291 Harrow Road

Newsletter
September 2024
Issue 3

Our monthly newsletter to update you on the emerging plans for 291 Harrow Road.



Consultation event on the play area from 23–27 July 2024

Designing with the Community & Young People

In July we came back to present our initial designs to the public and received a lot of positive feedback. We also took note of the overwhelming shared desire to preserve and maintain the playground area.

We wanted young people living locally to design and shape their play facilities and community spaces. Working with the design team we held workshops with young people where they were able to draw their own plans for public spaces and play equipment.

Supported by the architects, the children were able to put into practice their thoughts for the new spaces and were guided around what is achievable in the area.

OUR COMMUNITY NEEDS YOU
Join our design team to develop the proposals. Please contact us at **291harrowroad@westminster.gov.uk** to learn more.

The key areas that local young people want to get involved in designing are;

- The multi-use games area (that should incorporate a range of sports for a range of ages and genders)
- Although a Chocolate Fountain was deemed difficult to implement – young people will work with the architects to develop play spaces that have attractive colour schemes that are 'joyful' and 'only for young people'
- Accessible spaces/walkways, where people of all ages can 'get their steps in' is an option the team will develop with the community

We would love as many families as possible to contribute to the youth engagement questionnaire. Please scan the QR code to fill it out.

FAIRER WESTMINSTER

City of Westminster

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What's happened so far

In June we announced our intentions to redevelop the two care homes at 291 Harrow Road. Those who've lived in the area for a while will know plans in the area have been considered for some time.

In early June, we sent nearly 900 letters to individuals and local businesses to reintroduce the project. We then began face to face conversations and followed by our first public meeting.

Consultation to date:

- **Public exhibition in June at Paddington arts**
- **Public exhibition in July on the play court**
- **Site walkarounds**
- **Established community steering group**
- **Meetings with residents of 291/ Elmfield**
- **3x youth engagement pop-ups**

Residents were invited to share their initial thoughts and aspirations.

Residents of 291 Harrow Road and 1&2 Elmfield Way

We have been engaging closely with residents. The new proposal will include 'supported living' for adults with special needs.

Following discussions with residents, their families and their care providers and visiting other care homes, we're excited to design a future-looking facility to meet the needs of future residents of the supported living units.

As a result of the feedback received, the architects have put forward a design which encapsulates the varied needs of the residents with the inclusion of a self-contained roof top garden with its own amenities.



What you said your priorities are:

- **Safer and greener routes and spaces**
- **Secure play areas for children and young people**
- **Building heights that responded to the surrounding context**
- **Local infrastructure to support new and existing residents**
- **Commercial/community facilities such as a café, restaurant, shop or a flexible community space**
- **Future residents in the specialist housing should have dedicated, private green space**

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The community have spoken and we have listened!

Thank you to all those people who attended the consultation and provided us with valuable feedback so far. We've heard your views on the initial design ideas and concepts for the affordable housing project at 291 Harrow Road and Elmfield Way.

The general feedback for the project was positive, with residents appreciating the need for more affordable housing and acknowledging the benefit of re-providing modern, high-quality specialist homes for vulnerable people.

Your Community NEEDS YOU!

We're looking for local people to join us in shaping the affordable housing project through a steering group. The group has been established to work directly with the design team in taking forward options for the scheme. This will involve co-designing – from gardens and play spaces through to the apartments themselves.

A number of residents, businesses and community groups have already joined the group but we need more local people to help shape the project.

We are still looking for members to join the Community Steering Group to work with us. To find out more, please get in touch using the details below.



Site walk about with Community Steering group members



Site Condition Surveys

Over the coming months, our consultant team will be conducting surveys around the vicinity of 291 Harrow Road including the MUGA play area, the car park, and the surrounding green spaces.

Surveyors will be working during normal working hours to minimise any inconvenience to residnts. As you live in the area, you may notice people working on these sites. Please be reassured that these are our contracted team. While every effort will be made to minimise disruptions, residents may experience temporary inconveniences such as minor noise and restricted access to certain areas during the survey period. The results of the surveys will be considered throughout the technical planning process and permission will ensure the requirement for effective mitigations to be put in place.



Westminster Council is committed to the safety of residents and the wider community. We will work closely with our surveyors and planners to ensure proposals cause minimal disruption and risk to the community.

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Carnival in the Community



On 19 August Paddington Arts hosted a vibrant event celebrating the rich history of the Elimu Mas Band through a photographic exhibition by Steve Shaw, the founder of Paddington Arts. The exhibition featured captivating images that highlighted the diverse cultural presence within the community. Elimu Mas Band, one of over seventy masquerade bands in the Notting Hill Carnival, has been a key participant since 1980, with around 300 members joining the parade each year.



Shaw's photographs beautifully captured the colourful costumes and the spirit of the band, reflecting the strong family ties and community involvement that define the Carnival tradition. This event not only showcased the artistic achievements of the Elimu Mas Band but also underscored the enduring connection between the Carnival and the local community, which continues to thrive and contribute to London's cultural diversity.

Next steps

Based on the feedback we are collecting, we will develop more detailed plans, which we will ask residents to view before we submit a planning application. We will also continue to work closely with current residents, their families, and those responsible for their care to ensure their views and needs are at the centre of what we do.

Where we are now

May 2024 → Door knocking

June 2024 → Pre-liminary design consultation

July 2024 → Phase 1 – Listening & Learning

Oct/Nov 2024 → Phase 2 – You Said, We Did

Dec 2024 → Christmas event in the community

Feb 2025 → Phase 3 – Design showcase

Spring 2025 → Planning Application showcase

Contact us

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