

O2 CENTRE CONSULTATION SNAPSHOT

Thank you for taking part in the fourth phase of consultation on the evolved masterplan for the O2 Centre site.

Throughout October we held the latest phase of consultation, including three events at our Consultation Hub within the Shopping Centre, as well as a virtual webinar with the same content for those who weren't able to attend in person.

We're really grateful for everyone's feedback and wanted to share this snapshot on how many people spoke to us, what we learnt, and a reminder of the key commitments we're making.

Don't forget you can read our latest news as well as summaries of our previous consultations [here](#).

October Consultation in numbers:

- 579 survey respondents - 87% local residents
- 3 workshops with 32 stakeholders
- 3 Consultation drop in events - 236 attendees
- 1 Webinar - 60 attendees
- 22,297 flyers sent to local homes and businesses
- 133,773 people reached through social media

A reminder of our commitments:

- 1 35% affordable housing delivered on site
- 2 50% of the site dedicated to publicly accessible open space
- 3 A new supermarket in the new town square at the Finchley Road end of the scheme
- 4 A new gym and cinema in the town square
- 5 New community facilities including a community centre, community garden and health centre
- 6 Safeguarding space for and financially contributing to station access improvements at West Hampstead and Finchley Road tube stations

What you told us – the headlines:

- Sustainability is a key consideration, with many supporting our vision for green spaces, sustainable buildings and more renewable energy.
- You prioritised the safety of pedestrians within the site and welcomed improvements to existing routes and better lighting.

Design

- You gave us feedback on the design inspiration for the new buildings. Some of your comments were positive about the architectural approach but concerns were raised around the heights of some of the buildings and the size of the development.
- You told us which elements of the landscaping proposals you like the most, with 26% of you saying it was the wild and diverse planting, 17% the open grass spaces and 14% saying it was the spaces within the landscaping to sit and socialise.

Services

- Your three key priorities for transport upgrades are improvements to Finchley Road Station (26%), West Hampstead Station (20%) and the connection between Finchley Road and West End Lane (17%).
- You are concerned about potential change to popular occupiers within the O2 Centre and loss of car parking.
- 39% of you would like delivery of amenities to be prioritised in the first phase of the development, and 51% would like more shops, restaurants, cafes or leisure facilities throughout the masterplan.
- 13% of you would also like to see Health services prioritised, 16% community gardens and 6% children's play spaces.

What's important to you?

We asked you which part of the masterplan you felt was the most important. Your feedback showed a range of responses and indicates a broad variety of priorities which must be carefully balanced on the site:



25% of you felt that the most important part of the masterplan was the **positive impact on the local economy**, through the re-provided shops and leisure facilities, new jobs, affordable workspace.



20% of you expressed your **concern about the impact** that new residents could have on the local area or asked for more information about this.



17% of you thought that it was the **four new public spaces, a community centre, health centre** and other local amenities.



13% of you felt that it was the masterplan's **sustainable credentials**, including the provision of new green spaces and a holistic and ambitious low carbon strategy.



12% of you said that you welcomed **new homes** in the area, including the **affordable homes** to be delivered in the detailed phase and across the masterplan.



9% of you said that it was the commitment to provide **new connections** across the area and safeguarding space for and contributing to **station access improvements**.

WHAT YOU TOLD US - KEY FEEDBACK CONSIDERATIONS

Safety & Security

- 50% of you said they would like to see better lighting to ensure the development has good visibility for pedestrians to make them feel safe at night.
- 50% of you were supportive of an on-site police or security presence.
- You also thought that there should be plenty of CCTV surveillance across the site.

Creating new jobs and supporting local businesses

- 53% of you said you would like us to prioritise affordable retail spaces for independent shops and cafes
- 20% of you thought that there should also be affordable maker spaces for craftspeople and creative enterprises
- 11% were also supportive of affordable co-working spaces for freelancers or remote workers.

Contributing to local improvements through Camden Council's CIL & S106

- 37% of you would like us to discuss with Camden whether S106 and CIL contributions can be used for improvements to the pedestrian experience along Finchley Road.
- 32% said the pedestrian experience between O2 Centre and West End Lane should also be a focus.
- You said you would also like us to discuss improvements to Billy Fury Way (10%) and Granny Dripping Steps (5%)

WHAT HAPPENS NEXT?

We will continue to consider everyone's feedback in detail and work on the masterplan ahead of submitting a planning application.

This includes a few final changes in response to the latest feedback. We will continue to publish any new information on our website.

If you have any questions or final comments, you can get in touch with us at any time using the information at the bottom of the page.

Contact us

✉ Email us directly at
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☎ Call our freephone at
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