



# Statement of Community Involvement



**January 2025**

**A new Lidl for Ruislip**

**the former Orchard Inn and Hotel, Ruislip, London**



THE  
TERRAPIN  
GROUP

# Contents

<b>1.0 Executive Summary</b>	<b>2</b>
<b>2.0 Introduction</b>	<b>3</b>
<b>3.0 Legislation and Policy Framework</b>	<b>4</b>
3.1 Localism Act (2011)	4
3.2 National Planning Policy Framework (2024)	4
3.3 Hillingdon Council's Statement of Community Involvement (2023)	4
<b>4.0 Engagement Activities</b>	<b>6</b>
4.1 Introduction	6
4.2 Informing Residents and Councillors	6
4.2.1 Leaflet Drop	6
4.2.2 Stakeholders Approached	7
4.3 Methods of Response	7
4.3.1 Dedicated email address	7
4.3.2 Online Feedback Form	7
4.3.3 Freepost address	7
4.3.4 Online Telephone Hotline	7
<b>5.0 Engagement Findings</b>	<b>8</b>
5.1 Introduction	8
5.2 Feedback from Public Consultations	9
5.2.1 Quantitative Feedback	9
5.2.2 Qualitative Feedback	10
<b>6.0 Applicant's Response to Engagement Findings</b>	<b>12</b>
6.1 Design changes made as a result of the public consultation	13
<b>7.0 Appendix - Consultation materials</b>	<b>16</b>

## **1.0 Executive Summary**

The Terrapin Group has prepared this Statement of Community Involvement (SCI) on behalf of Lidl Great Britain. ('the Applicant') in support of an application for full planning permission for the demolition and rebuilding of a site known as The Orchard Inn and Hotel located on Ickenham Road, Ruislip ('the Site') within the London Borough of Hillingdon.

In line with Hillingdon Council's Statement of Community Involvement (2021) this document provides an overview of the pre-application engagement process which has taken place. This community and political engagement was carried out in accordance with national and local planning policy.

The key aim of this pre-application community and political engagement programme was to enable local stakeholders to participate and provide their views on what they wanted to see from the development.

The engagement process involved the distribution of a newsletter inviting residents to attend a drop-in session to learn more about the scheme and to meet representatives of Lidl and their development team. An online feedback form was available for residents to submit any comments they might have. They could also email us, write to our Freepost address, or telephone us.

The residents who engaged in the consultation have provided useful, valuable feedback, which is shown in this document. Where possible, we have made amendments to the scheme's design to address some of these concerns. We now have a scheme that we are ready to submit.

## 2.0 Introduction

Whitbread PLC currently owns the site. Until recently they operated both a Beefeater Inn restaurant and a Premier Inn hotel from the site. Whilst the hotel continues to operate the restaurant closed in December 2023. The application seeks to demolish the entire site and provide a new Lidl food store. However, there is also the intention to provide a restored memorial garden on the site in recognition that this has been the long-term site of a memorial to the Polish Airmen who fought in the Second World War and the Battle of Britain.

The objective of the public consultation was to inform residents and stakeholders of the proposed changes and gather their views on potential changes to the scheme that might better support the application.

Our public and stakeholder consultation was held from late November to early December 2024. A pre-application proposal was submitted on 24 July 2024, and a meeting with officers took place on 11 September 2024. Written pre-application advice was received on 21 October 2024.

Each of these interactions has enabled feedback that we have used to modify and change the proposals.

Further information about the engagement activities is provided in Section 4.0. and the results of the engagement findings are provided in Section 5.0. Further information about the Applicant's response to these findings is provided in Section 6.0.

## **3.0 Legislation and Policy Framework**

### **3.1 Localism Act (2011)**

The Localism Act (2011) makes pre-application consultation a statutory obligation for certain schemes. More generally, it encourages a cooperative approach to development whereby relevant parties engage and work with each other.

### **3.2 National Planning Policy Framework (2024)**

The National Planning Policy Framework (2024) sets out the Government's commitment to ensuring that all interested parties are involved in the planning process.

Paragraph 40 states that 'early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties'.

Paragraph 41 states that local planning authorities should 'encourage any applicants 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'.

Paragraph 137 states that 'Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should, where applicable, provide sufficient information to demonstrate how their proposals will meet the design expectations set out in local and national policy, and should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.'

### **3.3 Hillingdon Council's Statement of Community Involvement (2023)**

Hillingdon Council's Statement of Community Involvement (SCI) guides community engagement. It states that developers should be: '*Whilst not mandatory, the Council encourages applicants to engage with the owners/occupiers of neighbouring land/premises and wider community at the earliest stage of preparing their development proposal (pre-application stage) where it will add value to the process and the outcome.*' [Para 6.5.1]

The Hillingdon Council SCI states in para 6.5.2 that; '*There are clear benefits of involving the community in developments which are considered likely to have an*

*impact on the community, and the most effective time to involve the community is at the pre-application stage. At this point in the development process, information and views gained from the community can still have a meaningful impact on the final shape the development takes. It will also assist in resolving any objections and conflicts prior to a formal application being submitted.'*

## 4.0 Engagement Activities

### 4.1 Introduction

The key aim of this pre-application community and political engagement programme was to enable local stakeholders and residents to participate and provide their views on what they wanted to see from the development.

To achieve this aim activities were carried out, as detailed below.

### 4.2 Informing residents and Councillors

#### 4.2.1 Leaflet Drop

A leaflet was dropped to just over 880 homes and 113 businesses in the area east of Ruislip High Street, in the residential areas surrounding the site. The leaflet outlined in some detail the proposed scheme and invited residents to a drop-in session to meet members of the Lidl Team and submit any views or concerns they might have. Like the newsletter, each address also received a separate feedback form.

The newsletter and feedback form had a QR code on it that took them to an online feedback form, although they could also respond by email, Freepost and a dedicated telephone hotline.

Below is the newsletter distribution area and feedback form.



## **4.2.2 Stakeholders Approached**

We contacted the **Ruislip Council ward Councillors; Cllr Phillip Corthorne, Cllr John Riley and Cllr Peter Smallwood**. We held an online meeting with the ward Councillors to talk them through what was proposed. As this was before the drop-in event we were also able to seek their views about our upcoming consultation and how we undertook this. Before the distribution of the newsletter and feedback form, we sent copies to the Councillors.

We understand at least two of the local Councilors attended the drop-in session.

At the time of the Councillor meeting, we were also able to meet with the **Executive member of the Ruislip Residents Association for Conservation and Planning**. This was a very helpful contact and the association supported us in circulating the information to its wider membership. This helped significantly drive up the response to the consultation. 60% of all the written and online responses were submitted before the drop-in event was held. Remarkably, 53% of the responses were received before the leaflet was delivered to the area. This clearly shows the power and reach of the Resident's Association.

## **4.3 Methods of Response**

### **4.3.1 Dedicated email address**

A dedicated email address was available for people to participate and provide their views. Residents were encouraged to email their comments. This proved a popular method for responding as more than 25% of the responses came through this method

### **4.3.2 Online feedback form**

We hosted an online feedback form which gave residents information on the development and enabled them to feedback on their views on the proposal.

### **4.3.3 Freepost address**

Residents were given the option of sending their responses by traditional email to our registered Freepost address.

### **4.3.4 Online telephone hotline**

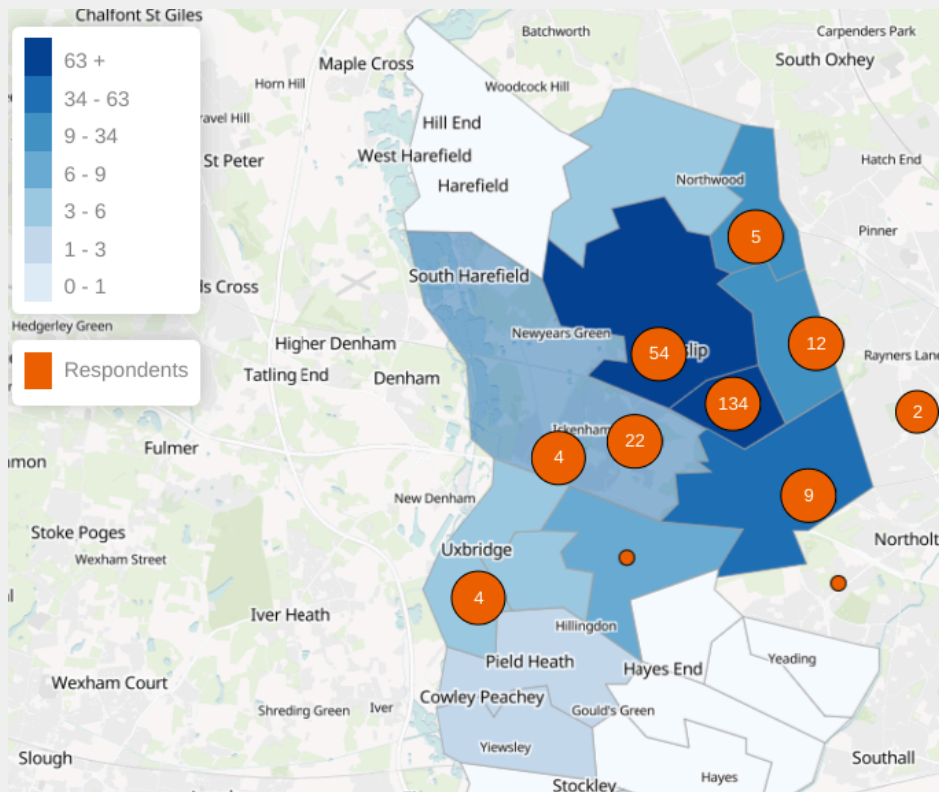
For those not able to feedback through other methods we enabled a manned telephone number that residents could ring to give their views.



## 5.0 Engagement Findings

### 5.1 Introduction

We received 683 responses to the consultation in all forms of feedback. The heatmap below shows the area from which the responses came.



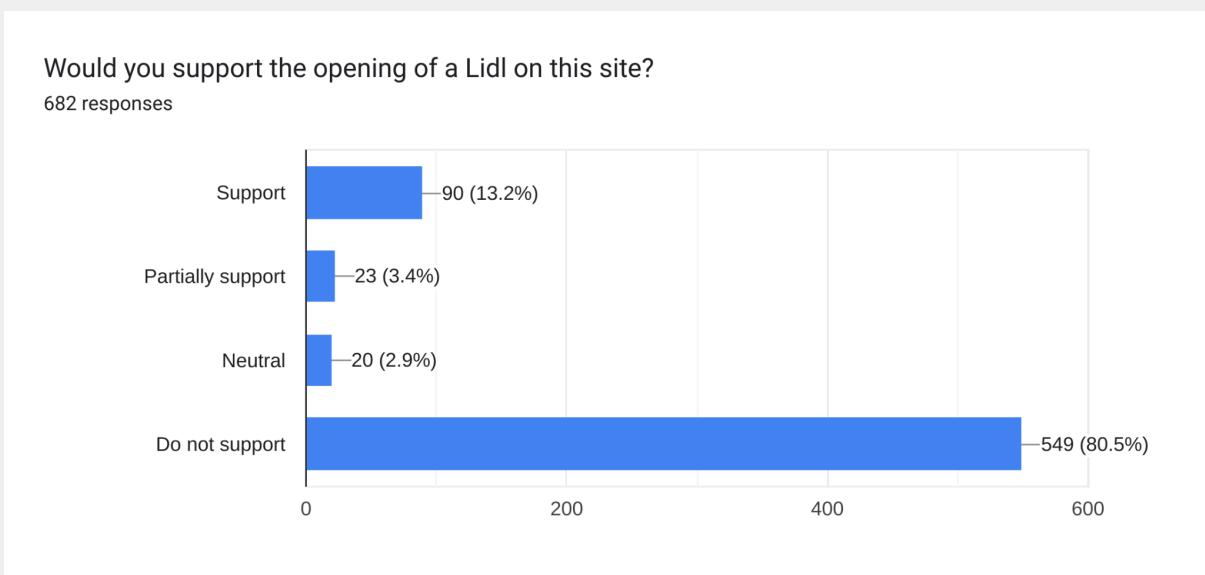
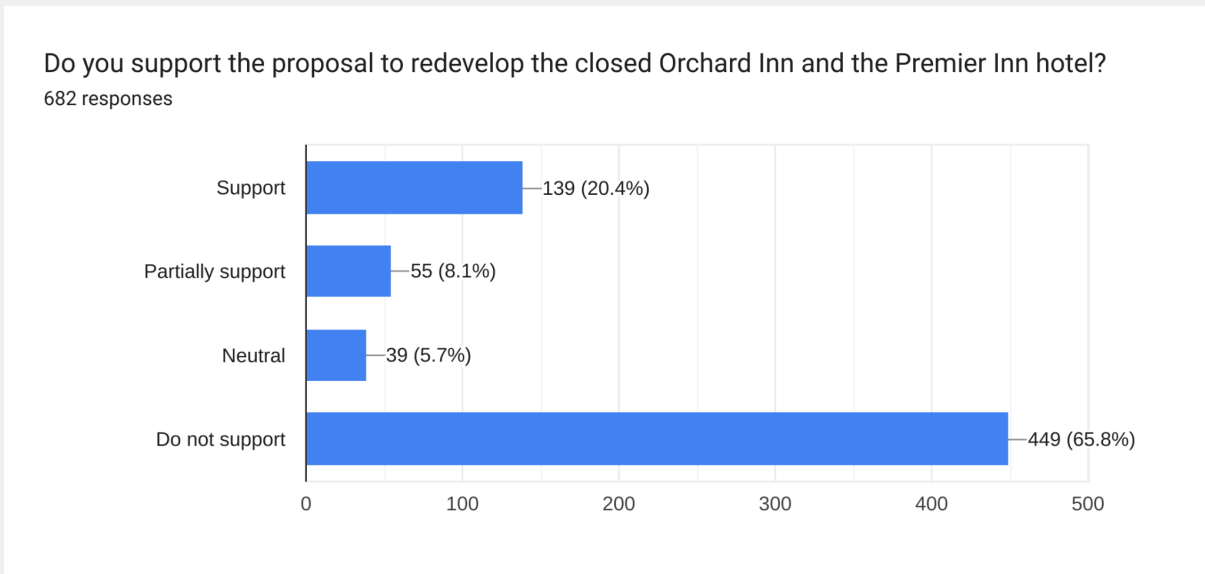
Boundary	Count	Overall %
Ruislip	394	63.65%
Ruislip Manor	70	11.31%
Ickenham & South Harefield	59	9.53%
South Ruislip	38	6.14%
Eastcote	28	4.52%
Northwood Hills	9	1.45%
Hillingdon East	7	1.13%
Uxbridge	5	0.81%
Hillingdon West	3	0.48%
Northwood	3	0.48%
Colham & Cowley	1	0.16%
Pinkwell	1	0.16%
Yiewsley	1	0.16%

Most of the feedback came through the online feedback form (458). 196 feedback forms were submitted either at the drop-in session or afterwards and we also received 29 email responses.

## 5.2 Feedback from Public Consultations

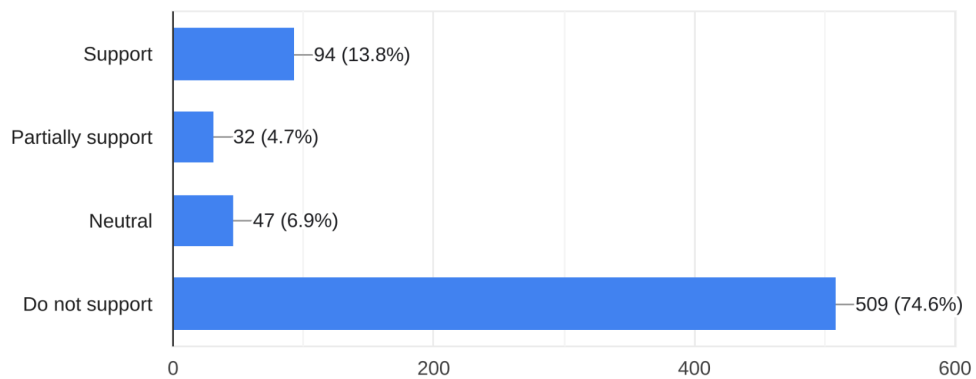
### 5.2.1 Quantitative Feedback

Below are the responses to the specific questions asked on the feedback form.



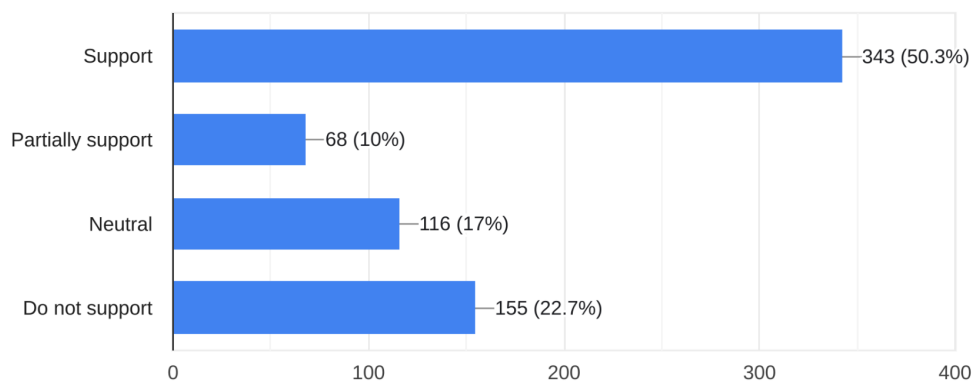
Do you support the location of a low rise building closer to the boundary on the Sharps Lane part of the site?

682 responses



The Orchard Hotel memorial to Polish Airmen

682 responses



## 5.2.2 Qualitative Feedback

With such a high response rate it is impossible to show all the written responses but pasted below are a flavour of the feedback we received. (NB These are copied verbatim)

**Concerned with the traffic implications and pressure on the already extremely busy roundabout.**

Awful idea! Already a highly contested area, and a Lidl will lower the value and look of the area

**Absolutely outrageous, the road it's hugely busy as is. It looks ridiculous in such a suburban area with old houses, not in-keeping with the landscape at all. We also have a lidl in Ruislip already - simply an awful proposal.**

I believe building a new Lidl in this all ready a busy area will create more dangerous traffic and add risks to the residents as well as it will affect the environment adding more noises and traffic hazards to all ready a busy road

**Design does not fit the locality. A busy road junction will not work with the volume of traffic.**

The roads cannot cope with this development! Already extremely congested.

**This is much needed redevelopment required in the area.**

It would be nice to have Lidl nearby in Ruislip.

**The roundabout there is already a nightmare. Congestion will be even more horrendous. If changes are made to improve the flow of traffic to cope with the increase of tariff from Lidl then I'd be more likely to support it.**

I support your proposal as I would prefer Lidl developing the site than it being housing. I do have some concerns regarding traffic management at the site and the existing mini roundabout is already very busy. I would welcome investigations on how to maintain good traffic flow in the area.

**I would welcome Lidl only if the road issues are addressed by the council/ Lidl.**

It would be a great addition to the area.

## 6.0 Applicant's Response to Engagement Findings

Feedback Received	How the Applicant has Responded
<p><b>By far the largest area of concern for the residents was the impact on the highway network. Over 90% of respondents either only mentioned this issue or used this as a principle issue, amongst others.</b></p>	<p>As part of the transport assessment traffic surveys have been carried out within the local highway to establish current traffic flows and queuing conditions. To assess what the impact of the proposed development would be, junction assessments have been conducted which has shown that due to the likely high levels of pass-by traffic visiting the store during peak highway periods, traffic generated by the proposed development would not have a severe impact on the highway network. To improve highway and pedestrian safety, the access is to be relocated away from the Church Avenue junction to increase junction spacing along with improvements to the footway and bus stop. This has also led to marginal relocation of the existing bus stop. In section 6.1 we set out the changes that have been made.</p>
<p><b>A much lesser, but secondary concern relates to the design of the building. There was concern that the proposal did not sit well within this residential area and made little attempt to reflect the context of where the store would be.</b></p>	<p>The applicant has taken time to consider how this issue can be addressed and has commissioned a re-design of the facade of the building. The contrast between the scheme consulted on and that in the submission can be seen at 6.1. This new design has been created by looking at other local store layouts and undertaking a review of the design of local buildings within the conservation area.</p> <p>In addition, the applicant has added additional tree planting to the landscape strategy. This helps soften the impact of development on the area.</p>
<p><b>There was a great deal of concern as to whether there was a need for another supermarket</b></p>	<p>Whilst this is not entirely a planning issue Lidl has undertaken significant retail capacity studies both for this area and more widely across</p>

Feedback Received	How the Applicant has Responded
<b>in the area and whether Lidl was the appropriate store for the site.</b>	London. Lidl has a programme of openings for new stores to meet the identified demand and this site would make up part of that new supply.
<b>The Polish war memorial was raised as an issue. We encouraged feedback on this aspect by adding this as a question to the feedback form.</b>	The submitted scheme has not been changed from that consulted on. However, the intention is to continue to work with the local community to ensure there is an appropriate memorial to the Polish airmen who visited the former Orchard Inn during the second world war.

## 6.1 Design changes made as a result of the public consultation

- The site vehicular access moved closer to the store and further away from the Church Avenue junction.
- The bus stop has been relocated to improve the site access.
- The site levels around the store entrance have been revised to reduce the extent of the retaining wall required and improve pedestrian access to the site.
- The external design of the store has been revised to be more sympathetic to the former Orchard pub and the Conservation Area.
  - The wide expanse of shopfront glazing to the South elevation has been split into smaller sections with the introduction of columned bays.
  - The composite metal wall cladding has been replaced with a combination of facing brickwork and painted render.
  - The composite metal roof cladding has been replaced with plain clay tiles for the pitched roof slopes.
  - The PV installation is now concealed from view within the roof well formed behind the pitched roof slopes.

**Design - as consulted on**



**Design - amended for submission**



**Site layout - as consulted on**







## 7.0 Appendix - Consultation materials

This section contains copies of the consultation materials including the online feedback form, the newsletter and the paper feedback form.

### 7.1 Invite to public consultation

**A NEW LIDL AT  
ORCHARD GARDENS, RUISLIP**



**Dear Resident,**

We, Lidl Great Britain, are pleased to announce our proposal to deliver a new food store on Ickenham Road, Ruislip. As part of our commitment to community engagement, we are inviting residents and stakeholders to view and comment on our proposal before we finalise and submit a planning application.

We will be holding a drop-in session on **Monday 25th November 2024 from 5-8pm at Ruislip Conservative Club, 56-58 Ickenham Road, Ruislip, HA4 7DQ**. You can meet members of our team, see the designs in more detail and give us your feedback. Alternatively, you can **visit our online feedback form** to submit your views.

We are excited by this opportunity and look forward to working with you as we develop this site.

We look forward to meeting you,

*Lidl Great Britain*

**Email: [lidlruislip@whatyouthink.co.uk](mailto:lidlruislip@whatyouthink.co.uk)**

## THE SITE

The site is located to the north of Ickenham Road near the junction with Sharps Lane. It currently comprises of the Orchard Public House, Premier Inn Hotel, car park and Spitfire Memorial.

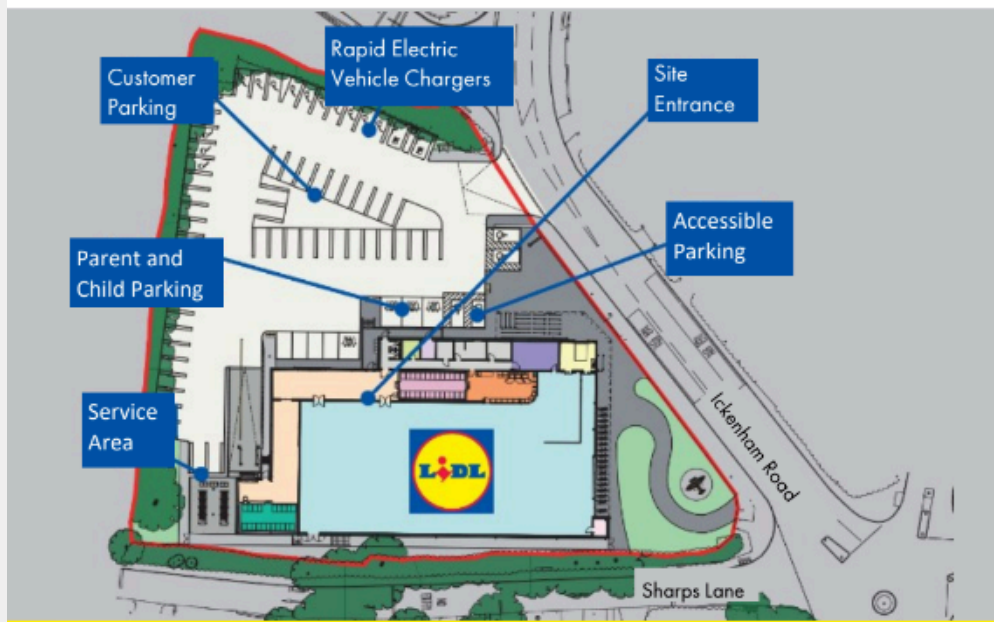
## OUR PROPOSAL

We intend to locate the new food store on the western part of the site towards Sharps Lane. This will be a low-rise building and the heights will not exceed the height of the existing buildings.

Nearly 70% of the building will be store and approximately 20% will be a warehouse. The remaining space will be for staff welfare, customer toilets and other associated activities.

The new food store will bring an improved shopping choice including a dedicated in-store bakery.

## SITE PLAN



Email: [lidlruislip@whatyouthink.co.uk](mailto:lidlruislip@whatyouthink.co.uk)

## THE WAR MEMORIAL

We are aware of the pride that local people have for the memorial on the corner of this site. We are determined to ensure there is a lasting tribute on the site to the polish airmen who fought during the second world war.

HOW DO YOU WANT US TO CREATE A FITTING MEMORIAL IN THE ORCHARD GARDEN?

Complete our survey and tell us!



## BENEFITS OF THE PROPOSED SCHEME

- Bring to life a redundant site with a closed pub and soon-to-close hotel
- Local jobs through both the construction period and at the store
- A low-rise solution which alternative uses would not deliver
- Creating a lasting memorial on the site to its connection to polish war veterans
- Creating improved shopping opportunities for Ruislip residents
- A well-planned transport solution for what can be difficult road junctions

Call 0203 174 2018

## OPERATIONS AND PARKING

A Lidl store typically opens 7 days a week, although hours of operation and delivery are usually controlled by the Council through conditions that apply to the planning permission. The proposed store would usually have a maximum of 2 deliveries per day by means of a mapped path through the car park. All store waste will be stored internally within the warehouse area and be collected by the delivery vehicle. It would create a better-planned access point off Ickenham Road along with 71 parking spaces, including accessible, parent-child, staff, and electric vehicle charging spaces.



## WE ARE KEEN TO HEAR YOUR VIEWS!

Visit our drop-in session **Monday 25th November 2024, 5-8pm, Ruislip Conservative Club, 56-58 Ickenham Road, HA4 7DQ**. Or give your feedback by completing our enclosed questionnaire returning it to us by **Monday 2nd December 2024** using one of the methods below:

- Posting to Freepost Community Feedback
- Taking a photo and emailing it to [lidlruislip@whatyouthink.co.uk](mailto:lidlruislip@whatyouthink.co.uk)
- Taking a photo and texting it to 07770380857

An online version is available by scanning the QR code.

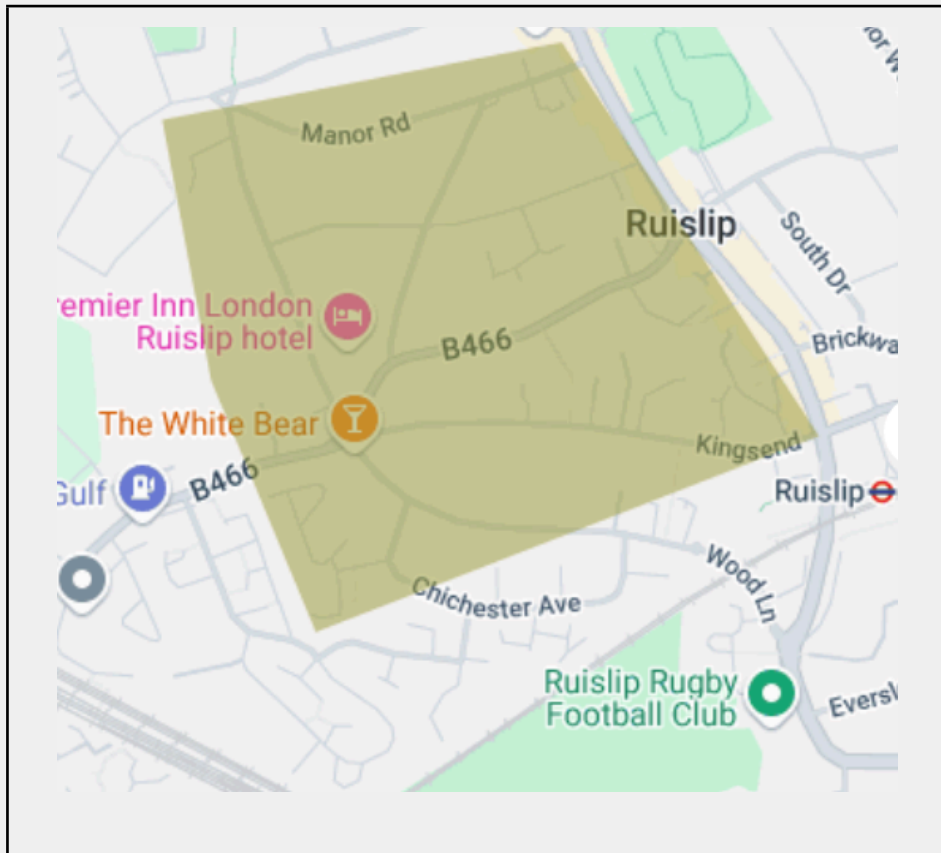
If you have any further questions please email us or call 0203 174 2018 and we will be pleased to help you.




**Email: [lidlruislip@whatyouthink.co.uk](mailto:lidlruislip@whatyouthink.co.uk)**



## 7.2 Invite distribution area



### 7.3 Feedback form delivered with newsletter

A NEW LIDL IN RUISLIP QUESTIONNAIRE			
<p>Thank you for taking the time to read our newsletter. We are keen to work with the local community. We hope that you will join us at our drop-in session. If you are unable to please feel free to contact us with any questions that you may have. Our contact details can be found on page 4 of our newsletter. In the meantime it would be very helpful if you could answer the questions below.</p>			
<b>Do you support the proposal to redevelop the closed pub and Premier Inn</b>			
Agree	Partially Agree	Neutral	Disagree
<b>Would you support the opening of a Lidl on this site?</b>			
Agree	Partially Agree	Neutral	Disagree
<b>Do you support the building being low-rise and closer to the boundary on the Sharps Lane part of the site?</b>			
Agree	Partially Agree	Neutral	Disagree
<p>Please use this box to write any other comments that you may have.</p>			
<b>P T O</b>			
<b>Email: <a href="mailto:lidlruislip@whatyouthink.co.uk">lidlruislip@whatyouthink.co.uk</a></b>			

# QUESTIONNAIRE

PAGE 2



## The War Memorial

We are aware of the pride that local people have for the memorial on the corner of this site. We are determined to ensure that there is a lasting testimony to the Polish Airmen who fought during the Second World War on the site.

**Would you support the dedication of the land as a refurbished memorial garden?**

Agree	Partially Agree	Neutral	Disagree
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**Please use this box to tell us what you would like to see in the garden?**

**Please tell us about yourself:**

**Name:**

**Postcode:**

**Email address:**

*Please tick this box to indicate that you consent to our consultant The Terrapin Group storing the data provided here. The Terrapin Group conform to the data protection principles outlined under the GDPR and commits to keeping your data secure, accurate and relevant. For more info visit [www.terrapingroup.co.uk/privacy](http://www.terrapingroup.co.uk/privacy)*

Thank you for completing our survey. The closing date for this part of our consultation is **Monday 2nd December 2024**. Please see page 4 of our newsletter to learn how to return it to us. We expect to submit a planning application to the Council before Christmas and at that time the Council will open their formal consultation.

We look forward to becoming an important part of Ruislip.

**Email: [lidlruislip@whatyouthink.co.uk](mailto:lidlruislip@whatyouthink.co.uk)**

## 7.4 Online feedback form

### A new Lidl at Orchard Gardens, Ruislip

Thank you for visiting our online feedback form. This consultation has now closed. If you wish to contact us regarding our feedback on another site then please contact us on 0203 174 2018.

We will be taking the results of this consultation and considering what changes might be possible to the proposal prior to any submission of a planning application.

We intend to locate the new food store on the Western part of the site towards Sharps Lane. This will be a low-rise building and the heights will not exceed the height of the existing buildings.



**Do you support the proposal to redevelop the closed Orchard Inn and the Premier Inn hotel?**

- Support
- Partially support
- Neutral
- Do not support



**Would you support the opening of a Lidl on this site?**



- Support
- Partially support
- Neutral
- Do not support

**Do you support the location of a low rise building closer to the boundary on the Sharps Lane part of the site?**



- Support
- Partially support
- Neutral
- Do not support

**Do you have any comments you would like to make about the proposal?**

Your answer

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**The Orchard Hotel memorial to Polish Airmen**

We are aware of the pride that local people have for the memorial on the corner of this site. We are determined to ensure that there is a lasting memorial on the site to the Polish Airmen who fought during the Second World War.

Would you support the dedication of some of the land facing onto Ickenham Road as a Memorial Garden for quiet reflection?



- Support
- Partially support
- Neutral
- Do not support

**What would you like to see in a new Memorial Garden?**

Your answer \_\_\_\_\_

**Thank you for taking the time to give us this feedback**

We expect to submit a planning application to the Council before Christmas and at that time Hillingdon Council will open their formal consultation.

We look forward to becoming an important part of Ruislip.

**Your name \***

Your answer \_\_\_\_\_

**Your postcode \***

Your answer \_\_\_\_\_

**Your email address**

Your answer \_\_\_\_\_

**Data protection**

Please tick this box to indicate that you consent to The Terrapin Group storing the data provided here. The Terrapin Group conform to the data protection principles outlined under GDPR and commits to keeping your data secure, accurate and relevant.

I consent to Terrapin Group storing the data I have provided in this form.