



**Statement of Community Involvement**

# **City House, LB Sutton**

**Macar Living (City House) Ltd**

January 2024

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# 1. Introduction

This Statement of Community Involvement (SCI) sets out the consultation and engagement that Macar Living (City House) Ltd has undertaken with local residents and other stakeholders regarding the redevelopment of the site on Sutton Park Road, known as City House in the London Borough of Sutton (LB Sutton).

This document demonstrates how the applicant has met and exceeded pre-application consultation guidance contained in the National Planning Policy Framework and LB Sutton's SCI.

This SCI gives an overview of all consultation activity undertaken prior to the submission of the planning application alongside outlining how the plans have responded to feedback from the local community and other stakeholders.

Macar Living (City House) Ltd is committed to ongoing engagement and has ensured the community was made aware of the proposals and had the opportunity to respond to them and leave any feedback they had. The applicant is keen to keep all channels of communication open throughout the determination process and beyond.

This report has been prepared on behalf of Macar Living (City House) Ltd by Meeting Place, a specialist in stakeholder engagement in relation to planning and development issues.



Department for Levelling Up,  
Housing & Communities

National Planning Policy Framework



London Borough of Sutton Local Plan

Statement of Community Involvement

December 2019



## 2. Consultation requirements

Community involvement is at the forefront of national planning policy and is noted in the revised version of the National Planning Policy Framework (December 2023).

The revised NPPF highlights that early engagement has *“significant potential to improve the efficiency and effectiveness of the planning application system for all parties”*. It also indicates that good quality pre-application discussion *“enables better coordination between public and private resources and improved outcomes for the community”*.

LB Sutton’s Statement of Community Involvement outlines the Council’s expectations on how the local community should be involved during the pre-application process, including engaging with a variety of stakeholders. Section 5.1 of the SCI states:

*“The council is keen to ensure that adjoining owners/occupiers, local residents and other interested parties, who may be affected by a proposed development, are adequately informed of proposals and have sufficient time to make representations that can be taken into account prior to the determination of a planning application.”*

This SCI will demonstrate that the applicant has adhered to, and exceeded, LB Sutton’s requirement for community engagement at pre-application level.

### 2.1 Our response to the consultation requirements

The applicant was keen to ensure local residents and other stakeholders were made aware of the proposals at the earliest opportunity.

In accordance with LB Sutton’s Local Plan, the below activities were undertaken to ensure all stakeholders were aware of the plans and had an opportunity to speak to members of the project team.

- Letters sent to 2,757 local business and residential addresses
- Emails sent to ward councillors for Sutton Central ward
- A presentation to representatives of Sutton Baptist Church
- An introductory presentation to local residents to outline the proposals and take initial feedback
- A bespoke consultation website, which gives details of the plans, has a link to the presentations given as part of the consultation and gives people an opportunity to leave feedback
- A second letter to the same addresses as before to invite them to a follow up event
- A follow up presentation to outline changes to the proposals since the initial event
- Dedicated email address, freephone telephone number and freepost address, allowing people to contact us at any stage during the process

## 3. Engagement

This section details the applicant's programme of engagement. The programme adheres to LB Sutton's SCI and follows extensive engagement with LB Sutton officers and Design Review Panel.

### 3.1 Stakeholder engagement

Macar Living (City House) Ltd was keen to engage proactively with the local community, including local residents, community organisations and businesses.

The neighbouring Sutton Baptist Church, which is an important heritage and community asset, was an important stakeholder therefore was identified as an organisation to engage with at the outset of the application.

An email was sent to Reverend Pam Searle, who is the Pastor at the church, to invite her to a meeting about the project at City House, which is the existing headquarters of the applicant and site planned for redevelopment.

In May 2023 Reverend Searle met with members of the project team to view the plans and hear from them on how the proposals have sought to mitigate any potential risk to the Church and can improve aspects of the surrounding area.

The applicant also contacted Martin Shaw, Trust Officer of the London Baptist Property Board which, amongst other responsibilities, offers guidance and for churches on how to maintain and improve their buildings.

In addition to the community stakeholders, the applicant was keen to engage with local political representatives as well. Emails were sent to Sutton Central ward councillors, Cllr David Bartolucci, Cllr Cryss Mennaceur and Cllr Ed Parsley to inform them of the plans to redevelop the site and invite them to meet with the project team. The emails also advised them of the plan to launch a public consultation to introduce the plans for the site to local residents and businesses.

Further emails were sent to the councillors to advise them of the second public consultation event and to again invite them to meet with the team to discuss the plans. Macar Living (City House) Ltd is aware that some of the ward councillors attended DRP meetings where they could view the plans in their own time and also have been in contact with council officers regarding the plans so will be aware of the details. We will contact councillors again prior to the submission of the planning application.

The applicant is committed to continued engagement with all stakeholders throughout the planning process and lines of communication will remain open should anyone wish to contact us.

### 3.2 Community newsletter

In July 2023 a community newsletter was sent to 2,757 local residential and businesses addresses to introduce the proposals to the community. The newsletter invited people to sign up to the introductory consultation event via the bespoke project email address or by visiting the consultation website, for which a QR code and website address was clearly displayed on the newsletter. Copies of the newsletters and the delivery scope can be viewed in Appendix A and B.

In November 2023 a second newsletter was sent to the same addresses as before. This newsletter provided an update on the plans and invited residents to our second consultation event, where the latest proposals would be presented, and questions could be answered. A copy of this newsletter can be viewed in Appendix B.

In addition to the newsletter being sent, emails were sent to those who had previously registered their details with us as part of the introductory consultation and who had signed up to receive updates as the application progressed.

### 3.3 Bespoke consultation website

A consultation website was launched to allow interested parties to view the plans for the site at their leisure. Visitors to the site could sign up for our online consultation events, register their interest to receive further updates and there was an option to leave their feedback on the proposals.

Following each consultation event the website was updated to include the presentation deck from each event, which allowed those who were unable to make the meetings to view the plans.

The website also included contact details for the project team including the bespoke email address, a freephone number and our freepost address, allowing visitors to the site to contact us at any time should they have any questions.

In total the website received 506 visits from 73 individual IP addresses. Four feedback comments were received via the website with a further three being received via email.

The website screen shots can be viewed in Appendix B.

### 3.4 Consultation events

#### 3.4.1 First consultation event

The applicant hosted its first consultation event via Zoom on Wednesday 19 July 2023 from 6.00pm – 7.00pm. The event was used to introduce local residents to the principle of a new development on the site. 15 people registered for the event with seven attending on the night. Members from the project team gave a presentation that gave an overview of the plans to date with attendees submitting questions throughout. There was then a Q&A session after the presentation to answer the questions that had been submitted.

Attendees, and those who registered, were sent follow up emails with a copy of the presentation to encourage them to log their feedback via the project website, email address or the Freephone and Freepost options available.

A copy of the presentation was also uploaded to the project website for those who were not able to attend on the evening.

### 3.4.2 Second consultation event

Following further pre-application meetings with LB Sutton officers and the Design Review Panel, the applicant hosted a second consultation event via Zoom to update residents on the progress of the application.

The event was held on Tuesday 5 December from 6.00pm – 7.00pm. In total we had 10 people register for the event with six attending on the evening. The project team gave a presentation with updates from the initial event and also used this opportunity to address some of the feedback that we had received following the first event. The presentation was followed by a Q&A session, which allowed residents to seek any further clarifications.

Following this event attendees, and those who registered, were sent a copy of the presentation and encouraged log their feedback via the project website, email address or the Freephone and Freepost options available. A copy of the presentation was also uploaded on to the project website.

In the aftermath of both events, Meeting Place on behalf of the applicant continued communications with a number of residents who had further questions about the application which hadn't been asked during the events.

## 3.5 Contact details

Ensuring people were able to get in touch with the team to ask any questions and make any comments was vital. The freephone telephone number also provided an important opportunity for people unable to access the online channels to engage.

The number, 0800 148 8911, and email address, [info@cityhouse-consultation](mailto:info@cityhouse-consultation) were staffed between 9.00am and 5.30pm from Monday to Friday. Both were answered and managed by a member of the Meeting Place team on behalf of the applicant.

These methods of communication will remain open to any resident or stakeholder who wishes to ask any questions during the process of the planning application.

## 4. Feedback

Feedback was sought following each consultation event with attendees encouraged to leave comments on the website, email the project team or use our Freephone and Freepost address to relay any feedback they had to the project team.

The website received 506 views from 73 individual IP addresses during the consultation phase. We received four comments on the website and a further three via the email address.

Topics raised in the feedback can be seen below and the applicant's response to feedback can be seen in section 5.

### Key issues:

- Building height
- Loss of privacy
- Loss of views
- Pressure on existing infrastructure

## 5. Response to key issues

All feedback has been reviewed by the team. This section details how the plans have responded to several key issues that were raised with the team during the consultation.

Key theme	Places for People Homes Limited's response
Height / loss of privacy	<p>A number of respondents to the consultation expressed concerns over the height of the development and the impact that would have on their existing views and privacy. The responses came from residents living in the adjacent block located at 4 Sutton Park Road.</p> <p>Sutton's Local Plan has allocated the site in an area with taller building potential and is ideal for a mix of residential and office use.</p> <p>The applicant has taken great consideration of the existing neighbours to the site. The buildings will be 24 meters from the nearby residential block at 4 Sutton Park Road, which is in excess of the recommended distance in planning policy. These distances and the positioning of the building will ensure the privacy of those existing residents will be respected.</p> <p>Environmental testing has been done to ensure that adjoining residents will not experience a detrimental loss of daylight / sunlight and the development will not cause microclimate issues on the streets surrounding the site.</p> <p>The applicant has engaged with Sutton Council officers and presented at the Design Review Panel to ensure there has been an opportunity for scrutiny.</p>
Proximity to Sutton Baptist Church	<p>Consultation respondents also raised the proximity of Sutton Baptist Church to the site as something we ought to consider when designing the plans.</p> <p>The Applicant instructed a heritage consultant at the outset of the project to work alongside the architect, to fully understand the Baptist Church's significance, so the development proposals could be developed alongside an appreciation of its setting.</p>
Pressure on existing infrastructure	<p>A response to the consultation raised a concern that the new development would add additional pressure to existing infrastructure, particularly GP practices and school places.</p> <p>As part of the planning process, the applicant will be making a significant Community Infrastructure Levy contribution to Sutton Council, who will be able to put that</p>



	money into alleviating any additional pressure the new development may have on GP practices or local schools.
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## 6. Conclusion

In line with National Planning Policy Framework guidance and LB Sutton's SCI, the applicant has actively engaged with residents, community groups, political representatives and wider stakeholders to inform them of the proposals for the redevelopment of City House, Sutton.

Feedback has been sought and multiple consultation methods employed to engage with the local community. This has included two online public consultation events, a project website, a project email address, a freephone telephone number, freepost address and meetings with local stakeholders. Updates have been provided to local residents and responses given to any issues that were raised during the consultation process.

The applicant is looking forward to continued engagement with stakeholder groups, such as Sutton Baptist Church and London Baptist Property Board. The applicant will keep all lines of communication, including the Freephone line and email address open throughout the planning application process, so that any resident who wishes to ask a question can do so.

## 7. Appendix

### 7.1 Appendix A – Community newsletters

#### 7.1.1 First community newsletter

**City House, Sutton**  
Newsletter | July 2023

**MACAR DEVELOPMENTS**  
LUXURY BEYOND EXPECTATION

# Join us to discuss the future of City House, Sutton

Macar Developments is delighted to invite you to discuss the future of City House, Sutton which is located on the edge of the Town Centre on the corner of Sutton Park Road and Cheam Road

Macar Developments owns the building and currently uses it as our headquarters. We are excited to introduce our plans to optimise the potential of the site to provide new homes and commercial space with better connection to the wider Town Centre.

Site plan

## Join us

Discuss our aspirations at our public consultation event.

We will be hosting a Webinar on Zoom to introduce ourselves to the community and outline our plans.

**Wednesday 19 July 2023, 6pm – 7pm**

We want to hear your thoughts on our proposals prior to us submitting a planning application to Sutton Council later this year. **To register your interest in the consultation, please email us at [info@cityhouse-consultation.co.uk](mailto:info@cityhouse-consultation.co.uk)**

Save the date

**Wednesday  
19 July 2023  
6pm – 7pm**

Join the conversation online.

We will be launching our consultation website following the event, where you can view the webinar if you are unable to attend on the night.

**[www.cityhouse-consultation.co.uk](http://www.cityhouse-consultation.co.uk)**

You can sign up for reminders and updates via the website address or by **scanning the QR code** with the camera of your mobile phone.

7.1.2 Second community newsletter


**City House, Sutton**  
Newsletter | November 2023

**MACAR DEVELOPMENTS**  
LUXURY BEYOND EXPECTATION

# Join us to discuss the future of City House, Sutton


Macar Developments is delighted to invite you to discuss the future of City House, Sutton which is located on the edge of the Town Centre on the corner of Sutton Park Road and Cheam Road.

Macar Developments owns the building and currently uses it as its headquarters. You may recall that we wrote to local residents in May this year to introduce the concept of a new development on the site. We are excited to invite you to our second online information evening to find out more about the plans, hear from the project team and leave your feedback with us.




**Join us**

We will be hosting our second online consultation to discuss our aspirations for the site. The consultation will give you an opportunity to hear from the project team and ask any questions you might have.

 **6.00pm - 7.00pm**  
**Tuesday 5 December 2023**


To register for the event please email [info@cityhouse-consultation.co.uk](mailto:info@cityhouse-consultation.co.uk) or by visiting [www.cityhouse-consultation.co.uk](http://www.cityhouse-consultation.co.uk) or scanning the QR code below.



**Have your say**

If you are unable to attend on the night, you can view the consultation materials online via our consultation website following the event. There is a feedback section on the site and you can sign up for reminders and updates.


Visit our website at [www.cityhouse-consultation.co.uk](http://www.cityhouse-consultation.co.uk) or by scanning the QR code below.




### 7.2 Appendix B – Newsletter delivery scope



### 7.3 Appendix C – Consultation website



Have your say



**Help shape proposals for new homes in Sutton**

**Macar Developments is excited to present its plans for the site on Sutton Park Road, which is currently used as Macar's headquarters.**

The site has been earmarked for a mixed-use residential-led development by LB Sutton. Macar Developments has been in discussions with the Council since October 2022 and is delighted to present the plans in their current form.

Sutton Council has identified the site as being within an area with taller building potential, this designation has helped to shape the plans.

**Sign up for updates**

If you would like to be updated with the progress of the application, please enter your email address below:

Email address\*

Submit

**The site**

The site is located on the eastern corner of Sutton Park Road and Cheam Road in Sutton town centre, adjacent to the Sutton Baptist Church. To the south of the site are residential homes facing Sutton Park Road and to the north is Sutton Council's Civic Centre.

It is 0.18 hectares in size and contains an existing three-storey building, which is used as Macar Developments' main office, however, Sutton's Local Plan has allocated the site for a mix of residential and office use, making this town centre site an ideal opportunity for this development.



Conceptual sketch of the proposed development



**The proposals**

We are proposing a residential-led development comprising 70 much needed new homes, including one, two and three-bed homes, with office use on the ground floor. The building will be 12 storeys at its tallest, which will be the equivalent height of the neighbouring building at 4 Sutton Park Road, and is considered appropriate in this location.

Macar Developments has taken great consideration of the existing neighbours to the site and has been engaged with Sutton Baptist Church from an early stage. The buildings will be 24 meters from the nearby residential block at 4 Sutton Park Road, which is in excess of the recommended distance in planning policy. These distances and the positioning of the building will ensure the privacy of those existing residents will not be impacted upon.



East elevation conceptual sketch

**Feedback**

We are keen to understand your views on the proposals. Any feedback given will be analysed by the project team and key themes will be responded to as part of our planning application.

Name\*  
Email address\*  
Message\*

**Public consultation**

Following an introductory consultation in July 2023, we were delighted present the updated plans in December. This event showed attendees the change that had been made to the application following the initial consultation.

The presentation pack can be found below, where you can find more concept images and views from certain areas near the site.

[Download presentation pack \(PDF\) >](#)