

MAYFAIR FORUM

MAYFAIR NEIGHBOURHOOD FORUM

MINUTES

MAYFAIR NEIGHBOURHOOD FORUM – STEERING GROUP MEETING
16.00 – 18.00, THURSDAY 19th OCTOBER 2017
FORSTERS LLP, 31 HILL STREET, LONDON, W1J 5LS

PARTICIPANTS

Mark Henderson (Chair)	Business
Tim Steel	Community
Jeremy Bishop	Resident
Fr Richard Fermer	Community
Jace Tyrell	Business
Marie-Louise Burrows	Resident
Kate Goodwin	Community

IN ATTENDANCE

Cllr Glenys Roberts	Westminster City Council
Alice Gordon-Finlayson	Forsters
Jessica Stewart	Comm Comm UK Ltd
Alex Harrison	Forsters
Sophie Dracup	Grosvenor (Secretarial)

APOLOGIES

Mike Dunn (Vice-Chair)	Resident
Oliver Wright	Business
Bob Dawson	Business
Fr Dominic Robinson	Community
Cllr Paul Church	Westminster City Council
Diana Dennis	Resident
Will Bax	Business
Cllr Jonathan Glanz	Westminster City Council

AGENDA:

1.0 Approval of Minutes from last meeting

Minutes were approved.

2.0 Actions from September's Meeting

- SG members to get in touch with Comm Comm to share any anecdotal feedback they have or final thoughts for the final report - Actioned
- Planning Sub-group to review consultation feedback and recommend amendments to the Plan - Actioned

3.0 AOB

Kate Goodwin

Kate Goodwin was welcomed to the SG as a new Community Director.

Berkeley Square – Events

The SG discussed the issue of money from events at Berkeley Square not going towards the repair of the Square nor its upkeep.

It was suggested that there may have been some confusion during the consultation, with some interpreting the wording to mean that all the money taken from events would be returned to the Square which is not the intention of the policy.; this is looking for a proportion of profit to be reinvested into the Square's remediation directly after events and towards the Square's ongoing upkeep.

A further issue raised was that of the practicalities of post-event clean-up. Given that turf takes six weeks to set, this means that areas of the Square need to be cordoned off for lengthy periods.

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Christmas Lights

The Bond Street lights are on 9th November. The Regent Street/St James lights are on 16th November. The Shepherd Market lights are on 7th December.

4.0 Consultation Report Update

Crossrail are yet to formally respond.

Subject to final approval from SG members, Comm Comm will be uploading the consultation report to the website, together with appendices.

The SG discussed the possibility of re-consulting and/or holding focus groups on areas of the plan where the feedback was not conclusive:

Green Spaces

The Steering Group discussed arguments on both sides for this policy, since people need a reasonable amount of green space yet some events such as those showcasing craft as well as art can also be beneficial for the community.

The possibility of one event being held in Berkeley Square and one in Grosvenor or Hanover Square was considered. Allowing one super-event in each square per year would provide a balance between business and residents' needs. However, this would be dependent on the operators of Grosvenor Square or Hanover Square taking the other events on. The SG discussed the possibility of the Glamour Awards and the London Real Estate Forum moving to alternative locations, which would take pressure off Berkeley Square.

Westminster City Council has suggested that the Forum soften its policy for events to take up no more than 40% of Berkeley Square. Westminster has planning permission in perpetuity to hold events taking up the northern half of Berkeley Square (although there are questions regarding the licensing for these events) and therefore suggest that the green spaces policy accord with this.

Following the lack of conclusive evidence from the consultation, the Steering Group discussed the merits of putting together a further questionnaire about events in Berkeley Square in order to strengthen its evidence for this policy. The practicalities of obtaining responses and whether each participant could be contacted again were considered. The Chairman proposed that the residential groups and business connections be consulted in addition to those who answered the original questionnaire. The question of whether green spaces should be for peace and quiet, or for commercial activity, could be set out clearly. It was agreed there should also be a particular question on people's perceived value of the trees.

Tyburn Policy

It was agreed that the revisions to this policy and supporting text following the review of the consultation feedback is sufficient and further consultation is not required.

5.0 Plan Revisions

Following the consultation, the following proposed changes to the plan were discussed and approved:

Residential policies – these have now been drafted Mayfair wide.

Policy MRU1 - WCC has proposed the inclusion of "no material" to "no additional adverse effects" in this policy. WCC state that the policy as drafted ultimately prevents any new commercial use as there will inevitably be "additional adverse effects," and it is therefore promoting less development than is in the City Plan and is not in general conformity with its strategic policies. This view is supported by the SG's planning consultant.

The Planning Sub-Group therefore suggested accepting WCC's proposed change of "no material" in order to make the policy workable. This was discussed at the Planning Sub-Group's October meeting and it was agreed that the objective of the policy is to catch the extremes and that, as with the application of any planning policy, the decision is ultimately one of planning judgement for the decision maker based on the specific facts of the application at hand. There were mixed views on the addition of "material" since this would allow an element of subjectivity, however, after further discussion it was agreed this would be accepted. The Chairman proposed an addition that the applicant must demonstrate that they will mitigate effects such as noise. Forsters agreed to look into when operational management plans are required and whether the policy could be reworded to ensure that applicants for a new commercial or entertainment use are required to submit one.

Character area map – it was agreed that the boundaries of the character area boundaries should be clarified as requested by WCC so that policies where the character areas are still applicable (Commercial, East, Central, Park Lane, Shepherd Market) can be applied. AGF reported that based on the residential addresses information JB had obtained from the Government's website residential density across Mayfair has been mapped. It was noted that a number of residential enclaves such as the Albany were not present. Forsters agreed to update the map and circulate to the SG for comment.

Growth – the rewording of policy MSG was agreed. AGF clarified that all that had been done was to move some of the reasoned justification for this policy into the main body of the policy following feedback from WCC that this policy had been too imprecise.

Design – it was agreed that the design policies should remain as drafted given the strong support received from Historic England. It was noted that the SG's retained planning consultant, advises that the requirement to submit a design and access statement for all applications should be referred to as an aspiration rather than a mandatory requirement.

Commercial – no changes.

Art, Culture, Community - it was mentioned that there could be more explicit points in the plan about art, culture and community activity, and that the executive summary could make reference to the Public Art Strategy. It was agreed that Kate Goodwin would meet with Forsters to feedback ideas for how these areas of the plan could be strengthened. KG also raised the possibility of adding more to the policies on green space in terms of community gardens and the possibility to encourage and find opportunities for these in Mayfair.

6.0 Stakeholder engagement

Response to WCC & RSMSJ

Forsters draft response to WCC and Lois Peltz of RSMSJ were reviewed and approved. It was agreed these should be sent and a meeting arranged with WCC regarding next steps for the plan.

Residential representatives - it was agreed in addition to notifying all residential representatives that a General Meeting will be held on 23

November, that hard copies of the current plan would be sent to the residential representatives the Forum has been meeting with together with a covering note explaining the agreed change to policy MRU1, the amends made to the Tyburn Retail Opportunity Frontage policy and the fact that further consultation is being undertaken on the Green Spaces policy. Forsters/Planning sub-group to draft covering note.

It was agreed a meeting with Ron Wheelan and Peter Bullen's successor, David Brookfield, should be set up if possible so that the recent updates to the plan can be discussed.

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7.0 General Meeting

The SG agreed that a General Meeting will be held on 23rd November at 5.30 pm, at the Garden Room at the Grosvenor Chapel, for the SG to report to the members on the outcome of the consultation and changes made to the draft plan.

Re-election – it was noted that at the next AGM in the Spring, Will Bax and Jeremy Bishop will stand for re-election. It is proposed that at this AGM the articles regarding length of service of Community Directors will also be amended to be brought into line with Business and Residential Directors.

Designation - the Forum has to re-apply for designation before January 2019. It is understood that this process can take months so sufficient time should be factored in for this to be achieved before expiry of the Forum's current designation.

8.0 BID Update

JT reported that the New West End Company is going to renewal ballot in four weeks' time and WCC is supporting the proposals. A presentation on the business proposal will be on the agenda for the next meeting. The business plan for 2018 – 2021 can be viewed at www.newwestend.com/renew

9.0 Next steps

Timing and whether the plan will be submitted on the current timetable - following the additional consultation on the Green Spaces policy it was agreed that the draft plan should be submitted to WCC as soon as possible. The aim is to be able to report to the members at the General Meeting on the 23 November 2017 that this either has been or is about to be submitted. At the point of submission to WCC the Plan becomes WCC's document to promote and consult on before submission to an Inspector for independent examination.

Drafting green spaces consultation wording – Comm Comm and Forsters to draft the consultation questionnaire for the Green Spaces policy for Tuesday 24th October and circulate it. The consultation will, if possible start on Wednesday 25th October and run for three weeks. The SG felt it would be useful to include a discursive paragraph at the beginning of the questionnaire explaining the objective of the policy, and to enable specific comments to be collected.

Actions	Responsibility
1. To inform all the Residents Associations that General Meeting will be 23 rd November at 5.30 pm.	Company Secretary
2. To draft the consultation questionnaire for the green spaces consultation by Tuesday 24 th October and circulate for comment.	JS/Forsters
3. To amend (the wording of policy MRU1 to require an operational management plan, and the character areas map to make the boundaries more precise)	Forsters
4. To send hard copies of the Plan to Lois Peltz, Peter Bullen, David Brookfield, Clive Jones and Ron Wheelan	Forsters
5. Meeting with Ron Wheelan and David Brookfield to be arranged	Chairman