



Park View Road Football Stadium and 1-3 Park
View Road, Welling DA16 1SY

London Borough of Bexley

Statement of Community Involvement

November 2023

Table of Contents

Introduction.....	3
The Consultation Process & Objectives.....	3
Background and Approach	4
Policy Framework	4
National Planning Policy Framework (2021).....	4
The Localism Act (2011)	5
Bexley Borough Council – Statement of Community Involvement (December 2022).....	5
The Engagement Process	6
Consultation Area.....	Error! Bookmark not defined.
Public Consultation Event.....	7
Feedback Form	9
Project Website and Email	9
Political Engagement.....	9
Feedback.....	12
Response to Feedback.....	19
Conclusion	20
Appendices.....	21
Appendix 1 – Public Invitation Leaflet.....	21
Appendix 2 – Fan Invitation Leaflet	23
Appendix 3 – Information Boards	25
Appendix 4 – Feedback Form	33

Introduction

This document provides a detailed record of the pre-application consultation and engagement carried out in relation to the proposed development at Park View Road Football Stadium and 1-3 Park View Road, Welling DA16 1SY (the Site) by Woolwich Road Limited (the Applicant). The project has been progressed in partnership with Welling United FC. The pre-application engagement and has been undertaken by Cratus Communications (Cratus) on behalf of the Applicant.

Description of development

Redevelopment of the site to deliver a new football stadium and facilities (Class F2), commercial space (Class E), and residential units above (Class C3).

The Consultation Process & Objectives

Cratus was appointed in June 2023 to undertake a comprehensive programme of consultation and engagement with the local community, elected representatives, and interested stakeholders in relation to the proposals at the Site.

Given the local profile of Welling United FC, the Applicant felt that it was important that local community, elected representatives, and interested stakeholders be engaged with in order to inform them of the plans and gain valuable feedback on the proposals. To this end, an appropriate programme of engagement and consultation has been undertaken, which has included a two-part consultation event, discussions with key stakeholders, and digital engagement through a dedicated website.

Background and Approach

Policy Framework

The process of consultation undertaken has been in accordance with both national and local guidance on best practice of pre-application consultation. The details of the guidance followed is listed below:

- The National Planning Policy Framework (September 2023)
- The Localism Act (2011)
- London Borough of Bexley Statement of Community Involvement (December 2022)

National Planning Policy Framework (2023)

The National Planning Policy Framework 2023 (NPPF) sets out the Government's planning policies for England. The document states that applications that can demonstrate early, effective and proactive engagement with communities and other interested parties should be looked upon more favourably than those that cannot. It specifically sets out the following:

"Pre-application engagement and front-loading

39. Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

40. Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think it would be beneficial encourage any applicant who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.

41 The more issues that can be resolved at the pre-application stage, including the need to deliver improvement in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory consultees will need to take the same early, proactive approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delay and costs.

42. The participation of other consenting bodies in pre-application discussions should engage early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents should be encouraged to help speed up the process and resolve any issues as early as possible.

43. The right information is crucial to good decision-making, particularly where formal assessments are required (such as Environmental Impact Assessment, Habitats Regulations assessment, and flood risk assessment). To avoid delay, applicants should discuss what information is needed with the local planning authority and expert bodies as early as possible.

44. Local planning authorities should publish a list of their information requirements for application for planning permission. These requirements should be kept to a minimum needed to make decisions and should be reviewed at least every two years. Local planning authorities should only request supporting information that is relevant, necessary and material to the application in question.

45. Local planning authorities should consult the appropriate bodies when considering applications for the siting of, or changes to, major hazard sites, installations or pipelines, or the development around them.

46. Applicants and local planning authorities should consider the potential for voluntary planning performance agreements, where this might achieve a faster and more effective application process. Planning performance agreements are likely to be needed for applications that are particularly large or complex to determine.”

The Localism Act (2011)

The Localism Act (2011) is intended to empower local communities to participate in the planning processes in their areas and the consultation process has accorded with the key principles established therein for consulting with the public. Principally, these are:

- The publication of the proposed application widely, to an extent that can be reasonably said to bring the proposed application to the attention of the majority of persons who live at, or otherwise occupy, premises in the vicinity of the land
- To make clear how interested persons may contact the applicant team should they wish to comment or collaborate in relation to the proposed development
- To give such information about the timetable to ensure that persons wishing to comment on the proposed development may do so in good time
- Have regard to the responses to consultation that have been made following the consultation process

Bexley Borough Council – Statement of Community Involvement (December 2022)

Bexley Borough Council’s Statement of Community Involvement provides further guidance on how applicants should engage in consultation with the local community.

“Pre-applications

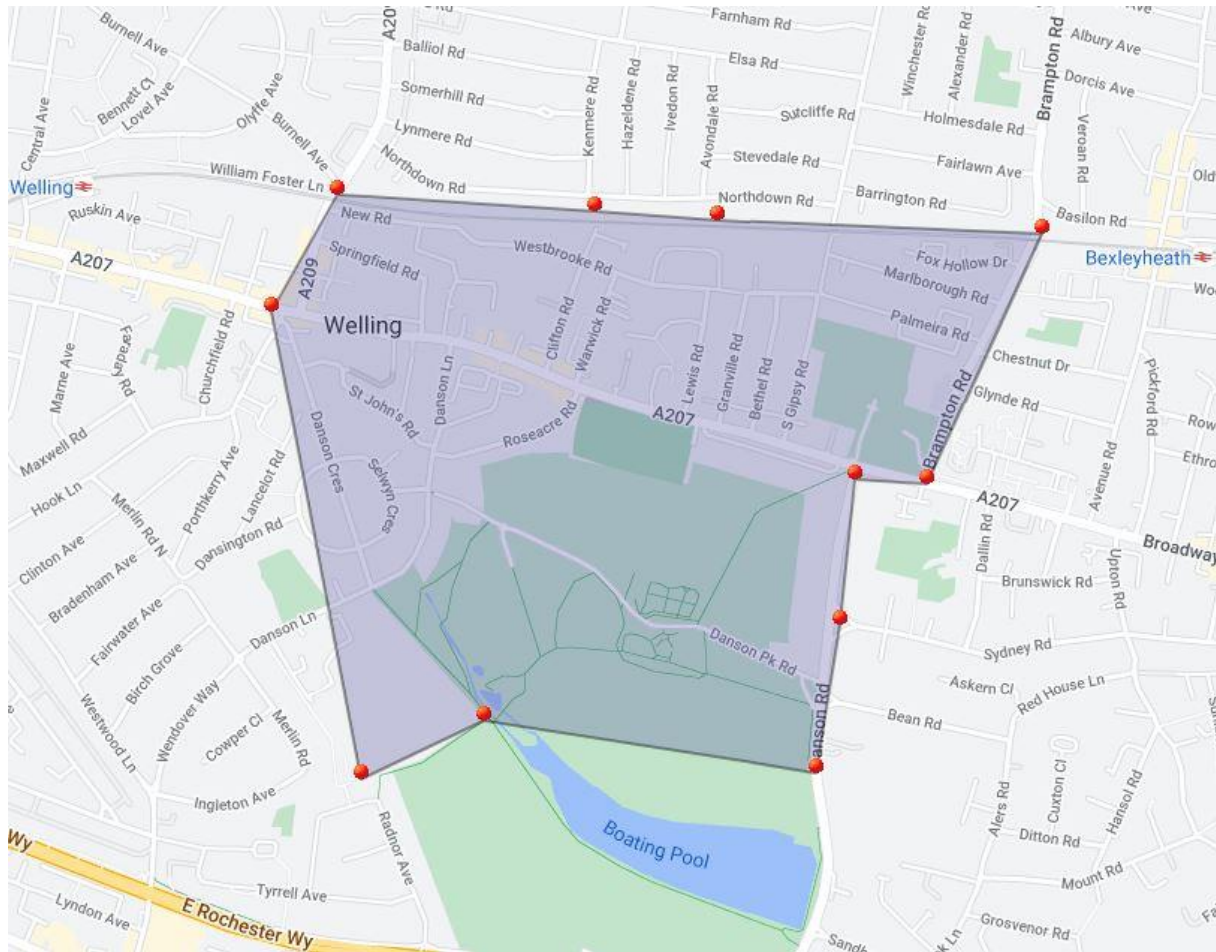
3.5 Developers and applicants are encouraged to discuss their proposals with planning officers, statutory consultees, neighbours to the development and the wider public where relevant. Where major development is proposed discussions with officers will cover possible methods of and timescales for pre-application publicity that applicants may wish to undertake on their proposals. This may include public exhibitions or meetings which will inform residents and interested groups.

3.6 Genuine and sustained early engagement with the local community is encouraged, prior to the working up of proposals for the pre-application stage, in order to help shape and inform what is appropriate for the site. This could happen over several stages, allowing the community to see how their involvement has informed the development proposal or a detailed explanation where it has not. The Council will work with developers and the community on major applications to mediate such an arrangement where appropriate.”

The Engagement Process

This section details the actions taken by the Applicant to enable the local community, elected representatives, and interested stakeholders to take part in the consultation process and pass comment on the development proposals at the Site.

Consultation Area



Distribution area

A consultation area was identified to reflect the scale and nature of the proposals at the Site, which comprised 2,212 addresses.

An invitation letter to the public (Appendix 1) was mailed to these addresses on 26 July 2023 and clearly provided context for the proposals at the Site and noted information about the public consultation event. It also included website details where more information could be found and a contact email address.

In addition to a letter to the public, a specific letter (Appendix 2) was distributed to fans of the football club through the Welling United Supporters Association (WUSA) and invitations were also sent to the ward councillors for Falconwood & Welling: Cllr Nigel Betts, Cllr Frazer Brooks, and Cllr Andrew Curtois.

Public Consultation Event

It was decided that a two-part consultation event should take place and consisted of a dedicated preview session for fans of Welling United FC and a session for the general public. The public consultation event took place on Monday 10th July 2023 at Welling United FC, Park View Road, Welling, DA16 1SY, with the fan preview session running from 1pm to 3pm and the public session from 3pm to 7pm.

Attendees were able to view information boards detailing the proposals for the Site (Appendix 3), meet and ask questions of members of the project team, and provide feedback on the proposals. Attendees of the fan preview session were also given a presentation by the project team and representatives from Welling United FC and were able to ask questions in a Q&A session.

In total, 204 people attended across the day, with 95 people attending the fan preview session and 109 people attending the public session. This included Cllr Nigel Betts, Cllr Daniel Francis, and Cllr Stefano Borello.



Presentation at fan preview session



Public consultation event



Public consultation event

Feedback Form

A feedback form (Appendix 4) was developed to allow people to pass comment on the proposals at the Site.

Feedback could either be submitted via physical feedback forms at the public consultation event or online via the project website. In total, 90 people submitted physical feedback forms and 42 people submitted online feedback forms.

Project Website and Email

In order to utilise the opportunity to establish an ongoing presence for the proposals at the Site online, a dedicated project website was set up and has been operational since 29 June 2023:

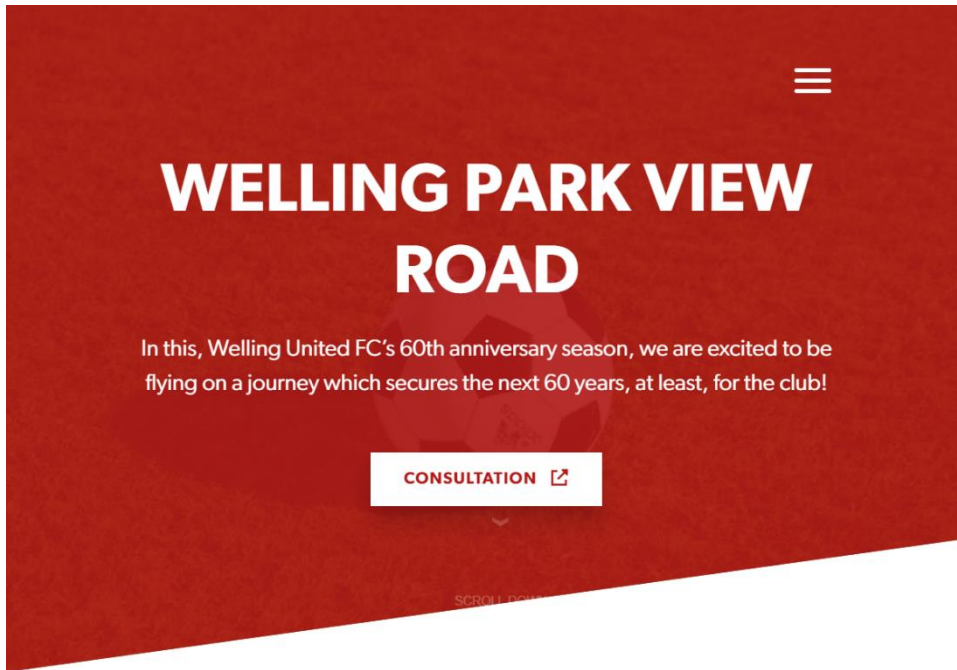
<https://wellingparkviewroad.co.uk/>. The website contained key information about the proposals, downloadable versions of the information boards displayed at the public consultation event, a feedback section, and contact details.

The website also provided individuals who were unable to attend the public consultation event the opportunity to take part in the consultation and engagement process, as well as allow time for members of the community to reflect and view the proposals at their own leisure.

To ensure that stakeholders could easily get in touch with the project team about any matters relating to the proposals, a project email address – info@wellingparkviewroad.co.uk – was also established.

Political Engagement

Regular contact has been maintained with the three ward councillors for Falconwood & Welling and the Leader of the Council throughout the consultation process. This has included invitations to meet for a briefing, an invitation to the public consultation event, and follow up emails.




WELLING UNITED FC'S 60TH ANNIVERSARY SEASON

We are pleased to invite you to learn about our plans for new facilities at Park View Road.

Please provide any feedback on the proposals by Monday 24th July 2023, when the consultation will close.

NEW FACILITIES AND HOMES

Welling United FC has partnered with Lita Homes to advance the development of new facilities for the club as part of a broader redevelopment initiative. The extensive regeneration plans encompass approximately 114 new homes, commercial space along Park View Road, an exciting food and beverage offering, expanded hospitality space, and dedicated classrooms for community use.





CONSULTATION

Date: Monday 10th July 2023

Time: 3pm to 7pm

Location: Welling United FC, Park View Road, Welling, DA16 1SY

This event marks the start of the consultation process and provides the opportunity for you to learn more about our plans for the facilities at Park View Road and the wider regeneration.

The exhibition boards displayed at the in-person event have been uploaded for your consideration below.

[View Exhibition Boards](#)

We would appreciate your feedback on our plans for the redevelopment project. Please take a moment to fill in the feedback form.



[Feedback Form](#)

If you have any questions, feedback, or inquiries regarding the redevelopment project or any aspect related to Welling United FC and Lita Homes collaboration, please feel free to reach out to our dedicated consultation team using the form below. We value your input and will respond promptly to your queries.

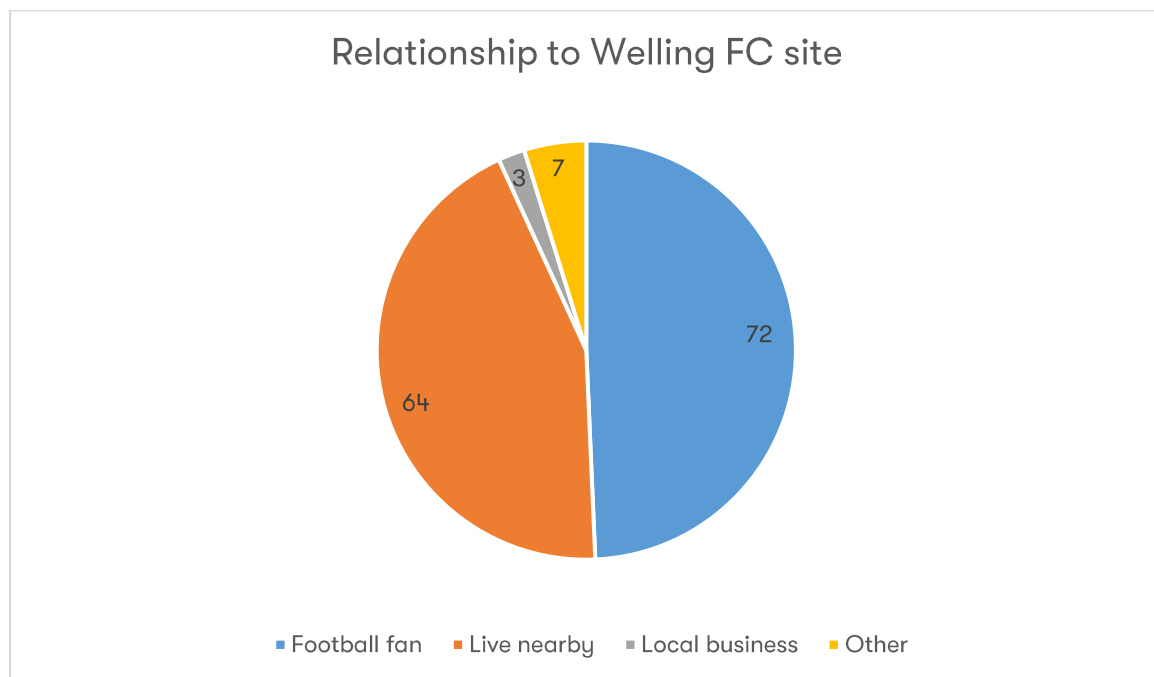
First Name	Last Name
Email	
Comments, Questions or Feedback	
<input type="submit" value="SUBMIT"/>	

Feedback

This section details the feedback received at and following the public consultation event that took place on Monday 10th July 2023 at Welling United FC. It details the responses taken from attendees from their handwritten and online feedback forms.

1. What is your relationship to the Welling United FC site? (Tick all that apply)

Answered: 130/132



2. What do you think of the overall proposals for Welling United FC?

Answered: 128/132

The majority of respondents viewed the overall proposals for the Site positively. In their responses, they highlighted that the club / site had long needed investment and that the proposals would not only secure the club for the future but be positive addition locally. However, others viewed the proposals more negatively, raising concerns about the level of parking and the size of the residential development.

Sample of responses:

- “Very good, hopefully can develop the community atmosphere of the club and increase attendance.”
- “If approved it will provide for the regeneration both of the existing dilapidated facilities and an area of urban decay.”
- “I think the number of floors is too high however the development is smart. Parking is an issue.”
- “I think it looks fantastic. Welling United would always be a challenge to redevelop. And parking will be a massive concern. If you can overcome the parking for additional properties, you would of nailed it.”
- “The proposed facilities are encouraging, and it looks very nice and an asset to the local areas.”

3. What do you think of the proposed building and football ground designs?

Most respondents were complementary about the proposed building and football ground designs. In their responses, they stated that they were impressed with the design and the modernisation it would bring. However, some respondents raised concerns about the lack of access to the club shop from the football ground and lack of standing areas for football fans. Others believed that the residential development was out of character with the local area in terms of height and took issue with the parking arrangements.

Sample of responses:

- “A good idea. The ground, stand and facilities are due for massive development and renovation.”
- “Looks good but club shop needs to have access from the ground as well. Windows both sides too please.”
- “Probably needs to be done to move the club forward - but not to the detriment of a 4-sided ground.”
- “The building looks good, my only concern with the ground design will be if any standing will be available at the park end, as that will be very important to fans.”
- “I have a problem with the new homes, in particular no parking, taller building than any other in the area and commercial spaces that are not needed.”

4. Public realm improvements are proposed along Park View Road as part of the plans. What sort of upgrades to the area would you like to see here?

Answered: 79/132

Most respondents stated that additional parking facilities should be provided as part of improvements to the public realm along Park View Road. Others expressed the need for new and wider paving on the pedestrian street and more greenery. There was also a suggestion that public art could be integrated into the design of the public realm. Most respondents agreed the need for a nicer street scene to improve the area, but there were a few respondents who felt as though the area was acceptable as is and did not need improving.

Sample of responses:

- “Pots holes fixed and the road resurfaced. And an area for the coaches to park when the matches are on.”
- “The planting of more trees along the roadbeds.”
- “More parking as this is such a big issue in the area and more accessibility outside.”
- “Free parking facilities, public toilets, bike racks, seating areas at regular intervals.”
- “Anything that improves the frontage on Park view road over the existing would be welcomed.”

5. New commercial space is proposed along Park View Road as part of the plans. What sort of businesses or establishments would you like to see here?

Answered: 96/132

This question prompted a mixture of suggestions from respondents. There was a general consensus that the area did not need any more takeaways, barbers, or cafés, and that a small supermarket or convenience store could be useful. Some respondents felt as though a business which benefited the club would be a good addition, such as sports / club bar. However, there was a view amongst some that there was little need for more commercial space, with respondents citing empty shops on Welling High Street as a reason for this, while others believed Welling High Street already had enough commercial businesses / establishments.

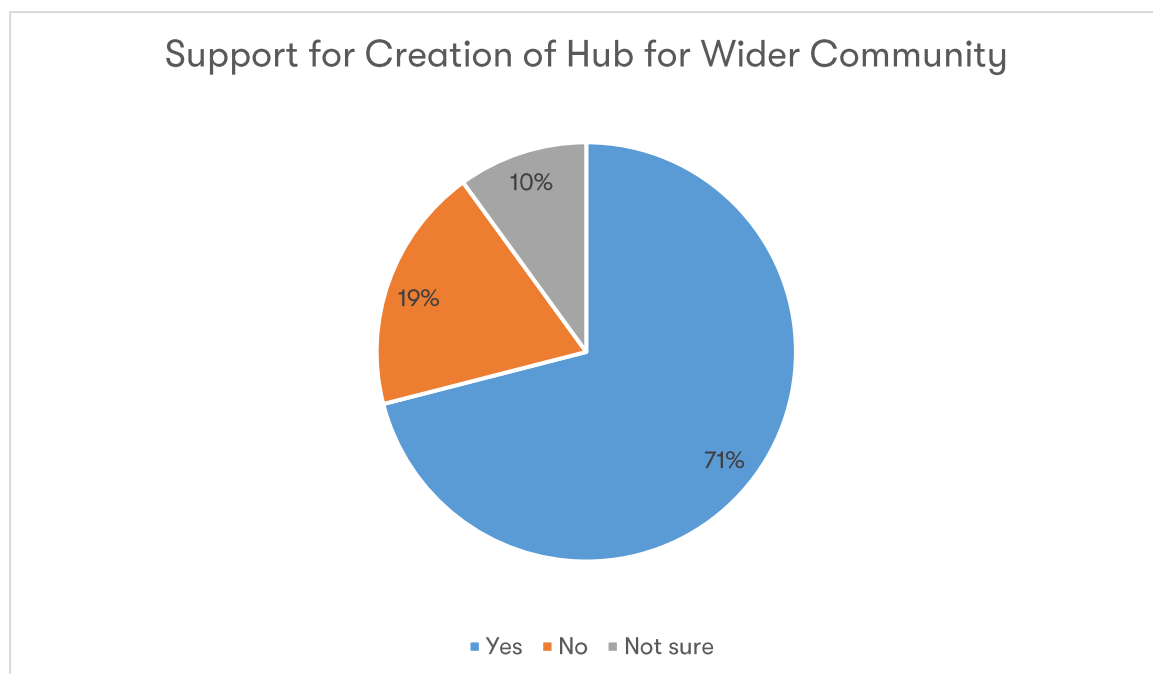
Sample of responses:

- “Small units for new businesses to hire short term to trial their business idea before committing to a full commercial unit. No takeaways or any other business type already heavy populated in Welling.”
- “Individual, useful shops – we are currently oversupplied with fast food take-aways, coffee shops, barbers and car repair outlets.”
- “Something that benefits the football club, bars/cafes etc. Maybe a small supermarket. Not food outlets that could take income from the football club.”
- “There are empty businesses and commercial spaces all though Welling thus no more is required. New spaces will then create more empty spaces in the high street.”
- “Welling United bar – open all week, sports bar theme.”

6. The proposals are intended to create a hub not just for the football club, but for the wider community, and will be able to host a greater number of community events and activities.

a. Are you supportive of this?

Answered: 119/132



b. If so, what sort of events and community groups would you like to see use these spaces?

Answered: 83/132

Most respondents agreed with the idea of opening the club up to the wider community and suggested many ideas in this respect, such as providing access to the grounds for local schools and youth clubs, holding seasonal events, such as a Christmas market, and providing a space for older and younger residents to gather.

Sample of responses:

- “Children friendly activities. Season events (Halloween, Christmas, Easter). Annual Fete/Event Day.”
- “Links with local schools and youth organisations.”
- “A youth club that isn’t just about football. As a young kid it is boring around Welling and there isn’t anything to do. With a youth club, the area could become more enjoyable for young kids or young adults.”
- “Schools with no grounds should be able to use the facilities for their students. Local people should be able to hire the football facilities and catering facilities for entertainment/functions.”

7. Improvements are proposed to the stands at Welling United FC as part of the upgrades to the club. Do you have any suggestions for names for the buildings and stands?

Answered: 80/132

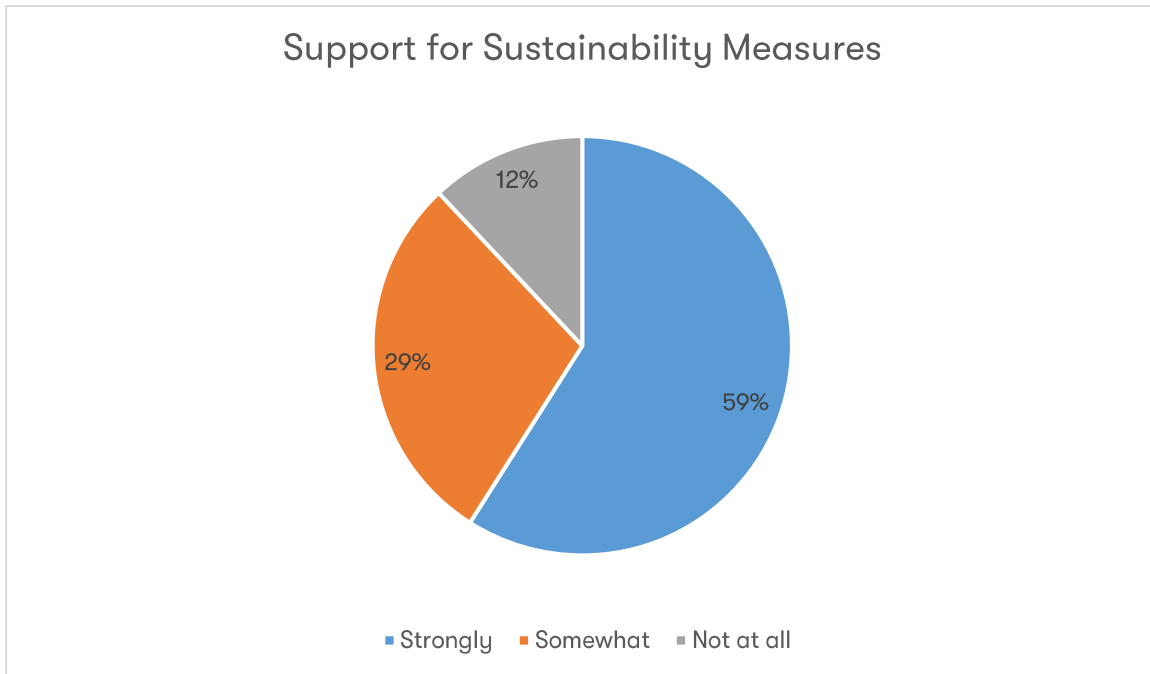
The majority of respondents believed that names for the buildings and stands should be linked to local players or key individuals in the club’s history. Barry and Graham Hobbins were the most mentioned, followed by Eric Brackstone. Some believed there should be a reference to the local area, such as the Danson Stand. Others believed there should be a local competition in the community or amongst schools to decide the names.

Some of responses:

- “Should be linked to local players or local area. Not just highest bidders, i.e. naming rights.”
- “Hobbins stand, as the Hobbins family started the club.”
- “None at present, but perhaps a competition would be a good idea to encourage local engagement and support.”
- “Got to keep the Eric Brackstone name.”
- “After players who contributed to the club and obviously the Hobbin brothers who I remember from back in the day.”

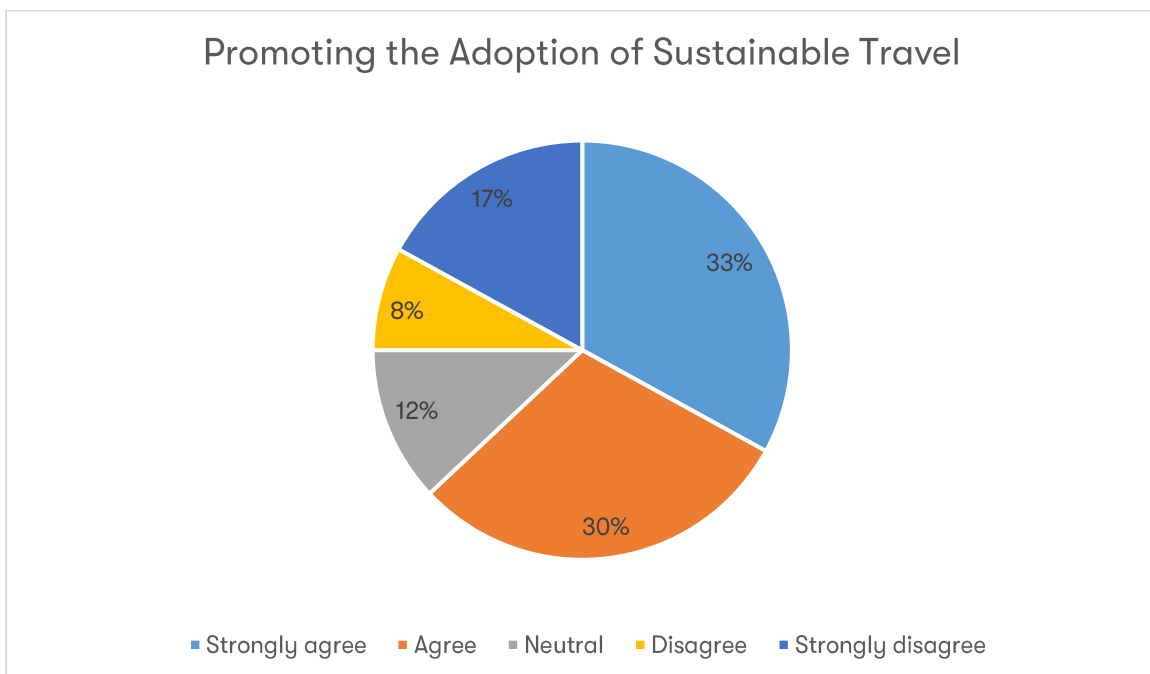
8. The proposals at Welling United FC have been developed to promote high levels of sustainability through a low carbon design. To what extent do you support our sustainability measures?

Answered: 105/132



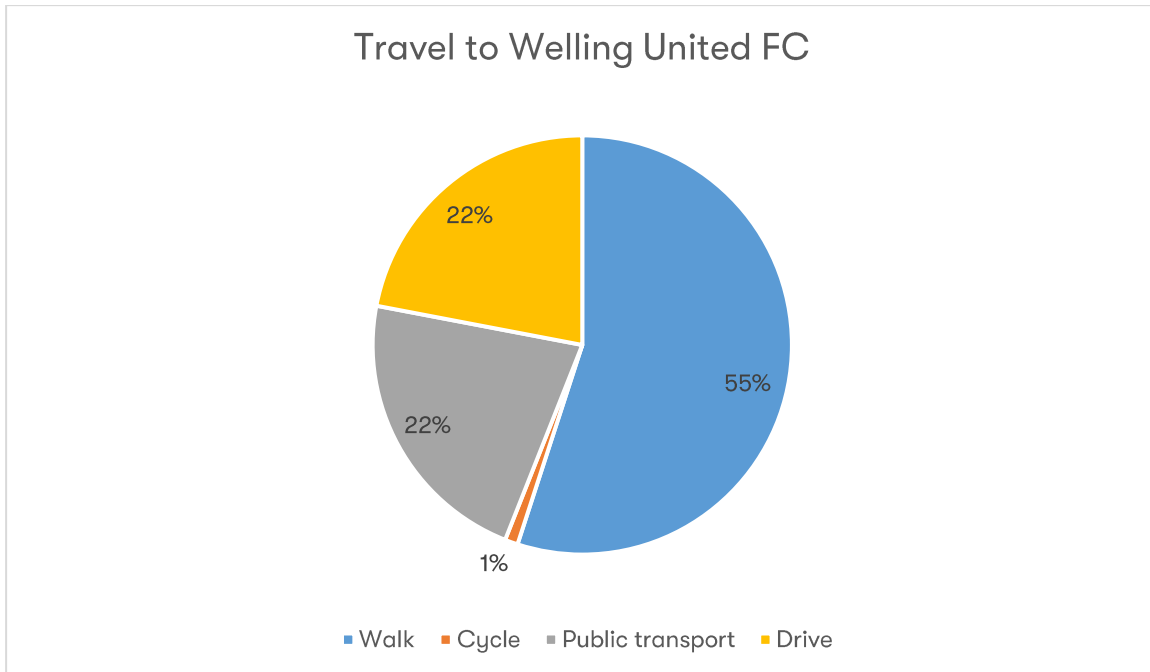
- 9. Promoting the adoption of sustainable transport modes is a key part of the proposals for Welling United FC, with provisions made to encourage cycling, walking, and the use of public transport.
 - a. To what extent do you agree with this?

Answered: 106/132



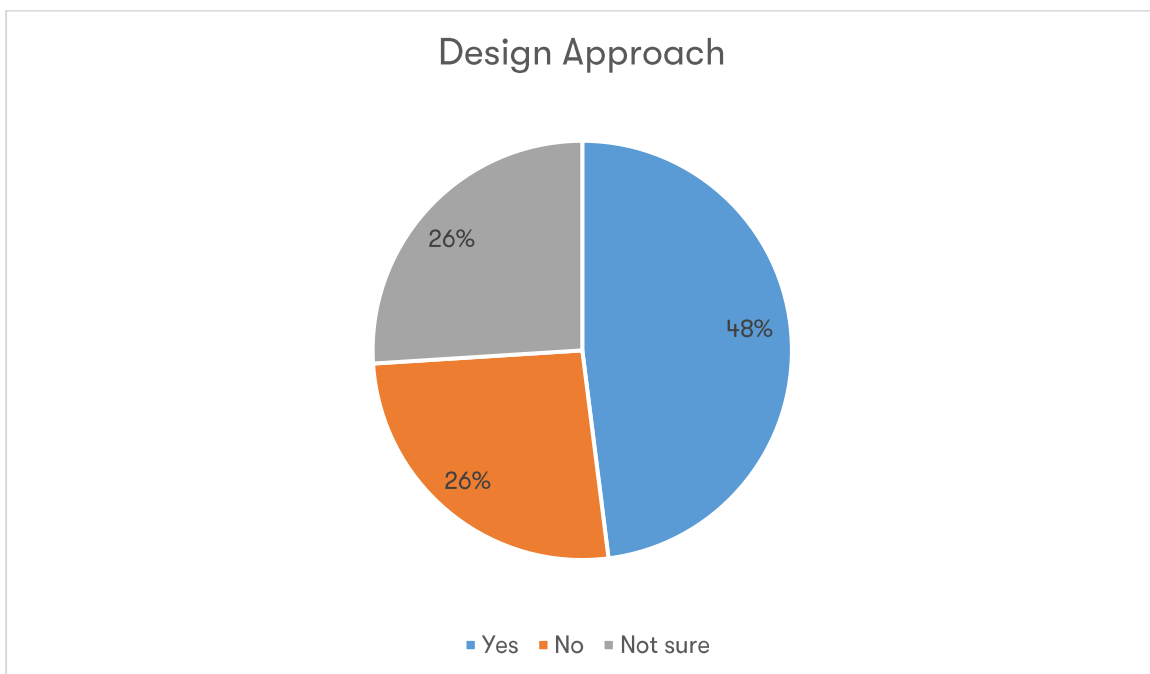
b. How do you normally travel to Welling United FC?

Answered: 88/132



10. The design of the residential development has been modelled to reflect the scale of a London mansion block. Do you like this design approach?

Answered: 110/132



11. Do you have any other comments, or ideas for how the proposals could be improved?

Answered: 87/132

Many responses to this question referenced the parking arrangements and raised concerns about the impact on local roads. However, most also recognised the potential the development would have in improving Welling FC. Other respondents felt as though the proposals should include tiered terraced standing at both ends of the pitch and would have preferred a four rather than three-sided ground. Some also asked that the club shop have access to the grounds.

Sample of responses:

- “This is a fantastic opportunity for Welling Football Club and the community. I hope the older community are open to this change as you are trying to build a better future for Welling and the next generation of those living there. GOOD LUCK!”
- “I think the stand on Erith and Belvedere side should be developed and maybe a covered or canopy area on the Danson Park end.”
- “Parking needs to be considered. This already an issue in the local area and will only get a lot worse when the property is built. This will be the number reason for objections as all the side roads are already full of cars of an evening.”
- “I think that the 3-sided design could better be replaced by a 4-sided plan. Fans like to watch from behind goals so both ends need to be open.”
- “Create access from the club shop into the ground. Terracing at the 'park end'.”

Response to Feedback

The Applicant and project team have reviewed and considered all feedback received to date and this section outlines the design response to this feedback.

- Reduction of proposed number of homes from 114 to 104;
- Reduction in mass of the East Wing;
- More symmetrical facade composition;
- Improved integration of the residential building to the Park View ground and greater club identity on the residential block, including signage and material details;
- Addition of a central podium garden to service the middle blocks;
- All cycle parking combined into a single basement with a dedicated cycle lift.
- Significantly improved and rationalised ground floor layout, with reductions in inactive frontages;
- Reduction of ground floor commercial/retail spaces;
- Spectator facilities and matchday experience improved, including details for advertising locations, flood lights and F&B pop ups i.e., location for a burger van stand;
- Better spectator entrance gates for home and away supporters;
- Vehicle and spectator access points separated;
- Improved club shop and bar, providing direct, level access both within the football ground and from Park View Road;
- Cores reconnected to provide an alternative (2 stair) means of escape; and
- Car club moved to Denham Close.

Conclusion

This Statement of Community Involvement demonstrates the extent of pre-application consultation and engagement which has been undertaken by the Applicant in preparation for the submission of their application for the Site.

Given the local profile of Welling United FC, the primary objective of the consultation and engagement process has been to ensure that the local community, elected representatives, and interested stakeholders have been engaged with in order to inform them of the proposals and gain valuable feedback on the proposals.

Overall, the consultation and engagement process undertaken by the Applicant to date represents a thorough process that meets the policy requirements set out in Bexley Borough Council's Statement of Community Involvement and in the NPPF.

Appendices

Appendix 1 – Public Invitation Leaflet



In this, Welling United FC's 60th anniversary season, we are excited to be flying on a journey which secures the next 60 years, at least, for the club!

We are pleased to invite you to learn about our plans for new facilities at Welling United FC.

Welling United FC is working with Lita Homes to bring forward the new facilities for the club as part of a wider redevelopment. Wider regeneration plans include circa 115 new homes, new commercial space fronting onto Park View Road, a new food & drink offer, new hospitality space, and classroom spaces for community use.

This will help to fund the upgrades to Welling FC allowing us to continue delivering on our purpose of football for all.

We deliver this through the men's and women's senior teams; by providing training facilities for over 40 youth teams; through our academy; and the establishment of a senior Deaf Football team in 2020.



Date **Monday 10th July 2023**

Time **3pm to 7pm**

Location **Welling United FC, Park View Road, Welling, DA16 1SY**



This event will mark the start of the consultation process and provide the opportunity for you to learn more about our plans for the facilities at Park View Road and the wider regeneration.

You'll be able to speak with members of the design team and provide your feedback on our plans.

If you have any questions, you can contact us at info@wellingparkviewroad.co.uk, or visit our website - www.wellingparkviewroad.co.uk

Appendix 2 – Fan Invitation Leaflet



In this, Welling United FC's 60th anniversary season, we are excited to be flying on a journey which secures the next 60 years, at least, for the club!

We are pleased to invite you, the fans, to an exclusive preview session to learn about our plans for new facilities at Welling United FC.

Welling United FC is working with Lita Homes to bring forward the new facilities for the club as part of a wider redevelopment. Wider regeneration plans include circa 115 new homes, new commercial space fronting onto Park View Road, a new food & drink offer, new hospitality space, and classroom spaces for community use.

This will help to fund the upgrades to Welling FC for the current league and future expansion, including a new FA-compliant pitch, sheltered spectator and indoor viewing areas, and state of the art team facilities for the club.



COME AND SEE THE PLANS!

Date **Monday 10th July 2023**

Time **1pm to 3pm**

Location **Welling United FC, Park View Road, Welling, DA16 1SY**



This event will be exclusively for the fans and give you the opportunity to learn more about our plans for the facilities at Park View Road and the wider regeneration, speak with members of the design team, and provide feedback.

If you are unable to attend, we will also be holding a public session at the club later in the day which you are welcome to attend. This session will be from 3pm to 7pm.

If you have any questions, you can contact us at info@wellingparkviewroad.co.uk, or visit our website - www.wellingparkviewroad.co.uk

Appendix 3 – Information Boards



Welling United FC is pleased to be working with Lita Homes to bring forward proposals for 114 residential homes and a new stadium with associated facilities at the Park View Road site as part of wider regeneration plans at the grounds, securing the club for the future.



We're keen to hear from the local community on our plans and understand how your priorities and aspirations can form part of our proposals for Welling United FC. We would therefore be grateful if you could spend some time filling out a feedback form today or online at our website www.wellingparkviewroad.co.uk



Meet the Team



Welling FC

Founded in 1963, Welling United FC is run by and for the local community. The club is committed to delivering football for all and does this through the men's and women's senior teams; by providing training facilities for over 40 youth teams; through an academy; and through the establishment of a senior Deaf Football team in 2020. It aspires to provide better facilities for the club and support for local residents and needs new investment to do so.



Lita Homes

Lita Homes are a local developer and long-term supporter of Welling United FC. They have a strong record of delivering high-quality homes within London for local people. With a local supply chain and locally based staff, they are uniquely placed to support the club in this community regeneration project.



Stantec

Planning Consultant

CREATE

Architect

motion

Transport Consultant



THE EXISTING SITE & STADIUM



The Welling United FC site comprises 120,000sqm and is located to the south-east of Welling town centre and Welling train station. The football ground is situated directly south of Park View Road, and to the east of Roseacre Road.

The site is occupied by Park View Road Stadium. The stadium is a key sports facility and asset to the area but is in need of restoration. To the east of the site is the Boxley Heath Cricket Club and to the south of the site is green expanses of Danson Park.



Aerial view of the Welling United football ground

At present, the site and football grounds are not fit for purpose. The grounds are in very poor condition and there are next to no adequate club facilities. Part of the site is derelict, and the site boundaries need work to maintain security.

The current facilities are poorly built and suffer from structural damage. The buildings are not weatherproof and suffer leakages. Many areas essential to the functioning of the club, such as changing rooms and toilets, are simply at their end of life and require a complete overhaul.



DESIGN PRINCIPLES & OBJECTIVES

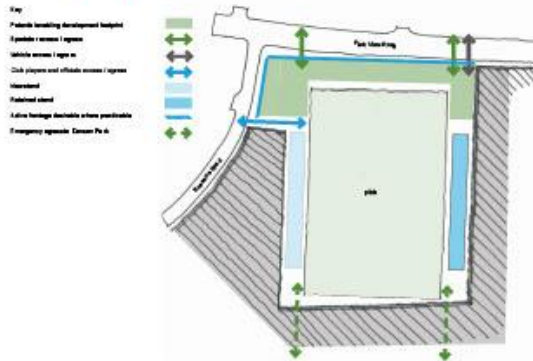


With careful design, club and community can both happily co-exist, and there are an increasing number of clubs located in urban settings that are combining football with residential and commercial developments.

Welling United FC lies on a landlocked site, with limited access / egress for spectators, vehicles, and a limited footprint for development. This has led to a design approach which seeks to:

- Maximise potential development footprint for residential use.
- Reuse current club facilities where practically possible.
- Maintain current vehicular access points on Park View Road and Roseacre Road.
- Design the stadium to accommodate approximately 4,200 spectators in total.

Design Approach



Existing, Demolition, Retention & Reuse



A NEW HOME FOR THE WINGS



Welling United FC aspires to provide a more welcoming environment for their players, fans, and the wider community. It has ambitions to cater for double the number of players and would like to extend work on various community programmes and offer more support to the neighbourhood with safer and better facilities. However, Welling United FC does not have the resources to deliver this on their own.

To this end, Welling United FC has partnered with Lita Homes to deliver the following improvements to Park View Road:

- A new club venue for Welling United FC fit for the current league and future expansion
- A brand-new FA regulation size pitch with over 4,000 crowd capacity, sheltered spectator zones, and viewing areas
- Provide a football hub for the community for all ages and abilities
- New management areas including meeting rooms, administration and offices, and hospitality suites
- State of the art team facilities and changing rooms for 500+ resident players, football academy, and visiting teams

Together, these improvements will secure a future for the club, providing it room to grow and ensuring it can provide a safe and welcoming standard to members, visitors, and the wider community. In particular, it will ensure it can extend work on its various community programmes, delivering on its purpose of football for all.



New standard hospitality suite



Pitch view

NEW HOMES AND FACILITIES FOR THE COMMUNITY



The new facilities for Welling United FC will be funded by commercial and residential development on the Park View Road edge of the site, forming part of Welling High Street. This consists of:

- 114 new, high-quality homes
- New commercial space fronting onto Park View Road
- A new café / bar
- New hospitality space
- New classroom spaces for community use
- Public realm improvements to Park View Road and Roseacre Road



Park View Road building view



Park View Road building view

The provision of 114 new, high-quality homes will place the football club within the heart of the community, with a variety of homes from starter homes to larger family sized duplexes proposed.

In addition, the new commercial space fronting Park View Road will add vitality to the eastern end of the high street, helping to secure improvements to this area of Welling.

Moreover, the café / bar, and community spaces will provide key facilities and support for the local community to enjoy.

Design

The design of the residential development has been modelled to reflect the scale of a London mansion block which use ornate detailing to soften the appearance of the building.

The materials proposed are principally one of brick for the primary elevations, with a complementary palette of bricks which range from red to brown. A characterful metal clad roof form is proposed, and this is articulated with metal dormers to acknowledge the building's residential purpose.

In addition, as part of improvements to the public realm, paving flags and permeable paving have been proposed within the grounds.



Park View Road building view



GROUND FLOOR MASTERPLAN



THANK YOU & NEXT STEPS



Thank you for taking the time to view our proposals for Welling United FC.

We value your input and are keen to hear your thoughts, so would be grateful if you could take some time to complete a feedback form. The information you have seen today will also be available to view and comment online at our website – <https://wellingparkviewroad.co.uk/> – or by scanning the QR code.

This feedback will help us refine our proposals for the site, in view of our desire to secure the club for the future.

Benefits

-  A new club venue for Welling United FC fit for the current league and future expansion
-  A brand-new FA regulation size pitch with over 4,000 crowd capacity, sheltered spectator zones, and viewing areas
-  State of the art team facilities and changing rooms for 500+ resident players, football academy, and visiting teams
-  114 new, high-quality homes
-  New community facilities, commercial areas, and a public café with viewing gallery
-  A car-free development which promotes the use of sustainable transport modes
-  Environmental and ecological enhancements through extensive greening and use of PV panels
-  Provide a football hub for the community for all ages and abilities



Timeline



Appendix 4 – Feedback Form

Welling United FC – Public Engagement



Thank you for coming to our engagement event – we would really appreciate a few more moments of your time to let us know your thoughts on our proposals.

Name	Email Address
Post Code	
Your Age <input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 35 <input type="checkbox"/> 36 - 55 <input type="checkbox"/> 56 - 70 <input type="checkbox"/> Over 70 <input type="checkbox"/> Prefer not to say	
Are you a member of any local groups or residents' associations? If so, which?	

1. What is your relationship to the Welling United FC site?

Football fan Live nearby Local business Other

If other, please specify:

--

2. What do you think of the overall proposals for Welling United FC?

--

3. What do you think of the proposed building and football ground designs?

--

4. Public realm improvements are proposed along Park View Road as part of the plans. What sort of upgrades to the area would you like to see here?

5. New commercial space is proposed along Park View Road as part of the plans. What sort of businesses or establishments would you like to see here?

6. The proposals are intended to create a hub not just for the football club, but for the wider community, and will be able to host a greater number of community events and activities.
a. Are you supportive of this?

- Yes No Not sure

b. If so, what sort of events and community groups would you like to see use these spaces?

7. Improvements are proposed to the stands at Welling United FC as part of the upgrades to the club. Do you have any suggestions for names for the buildings and stands?

8. The proposals at Welling United FC have been developed to promote high levels of sustainability through a low carbon design. To what extent do you support our sustainability measures?

- Strongly Somewhat Not at all

9. Promoting the adoption of sustainable transport modes is a key part of the proposals for Welling United FC, with provisions made to encourage cycling, walking, and the use of public transport.

a. To what extent do you agree with this?

Strongly agree Agree Neutral Disagree Strongly disagree

b. How do you normally travel to Welling United FC?

Walk Cycle Public transport Drive Other

If other, please specify:

10. The design of the residential development has been modelled to reflect the scale of a London mansion block. Do you like this design approach?

Yes No Not sure

11. Do you have any other comments, or ideas for how the proposals could be improved?

Keep Up To Date

Would you like to be kept up to date with progress on the proposals at Welling United FC?

I would like to be contacted about the development

I am happy for my contact information to be shared as part of the Statement of Community Involvement document submitted to Bexley Council

Cratus Communications Ltd (Cratus) is collecting and processing your data in respect to the consultation around Welling United FC on behalf of: Welling United FC and Lita Homes & Access Building Contractors. Where you provide your details, we are processing this information on the basis of our legitimate interest in order that we can understand your views on the proposed application and feed them back to the project team. Photos of the event may be taken to be used in marketing materials or in submissions to the local planning authority. For full details about how we process and handle your data please see our full privacy notice here: www.cratus.co.uk/privacy-policy