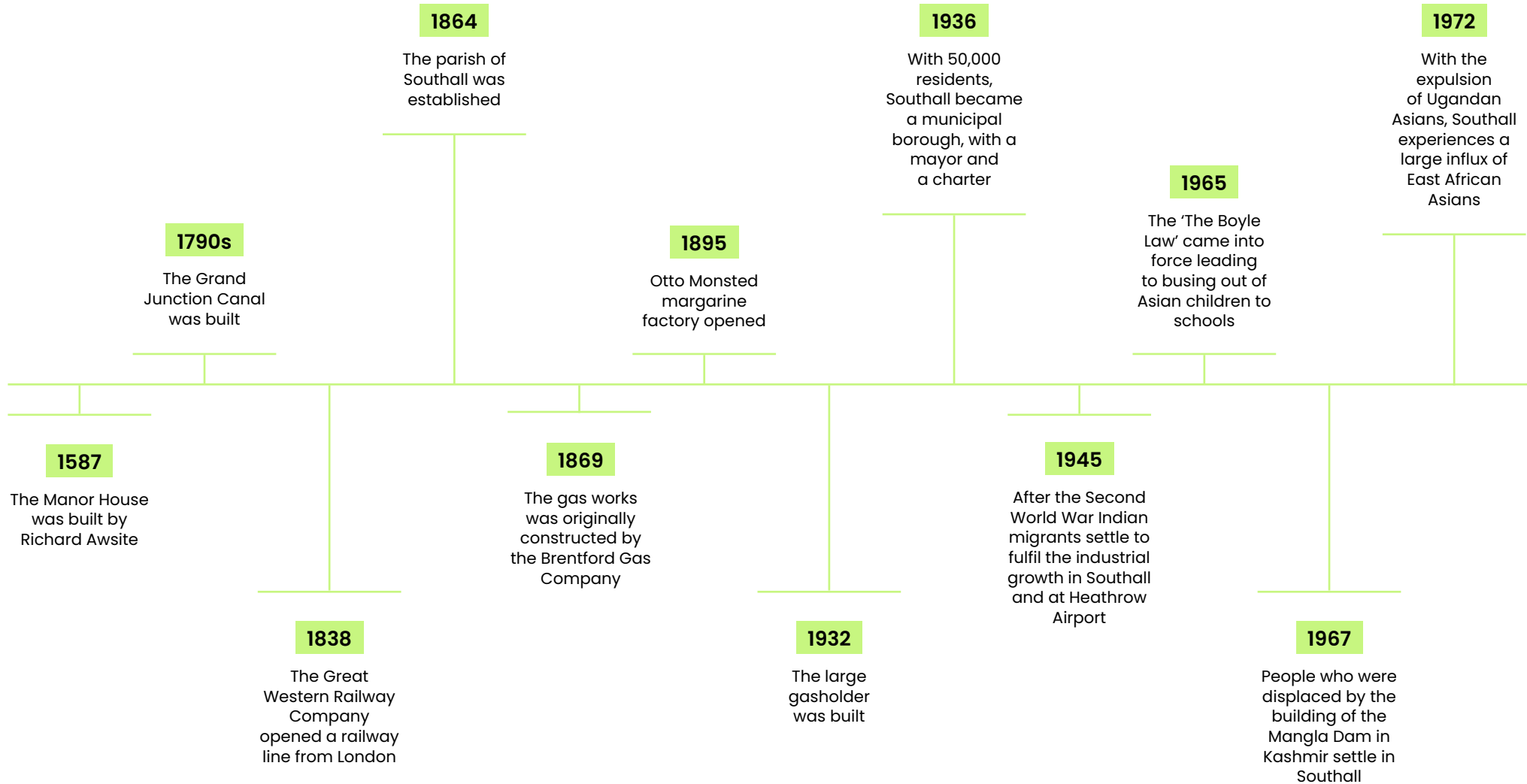
A four page newsletter was produced, informing the community about the latest news from The Green Quarter, updates on community activity, the feedback survey and details of how residents could get in touch with the project team. The newsletter also contained information in nine of the most used languages and dialects common to the community living in Southall. The newsletter was emailed to those registered for electronic updates and delivered to over 6,000 addresses around the site.

## SUMMARY OF FEEDBACK RESULTS

- 145 feedback forms received to date the majority of which were completed online. Approximately 12% of forms were handed in using the free post envelopes.
- 60% of respondents were Southall residents, 23% of respondents live at The Green Quarter, 7% indicated they were responding on behalf of a business, 6% indicated they work in the area, and 4% indicated they were responding on behalf of a community group.
- 25-34 was the most common age range indicated by respondents, followed by 35-44. There was an unusually high level of respondents who indicated they were between the age of 13-17. This may have been the default option for those unwilling to share their age, or not wishing to receive marketing materials.
- 45% of respondents stated that they were aware of what was happening at The Green Quarter.
- 52% of respondents had attended at least one event at The Green Quarter.
- Respondents were overwhelmingly supportive of the provision of new homes and new green space at The Green Quarter, with 63% and 85% respectively of respondents providing a score of 6 or higher to each question.
- Respondents expressed a notable interest in seeing an increase in the provision of shops and restaurants on site, with 65% of all respondents indicating this preference.
- Traffic congestion, crime & anti-social behaviour, air quality and a lack of green space were the four issues of greatest concern to respondents.
- Respondents were divided about if Southall is a great place to live and if they felt part of the community with 47% and 54% respectively providing a score of 6 or higher to these two questions.
- Respondents stated that the best thing about living in Southall is access to public transport, diversity, shops, restaurants, parks and green space.
- The main concerns about Southall are traffic congestion, crime, anti-social behaviour and air quality. While parks and green space were recorded as a good thing about living in Southall, respondents also identified that more could be done stating that there is still a lack of parks and green space.
- The provision of affordable homes, health facilities parks and green space were identified as needed in Southall by respondents.

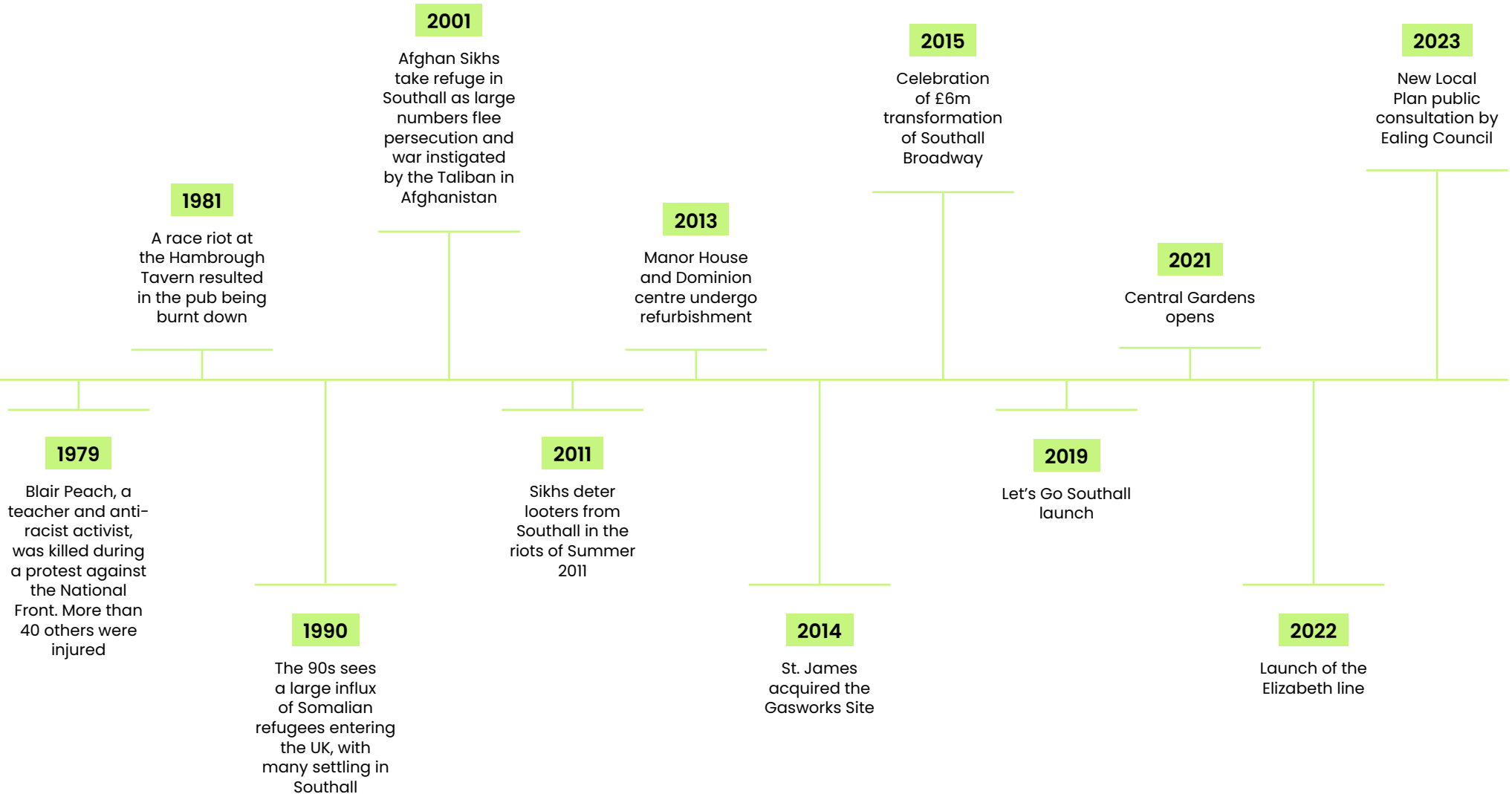
# TIMELINE OF SOUTHALL

\* Information from The Southall Story



# TIMELINE OF SOUTHALL

\* Information from The Southall Story



# THE STORY SO FAR

## Phase 1

Phase 1 is home to around 1,000 residents, with 623 quality new homes delivered. Circa 50% of these homes are affordable homes for Clarion Housing and Catalyst.

Affordable housing delivery was accelerated in Phase 1 with the help of London Borough of Ealing and the Housing Zone Agreement.

**319**

**Private Homes**  
Delivered to date

**304**

**Affordable Homes**  
Priority given to local residents





## THE STORY SO FAR

### Homes and Community Centre in Phase 2 and 3

With 645 homes under construction in Phase 3 and a new detailed planning consent for Phase 2 - the first 3 phases will deliver a mixed tenure of high quality new homes.

Phase 2 will also deliver an extensive commercial offering including a community centre, health care, offices, retail and restaurants.





**ENGAGEMENT  
PROCESS**

WELCOME TO  
**THE GREEN QUARTER**

# WEBSITE

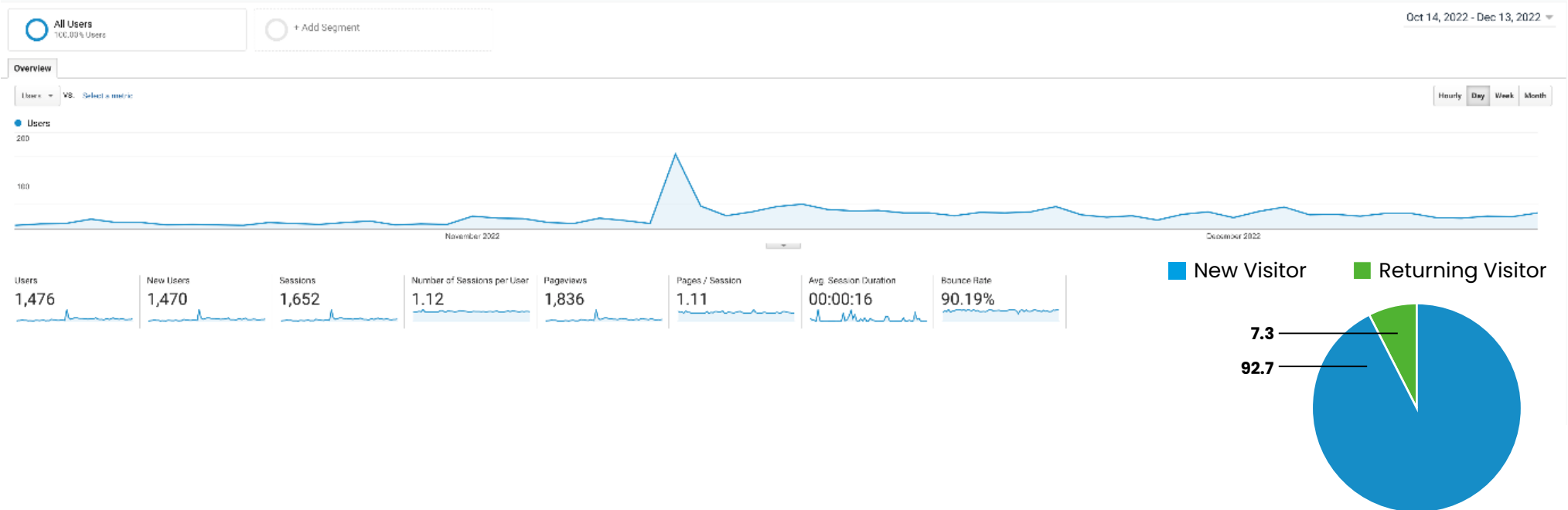
The dedicated project website was central to The Green Quarter engagement programme and was where most survey responses were completed.

The website launched on October 14 and has had 1,476 users and 1,836 pageviews. The most pageviews were recorded in the beginning of November after the newsletter was sent, with smaller spikes recorded after door knocking, the street stalls and Christmas event.

## Website analytics



Screenshot of the website



## NEWSLETTER

A newsletter was created containing information about The Green Quarter, how people can provide their feedback and how to contact members of the project team.

The newsletter was sent to 6,024 addresses within the immediate vicinity of the site and a digital copy was emailed out to those registered for electronic updates. The newsletter was also distributed during the knocking session as well as the street stalls, and during The Green Quarter Christmas event.



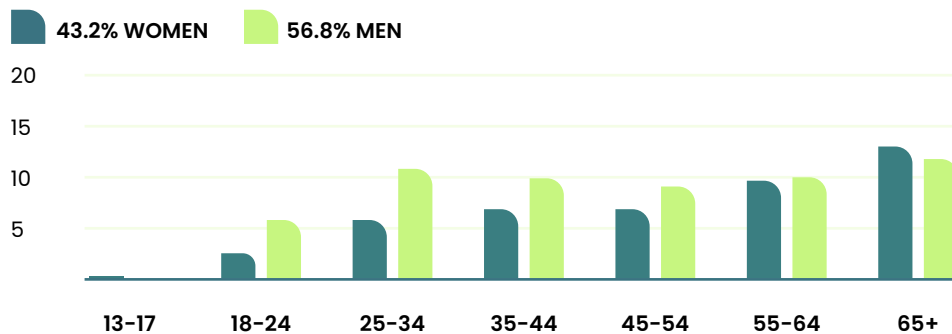
## SOCIAL MEDIA CAMPAIGN

A social media advertising campaign ran on Facebook and Instagram between 11th November and 14th December. The advertising was changed during this time to increase the reach and encourage more click throughs to the website and survey. From December, the audience was extended to 7km from the site and focused on one advert only – marked in red below.

### The three adverts are shown below:



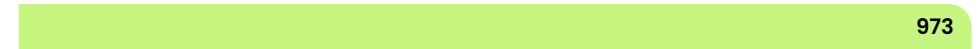
### Demographic reach is shown below:



### The overall performance of the adverts is shown below:

Reach = 31,968

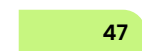
Post engagement



Link clicks



Post reactions



Post comment



### N.B

**Reach** is the total number of people who see the content

**Link Clicks** is the number of times the ad link was clicked, taking the user through to the project website and survey.

## DOOR KNOCKING

Door knocking sessions were carried out by members of the BECG project Team. These sessions took place along Beaconsfield Road, Grange Road, Lewis Road, and Hanson Gardens.



Door knocking on Beaconsfield Road



During the session a printed copy of the newsletter and a printed copy of the feedback form were handed to residents. At addresses where no one opened the door, a newsletter, survey form and a freepost envelope were left in the mailbox to allow residents to fill out the form and send it back. During these two sessions over 1,000 doors were knocked and approximately 100 conversations were held on the doorsteps.

## STREET STALL

A street stall was organised on 7th December where the newsletter, the feedback form and freepost envelopes were handed out to commuters and residents outside of Southall Station. Afterwards the team moved further down South Road and continued handing out the information and feedback material at the junction of South Road and Southall Broadway.

During the stall the team had approximately 125 interactions with hundreds more newsletters and feedback forms given out to residents and commuters.



Street Stall, junction of South Road and The Broadway

## Community Engagement Steering Group

Alongside the engagement work, a Community Engagement Steering Group has also been set up to help drive the community work at The Green Quarter. A drop-in session was held on Thursday 3rd November to promote the purpose of the group with local stakeholders. This was attended by 18 stakeholders, including residents, businesses, community groups, education, the police, environmental groups, and Ealing Council.

The three core objectives of the group will be to:

1. Bring together local community experts and groups to help develop and implement our community activity
2. Advise on community events, partnerships, and projects that will strengthen and deepen community relationships
3. Manage the Community Chest programme – a series of direct local grants to support community enterprises and activities

The group has now been formalised, with 18 confirmed members, and held its first meeting on 31st January 2023. It will meet four times a year and will be chaired by independent consultants from BECG. The group will report back through an Annual Report, which will be distributed to local addresses, like the regular community newsletter.



## CHRISTMAS EVENT

On 7th December, The Green Quarter organised a Christmas event open to the entire Southall community. BECG supported the organisation by using the existing channels to promote the event.

During the event, BECG team members engaged participants by handing out newsletters, feedback forms and freepost envelopes. Event attendees were also invited to fill out the survey on the spot using tablets.

During the event approximately 90 interactions were held. All remaining feedback material was either laid out for participants to take home or handed over to the The Green Quarter project team.



The Green Quarter Christmas Party



Resident engagement, The Green Quarter Christmas Party



## RESPONSE TO ENGAGEMENT

The following bullet points summarise how the community responded to the engagement activities:

- The response from residents to our engagement activity was generally ambivalent or positive. There was, however, a pocket of discontent towards the end of Beaconsfield Road, where residents took issue with a re-occurring smell, noise from the construction site and loss of views.
- There are still a substantial number of residents who do not really understand what is happening at The Green Quarter, despite their proximity to the site. However, many of these residents appear to take little interest in the community more generally.
- There was notable interest in learning more about the development given the large display outside Southall Station.
- Residents were incredibly happy to hear about the new green space, wildlife habitats, and water features, and that these spaces were for the whole Southall community rather than just residents of The Green Quarter.
- Residents were happy to hear about improved transport links.
- While not typically a group that is responsive to engagement efforts, young adults took notable interest in the development owing to the provision of new housing.
- Older adults were very receptive to our efforts and often asked several questions about the development.
- There was some knowledge of the provision of community space, with a few questions on this topic.
- The Christmas event was very well received by Southall residents, with several expressions of thanks received by the engagement team.



# WHAT DOES SOUTHALL THINK?

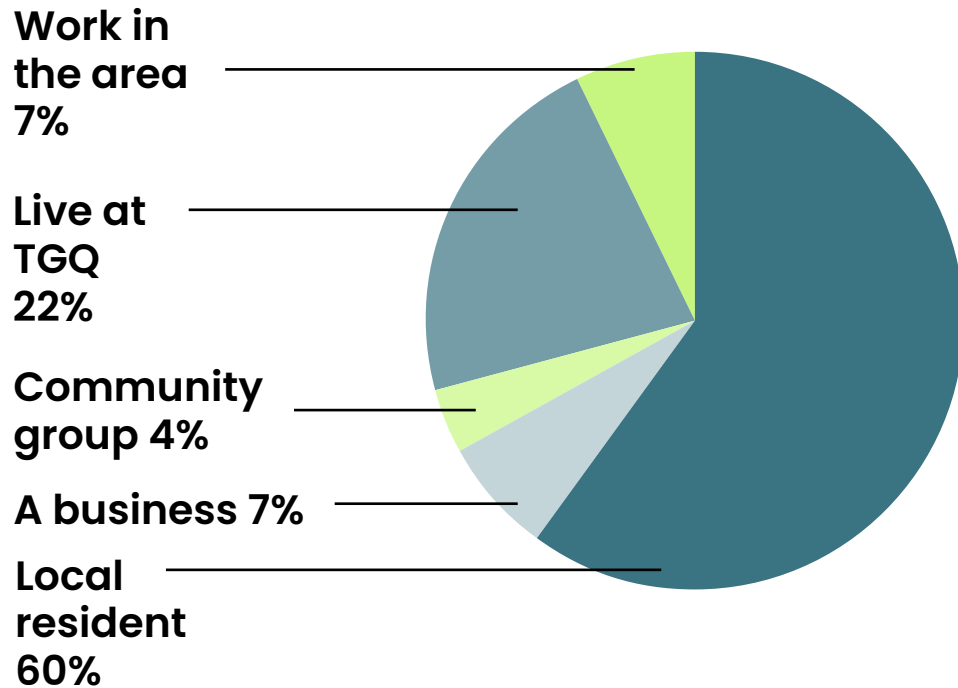


# COMMUNITY FEEDBACK

BECG has received a total of **145** feedback forms. The tables and pie charts set out below report the responses to the questions asked on the feedback form.

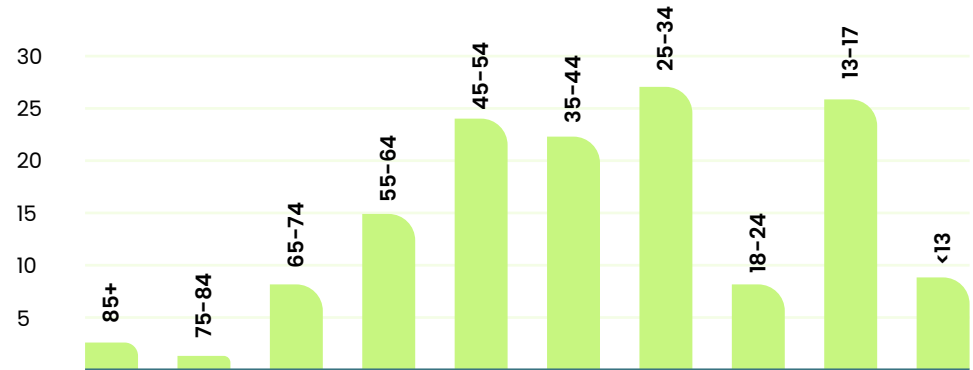
Most respondents chose to feedback via the online survey provided on the website. Approximately 12% of feedback was received as a hard copy via freepost.

## Respondents' relationship to The Green Quarter



83 respondents stated that they were residents, 31 said they live at The Green Quarter, 10 are a business, 5 represent a Community Group and 9 respondents work in Southall.

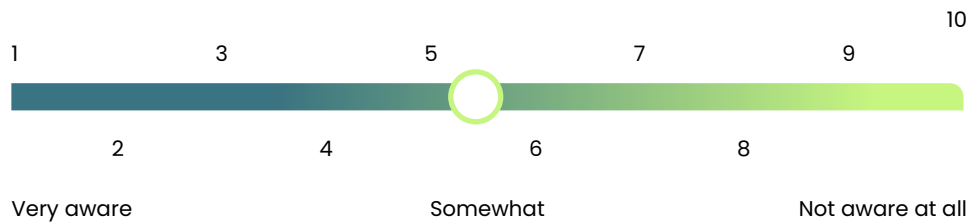
## Respondents' Age



## Q1. How aware are you of what is happening at The Green Quarter?

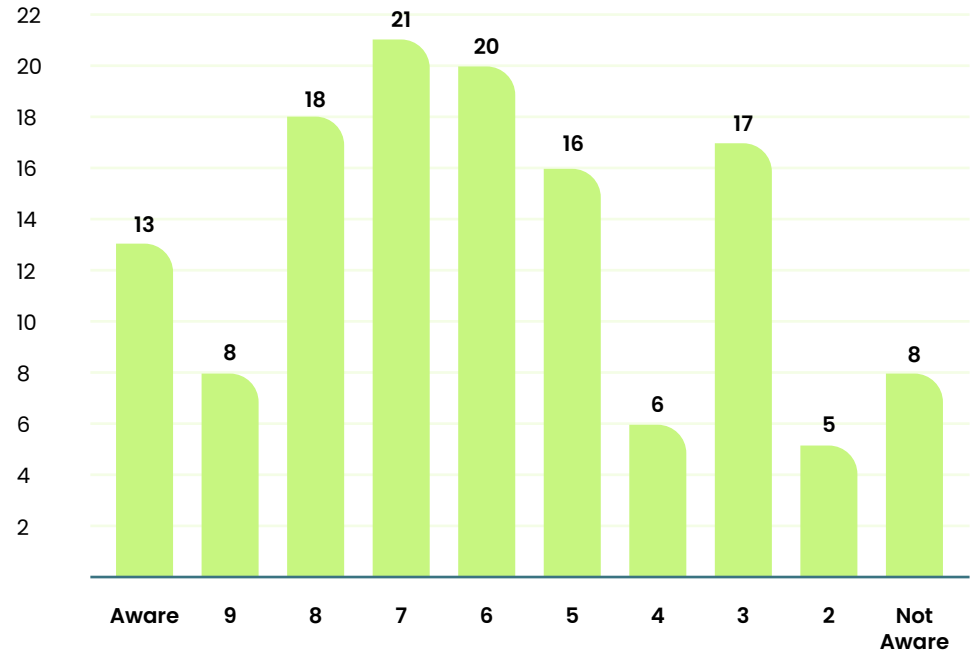
The table below analyses how aware respondents were of what is happening at The Green Quarter.

- 132 answers
- Mean average score: 5.9
- Aware (6-10): 60 (45%)
- Very Aware (10): 13
- Not aware at all (1): 8



About half of respondents indicated that they were aware of what was happening at The Green Quarter. 13 respondents were very aware of the activities at The Green Quarter while 8 respondents were not aware at all.

### Distribution of responses:



## Q2. I have attended one of your events at The Green Quarter

### Participation at one or more events at The Green Quarter

52% of respondents stated they had attend one or more Green Quarter events. 48% of respondents stated that they had never attend an event.



Open Doors event



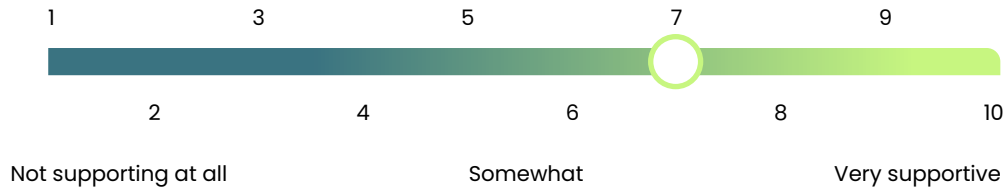
The Green Quarter Christmas Event

A total of 96 respondents answered this question. Half of respondents (50) stated that they have already attended one or more events at The Green Quarter. 46 stated that they have not attended any event. No respondent stated that they haven't heard about any events.

### Q3. I support the provision of new homes at The Green Quarter

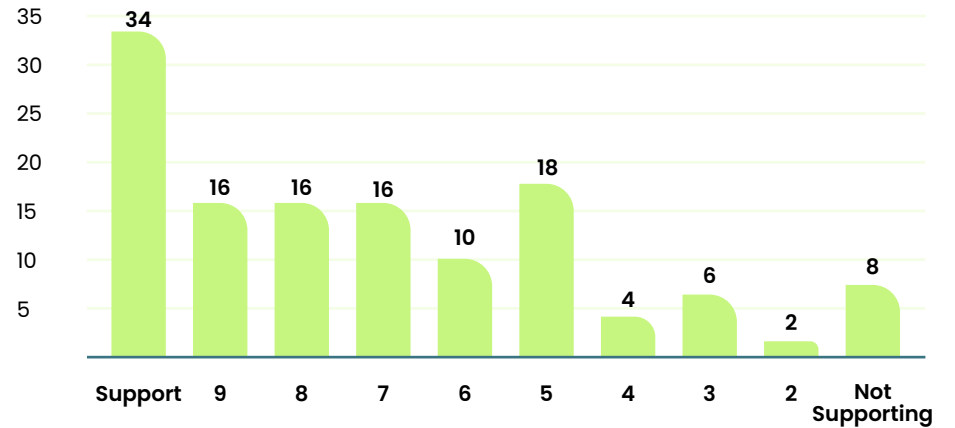
The table below analyses the position of respondents regarding the provision of new homes at The Green Quarter.

- 130 answers
- Mean average score: 7
- Support (6-10): 82 (63%)
- Very supportive (10): 34
- Not supportive at all (1): 8



The majority of 78 (63%) respondents stated that they were supportive of the provision of new homes at The Green Quarter. 32 respondents answered that they are very supportive of new homes while 8 respondents don't support the provision of new homes at all.

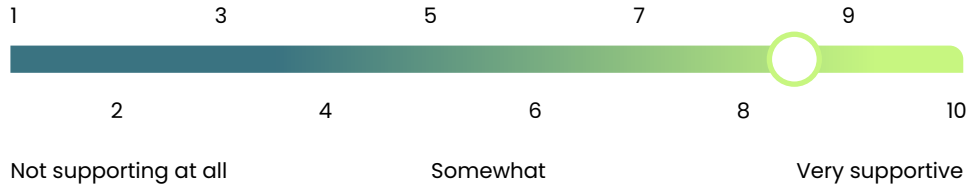
### Distribution of responses:



## Q4. I support the provision of new greenspace, parks, and wetlands at The Green Quarter

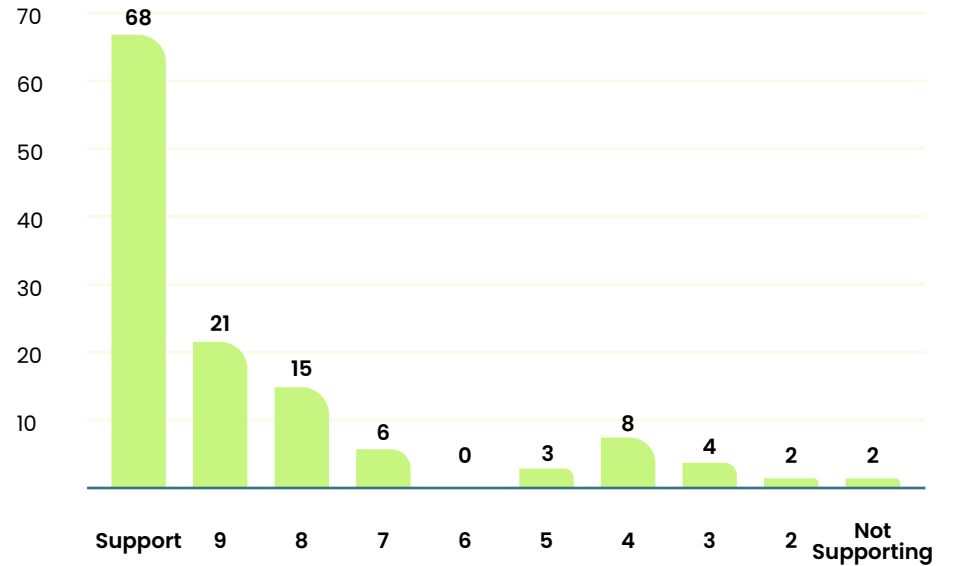
The table below analyses the position of respondents regarding the provision of new greenspace, parks, and wetlands at The Green Quarter.

- **129 answers**
- Mean average score: **8.5**
- Support (6-10): **110 (85%)**
- Very supportive (10): **68**
- Not supportive at all (1): **2**



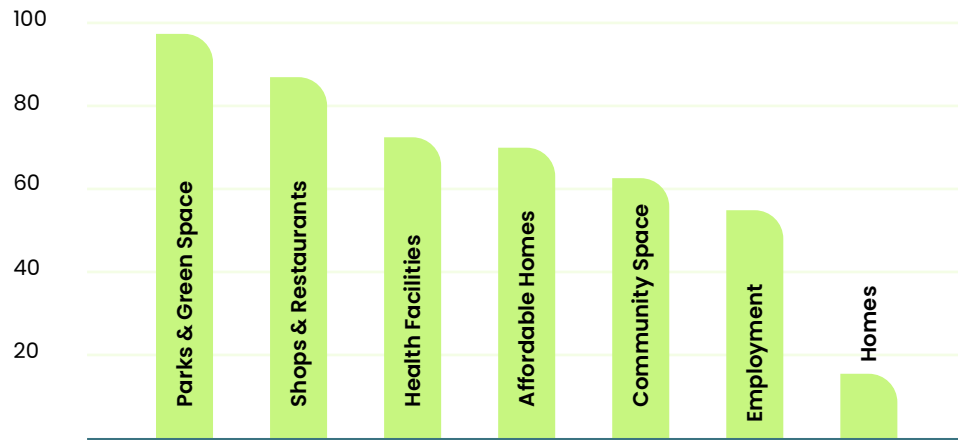
The vast majority of 106 (85%) respondents support the provision of new green space, parks and wetlands at The Green Quarter. 65 (52%) of respondents stated that they are very supportive, while only 2 stated that they were not supportive at all.

### Distribution of responses:



## Q5. I would like to see The Green Quarter provide more:

The table below analyses the position of respondents regarding the provision of new greenspace, parks, and wetlands at The Green Quarter.



A total of 461 answers were given for question 5 (respondents were able to choose up to 4 options).

Most respondents would like The Green Quarter to provide more Parks and Green Spaces (98), Shops and Restaurants (87), Health Facilities (74) and Affordable Homes (71). Employment Opportunities (55) and Community Space (62) are also wished for.



The Green Quarter Central Plaza

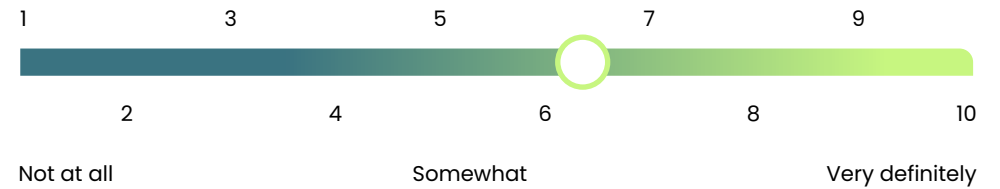


## Q6. I think Southall is a great place to live

The table below analyses the position of respondents stating that Southall is a great place to live.

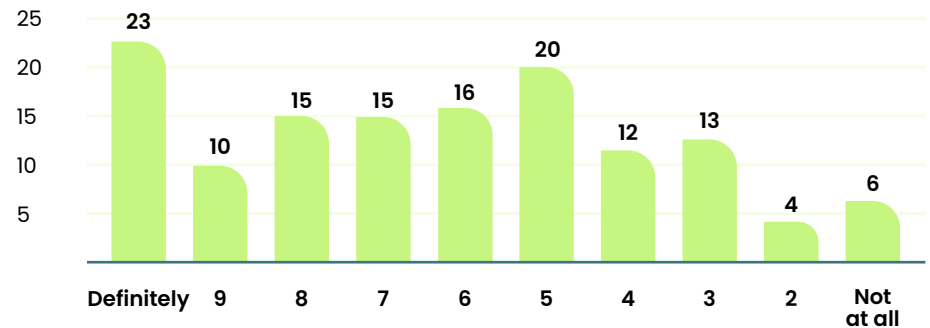


- **134 answers**
- Mean average score: **6.3**
- Definitely (6-10): 63 (**47%**)
- Very definitely (10): 23
- Not at all (1): 6



46% respondents stated that Southall is a great place to live with 22 respondents agreeing with the statement very definitely. Most respondents 62%, however, marked options 4-7, indicating that they only somewhat agree that Southall is a great place to live. 5 people said Southall is not at all a great place to live.

### Distribution of responses:

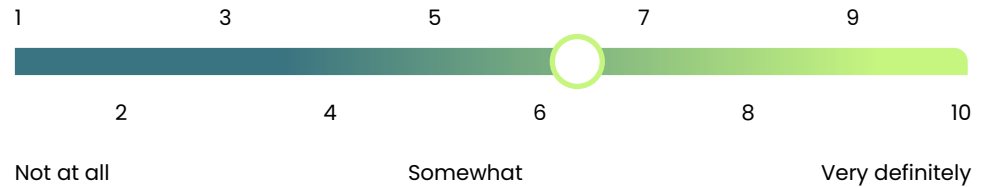


## Q7. I feel part of a community in Southall

The table below analyses the position of respondents stating that Southall is a great place to live.

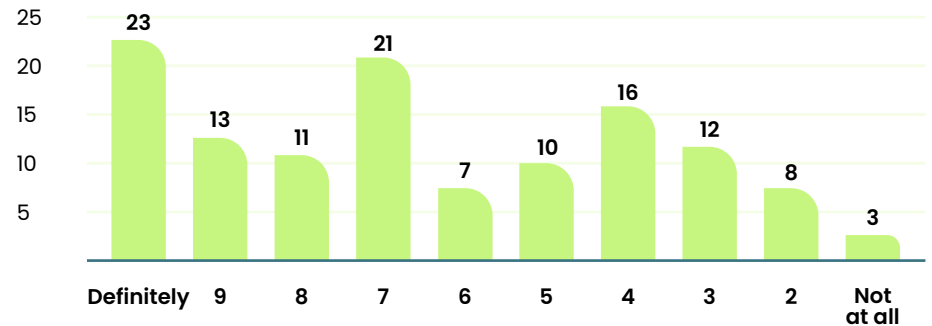


- 124 answers
- Mean average score: **6.3**
- Definitely (6-10): 68 (**54%**)
- Very definitely (10): 23
- Not at all (1): 3



The majority (54%) of respondents stated that they feel part of a community in Southall. 22 stated that they very definitely feel part of a community while only 3 said not at all. 20 respondents recorded a score of 7, describing that they generally feel part of a community.

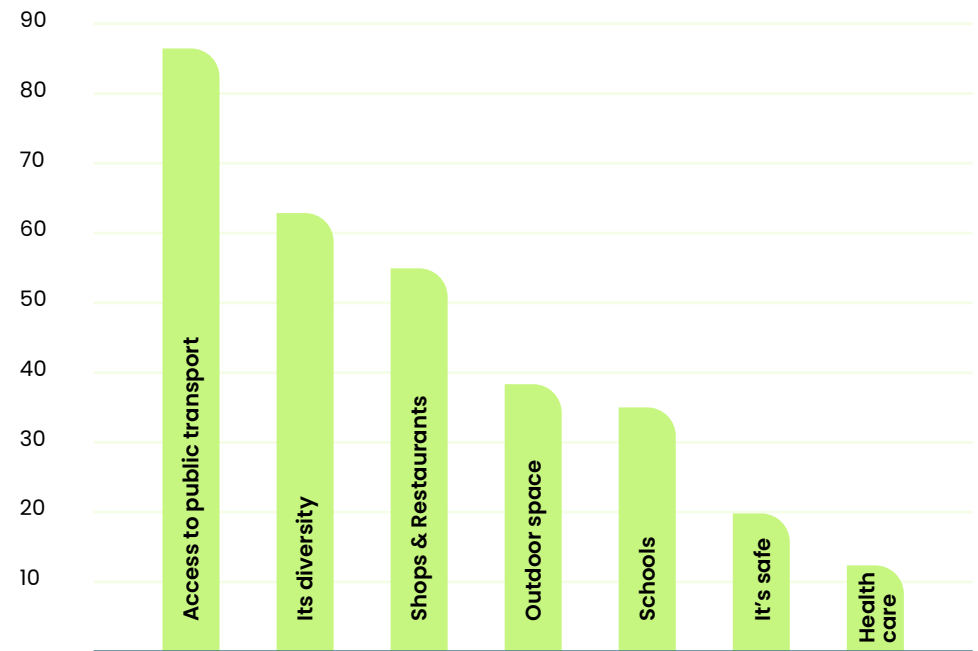
### Distribution of responses:





## Q8. The best thing about living in Southall is:

The chart below shows the position of respondents regarding the best thing about living in Southall. (Up to four options could be chosen)

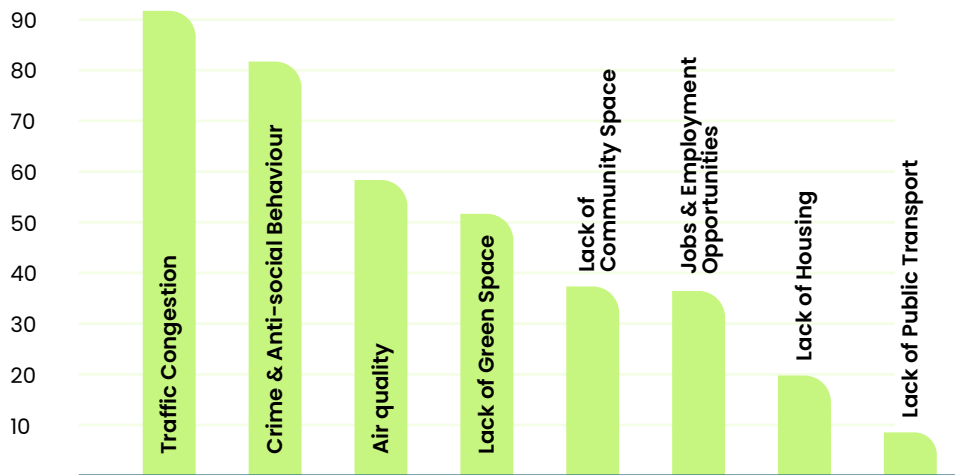


A total of 309 answers were given for question 8.

Most respondents say the best thing about living in Southall is Access to public transport (86), its Diversity (63), Shops & Restaurants (55) and Parks and Green Space (37). Respondents also chose School (36) as a good thing about living in Southall. Southall's safety (20) and healthcare (12) was not ranked as the best things about living in Southall for most respondents.

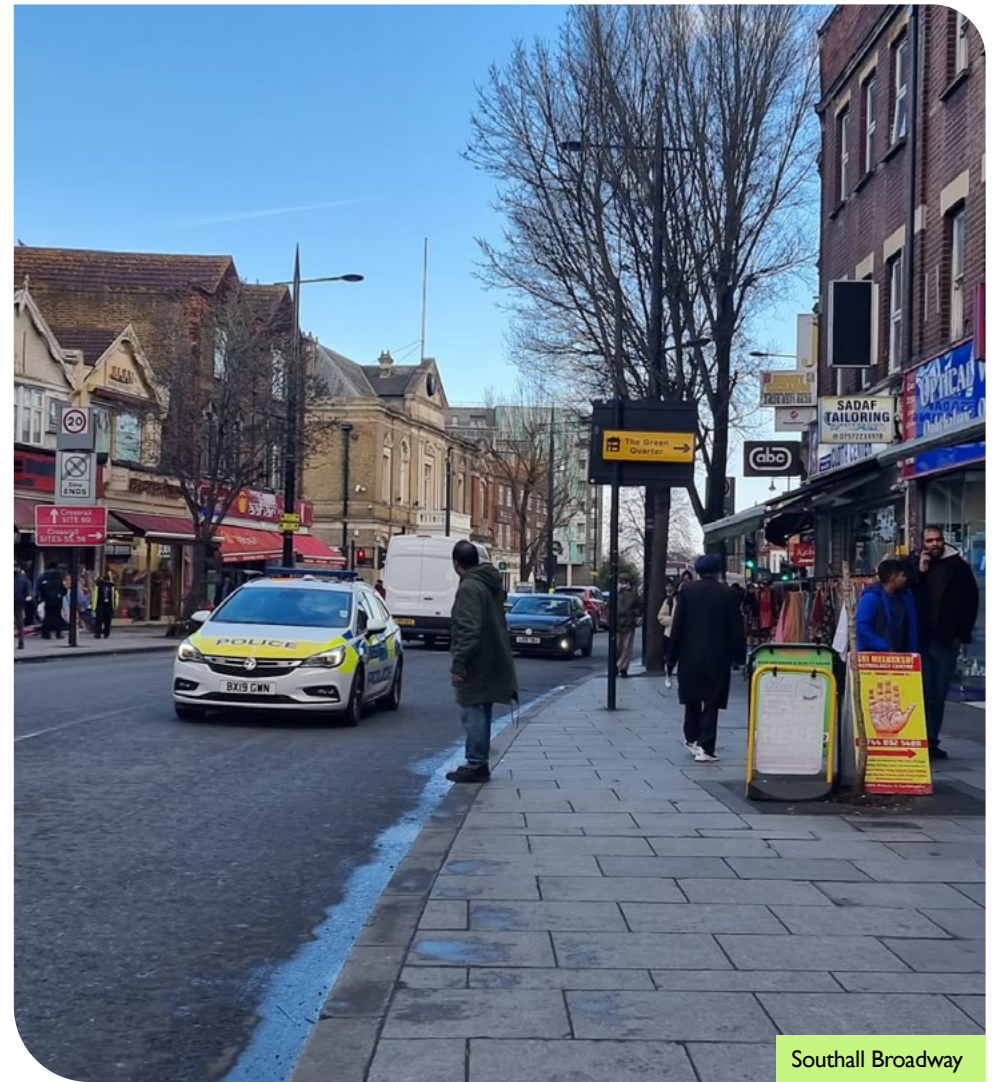
## Q9. My main concerns for Southall are:

The chart below shows the position of respondents regarding their main concerns for Southall. (Up to four options could be chosen)



A total of 387 answers were given for question 9.

Most respondents say their two main concerns for Southall are Traffic Congestion (92) and Crime and Anti-Social Behaviour (83). Air Quality (57) and Lack of green space (52) are also amongst the top 4 answers given. Lack of Housing (20) or Lack of public transport (8) don't seem to be of concern for most respondents.

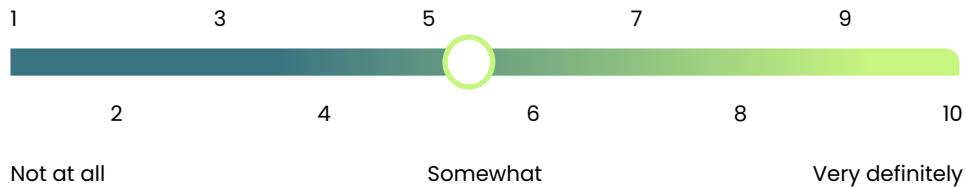


Southall Broadway

## Q10. I can see myself living in Southall in 10 years' time

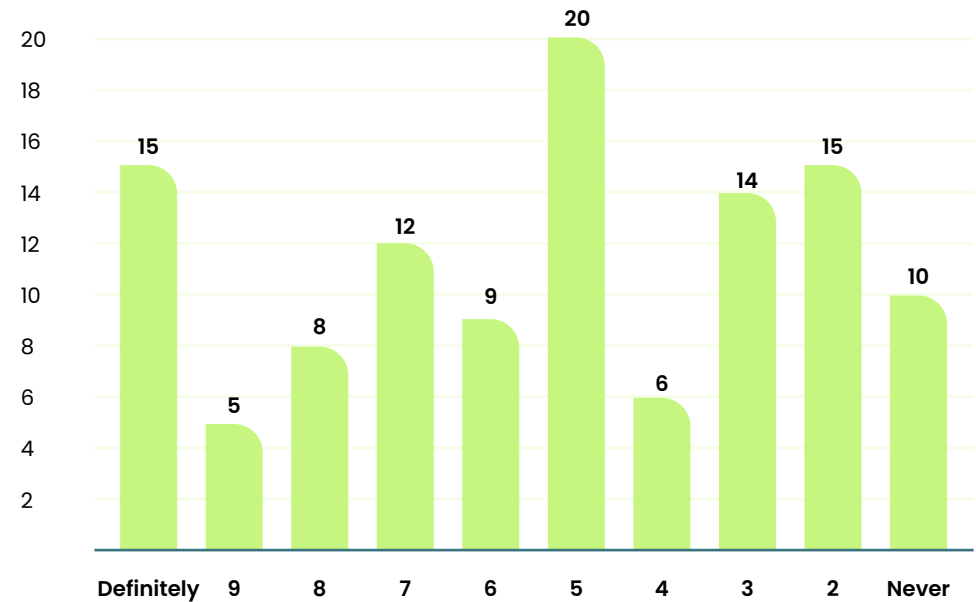
The table below analyses the position of respondents stating that they can see themselves living in Southall in 10 years' time.

- **114 answers**
- Mean average score: **5.3**
- Definitely (6-10): 40 (**35%**)
- Very definitely (10): 15
- Not at all (1): 10



A minority (36%) of respondents stated that they can see themselves living in Southall in 10 years' time. 44 (42%) of respondents stated that they couldn't see themselves living in Southall in 10 years' time (Options 1-4). 20 respondents stated option 5 (Somewhat). No clear answer can be given based on these results. Respondents thinking about living in Southall long term is very diverse.

### Distribution of responses:



## Q11. What does Southall need? Please rank the following in order of importance to you.

### What does Southall need? Ranking:

1. Affordable homes
2. Parks and Green Space
3. Health facilities
4. Variety of Shops
5. Homes
6. Leisure Space
7. Employment Opportunities
8. Variety of Restaurants
9. Community Space
10. Schools
11. Better Public Transport

Answers to question 11 provide a very diverse view of respondent's opinion on what Southall needs.

In general, the provision of affordable homes, health facilities and parks were identified as the most important needs in Southall by respondents.



## Q12. Do you have any other comments?

62 answers were recorded for question 12. Most respondents stated that they have no further comments by responding "no", "n/a" or "I don't".

An extract of all other comments can be seen in the table below:

### Indicative comments

"Southall has become a horrible place to live. I am leaving Southall after 32 years, sad to see the town I grew up in is unrecognisable. The main reasons I cannot live here any longer is the lack of Parking and health services due to overcrowding."

"Keep up the good work. Why are other developers not doing the same and raising the bar."

"Anti-social behaviour and the behaviour of the residents is really off putting. Littering, dog fouling, weed smoking, playing loud music from cars/ external speakers, using the internal roads around The Green Quarter as speed racetrack, and using the development as a congregation/ socialisation area does not make this an enjoyable place to live."

"I think the recreational spaces/restaurants/shops/community spaces in The Green Quarter should arrive much sooner. Residents are just going to Ealing or centre for almost every activity"



### Indicative comments

"Would be great to have more resident events. Better CCTV/ security on the road between the green quarter and the station (often gangs hangout at night), Stop the noise from the gas pressure reduction site, Stop the theft of mail from lobby's, Tidy up wallpaper in communal spaces"

"Main issues to solve long term are:  
Traffic in Southall - is a nightmare  
Road Infrastructure- poor  
Parking is an issue  
Overcrowding "

"More engagement with and support for home-based businesses is needed"

## CONCLUSION

This report showcases the extensive efforts we have undertaken to understand the views of the Southall community, which will help tailor the delivery of The Green Quarter to meet not only the needs of the people who live there, but also the needs for Southall in the future.

From the very inception of our plans for The Green Quarter, the delivery of a truly integrated development has been a key priority. This is demonstrated by our long history of extensive consultation engagement and our continued delivery of a site with considerable amenity, including green spaces, wildlife areas, and improved transport connectivity, for the benefit of the whole Southall community.

Much of the feedback we received was online, highlighting the notable shift in community engagement patterns in the wake of the Covid-19 pandemic. In our engagement with the Southall community, we continue to utilise a truly hybrid strategy spanning both online and traditional mediums, providing both older and younger generations alike the same opportunity to offer their views on how we can make Southall a better place to live and work.

Our last major consultation exercise was in 2014, and we have used the feedback we collected then to see how Southall residents' views have changed in the interim. We found that the priorities and needs of Southall residents have changed considerably. In 2014 transport links were identified as a major need, but today residents list this as one of Southall's greatest strengths, which can be attributed in large part to the phased opening of the Elizabeth line. Residents identify housing as a much greater need today than in 2014, which is understandable given the extent to which housing scarcity has increased during this period. The provision of green space, ranked as a moderate need in 2014, is of considerably greater importance to Southall residents today.

This can be attributed to the increased urbanisation of the Southall area, and indeed the entirety of London, as the population of the capital has continued to grow. Residents' views on other issues, such as the need for more retail, desire to see less traffic congestion and desire to see less crime have remained constant throughout the period. We welcome the results of this re-examination, which again shows that we are anticipating the changing needs of the community and meeting those needs as they develop.

To date, we have actively sought to respond to the needs and concerns of the Southall community through our work at The Green Quarter. Whether that is through the provision of green space, the positive effect of this green space on air quality, or improved transport links which will include new bus routes, we have actively shaped our offering to provide real community benefit.

It is also important to reflect on how, moving forward, we are going to continue to do our part to make Southall a better place to live and work. We are going to persist with our extensive consultation efforts and remain highly agile to the feedback we receive, shaping our vision and priorities in line with changing community sentiment. We are going to continue to enact our plans for new green space and transport links. We are going to continue to make sure that the Southall community feels welcome at The Green Quarter through our events and outreach programs.

In the future, we hope that a much larger proportion of Southall residents' can see themselves in the area in 10 years time, and we hope that this will be, in some part, due to our work at The Green Quarter – providing homes to new and existing Southall residents alike and contributing to placemaking through our efforts to deliver a truly integrated development with significant community benefit.



# APPENDICES



The following tables shows all answers that were given for Q12.  
A total of 62 answers were given:

Comments
9 people said no or nope.
Southall is a very vibrant and alive, but is dirty... the habit of dumping rubbish next to the trees in the street is something that you cannot notice... Southall also need more control .... Drugs and gangs are always around. You can feel it and for these reason you don't feel safe. More police would be a good start. Finally... I love spices and spice food, but I am Italian... searching for my type of food is a challenge!!!
A lot of people who came here in the 1960s have moved out and rent out their houses back in the 70s/80s it was great living here. Neighbours knew each other, people were keen to integrate/learn the language, we grew up celebrating Christmas,Easter etc and had a respect for other religions/cultures/festivities. Now the people who move here have turned Southall into a slum. A lot are tenants who have no desire to clean their houses/outside gardens. They attract vermin/pests. They do not have any desire to learn English, integrate, celebrate other religions festivities. The people who have moved here over the last 10-15 years have the mentality/mindset of the country they moved from. Building more houses will bring in some decent people, but many who will add no benefit to Southall and just turn it into a bigger slum. The Broadway is filthy. When there are religious occasions, it means spending 2 hours being stuck in traffic trying to travel 2 miles. What makes it worse is that the people who are causing the congestion/anti social behaviour that follows later in the day live far away and come here to cause disruption. Residents Parking is limited. If we get home after, say, 10pm, at times it means parking on another road. Southall was a lovely place whilst growing up, but is now horrible. I could go on, but what's the point!

Comments
Southall has become a horrible place to live. I am leaving Southall after 32 years, sad to see the town I grew up in is unrecognisable. The main reasons I cannot live here any longer is the lack of Parking and health services due to over crowding. Every house is now a HMO with 4 or 5 cars per house and we still have to pay for parking permits and can never find parking outside. Can never get a doctors appointment they never pick up the phone. Southall is also very dirty with litter on the streets and rats I have seen in broad daylight, there are people dealing drugs openly, prostitution, catalyst convertor thefts going on all the time. No local police station or Police presence, and lastly the amount of high rise flats in the area has ruined the town completely. They are not being sold as affordable homes but instead sold to property investors. Berkley homes is the face of all these changes and cannot be trusted
The main bug bear of living in Southall is the Traffic and the predominantly Asian shops and restaurants
Are you going to gate the development at the A312 end exclusive for your residents? If you are and existing Southall residents can't use it, like you can the existing streets, then expect trouble?
Keep up the good work. Why are either developers not doing the sane and raising the bar.
I think the recreational spaces/restaurants/shops/community spaces in TGQ should arrive much sooner. Residents are just going to Ealing or centre for almost every activity
I recently heard about a community meeting. There were no opportunities to attend. I have comments on: 1) noise pollution. 2) antisocial behaviour including street racing, dog fouling and drug dealing.

## Comments

Would be great to have more resident events.  
Better CCTV/security on the road between the green quarter and the station (often gangs hangout at night)  
Stop the noise from the gas pressure reduction site  
Stop the theft of mail from lobby's  
Tidy up wallpaper in communal spaces

Anti social behaviour and the behaviour of the local residents is really off putting (littering, dog fouling, weed smoking, playing loud music from cars/ external speakers, using the internal roads around TGQ as speed race track, and using the development as a congregation/ socialisation area does not make this an enjoyable place to live. People tend to congregate on curb-sides to eat a takeaway and leave the litter behind. They also smoke so called "laughing gas" and leave their canisters behind. This is just to highlight a few examples. There are many more. The playground area is often overcrowded with a lot of kids using the water features as a swimming pool. All of this causes far too much noise especially during school holidays/ weekends which doesn't enable many residents to enjoy their outdoor spaces/ or relax on holidays/ weekends.

I don't live in Southall (but enjoy visiting) so am unable to comment in detail on some aspects. I am settled in Ealing.

stan yoongi and also stan callum and rayla

The grass area provided is very unethical. We students want more opportunities, such as more park space, basketball and football courts

yes, id like to be made CEO of this porect. i am the grandfather of goerge washinton and this affects m rights. and my liberties and my guns. i on the tade estate and im not happy with your production to make no fgactories AND NO CARBON EMISSIONS ILOVE CARBON MEMISSIONS I LOVE MONEY GUNS AND GUNS

Very boring for young people. Not much for us to do here.

yes add a basketball court

## Comments

Southall's food and clothes shops are catered to the Asian community which means that you have to travel to find the nearest pubs, coffee shops and non-Asian restaurants. Greater choice in Southall's offerings would be welcome.

Furthermore, the noise pollution is awful, especially over the summer when all the families from the surrounding areas overcrowd the small play park. Bigger and better place space away from the apartments would be useful with some other policies introduced to limit noise.

Local residents shoulder high service charges. New retailers should be run by residents and/or should contribute towards reducing the service charges of the residents. The Green Quarter residents should see more benefits from the local area, like this. This would help to build a stronger sense of community and belonging as opposed to the current situation in which we all retreat within our own flats/blocks.

Noise pollution from playpark, parties and fireworks is unbearable.  
Lacks variety in shops and entertainment (e. g. Pubs, coffee shops, cinema)  
Damage to facilities from people who don't live in Green Quarter not fair.  
Cannot use playground because too many people.

Thanks for all that you are doing for the community.

I used to walk on the footpath adjacent to the railway line . Recently it's become unsafe . I would welcome additional security. Also the children make a mess and no one takes ownership on clearing up . Maybe additional patrols would help .

Shared ownership residents are secluded from private residents from being denied access to Parkside Facilities and security, creating separation in the community. Bathroom build quality in the apartments are awful. Frequent ASBO youths roaming the area, smoking weed, being loud. Also, when will there be a local convenient store opening ?

You should make more of Cranford Park where there is currently a large Lottery-funded project of improvements in progress. It is almost as near as Minet Country Park.

## Comments

southall is nasty

More respect for communal spaces and nature. Littering is a huge issue along with other antisocial behaviours. It makes it very difficult to enjoy communal spaces without feeling sad for what you encounter when you are out. This includes more control of the sale and use of fireworks - very disruptive when used unsafely and in all settings, outside of legally allowed hours and for seemingly no reason throughout the year. It makes life really miserable and traumatic for those who are not setting them off.

Southall is like a time bomb, people living in poor housing. Every Places being built without any thought about traffic congestion and school places and pressure on health services. Every day people hanging around waiting to be picked up if there any work opportunities. The state of the canal. Fireworks going off at ridiculous times.

Southall is already over crowded. Stop high rise buildings and residential development.

We hope to do something about the traffic congestion too much car outside the green quarter. Makes harder for the residence to come home

Less traffic congestion . Needs a good gym

Too many high rise flats people need houses with gardens

Houses not flats are needed and all affordable.

Traffic Solutions  
more diversity, community options

Stop making housing in Southall.  
You have made an utter mes

## Comments

No police access  
Strangers move around and drive fast vehicles in the private land  
I'll manage dates with rubbish door bells that keep getting faulty with every rain and too complex a system for the delivery men .  
People lose important documents

Less traffic congestion . Needs a good gym

Too many high rise flats people need houses with gardens

Houses not flats are needed and all affordable.

Traffic Solutions  
more diversity, community options

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No police access  
Strangers move around and drive fast vehicles in the private land  
I'll manage dates with rubbish door bells that keep getting faulty with every rain and too complex a system for the delivery men .  
People lose important documents

Please clean the dog feces everywhere

I like to see ATMs, Communication shops, and big malls like ASDA or Sainsburys where you can buy everything at one place within walking distance as we need to walk to Broadway or go to the south road to find these.

More plantations in Southall - bio- diversity encouraging public plantations - large scale Old and New Southall in partnership with Local Authority to address environmental issues of air and animal biodiversity.

## Comments

More engagement with and support for home-based businesses is needed (I'm not sure if this is covered by "employment opportunities")

TGQ looks amazing and the care and attention given to the development is evident in the design and quality of homes, facilities, and green spaces. I think it will be a great asset to the Southall area. I love the emphasis on nature and biodiversity.

The cleanliness on roads should be improved

Too crowded

The Green Quarter has given a lovely face lift to southall

More gyms

Planned arts and culture should be included in the development to recognise past achievement and encourage and celebrate emerging talent to create a fresh legacy.

Main issues to solve long term are:  
Traffic in Southall - is a nightmare  
Road Infrastructure- poor  
Parking is an issue  
Over crowding  
Good quality open park/spaces

Southall overall is a nice area, specifically rubbish and the local recent stabbing does i believe make people feel more anxious when travelling. I'm looking for an affordable home with two children and all we can afford at this stage is another 2 bedroom apartment. We are now considering larger home in the outer area of Southall, or even out of London which is disappointing love living here.

## Comments

I love living in Southall, having been born and raised in the town. The diversity of the town is one of its key strengths.  
With the level of building work occurring in Southall, no additional provision has been provided for the influx of residents, I am now concerned for the quality of living within the town.  
Southall had been duped by developers and the Gas works is a prime example of the health and safety of residents being ignored.  
When a profit motive exists, then there is limited care for any other factors.  
The noise, air pollution, traffic, rubbish and disruption in the town has increased ten fold and yet nothing has been done to help or support residents.  
The council and developers like to talk about the no parking criteria and their green credentials, yet the number of cars has increased in the town with cars are often parked illegally with no enforcement.  
Will anything change? No is the simple answer.

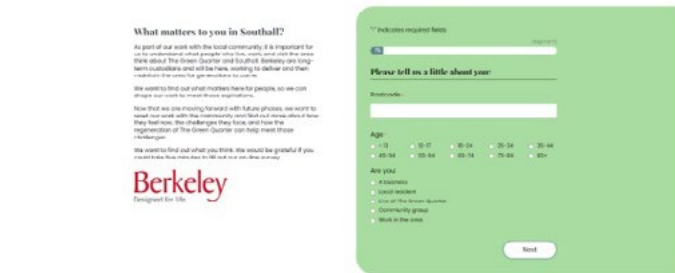
It's all well building new flats and houses, the biggest issue is the infrastructure, new roads should also be opened this will help with congestion issues, I have lived in Southall all my life and the traffic issue is not any better, if anything it's getting worse.

Fitness facility like Everyone Active Southall required - was great for the community.

Southall is becoming heavily congested. More developments increase traffic and no one is looking at easing traffic, building more schools.  
What about the local Hospital?

hello, I would like u to ban all dogs in the green quarter unless they are on a chain with their mouth closed.

# ENGAGEMENT ACTIVITIES



Screen view of website December 2022

## THE GREEN QUARTER

WEST LONDON



### WHAT MATTERS TO YOU?

Berkeley is transforming a disregarded brownfield site into a new destination with nature at its heart. This 88-acre development will be a place rich in flora and fauna and when completed, will become one of the most biodiverse developments in the UK.

Berkeley are long-term custodians of The Green Quarter and will be here for generations to come.

#### We want to find out what matters to you in Southall.

As part of our work with the local community, it is important for us to understand what people who live, work, and visit the area think about The Green Quarter and Southall.

Now that we are moving forward with future phases, we want to reset our work with the community and find out more about how they feel now, the challenges they face, and how the regeneration of The Green Quarter can help meet those challenges.

**Please take our short survey** and tell us what you think – it will take no more than **five minutes** and will help us develop The Green Quarter to benefit you and the wider Southall community.

#### Also in this issue:

- Events and community update
- Did you know? Find out more about The Green Quarter

Scan QR code to find out more and fill out our survey:



0800 142 2752 | www.thegreenquartercommunity.co.uk

### DID YOU KNOW?

The Green Quarter is already home to a thriving community of people, with around a thousand new residents already living there.

We want you to be part of it and we run regular events, so make sure you pop into The Green Quarter and spend some time with us.

The Green Quarter will deliver 3,750 homes.

It will also deliver 13 acres of parkland, with up to half the development as open green space for everyone to enjoy.

Two new footbridges will open up 90 acres of Minet Country Park, combining with The Green Quarter to give you

access to some of London's best and most biodiverse green space.

A health centre, primary school, nursery, and community centre will create fantastic new spaces for all the community.

Two new bus services will give great access to The Green Quarter, alongside a new entrance connecting the site to the A312.

Scan QR code to find out more and fill out our survey:



### Working in conjunction with London Wildlife Trust, The Green Quarter will provide:



Two brand new parks – Central Gardens and The Wetlands, providing over 13 acres of new parkland for all to enjoy.



A multitude of habitats from grassland, woodland, ponds to wetlands.



Over 1km of reinstated tow path along the Grand Union Canal.



Habitats for London priority species including bats, butterflies, finches, thrushes, and raptors.



A new footbridge linking to the adjacent 90-acre Minet Country Park – which Berkeley are investing £1.8m in.



Green roofs across the development.



At least 2,500 trees being planted across the development.



The Wetlands will have 6,000m<sup>2</sup> of water with varying depths creating a mosaic of aquatic habitat, marginal planting, reed bed, marsh, and flower rich grassland.

Hard copy of the newsletter



# ENGAGEMENT ACTIVITIES - Door knocking card with link to survey and translation into several languages

THE GREEN QUARTER  
WEST LONDON



**We knocked on your door today but unfortunately no one was home.**

We want to talk to you about The Green Quarter, one of the UK's largest regeneration projects on your doorstep, bringing new homes, commercial and community activity, alongside one of the most ambitious greening projects in London today.

Berkeley our long-term custodians of The Green Quarter and will be here for generations to come. **We want to find out what matters to you in Southall.**

**Please take our short survey** and tell us what you think – it will take no more than **five minutes** and will help us develop The Green Quarter to benefit you and the wider Southall community.

We have provided a hard copy survey, which can be returned by FREEPOST.

Alternatively, please visit our website **thegreenquartercommunity.co.uk** or click on the QR code to access the survey on-line.

We really value your feedback.

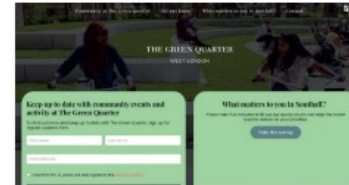
Thank you

**The Green Quarter  
Project Team**

**Scan QR code  
to find out  
more and fill  
out our survey:**



**Please remember to fill out our survey – it will take no more than five minutes and helps to understand your priorities for Southall and The Green Quarter.**



In your language - our survey is available on our website in a variety of different languages. Please visit [www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk) if you would like to fill it out in a different language.

Вашою мовою — наше опитування доступно на нашому веб-сайті різними мовами. Якщо Ви бажаєте обрати іншу мову, відвідайте веб-сайт [www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk)

Twoim języku - ankieta jest dostępna na naszej witrynie internetowej w wielu różnych wersjach językowych. Odwiedź stronę [www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk), jeśli chcesz wybrać inną wersję.

दुवानी भासा रचि - माडा मरवेष्ट रचि-रचि  
भासा-रचि माडी रचि-माडीट डे बुपसव वी।  
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[www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk) डे सचि।

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بالغات مختلفة. تجرحي زياره  
[www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk) اذا كنت  
تترغب فدي اسخدم لغة مختلفة.

Dans votre langue - notre enquête est disponible sur notre site Web dans plusieurs langues. Veuillez consulter [www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk) si vous souhaitez participer à l'enquête dans une autre langue.

எமது கருத்தாய்வு எங்கள் இணையதளத்தில் உங்கள் மொழியிலும் பலவற்று மொழிகளிலும் கிடைக்கின்றது. வற்று மொழியை நீங்கள் விரும்பினால் [www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk) இணையதளத்தைப் பார்வையிடவும்.

આમારી ભાષામાં - આમારી સર્વે આમારી વેબસાઈટ પર જુદી જુદી વવિધ ભાષાઓમાં ઉપલબ્ધ છે. જો તમને બીજી કોઈ ભાષામાં સર્વે ભરવો યોગ્ય છે તો કૃપા કરી વેબસાઈટ [www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk) જુઓ.

Adiga luqadaada - baadhitaanka/ra'iyi ururintayada ayaa iyadoo ku qoran luqado kala duwan laga halayaa boggayaga internetka. Fadlan booqo [www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk) haddii aad luqad kale doonayso.

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[www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk)  
डे सचि।



# ENGAGEMENT ACTIVITIES - Hard copy of the survey used during door knocking, street stall and Christmas event

## THE GREEN QUARTER WEST LONDON



### COMMUNITY SURVEY

#### WHAT MATTERS TO YOU IN SOUTHALL?

As part of our work with the local community, it is important for us to understand what people who live, work, and visit the area think about The Green Quarter and Southall. Berkeley are long-term custodians and will be here, working to deliver and then maintain the area for generations to come.

We want to find out what matters here for people, so we can shape our work to meet those aspirations.

Now that we are moving forward with future phases, we want to reset our work with the community and find out more about how they feel now, the challenges they face, and how the regeneration of The Green Quarter can help meet those challenges.

**We want to find out what you think.** We would be grateful if you could take **five minutes** to fill out our on-line survey.



The Green Quarter

**Our survey will take no more than five minutes**

Postcode:

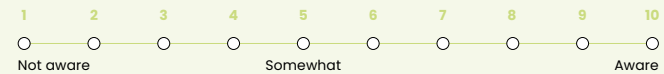
Age:

- <13   
  13-17   
  18-24   
  25-34  
 35-44   
  45-54   
  55-64   
  65-74  
 75-84   
  85+

Are you:

- A business   
  Local resident  
 Live on site   
  Community Group  
 Work in the area

**1. How aware are you of what is happening at The Green Quarter?**

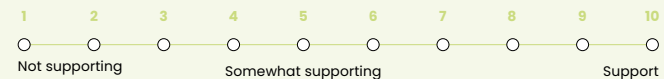


**2. I have attended one of your events at The Green Quarter**

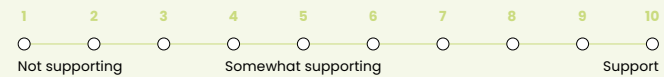
- Yes   
  No   
  Haven't heard about any events

If yes, what event?

**3. I support the provision of new homes at The Green Quarter**



**4. I support the provision of new greenspace, parks, and wetlands at The Green Quarter**



**5. I would like to see The Green Quarter provide more (please select up to 4 options)**

- Homes   
  Affordable Homes   
  Parks and Green Spaces   
  Shops and Restaurants  
 Health Facilities   
  Community Space   
  Employment Opportunities

Other

# ENGAGEMENT ACTIVITIES - Hard copy of the survey used during door knocking, street stall and Christmas event

6. I think Southall is a great place to live

1 2 3 4 5 6 7 8 9 10  
            
 Not at all Somewhat Definitely

7. I feel part of a community in Southall

1 2 3 4 5 6 7 8 9 10  
            
 Not at all Somewhat Definitely

8. The best thing about living in Southall is (please select up to 4 options)

- Parks and Green Spaces    Shops and Restaurants    Access to public transport  
 Schools    Healthcare    It's a safe place to live  
 Other

9. My main concerns for Southall are (please select up to 4 options)

- Lack of housing    Crime and anti-social behaviour    Lack of public transport  
 Air quality    Lack of green space    Lack of community space    Traffic congestion  
 Jobs and employment opportunities  
 Other

10. I can see myself living in Southall in 10 years' time

1 2 3 4 5 6 7 8 9 10  
            
 Never Somewhat Definitely

11. What does Southall need? Please rank the following in order of importance to you?

<input type="checkbox"/> Homes	<input type="checkbox"/> Affordable homes
<input type="checkbox"/> Variety of shops	<input type="checkbox"/> Parks and green space
<input type="checkbox"/> Variety of restaurants	<input type="checkbox"/> Schools
<input type="checkbox"/> Health facilities	<input type="checkbox"/> Leisure space
<input type="checkbox"/> Community space	<input type="checkbox"/> Better public transport
<input type="checkbox"/> Employment opportunities	

1 – Most important   11 – Least important

12. Do you have any other comments?



Scan QR code to find out more:



[www.greenquartercommunity.co.uk](http://www.greenquartercommunity.co.uk)

# THE GREEN QUARTER

WEST LONDON