

Cabinet

Agenda

MONDAY
10 JULY 2017
7.00 pm

COURTYARD ROOM
HAMMERSMITH
TOWN HALL
KING STREET
LONDON W6 9JU

Membership

Councillor Stephen Cowan, Leader of the Council
Councillor Sue Fennimore, Deputy Leader
Councillor Ben Coleman, Cabinet Member for Health and Adult Social Care
Councillor Wesley Harcourt, Cabinet Member for Environment, Transport & Residents Services
Councillor Lisa Homan, Cabinet Member for Housing
Councillor Andrew Jones, Cabinet Member for Economic Development and Regeneration
Councillor Sue Macmillan, Cabinet Member for Children and Education
Councillor Max Schmid, Cabinet Member for Finance

Date Issued
30 June 2017

If you require further information relating to this agenda please contact: Kayode Adewumi, Head of Governance and Scrutiny
Tel: 020 8753 2499 or email: kayode.adewumi@lbhf.gov.uk

Reports on the open Cabinet agenda are available on the Council's website: www.lbhf.gov.uk/councillors-and-democracy

PUBLIC NOTICE

The Cabinet hereby gives notice of its intention to hold part of this meeting in private to consider items 17 to 21 which are exempt under paragraph 3 of Schedule 12A to the Local Government Act 1972, in that they relate to the financial or business affairs of any particular person, including the authority holding the information.

The Cabinet has received no representations as to why the relevant part of the meeting should not be held in private.

Members of the public are welcome to attend. A loop system for hearing impairment is provided, together with disabled access to the building.

DEPUTATIONS

Members of the public may submit a request for a deputation to the Cabinet on non-exempt item numbers 4-15 on this agenda using the Council's Deputation Request Form. The completed form, to be sent to Kayode Adewumi at the above address, must be signed by at least ten registered electors of the Borough and will be subject to the Council's procedures on the receipt of deputations.

Deadline for receipt of deputation requests: Wednesday 5 July

COUNCILLORS' CALL-IN TO SCRUTINY COMMITTEES

A decision list regarding items on this agenda will be published by Wednesday 12 July. Items on the agenda may be called in to the relevant Accountability Committee.

The deadline for receipt of call-in requests is: Monday 17 July at 3.00pm. Decisions not called in by this date will then be deemed approved and may be implemented.

A confirmed decision list will be published after 3:00pm on Monday 17 July.

Cabinet Agenda

10 July 2017

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1.	MINUTES OF THE CABINET MEETING HELD ON 8 MAY 2017	1 - 10
2.	APOLOGIES FOR ABSENCE	
3.	DECLARATION OF INTERESTS	

If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.

At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.

Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.

Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Audit, Pensions and Standards Committee.

4.	THE ESTABLISHMENT OF A GROWTH AND INNOVATION PARTNERSHIP WITH IMPERIAL COLLEGE LONDON	11 - 25
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This report sets out the potential for a partnership between the Council and Imperial College London to drive local economic growth and innovation, and develop a new model of local engagement and collaboration.

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| 5. | PARKING PROJECTS AND POLICY PROGRAMME 2017/18 | 26 - 44 |
| | This report outlines the key parking priorities for the Council and presents the parking projects and policy programme that will support these objectives. | |
| 6. | PROCUREMENT OF VARIABLE DATA PRINTING SERVICES | 45 - 50 |
| | This report seeks approval for re-procuring variable data print services for the revenues and benefits service, housing, and electoral services. | |
| 7. | TREASURY OUTTURN REPORT 2016/17 | 51 - 59 |
| | This report presents the Council's Outturn Treasury Report for 2016/17 in accordance with the Council's treasury management practices. | |
| 8. | OFFSITE RECORDS STORAGE SERVICE PROCUREMENT STRATEGY | 60 - 76 |
| | The Council's off-site records storage services contract expires on 31 March 2018 - this report details the strategy for its re-procurement. | |
| 9. | PROPOSED FULHAM BROADWAY BUSINESS IMPROVEMENT DISTRICT | 77 - 82 |
| | This paper informs the Cabinet of the intention of the Fulham Business Improvement District (BID) Steering Group to submit a BID proposal to the Council and requests that the Council holds a ballot of businesses on its behalf in 2017. | |
| 10. | DESIGNATION OF CONSERVATION AREA EXTENSIONS AND BOUNDARIES | 83 - 332 |
| | This report seeks a resolution to designate Conservation Area extensions and amend Conservation Area boundaries. | |
| 11. | HIGHWAY MAINTENANCE CONTRACTS 2017 | 333 - 340 |
| | This report seeks approval to join the RBKC Framework Agreement for highway maintenance work. | |
| 12. | UPDATE ON WATER ARRANGEMENTS | 341 - 342 |
| | This report outlines how the Council is working with tenants to reduce their water costs. | |

- 13. MITIE SERVICE REVIEW** 343 - 347
- This report seeks approval for amendments to the expenditure profile of the Mitie repairs contract.
- 14. GARAGES AND PARKING SPACE LETTINGS, CHARGING POLICY CHANGE AND GARAGES STOCK REFURBISHMENT** 348 - 388
- This report recommends changes to the garage licence agreement and the lettings policy for garages and residential car parks.
- 15. FORWARD PLAN OF KEY DECISIONS** 389 - 406
- This item gives notice of future key decisions.
- 16. EXCLUSION OF PRESS AND PUBLIC**
- The Cabinet is invited to resolve, under Section 100A (4) of the Local Government Act 1972, that the public and press be excluded from the meeting during the consideration of the following items of business, on the grounds that they contain the likely disclosure of exempt information, as defined in paragraph 3 of Schedule 12A of the said Act, and that the public interest in maintaining the exemption currently outweighs the public interest in disclosing the information.
- 17. EXEMPT MINUTES OF THE CABINET MEETING HELD ON 8 MAY 2017**
- 18. OFFSITE RECORDS STORAGE SERVICE PROCUREMENT STRATEGY: EXEMPT ASPECTS**
- This report contains the exempt aspects of Item 8.
- 19. UPDATE ON WATER ARRANGEMENTS: EXEMPT ASPECTS**
- This report contains the exempt aspects of Item 12.
- 20. MITIE SERVICE REVIEW: EXEMPT ASPECTS**
- This report contains the exempt aspects of Item 13.
- 21. PRINCIPLES FOR A FUTURE HR, PAYROLL AND FINANCE SERVICES SOLUTION: EXEMPT REPORT**
- This report seeks approval for the principles of a future HR, payroll and finance services solution.

London Borough of Hammersmith & Fulham

Cabinet Minutes



Monday 8 May 2017

PRESENT

Councillor Michael Cartwright, Deputy Leader
Councillor Stephen Cowan, Leader of the Council
Councillor Sue Fennimore, Cabinet Member for Social Inclusion
Councillor Wesley Harcourt, Cabinet Member for Environment, Transport & Residents Services
Councillor Lisa Homan, Cabinet Member for Housing
Councillor Andrew Jones, Cabinet Member for Economic Development and Regeneration
Councillor Vivienne Lukey, Cabinet Member for Health and Adult Social Care
Councillor Max Schmid, Cabinet Member for Finance

193. MINUTES OF THE CABINET MEETING HELD ON 27 MARCH 2017

RESOLVED:

That the minutes of the meeting of the Cabinet held on 27 March be confirmed and signed as an accurate record of the proceedings, and that the outstanding actions be noted.

194. APOLOGIES FOR ABSENCE

Apologies for Absence were received from Councillors Ben Coleman and Sue Macmillan.

Apologies for lateness were received from Kim Dero, the Interim Chief Executive.

195. DECLARATION OF INTERESTS

Councillor Max Schmid declared a disclosable pecuniary interest on items 4 and 15 as his wife works at provider of internal audit services. He therefore left the room during discussion of the matter without speaking or voting thereon.

196. INTERNAL AUDIT CONTRACT RE-TENDER

RESOLVED:

Councillor Max Schmid declared a disclosable pecuniary interest on this item as his wife works at provider of internal audit services. He therefore left the room during discussion of the matter without speaking or voting thereon.

RESOLVED:

1. To approve the Procurement Strategy set out in Appendix 2 of the report.
2. To note the current uncertainty of the procurement arrangements planned to be undertaken by Central Purchasing Bodies (i.e. Crown Commercial Services (CCS) and Easter Shires Purchasing Organisation (ESPO) and other London councils identified in Appendix 2 in the report.
3. To delegate to the Strategic Director of Finance (in consultation with the Leader) authority to commence the re procurement of the LBHF Internal Audit Service based upon his professional opinion as per the Procurement Strategy in Appendix 2 in the report.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

197. 2016/17 FINAL SECTION 106 EXPENDITURE

Peter Kemp, the Planning Change Manager, reported the following amendments to the original report printed with the Cabinet agenda:

1. Paragraph 1.1 now seeks authority to draw down £7.35m and should read: -

This report is the second report for S106 spend in 2016/17 and seeks authority to spend £7.35m

2. Paragraph 4.2 now is amended to £1,972,315.70. This is not new expenditure but authority to spend money on schools projects which the Council is already committed to. It is purely that Children's services have spent the funds in an earlier year than they first intended. The report should now read: -

£1,972,315.70 towards capital education projects in the borough to be funded from : -

£671,620 – Fulham Reach	716
£298,827 – Stowe Road Depot	693
£240,000 – Riverside Studios	801
£259,553 – 258 – 264 Goldhawk	805
£100,000 - Chelsea Creek South	732
£100,000 – Carnwarth Road	723
£100,000 – 271 – 281 King Street	830
£100,000 – BBC Television centre	827
£102,315.70 – Westfield	629

He also apologised for the misspelling of Irish Centre in paragraph 4.10 in the report.

RESOLVED:

That officers be authorised to spend Section 106 monies as set out in this report.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

198. DEVELOPMENT OF AFFORDABLE HOUSING AT EMLYN GARDENS, W12 9UG

RESOLVED:

1. To transfer the land at Emlyn Gardens to Shepherd's Bush Housing Group under a land sale agreement on a 250-year lease.
2. To delegate authority to the Lead Director for Regeneration, Planning and Housing, the Director of Finance & Resources and the Director of Building and Property Management in consultation with the Cabinet Member for Housing and the Cabinet Member for Economic Development and Regeneration to complete negotiations with Shepherd's Bush Housing Group and complete a land sale agreement for the transfer of the land, and associated leases, based on the agreed heads of terms.

3. To delegate authority to the Lead Director for Regeneration, Planning and Housing, and the Director of Building and Property Management in consultation with the Cabinet Member for Housing and the Cabinet Member for Economic Development and Regeneration to confirm that disposal of the land will be covered by General Consents under s123 of Local Government Act 1972 and seek advice under Housing Act to dispose of the Housing land at Emlyn Gardens or to seek the necessary consent from the Secretary of State should it be required.
4. To delegate authority to the Lead Director for Regeneration, Planning and Housing, in consultation with the Cabinet Member for Housing and the Cabinet Member for Economic Development and Regeneration to enter into a funding agreement with SBHG for the use of right to buy receipts in support of this scheme, should this be required.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

199. RE- TENDERING OF PASSENGER LIFT MODERNISATION IN SPRINGVALE ESTATE AND STAFFORD CRIPPS/ELLEN WILKINSON

RESOLVED:

That approval be given to procure a one-off contract for works to modernise existing passenger lifts within each of the above blocks and as detailed within the list of properties in Appendix 1, using the Open Procedure with award criteria of 50% quality and 50% price.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

200. STREET OUTREACH CONTRACT, DIRECT AWARD

RESOLVED:

1. To approve the direct award of an interim Street Outreach Contract to St Mungo's from 01 August 2017 to 31 March 2019 to continue the current service at a total cost as stated in the exempt report.
2. In accordance with Contract Standing Order 3.1, to agree to waive Contract Standing Order 11.2 which requires that tenders be sought for contracts of the value of the one proposed.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

201. PROCUREMENT STRATEGY REPORT FOR NEW MATERNITY CHAMPIONS CONTRACT IN HAMMERSMITH AND FULHAM

RESOLVED:

1. To approve the procurement strategy for the Maternity Champions project in LBHF in order to allow a competitive tender to be conducted.
2. To note that the contract will last a maximum of four (4) years with no options to extend. Total contract cost is £240,000 (4 years - £60,000 per annum).
3. To approve the quality price ratio weighting of 80:20 (Quality:Price).

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

202. LBHF SCHOOL ORGANISATION AND INVESTMENT STRATEGY 2017

RESOLVED:

To approve the School Organisation and Investment Strategy 2017.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

203. APPROVAL OF THE 2017/18 HIGHWAY MAINTENANCE WORK PROGRAMME

RESOLVED:

1. That the programme in Appendix B of the report be approved, with provision to make adjustments during the year as necessary.
2. That authority be delegated to the Director for Transport and Highways, in consultation with the Cabinet Member for Environment, Transport and Residents Services, to make amendments to the programme as agreed for operational and cost effective reasons, in order to make the optimum use of resources.
3. To note that reports and updates on programme amendments (additions and removals) to the approved scheme list be made, as and when required, during the year to the Cabinet Member for Environment, Transport and Residents Services.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

204. STREET LIGHTING CONTRACT

RESOLVED:

1. This report seeks the Cabinet's approval to join the RBKC framework contract (5 years +1+1+1 Total 8 years) following a limited 6 months' extension to the current term maintenance contract. The extension requirement is due to the later than anticipated award of the RBKC framework contract. LBHF joining RBKC framework will improve efficiencies for LBHF by align both borough's street lighting service teams. There are no requirements for LBHF works undertaken by the framework contractor needing approval by RBKC.
2. To note that having undertaken a cost evaluation of the new RBKC framework contract, against the current extended street lighting term contract, further analysis of City of Westminster's framework contract and limited comparison to the Lohac framework contract where comparable prices exist, the new RBKC framework results in marginal savings of £13,000 in comparison with the current contract. Four options and outcomes are outlined in this report.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

205. FORWARD PLAN OF KEY DECISIONS

The Key Decision List was noted.

206. EXCLUSION OF PRESS AND PUBLIC

RESOLVED:

That under Section 100A (4) of the Local Government Act 1972, the public and press be excluded from the meeting during consideration of the remaining items of business on the grounds that they contain information relating to the financial or business affairs of a person (including the authority) as defined in paragraph 3 of Schedule 12A of the Act, and that the public interest in maintaining the exemption currently outweighs the public interest in disclosing the information.

[The following is a public summary of the exempt information under S.100C (2) of the Local Government Act 1972. Exempt minutes exist as a separate document.]

207. INTERNAL AUDIT CONTRACT RE-TENDER : EXEMPT ASPECTS (E)

RESOLVED:

Councillor Max Schmid declared a disclosable pecuniary interest on this item as his wife works at provider of internal audit services. He therefore left the room during discussion of the matter without speaking or voting thereon.

RESOLVED:

That the recommendations contained in the exempt report be approved.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

208. DEVELOPMENT OF AFFORDABLE HOUSING AT EMLYN GARDENS, W12 9UG: EXEMPT ASPECTS (E)

RESOLVED:

To note the contents of the financial section and the confidential appendices.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

209. RE- TENDERING OF PASSENGER LIFT MODERNISATION IN SPRINGVALE ESTATE AND STAFFORD CRIPPS/ELLEN WILKINSON : EXEMPT ASPECTS (E)

RESOLVED:

That the recommendations contained in the exempt report be approved.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

210. STREET OUTREACH CONTRACT, DIRECT AWARD : EXEMPT ASPECTS (E)

RESOLVED:

That the recommendations contained in the exempt report be approved.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

211. STREET LIGHTING CONTRACT : EXEMPT ASPECTS (E)

RESOLVED:

That the appendix be noted.

Reason for decision:

As set out in the report.

Alternative options considered and rejected:

As outlined in the report.

Record of any conflict of interest:

None.

Note of dispensation in respect of any declared conflict of interest:

None.

Meeting started: 7.00 pm

Meeting ended: 7.10 pm

Chair

<p style="text-align: center;">London Borough of Hammersmith & Fulham</p> <p style="text-align: center;">CABINET</p> <p style="text-align: center;">10 July 2017</p>	
<p>THE ESTABLISHMENT OF A GROWTH AND INNOVATION PARTNERSHIP WITH IMPERIAL COLLEGE LONDON</p>	
<p>Report of the Cabinet Member for Economic Development & Regeneration – Councillor Andrew Jones</p>	
<p>Open Report</p>	
<p>Classification - For Decision Key Decision: Yes</p>	
<p>Wards Affected: All</p>	
<p>Accountable Director: Jo Rowlands, Director of Regeneration, Planning, and Housing Services</p>	
<p>Report Author: David Burns, Head of Housing Strategy</p>	<p>Contact Details: Tel: 020 8753 6090 E-mail: david.burns@lbhf.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1. This report sets out the potential for a partnership between the Council and Imperial College London to drive local economic growth and innovation, and develop a new model of local engagement and collaboration.
- 1.2. This report recommends the creation of a formal partnership with College London to embed this relationship and create a framework for working together on joint objectives. This will be known as a Partnership for Growth and Innovation
- 1.3. The report seeks delegated authority to agree the details of the Partnership for Growth and Innovation and the necessary budget to implement it.

2. RECOMMENDATIONS

- 2.1. Cabinet to approve in principle the creation of a Partnership for Growth and Innovation between the Council and Imperial College London to drive local economic growth through collaboration.

- 2.2. Cabinet to delegate authority to the Director for Housing, Growth and Strategy in consultation with Cabinet Member for Economic Development and Regeneration to agree the terms of the proposed partnership and to develop the initial business plan.
- 2.3. Cabinet to delegate authority to the Director for Housing, Growth and Strategy in consultation with Cabinet Member for Economic Development and Regeneration to agree the nomination and appointment of officers to the Enterprise Advisory Group, which will support the Partnership's work
- 2.4. Cabinet to approve a budget of £200,000 for two years to fund the operation of the joint venture using existing s.106 funding identified for economic development.

3. REASONS FOR DECISION

- 3.1. Hammersmith and Fulham has a vibrant local economy that makes a significant contribution to the London and UK economies, and the borough is now ranked as the 6th most competitive local economy in the UK with an estimated Gross Value Added of £8.1bn. In recent decades, there has been substantial change in the composition of the businesses with a decline in manufacturing and an increase in retail and leisure. More recently, knowledge based industries and life sciences have emerged as key growth drivers. The Council's Local Plan will support these industries and the inward investment necessary to sustain them, and our economic development strategy also supports this.
- 3.2. Imperial College London is one of the leading research universities in the world. They have a long-standing presence in Hammersmith and Fulham and are now expanding rapidly their White City Campus. The College is committed to making a positive impact as an anchor institution within the borough and to achieving this through collaboration with the Council.
- 3.3. The presence of Imperial and the ambitions of the Council to drive industrial growth create a unique opportunity for joint working. The joint vision is to fuse the capabilities of Imperial College London as a leading research university together with the skills, talents and dreams of the local community in Hammersmith and Fulham. By working in partnership, Imperial College London and the Council can harness the benefits of research, education and translation at the local level and develop a new model of collaboration between universities and local government.
- 3.4. This report proposes a Growth and Innovation Partnership in the form of a voluntary partnership as the most effective way of achieving this vision, with the potential for contractual or specific joint venture vehicles in the future.

4. BACKGROUND

4.1. The Hammersmith and Fulham Economy

4.2. Hammersmith and Fulham has a vibrant local economy, which has developed as a centre for a range of creative and media industries. In recent decades, there has been a substantial change in the composition of businesses with a decline in manufacturing and an increase in retail and leisure as well as emerging sectors such as knowledge based industries and life sciences creative industries, research and innovation.

4.3. *Imperial College London in Hammersmith and Fulham*

4.4. Imperial has a long-standing presence in Hammersmith and Fulham. Their teaching and research is integrated with frontline medical care through the Imperial College Healthcare NHS Trust which serves the entire Borough.

4.5. Imperial is committed to making a positive impact as an anchor institution in the Borough, with the White City Campus acting as the nucleus of an innovation district. Their ambition is to fuse a global research-intensive university with the skills, talents and aspirations of the local community.

4.6. Imperial is rapidly expanding through the development of the White City Campus. This 23-acre innovation campus will bring together researchers, partners and entrepreneurs to translate and commercialise cutting-edge research for the benefit of society. The campus is already home to more than 600 postgraduate students in bespoke accommodation, as well as a cluster of tech spin-outs and the Inventions Rooms at White City that will include an Advanced Hackspace. Work is also underway to open a unique Engagement and Creativity Hub at White City that will include an Advanced Hackspace, Reach Out Makerspace and Interaction Zone for engagement activities and events.

4.7. *Collaboration opportunities*

4.8. There are a broad range of issues on which the College and the Council can collaborate. Each of these areas will require further elaboration as to the intended outcomes and what each side would be committing. There are varying degrees of effort and resources required to deliver on the potential.

4.9. The initial focus of the partnership envisaged in the Memorandum of Agreement will be on supporting enterprise and innovation, with the aim of creating a world-class innovation ecosystem within the borough. As studies have shown, creating innovation ecosystems requires co-location of organisations spanning a range of activities, nurturing informal and formal connections, and a shared sense of community. This requires attracting talent, access to infrastructure, affordable office space and a social environment where residents and visitors want to spend time.

4.10. In time the partnership could be extended to support other objectives and support education, jobs and training, and health and well-being. These initiatives would contribute to creating the conditions for long-term growth and opportunity but would require development and coordination

with other partners, and further work is required by both parties before implementation.

4.11. Discussions between the Council and Imperial have concluded that a formal voluntary partnership would be the best way to crystallise these opportunities in a clear governance structure, with an identified business plan and objectives.

4.12. A shared goal and four key objectives that any partnership should seek to deliver have been identified. The goal is to make Hammersmith and Fulham a beacon of innovation and growth; a leading place to do business, education, and research on the global stage. The borough already has a successful economy, but there are also significant pockets of deprivation. We want to create opportunity for all by empowering local people and local businesses, supporting a clustering of technology and creative industries, and leveraging the full potential of Imperial's presence in the borough.

4.13. The objectives of the proposed partnership are:



4.14. The partnership would operate across the borough, but with an initial focus on the White City Opportunity Area, where there is potential to create a world-leading innovation district and where there are some of the most persistent pockets of economic and social disadvantage. The focus on employment opportunities for all, recognises that too many people are left behind in usual regeneration and economic development work and this venture will work to avoid this.

4.15. Of the opportunities identified above, the initial focus is proposed to be the appointment of a full-time Chief Enterprise Officer who will:

- Develop a business plan for the partnership
- Champion the borough as a location for innovative start-ups and scale-ups in the tech and creative industries

- Oversee the development of individual initiatives and policies that will support the objective of creating an innovation eco-system in the borough

5. OPTIONS CONSIDERED

5.1 To decide the most appropriate vehicle, the key is to refine the purpose and commercial terms of the partnership. The discussions so far have focussed on joint working and leveraging of resources for maximum impact, rather than operating for a commercial purpose and revenue generation and this has guided decision making when reviewing partnership options.

5.2 Three main options have been identified and reviewed to form a partnership:

- a) A voluntary partnership governed by a board that is accountable to either or both bodies (for example like a Local Enterprise Partnership)
- b) A formal collaboration agreement or contractual joint venture
- c) A special purpose corporate vehicle such as a joint venture company, either an LP, LLP or company limited by shares.

5.2 In all options the partnership would on establishment adopt an agreed business plan, setting out in detail the aims and objectives and the strategy for achieving them. It would then develop business cases for projects, to be agreed by the partnership for implementation.

5.3 All options would also require a protocol setting out how the partnership would function, including practical arrangements for frequency of meetings, quorum etc.. In options b) and c) a collaboration agreement or joint venture agreement would set out the governance and decision making structures, how any initial investment and ongoing funding would operate, intellectual property rights, deadlock and termination provisions. The partnership could be time limited or limited to projects.

5.4 A voluntary partnership would be the simplest to set up, and would enable the joint appointment of a Chief Enterprise Office in short order. This would mean a business plan could be quickly developed and implemented and both parties would contribute resources on a voluntary basis. It would mean that any services that were being provided through the partnership would not have a contractual basis, and would be more focused on commissioning. Some contracts may need to be procured. However, it would not prevent the development of formal contractual relationships as necessary.

5.5 Corporate vehicles such as those identified in c) are more commonly used for the operation of commercial services, revenue generation or property development. While this may be a future part of the relationship, the initial focus is on sharing and leveraging resources in existing operations against agreed mutual objectives. This would suggest that a corporate vehicle is not appropriate at this time.

5.6 If the Council wishes to commission services from Imperial, or both parties wish to commission jointly, a contractual joint venture setting out the commitments may be more appropriate. This form of partnership would be relatively lean but

would have access to other funding sources, including opportunities to use existing council funding streams.

5.7 Having reviewed all three options, option a) best fits with achieving the objectives of the Council and the College. The partnership aligns with the needs of the College as well as the Council as the best method for promoting industrial led growth, partnerships with the Council and private sector, business development, championing business start ups/spin-offs etc, CPD in schools and other education support, focused employment work support – with ability to assign appropriate resources.

5.8 If the intention was to exploit land or assets or to trade for profit then a corporate vehicle would be more appropriate. However, the use of a simpler structure initially would not rule out future corporate vehicles and the contractual joint venture can include an opportunity to explore these opportunities. However, they would be subject to further cabinet decisions.

5.9 Proposed Structure

5.10 The basis for the partnership, identifying the objectives and supporting structures are set out in the draft partnership agreement contained in appendix 1. The initial focus of the Partnership will be on supporting.

5.11 The initial focus of the Partnership Agreement will be on supporting enterprise and innovation, with the aim of creating a world-class innovation ecosystem within the borough. As studies have shown, creating innovation ecosystems requires co-location of organisations spanning a range of activities, nurturing informal and formal connections, and a shared sense of community. This requires attracting talent, access to infrastructure, affordable office space and a social environment where residents and visitors want to spend time.

5.12 In time the Partnership could be extended to meet the other objectives and support education, jobs and training, and health and well-being. These initiatives would contribute to creating the conditions for long-term growth and opportunity but would require development and coordination with other partners, and further work is required by both parties before implementation.

5.13 The decision making levels within the partnership would be an enterprise advisory group, with delegated authority for day to day activities given to a lead officer (to be jointly appointed – the Chief Enterprise Officer), the line of management of whom would be based in LBHF. A simple governance model is recommended, with a single tier board of made up of 2 nominations from each partner and the jointly appointed lead officer, with the option to co-opt one independent board member each. The board would need to meet on a regular basis (monthly), and would set the strategic direction of the partnership, provide advice and guidance to the Chief Enterprise Officer.

5.14 Working groups could be established under the board who would steer work streams and report into the board, with members from the Council, Imperial and

continuing roles for volunteers from the independent commissions where appropriate

- 5.15 The partnership would need to report on a regular basis to the Council's cabinet and would also be expected to present its progress to scrutiny committees, at least on an annual basis. Once the partnership structure is established and an annual business plan approved by the Council it would be able to continue without further approvals (subject to budget limits). Further decisions would be needed for investment or further contracts, which would return to Cabinet for approval.

6. RESOURCES

- 6.1. The initial operation of the joint venture is to be funded by the Council with £100,000 a year for two years. This will partly be used to fund the employment of a Chief Enterprise Officer to drive forward the partnership. Imperial will contribute staffing resources, office space and other support to an equivalent value.

7. CONSULTATION

- 7.1. Not required.

8. EQUALITY IMPLICATIONS

- 8.1. The proposed partnership itself won't have specific equality implications, although its objectives are targeted at equalities issues. Individual projects that spin out from the partnership will have specific EIAs.

9. LEGAL IMPLICATIONS

- 9.1. Under the general power of competence contained in section 1 of the Localism Act 2011, local authorities may do anything an individual generally may do, subject to any prohibition or restriction contained elsewhere in legislation.
- 9.2. The proposals contained in this report, if approved in principle would not represent a provision of service or supply to either the council or Imperial College London. The proposed creation of a contractual collaboration between the parties would appear to be exempt from the public procurement rules provided certain conditions are fulfilled.
- 9.3. Irrespective of whether there is provision of services or supply, contracts concerning co-operation between 2 or more contract authorities (i.e. where there is no separate controlled body), under regulation 12(7) of the Public Contract Regulations 2015 ("the Regulations") will benefit from the exclusion of the Regulations in the following circumstances:

- the contract establishes or implements cooperation between the participating contracting authorities with the aim of ensuring that public services they have to perform are provided with a view to achieving objectives they have in common.
- the implementation of that cooperation is governed solely by considerations relating to the public interest.
- the participating contracting authorities perform less than 20% of the activities concerned by the cooperation on the open market.

9.4 The Regulations specify how the percentages are to be calculated in the situation described above.

9.5 In addition, Imperial College London is considered a public body for the purposes of the Regulations, considering more than 50% its funding is provided by the Government (either directly or indirectly) for them to achieve their aims and objectives. Therefore, on this basis the proposed collaboration agreement with Imperial College London would not be required to be competitively advertised in accordance with the advertising requirements of the Regulations.

9.6 It will only be appropriate to establish a separate vehicle in very specific circumstances as the local authority's objectives will be often achievable through a contract/collaboration arrangement, which may be a simple bilateral relationship or may bear the hallmarks of an unincorporated joint venture, and is therefore known as a contractual joint venture as proposed in the body of the report. The contractual arrangement is a traditional method for securing goods and services from the private or third sectors. In the future, should the collaborative joint venture decide to procure goods, services or works as part of its business plan then Officers will need to consider the implications of the Regulations with respect to those activities.

9.7 Officers are also advised to consider the governance arrangements (i.e. delegations etc.) for the individual nominated officers that will be appointed onto the board of the proposed joint venture, should Members be minded to agree the recommendations of this report.

9.8 The estimated value of the Council's spend under the proposed collaborative joint venture will be more than £100,000 therefore, in accordance with Contract Standing Order 8.12.1, prior approval of Cabinet is required.

10. FINANCIAL IMPLICATIONS

10.1. The budgeted cost to the Council of the joint venture is £200,000 over two years and will be funded from existing section 106 agreements.

10.2. The funding available has already been received by the Council.

- 10.3. Imperial College London will provide resources in the form of staff, office space and
- 10.4. It is likely that the partnership, given its simple and lean structure, is the most favourable option financially.
- 10.5. The partnership has the potential to increase business rates income in the longer term through using existing assets to increase the supply of workspace and through increasing demand for businesses to locate within the borough.
- 10.6. Implications completed by: Danny Rochford, Head of Finance, 020 8753 4023
- 10.7. **Comment of the Director of Planning and Development**
- 10.8. Section 106 agreements are agreements entered into between the Developers and the Local Planning Authority as part of the planning process specifically to mitigate any impacts of the development.
- 10.9. The contributions identified to be used for match funding were received for the purpose of delivering economic regeneration across the whole borough. They have not yet been allocated to any other project, and as such are available for use and there are currently no other proposals for their use. The use of the funds for this project would be lawful.
- 10.10. Comments completed by Peter Kemp, Planning Change Manager, on behalf of the Director for Planning and Development, 020 8753 6970

11. IMPLICATIONS FOR BUSINESS

- 11.1. *Details of any impact of the proposals in the report on businesses in the Borough.*
- 11.2. The partnership has a clear focus on supporting businesses in the borough and boosting economic growth.

12. OTHER IMPLICATION PARAGRAPHS

- 12.1. No other implications

13. BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	Imperial Joint Venture Options	David Burns	HRD/HTHX3

LIST OF APPENDICES:

Appendix 1 – Draft Partnership Agreement

Memorandum of Agreement – Partnership for Growth and Innovation

Between:

- (1) **The Mayor and Burgesses of the London Borough of Hammersmith and Fulham** (“**the Council**” or “**LBHF**”) situated at Hammersmith Town Hall, King Street, London W6 9JU.
- (2) **Imperial College of Science, Technology and Medicine also known as ‘Imperial College London’** a UK institution of Higher Education constituted by Royal Charter (with registered number RC000231) whose correspondence address is Faculty Building, Exhibition Road, London, SW7 2AZ (“**the College**” or “**Imperial**”)

1. Basis of Partnership

- 1.1. The Council and the College agree to enter a voluntary partnership to further mutual goals of supporting local economic growth, enterprise and innovation as more particularly described in this Memorandum of Agreement. By working together, both parties can help to create the conditions for research, collaboration and enterprise to cluster in the borough.
- 1.2. The initial focus is to create the conditions for long-term innovation, economic growth and higher value jobs, delivering benefits to the whole community. This Memorandum of Agreement will provide the framework for local engagement and collaboration. As the partnership develops, it will have the opportunity to focus on further strategic objectives including skills and employment, and health and wellbeing.
- 1.3. Both parties interpret the partnership as a starting point and will explore broader and deeper partnerships, including specific legal structures where necessary, as the relationship develops, within the boundaries of the objectives described below.

2. Vision for Working Together

- 2.1. Our shared vision is to fuse the capabilities of the College as a leading research university together with the skills, talents and aspirations of the local community to make Hammersmith and Fulham the leading innovation and growth district in London.
- 2.2. By working in partnership, the College and the Council can work together to harness the benefits of research, education and innovation at the local level and develop new collaborative working between a university and local government.
- 2.3. Our shared goals are to:

- empower local people and businesses;
- support a clustering of technology and creative industries;
- leverage the full potential of the College's presence in the borough.

2.4. The initial focus of the partnership envisaged in this Memorandum of Agreement will be on supporting enterprise and innovation, with the aim of creating a world-class innovation ecosystem within the borough. As studies have shown, creating innovation ecosystems requires co-location of organisations spanning a range of activities, nurturing informal and formal connections, and a shared sense of community. This requires attracting talent, access to infrastructure, affordable office space and a social environment where residents and visitors want to spend time.

2.5. In time the partnership could be extended to support other objectives and support education, jobs and training, and health and well-being. These initiatives would contribute to creating the conditions for long-term growth and opportunity but would require development and coordination with other partners, and further work is required by both parties before implementation.

3. A Partnership for Growth and Innovation

3.1. The College and Council will bring different expertise and perspectives to the partnership and work together to support innovation and growth and create the conditions for a world-class innovation ecosystem within the borough.

3.2. The partnership will operate across the borough, with a predominant focus on the White City Opportunity Area. This part of the borough is where some of the most persistent pockets of economic and social disadvantage are located, and therefore a natural focus for activity.

3.3. The initial focus of the partnership will be providing:

- 1) A full time Chief Enterprise Officer employed by the Council;
- 2) An Enterprise Advisory Group made up of Council and College Representatives
- 3) Access to appropriate academic and operational staff and facilities

3.4. The Chief Enterprise Officer will:

- 1) Champion the borough as a location for innovative start-ups and scale-ups in the tech and creative industries
- 2) Develop a business plan for the joint venture between the College and Council to support innovation, enterprise and growth
- 3) Oversee the development of individual policies and initiatives that will support the objective of creating an innovation ecosystem in the borough.

- 3.5. The Chief Enterprise Officer will be supported by the College and provided with facilities in the White City Opportunity Area.
- 3.6. The Enterprise Advisory Group will (as also described in Appendix 1 to this Memorandum of Agreement) consist of:
- 1x external representative nominated by the College
 - 1x external representative nominated by LBHF
 - 2 x representatives from the College
 - 2 x representatives from LBHF
- 3.7. The Enterprise Advisory Group will set the strategic direction and provide advice and guidance for the Chief Enterprise Officer who will be responsible for day to day activities.
- 3.8. The Enterprise Advisory Group will report on a regular basis to the Council's Cabinet and the College's President's Board.
- 3.9. The College will provide access to skilled academic and operational staff to support the partnership and dedicated office space in the White City Opportunity Area for the Chief Enterprise Officer.

4. Term and Key Milestones

- 4.1. The initial operation of the partnership is intended to be supported by both parties as envisaged in this Memorandum of Agreement for two years from the launch of the partnership.
- 4.2. The Council and the College agree that the key initial milestones for the partnership are:

Milestone	Date
Launch of partnership	July 2017
Appointment and meeting of Enterprise Advisory Group	September 2017
Recruitment of Chief Enterprise Officer	September 2017
Submission of business plan to Enterprise Advisory Group	December 2017
Launch of First Project from Business Plan	2018

5. IP, Confidentiality and Announcements

- 5.1. The College and the Council agree to respect each other's rights to intellectual property and any confidential information designated as such at the time of disclosure (including, for the avoidance of doubt, not to disclose any such confidential information to any third party (unless required by law) without the other party's prior written consent).

5.2. For the avoidance of doubt, nothing in this Memorandum of Agreement shall affect any party's existing intellectual property rights and, accordingly, any existing intellectual property rights of a party are and shall remain the exclusive property of that party (or, where applicable, the third party from whom its right to use such intellectual property rights have derived).

5.3. Neither party will make any public announcement or press release regarding this Memorandum of Agreement, or use the name or trade marks of the other party, without the other party's prior written consent.

5.4. Nothing in this Memorandum of Agreement shall constitute either party as the agent of the other party, nor authorise either of the parties to make or enter into any commitments for or on behalf of the other party.

This Memorandum of Agreement takes effect on the date it is signed on behalf of both parties.

Signed by [NAME OF DIRECTOR] for and on behalf of **The Council**
to confirm its agreement to the above

.....

Signed by [NAME OF AUTHORISED SIGNATORY] for and on behalf of **The College**
to confirm its agreement to the above

.....

Appendix 1: Enterprise Advisory Group

The Enterprise Advisory Group will consist of:

- 1 x external representative nominated by the College
- 1 x external representative nominated by LBHF
- 2 x representatives from the College
- 2 x representatives from LBHF

The Enterprise Advisory Group will set the strategic direction and provide advice and guidance for the Chief Enterprise Officer who will be responsible for day-to-day activities.


The Enterprise Advisory Group will report on a regular basis to the Council's Cabinet and the College's President's Board.

Resourcing

The initial operation of the partnership will be supported by both parties for two years.

- The Council's support will consist of recruiting and funding a Chief Enterprise Officer
- The College's support will consist of access to appropriate skilled academic and operational staff and dedicated office space for the Chief Enterprise Officer in the White City Opportunity Area.

Agenda Item 5

<p>London Borough of Hammersmith & Fulham</p> <p>CABINET</p> <p>10 JULY 2017</p>	
PARKING PROJECTS AND POLICY PROGRAMME 2017/18	
Report of the Cabinet Member for Environment, Transport and Residents Services: Councillor Wesley Harcourt	
Open Report	
Classification: For Decision Key Decision: Yes	
Wards Affected: All	
Accountable Director: Mahmood Siddiqi – Director Transport and Highways	
Report Author: Richard Hearle – Parking Projects and Policy Manager	Contact Details: Tel: 020 8753 4651 E-mail: richard.hearle@lbhf.gov.uk

1. EXECUTIVE SUMMARY

- 1.1. This report outlines the key parking priorities for the Council and presents the parking projects and policy programme that will support these objectives. The report seeks approval for proposals to be designed, consulted and implemented during the 2017/18 financial year.
- 1.2. The 2017/18 programme has been developed in line with the Council's transport and environmental priorities in 'The Change We Need'; in particular '*increasing the number of ports for charging electric cars*' and to '*make our neighbourhoods better places to live*'. The programme also supports the council's 2017/18 annual report that announced recently parking permit prices are frozen for a third year running, and to help cut pollution we're opening more than 150 electric vehicle (EV) charging points and launching a green car club with one-year free membership for residents.
- 1.1. The Mayor of London's draft Transport Strategy (MTS) will be published in early 2017 and finalised in early 2018, and it is expected that the parking programme will provide a solid foundation to support the MTS when published.

- 1.2. The key priorities set out in the proposals for 2017/18 build on previous achievements, improving existing parking provision and supporting targets to improve local air quality by reducing vehicle nitrogen dioxide (NO₂) and particulate matter (PM10) emissions; reduce green-house gas emissions; and reducing congestion.
- 1.3. A key deliverable is to support the uptake of electric vehicles (EV) by completing the Source London EV charge network. This programme intends to build on this provision by developing on-street residential EV chargepoint infrastructure and working with TfL on introducing EV rapid chargepoints (EVRC) in the borough.
- 1.4. The budget for the parking projects and policy programme comes from the parking reserve. It is required that parking revenue is used for improvements to the highway, and this programme includes both the maintenance of existing schemes and projects that review and develop new initiatives. The budget for the 2017/18 financial year is £425,000.
- 1.5. In addition, other significant parking projects separate to this programme are being progressed and include (i) upgrading existing Pay & Display machine (PDM) infrastructure, (ii) new moving traffic restriction signage, and (iii) completion of the pay-by-phone network. These projects will improve parking services and network efficiencies, improve parking space accessibility, provide innovative parking solutions and help reduce annual operating and maintenance costs.

2. RECOMMENDATIONS

- 2.1. That approval be given to the programme detailed in this report, with provision to make adjustments during the year as necessary as set out in 2.2 & 2.3. Programme annual funding is £425,000, of which £150,000 is from the carriageways and footways allocation and capital receipts, and £275,000 from parking reserve. This report seeks approval for £275,000 to come from existing reserves.
- 2.2. That authority be delegated to the Director of Transport and Highways in consultation with the Cabinet Member for Environment, Transport and Residents Services, to alter these programmes as necessary during the 2017/18 financial year.
- 2.3. That authority be delegated to the Director for Transport and Highways, in consultation with the Cabinet Member for Environment, Transport and Residents Services, to make amendments to the programme as agreed for operational and cost effective reasons, in order to make the optimum use of resources.
- 2.4. That approval be given to place orders under this project with the Council's existing term or framework contractors or service providers.

3. REASONS FOR DECISION

- 3.1. Physical improvements to the public highway and programmes of work designed to reduce congestion, manage traffic and promote road safety fall under the council's statutory duties under a variety of acts including the Traffic Management Act 2004.
- 3.2. Where changes to the highway are proposed, these are in line with section 122 of the Road Traffic Regulation Act 1984 ("The 1984 Act"); securing the expeditious, convenient, and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities.
- 3.3. The results of any parking consultation will be reported to the Cabinet Member detailing the responses and any recommendations for decision.

4. INTRODUCTION AND BACKGROUND

- 4.1. This report relates to Chapter 3 of the second Local Implementation Plan for Transport 2011-31 whereby the Council will:
 - Ensure the smooth flow of traffic and alleviate congestion in the borough through the introduction and enforcement of moving traffic contraventions, such as yellow box junctions
 - Review some of the 28 Controlled Parking Zones (CPZs) in the borough depending on annual parking stress surveys, verified problems and issues reported by residents' and businesses such as the effects of the Westfield Shopping Centre and the football grounds in the borough and developments in the borough.
 - Introduce new parking bays within CPZs where safe to do so, and upgrade single yellow lines to double yellow lines at informal crossing points to facilitate pedestrian safety. Additionally, removing/de-cluttering signage to reduce maintenance costs and ensure clarity, and review waiting and loading restrictions to ensure they are still applicable and appropriate for the needs of the area.
- 4.2. During the 2016-17 financial year, the parking programme has introduced several initiatives based primarily on three principles:
 - Developing and incorporating new technologies and ideas that target the growing issue of poor air quality. This has included commissioning the first on-street EV charging points, expanding the car club network and looking at policies and procedures that can help to improve air quality.
 - Helping to ensure the continued vibrancy of local town centres – schemes we have initiated include installing a new phone payment system to improve the user experience when parking.
 - Maximising parking spaces and reducing clutter – this was achieved by converting unnecessary yellow lines to parking bays, and removing excessive parking signage and sign posts to improve the streetscape,

reduce obstructions for pedestrians, and reduce the cost of maintenance of signs and posts.

- Continuing the programme of CPZ reviews resulting in the creation of additional parking bays by removing redundant yellow lines, and thereby reducing street clutter and ongoing maintenance costs. Double yellow lines were also introduced at informal crossing points to facilitate pedestrian safety, and waiting and loading restrictions were reviewed.

5. PROGRAMME FOR 2017/18

- 5.1. This report seeks the approval of the programme of works listed in Table 1. The table summarises the proposed projects and anticipated costs associated with this year's programme. These works are subject to change and the necessary consultation carried out if council priorities change, with the delegated responsibility being the responsibility of the Cabinet Member for Environment, Transport and Residents Services.
- 5.2. There are currently three additional projects outside of this programme. Upgrading existing pay and display machine (PDM) infrastructure was approved in September 2015 and is due for completion in Autumn 2017, installation of new moving traffic restriction signage across the borough that was approved in April 2016 and is currently due for completion in 2017/18, and the completion of the pay-by-phone network.

Table 1 – Proposed Parking Policy and Projects Programme for 2017/18

Project Ref.	Project	17/18 budget	Description
1	Electric Vehicle Charging Infrastructure	£100,000	This budget will be for the development of residential EV chargepoint infrastructure. The project will explore options for residential on-street EV charging through the possible adaptation of existing street furniture and introduction of new facilities. This project will include possible trials of several different charging technologies. This work will also include the development of EV Rapid Chargepoints (EVRC) working closely with TfL.
2	Hurlingham Park	£70,000	Provide Pay & Display only parking under an 18 month experimental TMO. This will include re-surfacing the access road into the park and minor improvements to the layout of the car park and new traffic calming measures.
3	Mapped base TMO Study	£15,000	An initial investigation in to the potential benefits for the borough of introducing mapped based TMO schedules (MBTMO). The study is expected to explore both the advantages and disadvantages of MBTMO, feasibility considering our current systems and operational procedures timeframes and costs.
4	General Parking Correspondence and Amendment works	£100,000	The Parking Project Team receives high levels of correspondences throughout the year. Many of the requests are investigated with site inspections and assessments by officers. As part of the solution to some of these queries, minor amendments and small projects are required. This can include physical works, designs and public engagement.
5	CPZ Consultations	£70,000	Currently anticipated that CPZ C, N, F and S reviews /consultations will be conducted during the financial year.
6	Annual daytime and overnight parking stress surveys	£30,000	The annual daytime and overnight parking stress surveys are required to maintain an accurate picture of the level of demand for parking in the borough. This data is used for a variety of purposes across the authority, particularly in planning and transport policy.
7	Quarterly amendments to traffic orders	£40,000	To save on advertising costs for individual waiting and loading amendments are grouped into four larger amendments each year. Yellow line amendments from all groups in the environment department are included in the quarterlies in order to save overall departmental costs that include fees for works orders and advertising.
	Total	£425,000	

6. OPTIONS AND ANALYSIS OF OPTIONS

- 6.1. The 2017/18 programme identified in Table 1 includes three studies. Two are considered politically significant (project ref. 1 and 2) and a further study will explore the opportunities for improving TMO management procedures (project ref. 3).
- 6.2. The programme also includes several key service functions that are an annual commitment for the council (project ref. 4 to 7).
- 6.3. Project ref. 1 is a key initiative, building on work already completed in 2016/17 to provide EV charging infrastructure in the borough, and now includes three initiatives.
- 6.4. The first is to complete the Source London EV charge point network by summer 2017, bringing the total number of charge points in the borough to 160 in a total of 55 separate locations.
- 6.5. In parallel, an initiative will commence to provide on-street residential EV charging infrastructure that will further support the boroughs aims and objectives to be the greenest borough. The council receives many requests from individuals and community groups requesting EV charge points for residents.
- 6.6. To unlock the full cost saving potential of electric vehicles they should ideally be charged at home but for most residents in the borough off-street parking is not available. By developing initiatives that provide on-street chargepoints specifically for residents will unlock this convenience and encourage the uptake of EV in the borough. As charging options for residents expand it will bring community benefits through improved air quality, reduced vehicle noise and lower carbon footprints. As part of this project grant funding will be sought from OLEV (Office for Low Emission Vehicles) and/or London's Go Ultra Low Cities Scheme (GULCS).
- 6.7. Finally, The council are also developing options for providing rapid EV charging infrastructure in the borough and currently two locations are being considered. Any rapid charging infrastructure successfully implemented will be funded between TfL and the operators (suppliers) of the service. Moreover, through the framework call off contract there will likely be an opportunity for the council to generate a modest income from the charge points introduced through lease agreements.
- 6.8. Project ref. 2 is a key delivery project for the council in 2017. In late 2016 the council carried out an online public consultation on proposals to introduce parking controls in Hurlingham Park. As a result of this consultation it has been agreed Pay and Display only parking will be introduced under an 18 month experimental Traffic Management Order, during which time the effectiveness of these measures will be considered and monitored. In addition, a feasibility design study has identified the need to re-surface the access road into Hurlingham Park as well as minor improvements to the layout of the car park including new traffic calming measures.

- 6.9. Project ref. 3 in Table 1 is a key study that will undertake a preliminary investigation for the potential adoption by the council of Mapped Based TMOs (MBTMO). Describing the geographical position of the parking restrictions using the traditional text format is open to interpretation and can be confusing. Mapping systems can assist by showing the parking restrictions in visual format - users find a visual mapped base format easier to understand. There are several advantages to be realised from the adoption of MBTMO as follows:
- Showing the traffic orders in map format rather than as many pages of written schedules makes them easier to prepare, use and manage.
 - Ambiguity with written descriptions, and discrepancies between the TMO schedule and the map are eliminated
 - The mapping can be shown on the council website for access and use by the public, which can assist with understanding the restrictions and responding to queries quickly.
 - The potential to reduce administration, management and amendment costs.
- 6.10. Projects ref. numbered 4, 5, 6 and 7 in Table 1 are conducted on an annual basis. They include a range of small scale reactive and ongoing works, ad hoc meetings with councillors, stakeholders and residents, various correspondence duties and responding to Freedom of Information Act requests.
- 6.11. CPZ reviews are completed annually on a rolling programme and consider requests from ward councillors and residents' enabling the Cabinet Member to recommend parking zones for review. It is anticipated that there will be at least four parking consultations to be undertaken during 2017/18. These consultations will comprise an initial informal consultation with feedback analysis reporting to the Cabinet Member with recommendations on actions where appropriate.
- 6.12. In addition, the review programme will include a number of key parking zone projects. We will be consulting Zone T on options to introduce match-day parking restrictions similar to those which currently operate in the neighbouring Zones X and Y. This will follow a parking stress survey undertaken in March 2017, the results of which has shown there is increased parking stress on weekday evening and weekend match days at Craven Cottage.
- 6.13. Monitoring the effects of parking in other areas including around Shepherds Bush, particularly Westfield and Uxbridge Road will continue, which may result in proposals being developed to improve the effectiveness of parking management measures in the area.
- 6.14. The council is working closely with the event organisers at the Queens Club and with local residents' associations to help develop a parking management scheme that will effectively manage parking and traffic in the area during key events including Aegon tennis championship.
- 6.15. The council is also required to complete quarterly TMO amendments and conducts annual parking stress surveys, which are referred to by several departments in the council and provides a historical record of demand.

7. SPECIAL PROGRAMMES

- 7.1. The section above covers the parking projects programme for 2017-18. However, there are three other projects that do not form part of the annual.
- 7.2. The Pay & Display infrastructure project has already been approved in September 2015 by Cabinet. The project encompasses the removal of the existing on street Pay and Display ticket machines, with the installation of new ticket machines and the introduction of phone payment parking. The new system will also allow for the existing visitor parking permit system to be replaced with a new system that will be easier to access and use.
- 7.3. The requirement for the introduction of signage for moving traffic offences is being introduced following advice from the Information Commissioners Office (ICO) and will require signs with special authorisation from DfT for areas where moving traffic is enforced. This project will be funded using the parking reserve, with funding already identified and reserved for this project.
- 7.4. This project began in early 2016/17 and is expected to run for two years. The budgeted cost for this programme is £300,000.

8. CONSULTATION

- 8.1. As part of the development of the 2017/18 programme the proposed schemes will be presented to several different groups. These groups help shape the programme by providing feedback and suggestions on direction and content.
- 8.2. As part of any controlled parking zone review the council carries out an informal consultation with residents, businesses and other stakeholders in the area. A letter describing the purpose of the consultation and a questionnaire is posted to all stakeholders, with the information also available online. Consultations are held outside of school holiday periods when stakeholders are more likely to be available to respond.
- 8.3. As part of our commitment to managing parking on the public highway the council will use the information from these consultations to inform recommendations for amendments to parking controls and as part of the analysis, responses are reviewed on a street-by-street basis to identify any localised trends. The results of these consultations are reported back to the relevant Cabinet Member for further approval to implement or progress to statutory consultation.
- 8.4. Amendments approved for implementation must follow the formal statutory Traffic Management Order consultation process whereby on-street Notices and advertisements in the local press are posted, as well as feature on the council's website, before any alterations to waiting and loading restrictions can be introduced.
- 8.5. Our consultations are open and accessible and if requested, can be made available in different languages and braille to accord with best practice under the Equality Act 2010 ("The 2010 Act").

9. EQUALITY IMPLICATIONS

- 9.1. As outlined in section 5 of this report, most proposals in the programme will undergo consultation. Should adverse impacts be identified, officers will consider mitigating actions and if these are not possible, the overall benefits of any proposal must be considered before Members make a final decision including giving due regard to the needs identified in the public sector equality duty under section 149 of the 2010 Act.
- 9.2. The approval of the 2017/18 parking programme is expected to provide positive impacts on several sectors including but not limited to disabled people, older people with mobility impairments, pregnant women and parents with small children. At this stage, any such positive impacts are not yet known.
- 9.3. Air pollution levels in the borough fail to meet national objectives for the protection of human health and the borough is designated as a Air Quality Management Area for NO₂ and PM₁₀. Vulnerable groups including children, the elderly and those susceptible to or suffering from heart and lung diseases are the most impacted by poor air quality. A 2015 report by King's College London identifies that approximately 25% of all early deaths in the borough are attributable to nitrogen dioxide (NO₂) and fine particulate matter (PM_{2.5}). Early deaths in the borough attributable to PM_{2.5} is a key indicator in the Public Health Outcomes Framework. All groups will benefit from improved air quality which is one of the core objectives of the Local Implementation Plan and the mayors emerging environmental policies.

10. LEGAL IMPLICATIONS

- 10.1. The Council has the power under section 84 of the 1984 Act to make any proposed changes to the Controlled Parking Zones or other Traffic Management Order (TMO). The procedure for making an Order in England and Wales is contained within the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 ("The Regulations") and is set out briefly as follows:
- 10.2. **Preliminary requirements:** The Council must consult with anybody specified in Regulation 6 (depending on the order, other authorities, and/or emergency services) and it must publish a Notice in a local newspaper, the London Gazette and on its website. Adequate publicity must be provided to those likely to be affected. This may include display of Notices in the affected area and distribute the same to local properties and road users. The relevant documents must be held on deposit from the date that the notice of proposal is first published and must remain on deposit until six weeks after the proposed Order has been made (or a decision has been made by the Council not to proceed with the proposal).
- 10.3. **Public Objections and Inquiries:** Any proposals to amend TMOs by way of the prohibition of loading or unloading of vehicles may lead to an inquiry if objections are made. Anyone may object in writing to an Order by the date specified in the notice or if later within 21 days of the notice being given and publicity being

adequate. It should be noted that a public inquiry only has to be held in permitted circumstances under the regulations. Should the Council hold an inquiry it must give notice of the fact and the inquiry must begin within 42 days of that notice being made. The Inspector decides how the inquiry is to proceed.

- 10.4. **Making an order:** Orders cannot be made before the statutory period for objections has ended or after a period of **two years** from the making of the initial notice. Within 14 days of making the Order the Council must place a notice in the local press announcing its decision, ensuring again that adequate publicity is given to the making of the Order and write to those who objected to the proposal outlining the reasons for the decision to proceed. Any traffic signs required as a consequence of the Order must be in place before it comes into force. It should be noted that the above requirements are strict and must be complied with in full so as to minimise the risk of judicial challenge on public law grounds, for example procedural impropriety.
- 10.5. The Council has a duty under section 122 of the 1984 Act to exercise its functions to secure the expeditious convenient and safe movement of vehicular and other traffic including pedestrians and the provision of suitable and adequate parking facilities on and off the highway. Accordingly, factors that the Council must have particular regard to are:
 - Maintaining access to premises
 - Effect on amenities in the area
 - National Air Quality Strategy
 - Facilitating the passage of public service vehicles
 - Other relevant matters
- 10.6. Where further consultation is required, this must follow public law principles in that it must be carried out at a formative stage of the decision making process, last for a reasonable period of time, provide sufficient information for consultees to make an informed representation and all representations must be taken into account before any final decision is made by the council.
- 10.7. The proposal to introduce a card-only payment mechanism is not regulated by the highways legislation. However, the Council can use its general power of competence under section 1 of the Localism Act 2011 to achieve this objective. However, Members are reminded of the equality impacts arising from it in light of its public sector equality duty under section 149 of the 2010 Act before arriving at such a decision.
- 10.8. The Council must in the exercise of its functions (in this case as Highway and Traffic Authorities) have due regard to the need to eliminate discrimination, harassment and victimisation, and to advance equality of opportunity, and foster good relations, between those who share a relevant protected characteristic and those who do not share it in accordance with section 149 of the 2010 Act. The Council has a duty to have due regard to the need to remove or minimise disadvantages, take steps to meet needs, in particular steps to take the account of disabled persons' disabilities, and encourage people to participate in public life. The Council must have due regard to the need to tackle prejudice and promote understanding and in the context of parking policy must ensure that any

person/s sharing one or more of the nine protected characteristics are not directly or indirectly discriminated against any of the proposed measures as set out in the body of this report.

- 10.9. The Council should take reasonable care to ensure that any new arrangements or schemes would include appropriate provision for disabled parking and the protection of other vulnerable road users such as children and the elderly.
- 10.10. The Human Rights Act 1998 incorporates the European Convention on Human Rights and makes it unlawful for a local authority to act in a way that is incompatible with a Convention right. The Council acting as a Highway Authority will have particular regard to its rights and responsibilities under the Human Rights Act 1998 when implementing parking policy across the Borough. The Council will have regard to:
- **Article 6** - that in the determination of civil rights everyone is entitled to a fair and public hearing within a reasonable period of time by an independent and impartial tribunal established by law
 - **Article 8** - that everyone has the right to respect for his home and private life; and
 - **Article 1 of the First Protocol** - that everyone is entitled to peaceful enjoyment of his or her possessions
- 10.11. Implications verified/completed by: (Horatio Chance, Licensing and Highways Solicitor, Deputy Team Leader, 020 8753 1863

11. FINANCIAL AND RESOURCES IMPLICATIONS

- 11.1. Parking projects receives annual funding of £425,000 of which £150,000 comes from the carriageways and footways allocation funded by capital receipts and £275,000 comes from Parking Reserve. This report seeks approval for £275,000 to come from existing reserves.
- 11.2. The Pay and Display infrastructure project was approved by cabinet in September 2015, and is being funded from the Efficiency Projects Reserve.
- 11.3. The project to introduce signage for moving traffic offences will be funded from a carry forward of a further £300,000 from the surplus in the Parking Account in 2016/17. The completion of the Ringo pay bay phone and smart visitor permit scheme will be completed from the Parking Reserve.
- 11.4. Funding is limited to the amounts detailed above. If extra work is required then the mix of projects would need to be reviewed to ensure that the overall programme remains within budget.
- 11.5. Implications verified/completed by: (Amit Mehta, Principal Accountant, 020 8753 3394

12. IMPLICATIONS FOR BUSINESS

- 12.1. The parking projects programme for this financial year includes several projects that are anticipated to have a positive impact on business within the borough. The introduction of new Pay & Display technology and phone based visitor permit parking is anticipated to make parking easier and more accessible for residents and visitors accessing retail and business services.
- 12.2. The expansion of Source London EV chargepoints coupled with the introduction of new electric vehicle chargepoint infrastructure including rapid charging and residential chargepoint initiatives, will contribute to reducing vehicle emissions on the local highway network that will help improve air quality, reduce noise and enhance the street environment.
- 12.3. Implications completed by: (Richard Hearle, Parking projects and Policy Manager, 020 8753 4651

13. RISK MANAGEMENT

- 13.1. Projects are to be managed within the TTS programme and risks identified and communicated to the Public Accounts Committee Parking Sub-group and Cabinet Member.
- 13.2. Key risks to be managed include:

Table 2 – Project Risks and Mitigation

Risk	Mitigation Measure(s)
Cost increase/budget reduction	Options developed to accord with scheme objectives and reflect agreed budgets.
Delay to schemes	Project monitoring to ensure delivery remains on target.
Lack of stakeholder support	Develop options that address issues and stakeholder aspirations.
Policy compatibility	Develop options that reflect council policy commitments.
Lack of resources to deliver	To maintain framework consultants where necessary to ensure resources are in place to deliver the parking programme.

- 13.3. Implications verified by: Michael Sloniowski, Head of Risk Management. 020 8753 2587

14. PROCUREMENT IMPLICATIONS

- 14.1. There are no procurement related issues as the orders referred to in the recommendation relate to the use of existing framework agreements that the Council is able to call-off from.
- 14.2. Implications completed by: Alan Parry, Procurement Consultant, 020 8753 2581

LIST OF APPENDICES:

Appendix 1 – Glossary of parking terminology

Appendix 2 – Borough CPZ map indicating controls, PDM tariffs etc

Appendix 3 – Equality Impact Assessment

APPENDIX 1 – Glossary of parking terminology

Parking Review (Review of controlled parking zone)

This is a full review of all parking restrictions in a controlled parking zone. This is carried out via a consultation with all residents and businesses within the controlled zone. Aspects such as the length and days of operation of the parking bays are reviewed and other options such as a maximum stay for pay and display parking are offered. Changes are made based on a majority support via the consultation. Yellow lines are installed in front of all dropped kerbs in order to facilitate pedestrian movement, and parking bays are extended where possible as part of the review process in order to maximise parking in the borough and reduce parking stress. All signage in the area is updated where required.

Permit Saturation Levels

Permit saturation levels are calculated by dividing the number of permits issued in a zone with the number of parking spaces in that zone. For the purposes of this exercise, parking spaces are taken as 5 metres. For example, the permit saturation of Zone T is 84%, which means there are more spaces than there are permit holders.

Consultation

- **Full Consultation**

A full consultation is carried out for all parking reviews. All residents and businesses of a controlled zone are sent a consultation document with a reply paid questionnaire which gives them the opportunity to either maintain or alter the current parking controls. Consultations usually run for a period of 3 weeks. The statutory consultation period is also observed through the advertisement of the legal traffic order.

- **Local Consultation**

A local consultation is carried out for smaller projects such as the installation of a loading bay, the introduction of short stay shopper bays, the alteration of a significant section of single or double yellow line, etc. This is usually in the form of a letter requesting comments or objections. The statutory consultation period is also observed through the advertisement of the legal traffic order.

- **Statutory Consultation**

For all minor amendments such as the installation of a double yellow line in front of a private crossover or other small changes to waiting and loading restrictions the statutory consultation process is observed. All changes to waiting, loading or parking restrictions must be accompanied by an amendment to the legal traffic order. The amendments are advertised in two local papers for 4 weeks and on the council's website whereby objections to the changes can be made in writing to the Director of Transport and Highways.

Legal Traffic Order (TMO)

All on street restrictions are covered by a legal traffic order. This includes waiting restrictions (single and double yellow lines), loading restrictions, parking restrictions (including loading bays, disabled bays, doctor bays, and motorcycle bays), bus lanes, 20mph zones and so on. The legal traffic order states the extent of the restrictions, their operating times, etc. and is a vital part of parking and traffic enforcement. Without a legal traffic order detailing the restriction in place, it cannot be enforced. Therefore any change on the Boroughs roads must be accompanied by a variation to the trafficorder.

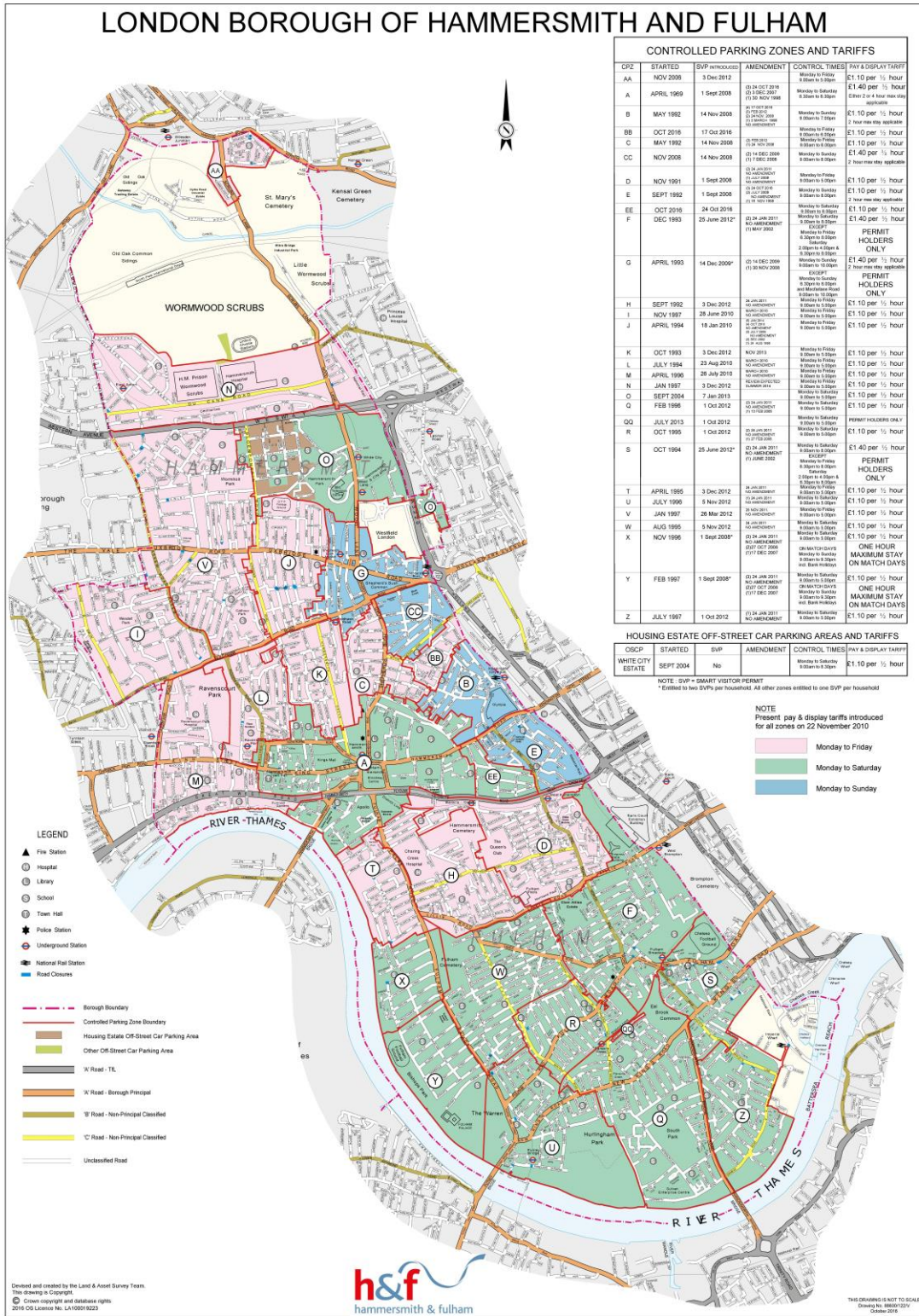
Traffic Order Consolidation

For traffic orders such as the waiting and loading order, or a parking place order for a specific zone, minor amendments are made on a regular basis. In order to combine all the amendments back in to one document again, the order can be consolidated. To ensure traffic orders are easy to manage and refer to, consolidations should be carried out on a regular basis.

SMART Visitor Permit

An electronic visitor permit that is currently available in all controlled parking zones. The permit acts as a cashless alternative to the on-street pay and display machines. Residents can top up the permit with credit then activate it and deactivate it over the phone when their visitor arrives and leaves. It charges by the minute (P&D machines charge by the half hour) and offers a small reduction on the on-street tariff.

APPENDIX 2 – Borough CPZ map indicating controls, P & D tariffs etc.



APPENDIX 3: EIA Document

LBHF Equality Impact Analysis Tool

Overall Information	Details of Full Equality Impact Analysis
Financial Year and Quarter	2017/18 Q1
Name and details of policy, strategy, function, project, activity, or programme	PARKING PROJECTS & POLICY PROGRAMME 2017-2018 To note and approve the 2017/18 parking projects & policy programme.
Lead Officer	Name: Richard Hearle Position: Parking Projects and Policy Manager Email: richard.hearle@lbhf.gov.uk Telephone No: 020 8753 4651
Date of completion of final EIA	15/03/2017

Section 02	Scoping of Full EIA
Plan for completion	Timing: By March 2018 Resources: Parking Projects Team
Analyse the impact of the policy, strategy, function, project, activity, or programme	Examples of works that are likely to impact more on older and disabled people include: Improving Pedestrian Environment - Street Decluttering During the planned maintenance schemes streets are analysed for 'Decluttering'. This involves reducing and consolidating, where possible, the amount of street furniture. Removal of redundant signs posts and attaching signs to lamp columns as well as the removal of bollards all helps reduce the 'clutter' on the street. These small improvements can make the street easier to negotiate for vulnerable road users such as the disabled and elderly by removing potential obstructions. Improving pedestrian environment - Ensure dropped kerbs protected from parked cars During the review of CPZs road markings are reviewed to ensure they are DDA compliant. Single yellow lines at informal crossing points are upgraded to double yellow lines. These small improvements can make

the street easier to negotiate for vulnerable road users such as the disabled and elderly because they ensure that vehicles do not obstruct the crossing points.

As a result of the overall works, there may be benefits associated with certain groups and not others as detailed below:


Protected characteristic	Analysis	Impact:
Age	Older people are more likely than others to benefit from resurfaced carriageways and footways, as it provides a smoother ride and reduces the likelihood of trip hazards. Making it easier for disabled people to get about removes barriers and encourages participation in public life.	+
Disability	Disabled people are more likely than others to benefit from protection of informal crossing points. Making it easier for disabled people to get about removes barriers and encourages participation in public life.	+
Gender reassignment	N/A	Neutral
Marriage & Civil Partnership	N/A	Neutral
Pregnancy & maternity	Continued upgrading of single yellow lines at informal crossing points to double yellow lines will ensure that vehicles do not obstruct crossing facilities for prams/pushchairs	Neutral
Race	N/A	Neutral
Religion/belief	Places of worship within a controlled parking zone are consulted when the parking controls within that Zone are reviewed. Any impact would be unknown until a full consultation is carried out and the responses are assessed.	Unknown
Gender	N/A	Neutral
Sexual Orientation	N/A	Neutral

Human Rights or Children's Rights

Will it affect Human Rights, as defined by the Human Rights Act 1998?

No

	Will it affect Children's Rights, as defined by the UNCRC (1992)? No
Section 03	Analysis of relevant data Examples of data can range from census data to customer satisfaction surveys. Data should involve specialist data and information and where possible, be disaggregated by different equality strands.
Documents & data reviewed	Annual parking stress survey data helps to determine which controlled parking zones are reviewed as part of the annual parking projects programme. Those Zones that have consistently high level of parking demand are considered for prioritisation.
New research	N/A
Section 04	Consultation
Consultation	Our consultations are open and accessible online and by post, and can be made available in different languages and Braille when requested.
Analysis of consultation outcomes	N/A
Section 05	Analysis of impact and outcomes
Analysis	Following any parking consultation the results are analysed and presented to the Cabinet Member for a decision.
Section 06	Reducing any adverse impacts and recommendations
Outcome of Analysis	N/A
Section 07	Action Plan
Action Plan	N/A
Section 08	Agreement, publication and monitoring
Chief Officers' sign-off	Name: Nick Boyle Position: Chief Transport Planner Email: nick.boyle@lbhf.gov.uk Telephone No: 020 8753 3069
Key Decision Report (if relevant)	Date of report to Cabinet/Cabinet Member: 28/03/2017 Key equalities issues have been included: Yes

<p align="center">London Borough of Hammersmith & Fulham</p> <p align="center">CABINET</p> <p align="center">10 JULY 2017</p>	
<p align="center">PROCUREMENT OF VARIABLE DATA PRINTING SERVICES</p>	
<p>Report of the Leader – Councillor Stephen Cowan</p>	
<p>Open Report</p>	
<p>Classification - For Decision Key Decision: Yes</p>	
<p>Wards Affected: All</p>	
<p>Accountable Director: Sarah Thomas, Director of Delivery and Value</p>	
<p>Report Author: Louise Raisey, Strategic Head of Communications and Communities</p>	<p>Contact Details: Tel: 020 8753 2012 E-mail: louise.raisey@lbhf.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1 This report seeks approval for re-procuring variable data print services for the revenues and benefits service, housing, and electoral services, managed corporately through Hammerprint.

2. RECOMMENDATIONS

- 2.1 To agree the procurement strategy for variable data printing set out in this report.
- 2.2 To access the Postal Goods and Services Framework Agreement (RM1063) (“the framework”) set up by Crown Commercial Services. To procure a single provider from the Framework by entering into a call-off contract for variable data printing. The call-off contract will be for a period of four years starting in October 2017 to September 2021.
- 2.3 The estimated value of the contract is expected to be in the range of £400,000 - £600,000 per annum.
- 2.4 To delegate the award of the call-off contract to the successful provider to the Commercial Director.

3 REASONS FOR THE RECOMMENDATIONS

- 3.1 This waiver is required due to the specific nature of the contract, and the fact that soft market testing conducted by LBHF has highlighted a lack of local service providers. There is a suitable framework agreement that the Government has let through the Crown Commercial Services portal. Twenty major suppliers are part of this framework and the procurement exercise will involve invitations being sent to them.

4 BACKGROUND

- 4.1 The variable data printing contract essentially deals with printing and mailing communications to individual households or people and includes council tax bills, summonses, rent statements and polling cards. It includes the transfer and formatting of data from council back-office systems into letter templates held by the contractor. The contract covers data management, printing, enveloping and mailing costs.
- 4.2 The contract for variable data printing was last awarded in March 2010 to Financial Data Management Ltd for a period of 3 years with provision for extension for two further years (1+1). The contract concluded on 31 March 2015.
- 4.3 Since then, Financial Data Management Ltd (FDM) has continued to perform well and to actively support the council in the delivery of a wide range of business-critical services, but issues surrounding the specification of requirements made it difficult to re-procure this service. These difficulties were:
- The possibility of some (or all) of the service being subsumed into shared services, including elements of the existing print contract being transferred to BT under MSP
 - Proposals actively being pursued to reduce print requirements by moving output to digital channels to reduce cost, therefore making it difficult to specify print contract requirements.
- 4.4 Following extensive work to re-specify requirements, a representative schedule of variable data print jobs has now been formulated against which providers can submit priced proposals.
- 4.5 The contract is managed corporately by Hammerprint. Contractor invoices are paid centrally and then recharged to participating services with a small on-cost added to cover the cost of administration.

5 PROPOSAL AND ISSUES

- 5.1 The estimated value of the new contract is expected to be in the range £400,000 - £600,000k per annum. The CCS framework agreement for variable data printing has been identified as the most effective, efficient, and economic procurement route. CCS has pre-qualified and obtained basic price and technical information from each of the 20 providers who are on the framework.

- 5.2 The proposal is to invite the 20 framework providers to a further competitive tendering exercise (mini-competition) and award a contract from the provider who offers the most economically advantageous tender.
- 5.3 Following approval, the Strategic Head of Communications and Communities will arrange to mobilise the service including facilitating meetings between service managers and the provider to
- Confirm document templates
 - Liaise and agree the timetable for processing of jobs
 - Confirm communication protocols.
- 5.4 Bids will be based on a basket of current jobs, but with no minimum volume commitment. Bidders will be asked to submit their tenders setting out each element of the production process culminating in a total cost for each job.

Provisional timetable

June 2017	Approval to access the CCS Framework Agreement and enter in to a call off contract
August 2017	Publish competitive tendering opportunity-run mini competition
September 2017	Evaluate tender submissions
October 2017	Award call-off contracts
November 2017	Contract implementation and commencement

6 OPTIONS AND ANALYSIS OF OPTIONS

- 6.1 In 2015, the service review options for the continued provision of variable data printing included:
- a) Carry out a fully compliant regulated procurement exercise for the service for a period of 3/5 years (on a similar basis to the then current service); or
 - b) Call-off from a suitable framework agreement for these services (let by CCS or other central purchasing body).
- 6.2 A review was undertaken by the client and the resource commitments needed for option (a) far outweighed the resources needed to re-procure through option (b).
- 6.3 When discussing the options, officers expressed their concern at the high implementation costs that could be avoided through a direct award to the incumbent supplier. While this would save the council the implementation costs, it was decided this is not a transparent, compliant approach, especially since the last contract ended in March 2015.
- 6.4 The CCS framework is a fully compliant government procurement arrangement that local councils and other public bodies have been encouraged to call-off from.
- 6.5 On that basis option (b) is the recommended way forward for this procurement, through CCS print framework RM1063-Postal Goods and Services, Lot 3-Hybrid Mail Off Site Solution. The CCS framework offers 20 suppliers and a mini-competition would be necessary to find the most economically advantageous tender. Because of the large number of suppliers on the lot, the process would not be shortened, but the competition would be restricted as only the suppliers available on the framework would be invited to bid.

- 6.6 There are few, if any disadvantages to option (b). There is a perception that local suppliers would possibly be excluded because they have not been included in the framework. However, soft market testing identified a lack of local suppliers able to provide the council with its variable data printing and distribution requirements.

7 PROCUREMENT IMPLICATIONS

- 7.1 The procurement process will be carried out through a further call for competition (a mini-competition) process by calling off from the CCS Print Framework Agreement RM1063 for Postal Goods and Services, Lot 3-Hybrid Mail Off Site Solution. The value of the contract is estimated to be above the threshold for services (currently £164,176). The framework agreement has been let in accordance with statutory requirements. Calling off from the framework agreement complies with the Public Regulations 2015 and the Council's Contracts Standing Orders. Consequently, no further Contract Notice is needed in either OJEU/Tenders Electronics Daily (TED) nor in the UK's Contracts Finder as only the suppliers on the framework will be invited to bid for this contract, according to the framework's rules.
- 7.2 The mini-competition under the CCS framework RM1063-Postal Goods and Services, Lot 3-Hybrid Mail Off Site Solution involves a one stage process as all suppliers passed the pre-selection stage as part of the procurement of the framework agreement.
- 7.3 This lot has 20 framework providers all of whom may decide to respond to the invitation to the mini-competition. The evaluation will be carried out for all tender submitted.
- 7.4 Tenders will be formally evaluated by a Tender Appraisal Panel (TAP). Individual panel members will score the tenders independently. After the scoring has been completed, a moderation meeting will be arranged for the TAP to agree the final moderated scores. The successful bid will be based on the tenderer scoring the most economically advantageous tender (in terms of both quality and price).
- 7.5 Council will ensure the process is fully compliant with the principles of openness and transparency. A Contract Award Notice will be published in Contracts Finder once the contract is awarded and an entry made in the Council's Contracts Register.
- 7.6 Implications verified/completed by: Andra Ulianov, Procurement Consultant (Projects), 02087532284

8 LEGAL IMPLICATIONS

- 8.1 Subject to the recommendation for the waiver of Council's Contract Standing Orders from compliance of section 8 being approved under this report, the first initial step is for the council to enter an agreement with CCS to access the Framework and consider its terms and conditions as well as the terms for the call-off contract between the provider and the council under this Framework. The proposed value of the call-off contract is an estimated sum of £400,000 - £600,000 per annum for a term of four years. The estimated value per annum is above EU threshold, therefore compliance with the Public Contracts Regulations 2015 ("the Regulations) and the council's Contract Standing

Orders must be adhered to when running a mini competition. However, there are two routes to the market that the council can chose from under the Framework (a) direct award, in which, a set criteria must be followed and there can be no material changes to the call-off contract terms and conditions or (b) run a mini competition.

8.2 The Framework is due to expire on 16 February 2018 so any proposed call-off contract must be entered into and executed before the expiration of the Framework.

8.3 *Implications verified/completed by: Sharon Cudjoe, solicitor, 020 7361 2993.*

9 FINANCIAL IMPLICATIONS

9.1 In 2016/17 the council paid FDM £664,628 for print services. Any savings which can be made from either re-procurement or moving outputs to digital channels will be passed onto services using the contract via the current recharging mechanism.

9.2 *Implications verified/completed by: Danielle Wragg, Finance Business Partner, 020 8753 4287.*

10 IMPLICATIONS FOR BUSINESS

10.1 Knowledge of the market, and soft market testing, has confirmed a lack of local suppliers able to provide the Council with the print and distribution requirements for this variable data printing contract. This is a specialist contract and there are only a small number of large companies able to supply this service nationally. These can bid for the contract on the Crown Commercial Services framework.

10.2 There are no business implications as the local suppliers are too small to be able to adequately service the requirements of this contract. Future business impact issues will be considered as part of the renegotiation of contracts with suppliers and any review of services.

10.3 *Implications for verified by Antonia Hollingsworth, Principal Business Investment Officer, 020 8753 1698.*

11. EQUALITY IMPLICATIONS

11.1 Officers do not consider there are any equalities implications to this contract award.


12. IMPLICATIONS FOR ICT

12.1 ICT has confirmed that there is no formal interface required between the new solution and existing LBHF systems. The procurement team will work with ICT to help specify how data is passed between the new system and LBHF, including a Privacy Impact Assessment which will clarify how data will be handled.

- 12.2 The contract specification requires the new supplier to work with the LBHF ICT service to ensure that the proper security arrangements will be put in place to secure the Council's data while the new supplier handles it.
- 12.3 The new procurement supports the Council's ICT desktop strategy that third party vendors will host systems where practical, and these will be accessed through the web browser.
- 12.4 The new contract will include relevant mitigation around data processing to support the new General Data Protection Regulation (GDPR) of May 2018.
- 12.5 Implications for ICT verified by Veronica Barella, Interim Chief Information Officer, 020 8753 2927.

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

None.

<p>London Borough of Hammersmith & Fulham</p> <p>CABINET</p> <p>10 July 2017</p>	
TREASURY OUTTURN REPORT 2016/17	
Report of the Cabinet Member for Finance - Councillor Max Schmid	
Open report	
Classification: For Decision Key Decision: Yes	
Wards Affected: All	
Accountable Director: Hitesh Jolapara – Strategic Finance Director	
<p>Report Author: Halfield Jackman, Treasury Manager</p>	<p>Contact Details: Tel: 020 7641 4354 E-mail: hjackman@westminster.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1. This report presents the Council's Outturn Treasury Report for 2016/17 in accordance with the Council's treasury management practices.

2. RECOMMENDATIONS

- 2.1. That this report be noted.

3. REASONS FOR DECISION

- 3.1. The Code of Practice on Treasury Management 2011, adopted by the Chartered Institute of Public Finance and Accountancy and later by the Council, requires the following:
- Creation and maintenance of a treasury management policy statement which sets out the policies and objectives of the Council's treasury management activities. This was reported to the Cabinet in January 2012;
 - Creation and maintenance of treasury management practices which set out the manner in which the Council will seek to achieve those policies and objectives;
 - Receipt by the full Council of an annual treasury management strategy report for the year ahead and a mid-year review of the strategy;

- Receipt by the Cabinet Member for Finance, the Audit, Pensions and Standards Committee and full Council of an annual review of the previous year (this report);
- Delegation by the Council of responsibilities for implementing and monitoring treasury management policies and practices and the execution and administration of treasury management decisions; and Delegation by the Council of the role of scrutinising of treasury management strategy and policy to a named body, which for this Council is the Audit, Pensions and Standards Committee.

4. INTRODUCTION AND BACKGROUND

4.1. Treasury management in this context is defined as:

“The management of the Council’s investments and cash flows, its banking, money market and capital market transactions; the effective control of the risks associated with those activities; and the pursuit of optimum performance consistent with those risks.”¹

4.2. This annual treasury report covers:

- the treasury position as at 31 March 2017;
- the borrowing strategy for 2016/17;
- the borrowing outturn for 2016/17;
- compliance with treasury limits and prudential indicators;
- investment strategy for 2016/17; and
- investment outturn for 2016/17.

5. TREASURY POSITION AT YEAR END

5.1. The Council’s debt (all held with the Public Works Loan Board - PWLB) and investment positions at the beginning and end of the year were as follows:

	31 March 2016 Principal £m	Rate/ Return at 31 March 2016	31 March 2017 Principal £m	Rate/ Return at 31 March 2017
Fixed Rate Borrowing				
General Fund (GF)	39.62	5.11%	38.40	5.01%
Housing Revenue Account (HRA)	192.28	5.11%	186.42	5.01%
Total / Weighted Average	231.90	5.11%	224.82	5.01%
Investments				
Total / Weighted Average	299.24	0.59%	326.51	0.45%

¹ Treasury Management Policy Statement adopted by Cabinet on the 31 January 2012 and continues to be adhered to.

5.2. The table below shows the allocation of interest paid and received during the year:

Fund	Interest Paid		Interest Received		Net £m
	Apportionment %	Amount £m	Apportionment %	Amount £m	
General Fund	17.1	(1.97)	95.6	1.48	(0.49)
Housing Revenue Account	82.9	(9.55)	4.4	0.07	(9.48)
Total	100	(11.52)	100	1.55	(9.97)

5.3. Following the implementation of the self-financing initiative for housing, the Housing Revenue Account (HRA) is responsible for servicing 82.9% of the Council's external debt and the General Fund is responsible for the remainder.

5.4. **The Strategy for 2016/17**

5.5. The treasury strategy for 2016/17, was approved by the Council on 22 February 2016.

5.6. Taking into account the worldwide economic climate it was considered appropriate to keep investments short-term and only invest with highly rated or UK Government backed institutions, resulting in relatively low returns compared to borrowing rates.

5.7. Due to the level of cash balances held by the Council at the start of the year (£327 million at 31 March 2016), it was anticipated that there would not be any need to borrow during 2016/17. For any new debt requirements, the use of these internal resources would be considered before applying for external borrowing through the Public Works Loans Board (PWLB).

5.8. **Outturn for 2016/17**

5.9. The main event influencing the UK financial markets in 2016/17 financial was the EU referendum on 23 June.

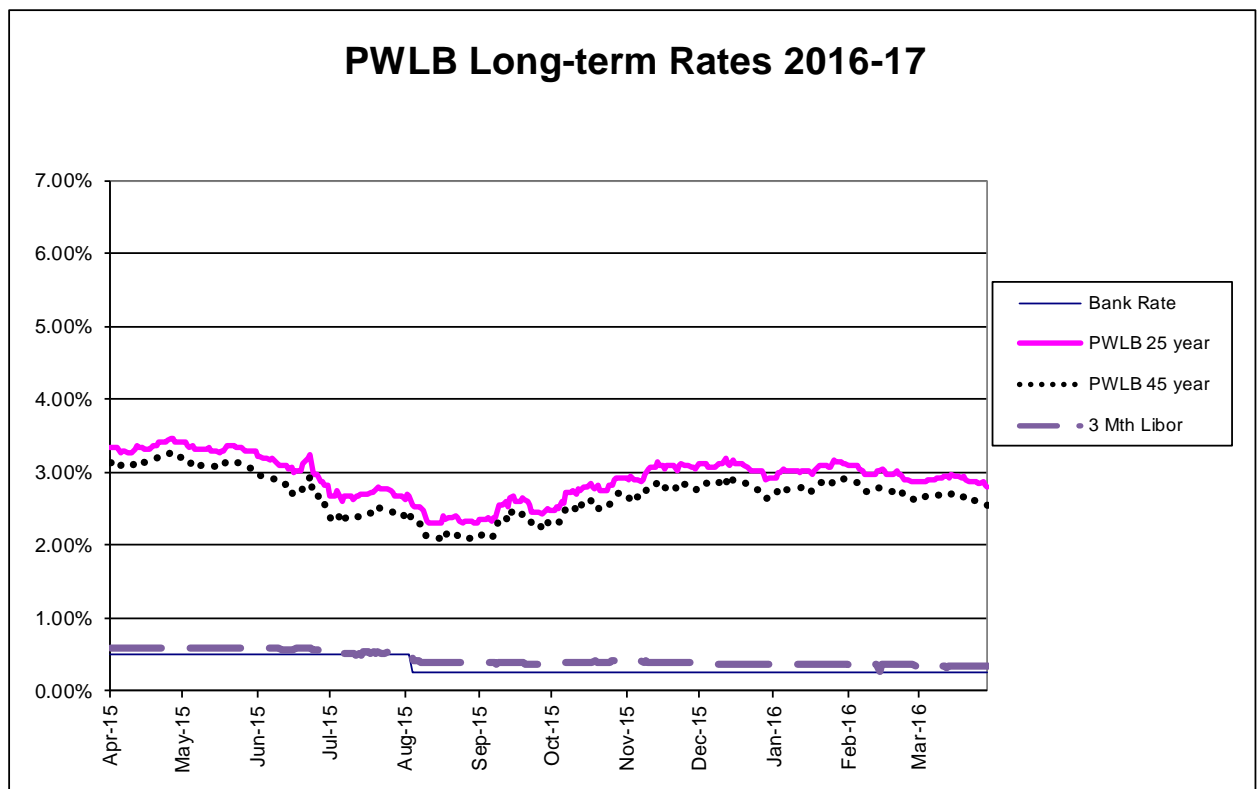
5.10. On the 4 August the Monetary Policy Committee (MPC) cut the Bank Rate from 0.50% to 0.25%. In addition, it restarted quantitative easing with purchases of £60bn of gilts and £10bn of corporate bonds, and introduced the Term Funding Scheme whereby potentially £100bn of cheap financing was made available to banks.

5.11. In the second half 2016, the UK economy confounded the Bank's pessimistic forecasts of August. After a disappointing quarter 1 of only +0.2% GDP growth, the three subsequent quarters of 2016 came in at +0.6%, +0.5% and +0.07% respectively to produce an annual growth for 2016 of 1.8%.

5.12. Treasury Borrowing

5.13. No new long-term borrowing was undertaken during the year. PWLB debt maturing during the year, which was not refinanced, totalled £7.1 million with an average nominal interest rate of 8.2 per cent. This resulted in a reduction in debt to £224.8 million and the average interest rates went from 5.11% to 5.01%.

5.14. The following graph shows the levels of Bank of England Bank rate, three month London Interbank Offer Rate (LIBOR), PWLB 25 and 45 year rates during the year:



5.15. During 2016/17 there was significant volatility in PWLB rates with rates falling during quarters 1 and 2 to reach historically very low levels in July and August, before rising during quarter 3 and then partially easing back towards the end of the year.

5.16. Housing Revenue Account (HRA) Self Financing

5.17. In 2016/17, the HRA PWLB debt of £186 million has dropped below the HRA Capital Financing Requirement (CFR) of £211 million, which generates internal borrowing of £25 million. This difference does not, as yet, exceed the value of HRA working balances. As such, the HRA could be considered to be borrowing from itself. Moving forwards, a policy will need to be considered concerning the charging of interest in the event that the HRA is internally borrowing from the general fund. HRA reserves and working capital, in excess of the internal borrowing, represents cash balances on which interest is allocated from the

general fund. As at 31 March 2017, the HRA held cash balances of £14.9 million over and above the £25 million internal borrowing.

5.18. Capital Financing Requirement (CFR)

5.19. As at 31 March 2017, the Council had an under-borrowed position². This means that the capital borrowing need was not fully funded by existing external loan debt and the balance is funded by cash reserves (internal borrowing).

The Closing Capital Financing Requirement analysed between General Fund and Housing Revenue Account.

£m	31 st March 2016 CFR	31 st March 2016 EXTERNAL DEBT	31 st March 2017 CFR	31 st March 2017 EXTERNAL DEBT
GF CFR (Excluding DSG funded Schools Windows borrowing)	44.179	-	47.250	-
GF CFR (DSG funded Schools Windows borrowing)	1.117	-	3.570	-
GF TOTAL	45.296	39.614	50.820	38.406
HRA TOTAL	204.846	192.282	204.846	186.416
TOTAL CFR/DEBT	250.142	231.896	255.666	224.822

NB: The 'headline' CFR shown above is the consistent with capital reports. The annual accounts disclose CFR of £272.544 million (of which General Fund £61.865m and HRA £210.679m) due to the inclusion of PFI, finance leases and deferred cost of disposal.

5.20. Annual Investment Strategy for 2016/17

5.21. Throughout the year the Council's strategy maintain higher rated and more tradable investments like Government Treasury Bills (T/Bills), Supra-Nationals Banks and European Agencies, close to maturity Bonds, Certificates of Deposit and Commercial Paper. The Council strategy allowed investment in the following areas:

- An unlimited investment limit with the UK Government (DMO) deposits, UK gilts, Repos and T/Bills.
- Up to a maximum of £100 million per counterparty in Supra-national Banks, European Agencies and covered bonds debt on a buy to hold basis with maturity dates of up to five years, Transport for London(TfL) and Greater London Authority (GLA) bonds for up to three years;

² The Capital Financing Requirement (CFR) represents the underlying cumulative need to borrow for the past, present and future (up to 2 years in advance) amounts of debt needed to fund capital expenditure (net of receipts). Debt can be met not only from external loans but also by the temporary use of internally generated cash from revenue balances i.e. internal borrowing.

- A limit of £10 million to be invested with any UK Local Authority (subject to internal counterparty approval by the Director of Treasury and Pensions);
- No more than £30 million to be invested with any individual Money Market Fund;
- Any financial instrument held with a UK bank limited to £70 million depending on Credit rating and Government ownership above 25% (limit of £50 million was implemented);
- Any financial instrument held with a Non-UK bank limited to £50 million.

5.22. A small deposit was held in a National Westminster Bank call account to aid cash flow.

5.23. Investment Outturn for 2016/17

5.24. The investments outstanding at 31 March 2017 amounted to £326.51 million invested in short-term deposits. This compares with £299.24 million short-term investments at 1 April 2016. This balance is made up of working capital balances (debtors and creditors), deferred liabilities, unused grants and receipts, reserves and provisions.

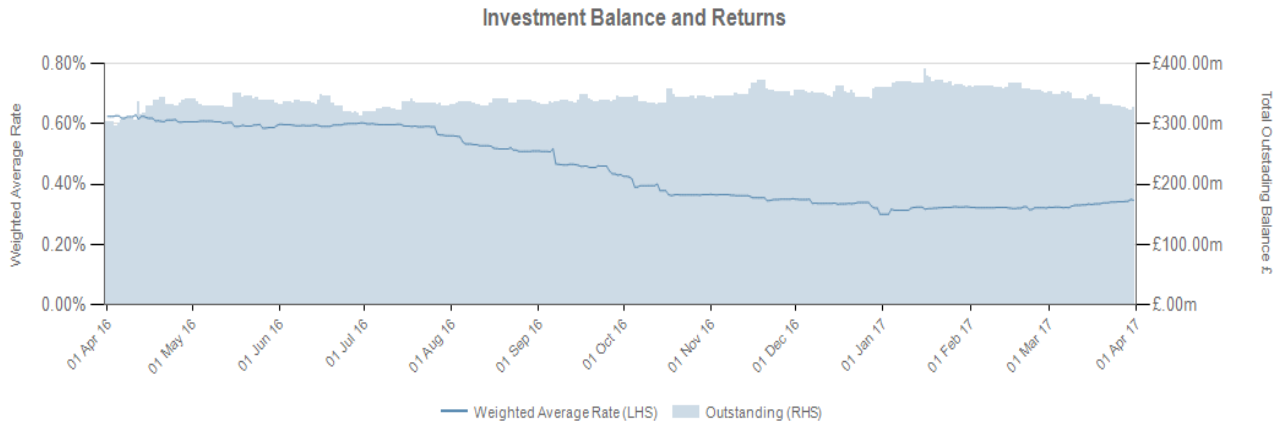
5.25. The table below provides a breakdown of the cash deposits, together with comparisons from the previous year.

(£m)	31/03/14	31/03/15	31/03/16	31/03/17
Liquid Deposits	-	-	0.90	2.35
Money Market Funds	39.20	34.15	33.70	38.10
Notice Accounts	25.00	14.00	19.90	33.00
Custodian Held Assets	189.50	212.13	204.74	208.06
Term Deposits	66.50	99.50	40.00	45.00
Total	320.20	359.78	299.24	326.51

General Fund and Housing Revenue Account

(£m)	31/03/14	31/03/15	31/03/16	31/03/17
General Fund (GF)	243.6	296.0	253.6	311.9
Housing Revenue Account (HRA)	76.6	63.8	45.6	14.6
Total	320.2	359.8	299.2	326.5

5.26. The investments outstanding during the year together with the average return are shown in the diagram below. Cash balances varied between £390 million and £299 million reflecting the timing of the Council’s income (council tax, non-domestic rates, government grants and capital receipts, etc) and expenditure (precept payments, payroll costs, supplier payments and capital projects).



5.27. The average return achieved on investments managed internally for the year was 0.45 per cent compared to the average 7-day money market rate (uncompounded) of 0.36 per cent. The total interest received of £1.55 million (compared with a weighted average of 0.50 per cent and a total interest £1.85 million for 2015/16). Interest rates remained low throughout the year; the Council follows a low risk strategy and does not seek potential higher returns which would increase counterparty risk.

6. COMPLIANCE WITH TREASURY LIMITS AND PRUDENTIAL INDICATORS

- 6.1. During the financial year the Council operated within the treasury limits set out in the Council’s Treasury Policy Statement and Treasury Strategy Statement. The outturn for Treasury Management Prudential Indicators is shown in **appendix A**.
- 6.2. Non Treasury related Prudential Indicators are set and monitored as part of the Council’s Budget process.

7. CONSULTATION

7.1. N/A.

8. EQUALITY IMPLICATIONS

8.1. N/A.

9. LEGAL IMPLICATIONS

9.1. N/A.

10. FINANCIAL IMPLICATIONS

10.1. The report is wholly of financial nature.

11. RISK MANAGEMENT

11.1. N/A.

12. IMPLICATIONS FOR BUSINESS

12.1 N/A.

13. PROCUREMENT AND IT STRATEGY IMPLICATIONS

13.1. N/A.

LOCAL GOVERNMENT ACT 2000

LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

None.

LIST OF APPENDICES:

Appendix A – Treasury Management Prudential indicators

**LBHF – TREASURY MANAGEMENT PRUDENTIAL INDICATORS
2016/17**

Indicator	Approved Limit	Actual Debt	No. of days Limit Exceeded
Authorised Limit ³	£345m		None
Operational Boundary ⁴	£290m	£224.8m	None
Interest Rate Exposure	Lower Limit	Upper Limit	Actual at 31 Mar 2017
Fixed Rate Debt	£0m	£345m	£224m
Variable Rate Debt	£0m	£69m	£0m
Maturity Structure of Borrowing	Lower Limit	Upper Limit	Actual at 31 Mar 2017
Under 12 Months	0%	15%	3%
12 Mths to within 24 Mths	0%	15%	2%
24 Mths to within 5 years	0%	60%	9%
5 years to within 10 years	0%	75%	11%
Over 10 years	0%	100%	75%

³ The Authorised Limit is the maximum requirement for borrowing taking into account maturing debt, capital programme financing requirements and the ability to borrow in advance of need for up to two years ahead.

⁴ The Operational Boundary is the expected normal upper requirement for borrowing in the year.

Agenda Item 8

<p>London Borough of Hammersmith & Fulham</p> <p>CABINET</p> <p>10 July 2017</p>	
OFFSITE RECORDS STORAGE SERVICE PROCUREMENT STRATEGY	
Report of the Cabinet Member for Finance - Councillor Max Schmid	
Part Exempt Report A separate report on the exempt part of the Cabinet agenda provides exempt financial information.	
Classification - For Decision Key Decision: Yes	
Wards Affected: All	
Accountable Director: Veronica Barella, Interim Chief Information Officer	
Report Author: Ciara Shimidzu – Head of Information, Strategy, and Projects	Contact Details: Tel: 020 8753 3895 E-mail: ciara.shimidzu@lbhf.gov.uk

1. EXECUTIVE SUMMARY

- 1.1. The Council's Off-Site Records Storage Services (ORSS) Contract expires on 31 March 2018 and this report details the Procurement Strategy for its re-procurement.
- 1.2. The Procurement Strategy analyses the available options and proposes that the Council accesses an ORSS framework agreement set up by the Eastern Shires Purchasing Organisation (ESPO) for UK public bodies. The proposed contract will be for a two-year period commencing 1 April 2018 with Box-It Ltd (the Council's current service provider).
- 1.3. This proposal will enable the completion of the Index Improvement Plan including the destruction of documents, in line with their statutory retention periods; ensure business continuity with a trusted supplier; and reflect the consensus of ORSS users across the council who are consistently happy with the service from the current supplier, Box-it. The Council's Business Delivery Team (BDT) will own the plan and receive quarterly updates to ensure their service areas prioritise the work.

- 1.4. The Information Management Team (IMT) within H&F ICT Services manage the contract on behalf of the Council.

2. RECOMMENDATIONS

- 2.1. That the Cabinet approve the preferred option contained in the Procurement Strategy (Appendix 2) by calling off from a framework agreement set up the Eastern Shires Purchasing Organisation and award a contract to Box-It Ltd for a period of 2 years commencing on 1 April 2018.

3. REASONS FOR DECISION

- 3.1. To approve the Procurement Strategy and ensure continuity of service provision at the termination of existing contractual arrangements.
- 3.2. To allow departments to complete the indexation of the records currently in storage at the facilities managed by Box-It Ltd.

4. INTRODUCTION AND BACKGROUND

- 4.1. The Council has had an ORSS for the storage of both hard-copy information and artefacts offsite since 1998. The existing contract is for the storage of short and long term documents, and items of a personal nature for children taken into care by the Council (e.g. heirlooms, letters, and birthday cards/gifts from biological parents).
- 4.2. Full details relating to the introduction, history and background of the service provision are set out Section 1 of the Procurement Strategy (Appendix 2).

5. PROPOSAL AND ISSUES

- 5.1. The proposal is for H&F to call down from an established framework to retain a quality and cost effective supplier for the ORSS and enable council departments to complete their Index Improvement Plans (summary of progress in Appendix 1). The issue with this proposal is that the subsequent contract with Box-it can only last a maximum of 4 years. The Council recommends a contract of 2 years to give H&F departments time to complete their Index Improvement Plans and IMT to undertake a full procurement for a new contract to start in April 2018. This also mitigates the regulatory and cost risks pertaining to a direct award set out later in this report and in the Procurement Strategy (Appendix 2).

6. OPTIONS AND ANALYSIS OF OPTIONS

- 6.1. A full options analysis is set out in Section 3 of the Procurement Strategy.

7. CONSULTATION

- 7.1. All the representatives of H&F's Corporate Information Management Board have been consulted as well as the ICT Departmental Leadership Team.

8. EQUALITY IMPLICATIONS

- 8.1. There are no equality implications.

9. LEGAL IMPLICATIONS

- 9.1. The Council should ensure that it is named on the Contract Notice before proceeding with calling off from the proposed framework agreement. The award of the call-off contract should be made in accordance with Regulation 33 of the Public Contracts Regulations 2015 as the value of the services is over the relevant EU procurement threshold.
- 9.2. As this is a call-off contract, the ten-day standstill period following notification of award is voluntary rather than mandatory.
- 9.3. Implications verified/completed by: Kar-Yee Chan, Acting Principal Solicitor, Shared Legal Services, 020 8753 2772

10. FINANCIAL AND RESOURCES IMPLICATIONS

- 10.1. As set out in the exempt report on the exempt Cabinet agenda.

11. IMPLICATIONS FOR BUSINESS

- 11.1. Consideration was given to purchasing this service locally, but this service needs to be located with a supplier at distance from the client. The ORSS is a specialist service, requiring a supplier located in a secure, usually rural, environment and at a distance from the client. This protects against the need of disaster recovery at times of emergency.
- 11.2. ICT reviewed local businesses located in the borough but none of them meet the ORSS requirements. On average, similar businesses in Fulham and Kensington cost £80,000 more p.a. to store the same quantity of boxes. Local scanning companies are also available but cannot manage the volume of boxes. It is also practical to have the items stored and scanned by the same provider.
- 11.3. As set out in Appendix 2 (Procurement Strategy).

12. RISK MANAGEMENT

- 12.1. The Council's considers Information Risk Management highly within its Corporate Risk Register. Efficient data retrieval and record keeping are essential aspects when, for example, considering safeguarding cases. The provider also is a key element of the Council's Service Resilience Strategy and our services currently benefit from off-site storage and retrieval of records in the event of an incident at the Town Hall.
- 12.2. Additional benefits include;
- Cost saving, it is much more cost effective to store records off site rather than paying office rent and rates;

- Reduces the risk of randomised storage;
- The off-site facility frees up essential office space;
- Increased security;
- Reduces the risk of unauthorised access to records in a building that otherwise and at times is used for the public;
- Reduces the need for many levels of security in Council Offices which would be necessary eg. Locked Cabinets, Secure Rooms, Fire-proof safes;
- Provides a controlled environment, heat, humidity, and dust can wreak havoc on tapes and paper records; the Council would have to consider alternative options for the record categories that require specialised storage environments;
- Reduces the risk of loss of records during office moves;
- Increased efficient administration from one central place otherwise from multiple geographical location sites;
- It may be more cost effective to pay for destruction of records at the offsite store (or by an accredited sub-contractor) rather than the Council recalling large numbers of records and assigning its own resource to the task.

12.3. Implications verified/completed by: Michael Sloniowski, Shared Services Risk Manager, telephone 020 8753 2587.

13. COMMERCIAL AND PROCUREMENT IMPLICATIONS

13.1. This report sets out a procurement strategy (Appendix 2) that recommends to the Cabinet awarding a two-year contract for Off-Site Record Storage Services to Box-It Ltd through the direct call-off from an ESPO framework agreement. The soft-market testing exercise undertaken by the Council has identified this national framework as the most economic, efficient, and effective solution for the Council.

13.2. The Council's current provider, Box-It Ltd, is on the framework agreement and their prices are less than those currently being paid by the Council

13.3. This is not an ideal arrangement although the framework provides provision for a direct award –

“If you decide that a single supplier can meet your requirements based on the pricing and/or other information provided in the User Guide simply place an order with that supplier“

In that sense it is compliant with the Public Contracts Regulations 2015 (as amended)

13.4. The Council's Contracts Standing Orders require Chief Officers to ensure compliance with legislative requirements and a competitive process. In this instance there are extenuating circumstances why a direct award under the ESPO framework is being considered. The indexing of documentation held by Box-It Ltd by departments has not been completed and a short term contract of 2 years should allow these processes to be completed. Potentially transferring documents to a new supplier in the absence of completing this process is likely to lead to further problems in the retrieval process.

13.5. Implications completed by: Alan Parry, Procurement Consultant, telephone 020 8753 2581.

14. IT STRATEGY IMPLICATIONS

14.1. The recommendation to retain the current working relationship with an effective supplier and complete the index digitisation work supports ICT’s plans to work in partnership with departments in the transformation and digitisation of both their back-office and front-line services.

14.2. The current supplier provides an efficient and value for money service which is well-used by departments. Extending through an approved legal route with the current supplier allows departments to complete indexation of their physical records and thus facilitates migration to a new supplier through future procurement routes.

14.3. Implications verified/completed by: Veronica Barella, Chief Information Officer, ICT Services.

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.			

LIST OF APPENDICES:

Appendix 1: Index Improvement Plan: Summary of progress

Appendix 2: ORSS Procurement Strategy, April 2017

INDEX IMPROVEMENT AND DIGITISATION PLAN: SUMMARY OF PROGRESS SINCE 1 APRIL 2011

Index Upload Status: 06 March 2017	Department	GREEN (Complete)	AMBER (In Progress)	RED (Not started)	Grand Total	% Complete
	Adult Social Care (ASC)	16	13	1	30	53%
	Children's Services (ChS)	8	20	6	34	24%
	Environmental Services (ELRS)	2	1	1	4	50%
	Environmental Services (TTS)	9	8	1	18	50%
	Finance and Corporate Services (FCS)	15	18	2	35	43%
	Housing Department (HRD)	11	13	4	28	39%
	Other		1	1	2	0%
	Total	61	74	16	151	40%

1. COMMENT

- H&F ICT have recruited temporary contractors to assist the departments in completing their individual Index Improvement Plans
- All the departments have been working on their Index Improvement Plans
- It is a departmental responsibility to keep the IM Team up-to-date with their progress
- Many departments may have completed more but not updated the IM Team.

2. NEXT STEPS

Further to Cabinet's decision, H&F ICT will recruit a project manager to oversee departmental completion of their Index Improvement Plans with expert input from the IMT.

PROCUREMENT STRATEGY – OFF-SITE RECORDS STORAGE SERVICES

1. Strategic Analysis

- (1.1) The Council has had an Off-site Records Storage Service (ORSS) for the storage of both hard-copy information and artefacts offsite since 1998. The existing contract is for the storage of short and long term documents, and items of a personal nature for children taken into care by the Council (e.g. heirlooms, letters, and birthday cards/gifts from biological parents).
- (1.2) It is a contractual condition that the service provider store boxes in a secure and controlled environment, far removed from the client, (the Council) and are usually based in out of city environments, in unmarked buildings, for reasons of security and cost. The Council deliberately has no internal facilities for the storage of such information and artefacts which now total approximately 38,500 boxes.
- (1.3) The current ORSS contract started with Box-it on 1 April 2011 a Hampshire based operation. The previous service provider was based in Somerset and at the commencement of the current arrangement the Council oversaw a physical uplift and planned a digital index upload to move the then 35,000 boxes between the two companies. An extensive and digital recording process also supported this.
- (1.4) The uplift took 14 months to complete and required the then Head of the Project Management Office to lead on the work supported by the IMT. It required all the departments with information and items held in the ORSS to:
- (1) work with the project lead and IMT to assess the inaccuracies in their indexes, where they existed;
 - (2) create meaningful indexes, where they did not exist (eg lost);
 - (3) update and address these inaccuracies; and
 - (4) work with the new supplier, Box-it, to map and upload these updated and improved indexes into a new central catalogue.
- (1.5) By the end of the physical uplift, the departments had not completed this work so the IMT and Box-it continued to provide all the above support to them via the ORSS User Group as part of business as usual. At the time of the current contract being renewed after 5 years, in 2016, the departments still had not completed the work so the IMT resuscitated the “project” with the then Information Manager escalating the lack of compliance with the service leads in the then executive management team and the Corporate Information Management Board. To date, only 61 of the 151 sections (or 40%) across the Council have completed this

work. Appendix 1 contains a summary of Index Improvement Plan to date.

(1.6) In terms of the current management arrangements with Box-It, it should be noted that -

(1.6.1) As set out in the exempt report on the exempt cabinet agenda.

(1.6.2) Service guarantee –

- H&F have regular internal user group meetings and monthly training sessions for all staff using the ORSS during which they are asked to provide feedback on the quality of service they receive, all of which has been positive;
- Box-it have consistently provided support over and above the terms of the contract to help users locate boxes where indexing is poor;
- Box-it recently experienced a fall in their credit rating but they managed the risk swiftly and obtained financial backing so that within two months their credit rating had been restored.

(1.6.3) High quality service provision – H&F have quarterly account management meetings and review quarterly performance monitoring reports, including those showing humidity and temperature controls. The Box-it Account Manager and the Client lead also review issue logs. To date, a period of 6 years, H&F have raised only 5 issues p.a. with Box-it, most of which were minor and resolved within hours of being raised.

2. Financial Information

(2.1) As set out in the exempt report on the exempt cabinet agenda.

3. Options Appraisal and Risk Assessment

(3.1) H&F ICT manage the ORSS on behalf of the Council and the current contract with Box-it expires on 31 March 2018.

(3.2) Index digitisation – all but one of the departments will not have completed their digitisation by 31 March 2018. The data cleansing exercise is required to ensure the retention of Council information is fully compliant with governing statutes and the Data Protection Act 1998. It has been estimated that a further 12 months, at least, is required for the departments to complete this work. The lack of progress by the departments is also hindering the Council's vision to digitally transform service delivery and mobile working.

(3.3) This is a result of the complexity of the task, which either takes up much internal staff time or the cost of commissioning an external service provider (such as Box-it) to do the work, and the lack of a

dedicated project manager ensuring constant engagement from the departments. The IMT have recruited temporary staff over the last 12 months to assist the departments. The current reorganisation and the plan to increase the number of permanent PMs in ICT will provide both the IMT and the departments with further assistance. The systematic destruction of the information contained in the ORSS cannot proceed until these indexes are cleansed and digitised.

(3.4) Physical uplift – the previous uplift from the previous supplier in 2011 was estimated to take 18 months, although H&F and Box-it managed to reduce this time to 14 months. To carry out a fully regulated procurement exercise runs the risk that a similar physical uplift will be required.

(3.5) As part of the review of the current arrangements a soft-market analysis has been carried out. This is a very specialist and limited market.

(3.6) The Council has assessed the following procurement options for a replacement ORSS, these may be summarised as follows:

- (1) **Option A** – call down from a framework agreement that includes the current ORSS provider, Box-it. At the time of writing, three such frameworks existed. ICT recommend calling down from the ESPO 2957 framework as this provides the closest match to H&F’s current arrangement with Box-it.
- (2) **Option B** – call down from the Westminster City Council (WCC) Print Framework Agreement which includes an Archiving and Scanning service provided by Ricoh in partnership with Deep Store. However, to do so requires a full uplift and digital transfer to a service that does not match or improve upon H&F’s current ORSS at a time when the Index Improvement and Digitisation Plan is unfinished. To date, WCC do not call down from this framework for their own ORSS. H&F already call down from this framework for its Print Service.
- (3) **Option C** – complete a fully regulated procurement exercise under the Procurement Regulations. To do so requires a full physical uplift and digital transfer at time when the Index Improvement and Digitisation Plan is unfinished.

(3.7) Option A

(3.7.1) H&F call down from a framework agreement that includes the current ORSS provider, Box-it. At the time of writing, three such frameworks existed. ICT recommend calling down from the ESPO 2957 framework as this provides the closest match to H&F’s current arrangement with Box-it.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Cost savings 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Max. 4-year contract term
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<ul style="list-style-type: none"> • Business continuity • No physical uplift or digital migration • Accredited provider • Economies of scale, eg reduced pricing schedule for first 12 months 	
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Time for departments to complete their Index Improvement Plans • Departmental commissioning of cataloguing projects • Time to complete a full re-procurement for a longer term contract with economies of scale • Enable potential access to full document management system, Omnidox 	<p>THREATS</p> <ul style="list-style-type: none"> • Only first 12 months of cited pricing schedule guaranteed

(3.8) Option B

(3.8.1) H&F call down from the Westminster City Council (WCC) Print Framework Agreement which includes an Archiving and Scanning service provided by Ricoh in partnership with Deep Store. However, to do so requires a full uplift and digital transfer to a service that does not match or improve upon H&F's current ORSS at a time when the Index Improvement and Digitisation Plan is unfinished. To date, WCC do not call down from this framework for their own ORSS. H&F already call down from this framework for its Print Service.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • H&F call down from the framework for their Print Services • Accredited provider • Potential economies of scale • Calling down from another London authority framework 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • No business continuity • Smaller framework agreement than ESPO 2957 • Location of Deep Store facility is in Cheshire not close to London
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • If Westminster City Council (WCC) chose to move to this ORSS provider, staff working in services shared with WCC will have similar procedures 	<p>THREATS</p> <ul style="list-style-type: none"> • Physical uplift – loss of information in transit or poor reconciliation of physical/digital index • Project management of

	<p>physical uplift will divert expert PM and IM resources from other priorities, eg RBVS and preparation for the General Data Protection Regulation 2018</p> <ul style="list-style-type: none"> • Departments 6-12 months to complete Index Improvement Plans, including data cleansing • Index Improvement Planning projects to be revised to suit new processes and systems
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(3.9) Option C

(3.9.1) H&F complete a full reprourement exercise under the Procurement Regulations and OJEU. To do so requires a full physical uplift and digital transfer at time when the Index Improvement and Digitisation Plan is unfinished.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Full test of the market • Longer contract term • Accredited provider • Economies of scale, eg longer contract term 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • No business continuity • Index Improvement Planning projects to be revised to suit new processes and systems
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Departmental commissioning of cataloguing projects • Complete a full re-procurement for a longer term contract with economies of scale • H&F to establish another ORSS framework and build in cost savings when others call down from it 	<p>THREATS</p> <ul style="list-style-type: none"> • Physical uplift – loss of information in transit or poor reconciliation of physical/digital index • Project management of physical uplift will divert expert PM and IM resources from other priorities, eg RBVS and preparation for the General Data Protection Regulation 2018 • Departments 6-12 months to complete Index Improvement Plans, including data cleansing • Index Improvement Planning projects to be revised to suit new processes and systems

- (3.10) Based upon the SWOT analysis carried out in connection with the above 3 options, H&F ICT recommend a “direct award” of a 2-year contract to Box-it through the ESPO 2957 framework (the framework) agreement. Continuing with the current provider enables the departments to complete their Index Improvement Plans, provides business continuity and saves the Council an estimated £9,410 over the term of the new contract.
- (3.11) The framework offers the Council a competitive fixed price for Box-it’s services for the first 12 months of the contract. Thereafter H&F ICT have an opportunity to negotiate rates for the remainder of the contract with Box-it. Box-it have demonstrated that they value customer relations and are flexible to offering fair and competitive prices for their high quality services. As set out in the exempt report on the exempt cabinet agenda.
- (3.12) Furthermore, this approach complies with EU competition and Public Contract regulations and retains a service with an ISO 9001:2008, ISO27001:2013 and BSI PD 5454:2012 accredited supplier. Box-it also demonstrated strength in the market by rapidly recovering from a credit rating drop in October 2016 and regaining their former position by December 2016. This highlights their strong position in the market as a reliable supplier who have a variety of top end cliental.
- (3.13) By recommending awarding the contract to Box-it through the framework, departments will continue to receive:
- State of the art document storage facilities –secure, remote, spacious, secure, humidity controlled, fireproof and practically located storage
 - Item retrieval Service - a swift physical item or box retrieval service (including same day) where items are collected from Box-it premises and delivered to the customer’s door using a fleet of secure vans. The site is located along the M4, practical for quick delivery of physical boxes/documentation
 - Advanced barcode tracking system – an established and proven system that reduces the risk of misplacing and inaccurately labelling items, files, and boxes
 - Document destruction – unwanted or end of life confidential documents can be shredded in accordance with the statutory retention and destruction periods as well as the Data Protection Act 1998 and the Freedom of Information Act 2000, with certificates of destruction issued
 - Scanning on demand services - enables staff quick access to digital records “on the move” and across multiple locations when they need them
 - Cataloguing services –an experienced cataloguing team can be commissioned to catalogue H&F documents on behalf of the Council and create an accurate index that enables rapid

retrieval. Effective cataloguing improves document control and the service H&F provides to clients and customers who request information.

- Inspection rooms at Box-it sites
- Potential access to an online document management system, Omnidox – Omnidox allows staff to request items and track delivery. Staff can also view and search for files remotely which fits in with the Council's Smart Working initiatives.

(3.14) H&F ICT estimates a saving for the Council of £9,410 over the term of the new contract.

(3.15) Accredited supplier – in addition to being accredited with the ICO, Box-it won supplier of the year from the Information and Records Management Society in 2016 and have been nominated again in 2017.

4. The Market

(4.1) Consideration was given to purchasing this service locally, but this service needs to be located with a supplier at distance from the client. The ORSS is a specialist service, requiring a supplier located in a secure, usually rural, environment and at a distance from the client. This protects against the need of disaster recovery at times of emergency.

(4.2) ICT reviewed local businesses located in the borough but none of them meet the ORSS requirements. On average, similar businesses in Fulham and Kensington cost £80,000 more p.a. to store the same quantity of boxes. Local scanning companies are also available but cannot manage the volume of boxes. It is also practical to have the items stored and scanned by the same provider.

5. Implications for business

(5.1) As report and section 4 above.

6. Contract Package, Length, and Specification

(6.1) The contract comprises of the following key elements for ORSS items and documents:

- Secure storage
- Tracked and secure consignment and retrieval
- Certified destruction in compliance with the Freedom of Information Act 2000 and primary legislation
- Scan on demand
- Controlled humidity and temperature environment

- Cataloguing services
 - Accredited provider.
- (6.2) There is no planned change to the ORSS with the framework and this benefits the Council for all the arguments made above. The contract is 2 years long and there are no extension options.
- (6.3) There is a detailed requirements specification. The headlines are as follows:
- Business requirements
 - Deposit of record boxes and items
 - Secure or closed record boxes
 - Open records boxes and items
 - Record formats
 - Record storage
 - Security
 - Retrieval of record boxes and individual files
 - Confidential destruction
 - Database
 - Technical requirements
 - Operating system
 - Access management
 - Audit trail
 - Interfaces
 - Migration
 - Infrastructure
 - Performance and resilience
 - Upgrades and scalability
 - Support
 - Helpdesk service and maintenance
 - Connectivity and network requirements
 - Training requirements
 - Implementation
 - Installation
 - Functional requirements
 - General functionality
 - Fields required
 - Search functionality
 - Navigation
 - Data security and integrity
 - Management information
 - Non-functional requirements
 - Reporting
 - Usability
 - Legal and regulatory requirements.
- (6.4) There are established performance measures detailed in the requirements specification that are reported on and reviewed at

quarterly contract management meetings with Box-it. The headlines are as follows:

- Pick-up and delivery
- Destruction
- Inventory
- Invoicing
- Security
- Accessibility of services
- Account management.

(6.5) In addition to the headline monitoring listed above, Box-it also provide quarterly reporting on:

- Temperature
- Humidity
- Individual and section usage
- Length of time items have been retrieved for
- All issues are logged and tracked to resolution.

(6.6) The ORSS is not a large contract and does not merit consideration for sub-dividing into “lots”.

7. Public Services (Social Value) Act 2012: Local Economic Value

(7.1) Box-it have offered to support appropriate and related apprenticeship initiatives taken on by H&F. For example, a council records management apprentice, could visit their sites in Hampshire on a regular basis during the apprenticeship and receive records management training and practical work experience.

(7.2) Box-it actively support clients in environmental initiatives, for example their waste paper shredding is recycled rather than destroyed by other means which harm the environment. Furthermore, Box-it have offered to set up a scheme to collect paper waste from local centres in the borough of Hammersmith and Fulham, and recycle it for us.

(7.3) Box-it also make donations to the Castle Howard Arboretum to plant trees on behalf of their clients, leading to more trees being planted.

(7.4) Additionally, Box-it promote the use of their digital delivery and scan on demand services which helps reduce van journeys and hence CO₂ & NO₂ emissions for which support the council's environmental initiatives

(7.5) Furthermore, Box-it have proven to be active in their own local community sponsoring and raising funds for:

- Sponsorship of the “Queens Scout” awards
- Winchester Cathedral appeal

- Gift of sight (Southampton University)
- Local netball club which is one of the leading clubs in the area running four teams and a very active junior scheme
- Local cricket club and sports tours for a local school
- Running a group wide Children in Need event.

8. Other Strategic Policy Objectives

- (8.1) The recommendation supports the Council's SmartWorking, digital transformation and IT strategic objectives by enabling flexible working and access to digitised offsite information.

9. Stakeholder Consultation

- (9.1) The Council's Corporate Information Management Board is made up of senior departmental representatives who are regularly consulted on and are engaged with ORSS contract management and development, supported by an ORSS User Group.

10. Procurement Procedure

- (10.1) H&F ICT recommend the Council makes a direct award to Box-it by calling down from the ESPO 2957 framework agreement, i.e. a call-off without competition. In calling off the Council:

- must identify the supplier which best meets your requirements taking consideration of the information provided by ESPO in their user guide – i.e. the supplier offering the most economically advantageous solution for your particular requirements.
- must check and satisfy itself that the terms and conditions set out in the framework documents (Appendix 4) are acceptable and these will form the basis of the legal agreement between the Council and the chosen supplier. These terms and conditions cannot be changed or added to.
- is required to contact the chosen supplier directly and place its order, quoting ESPO Framework 390_15, and on that basis the Council will be entering the terms in the framework agreement with this supplier.

- (10.1.1) ESPO advise that those councils considering accessing the framework by way of a direct award may be asked to demonstrate that despite the absence of competition, they have secured value for money.

- (10.2) In producing this Procurement Strategy H&F ICT have demonstrated that they have been secured value for money by choosing to make a direct award to Box-It Ltd.

11. Contract Award Criteria

(11.1) As detailed in the call-off framework documents provided by ESPO.

12. Project Management

(12.1) The award of the contract to Box-It will provide for service continuity. There will be no physical uplift of documents stored by one service provider to another.

(12.2) As previously mentioned the Council needs to complete the index digitisation programme– all but one of the departments will not have completed their digitisation by 31 March 2018. It is imperative that the data cleansing exercise is required to ensure that the Council is fully compliant with governing statutes and the Data Protection Act 1998. Even so, it has been estimated that this may not now be completed until April 2019. The lack of progress by the departments is hindering the Council’s vision to digitally transform service delivery and mobile working.

13. Indicative Timetable

(13.1) 10 July 2017 – Procurement Strategy and contract award agreed by the Cabinet

(13.2) 1 November 2017 – Contract awarded to Box-It Ltd

(13.3) 1 April 2018 contract commencement.

14. Contract Management

(14.1) H&F ICT will continue managing the contractual arrangements with Box-It Ltd.

<p>London Borough of Hammersmith & Fulham</p> <p>CABINET</p> <p>10 JULY 2017</p>		
<p>PROPOSED FULHAM BROADWAY BUSINESS IMPROVEMENT DISTRICT</p>		
<p>Report of the Cabinet Member for Economic Development - Councillor Andrew Jones</p>		
<p>Open Report</p>		
<p>Classification - For Decision Key Decision: Yes</p>		
<p>Wards Affected: Fulham Broadway</p>		
<p>Accountable Director: Jo Rowlands, Director for Regeneration, Planning & Housing Services</p>		
<p>Report Author: Antonia Hollingsworth, Principal Business Investment Officer, Economic Development Learning & Skills, Regeneration, Planning & Housing Service</p>	<p>Contact Details: Tel: 020 8753 1698 E-mail: antonia.hollingsworth@lbhf.gov.uk</p>	

1. EXECUTIVE SUMMARY

- 1.1. Investment in Fulham major town centre is central to the Council's ambitions to support businesses and the borough's vibrant and growing economy. This paper informs the Cabinet of the intention of the Fulham BID Steering Group to submit a BID Proposal to the Council and request that the Council holds a ballot of businesses on its behalf in 2017.
- 1.2. The ballot will ask businesses to vote either for or against a Business Improvement District (BID) in and around Fulham Broadway, and if there is a 'yes' at ballot, businesses will then invest over £1m in place-making activities.
- 1.3. A BID is a vehicle developed by businesses, for businesses, to help mitigate against any major change in trading conditions. In Fulham this includes: competition from other high streets or shopping centres (i.e. Westfield); competition from other forms of retailing (i.e. internet shopping) and the redevelopment of Stamford Bridge for Chelsea Football Club.

- 1.4. Financial and management support for the development of a BID by Chelsea Football Club is provided through the Section 106 Heads of Terms as part of the Chelsea Football Club planning application approved at the 11th January 2017 planning application committee.
- 1.5. The Fulham BID Steering Group prepare, in consultation with businesses and the Council, a formal BID Proposal. This Proposal will be formally presented to the Council prior to ballot and it will contain; a Business Plan, a Baseline Agreement, and an Operating Agreement.
- 1.6. This suite of documents details how the proposed BID will be managed and operated, how it will collect the levy and what services it will provide to its levy-payers. The Council is asked to agree the Proposal at this point.
- 1.7. The Council will be a voter in this ballot, and if successful at ballot, also a levy payer as there are council occupied properties in the proposed BID area. Cllr. Jones, Cabinet Member for Economic Development is the nominated voter.

2. RECOMMENDATIONS

- 2.1. That authority be delegated to the Director of Regeneration, Planning and Housing Services, in consultation with the Cabinet Member for Economic Development and Regeneration, to review the documents that make up the BID Proposal and complete any necessary legal agreements and arrangements both prior to and post the ballot.

3. REASONS FOR DECISION

- 3.1. A business improvement district in Fulham is a key part of LBHF's policy agenda and borough-wide regeneration strategy. Investment in this major town centre is central to the Council's ambitions to support businesses and the borough's vibrant and growing economy.
- 3.2. The temporary relocation of Chelsea's home games out of the area will mean a change to the local area for some three years, with significant numbers of businesses relying heavily on match day footfall for custom.
- 3.3. As part of the planning application for this site the Section 106 Heads of Terms as agreed with Chelsea Football Club include financial (£100,000) and management support for a proposed Fulham Broadway BID.
- 3.4. The establishment of a BID will assist local businesses to take advantage of the opportunities presented by the redevelopment of Stamford Bridge stadium and help to provide greater resilience for local businesses whilst Chelsea temporarily play home games out of the area.

4. INTRODUCTION AND BACKGROUND

- 4.1. A BID is a business-owned, led and funded company set up by a democratic ballot of eligible businesses. It is funded by a 'levy' on eligible businesses based upon the current rateable value of their property. In Fulham this could potentially raise more than £1 million over a five-year term
- 4.2. The BID board – composed of local businesses – choose how to use this money to make local improvements. Everything the BID does must be extra to the services provided by the Council and other bodies funded by business rates
- 4.3. LBHF's role in a BID's balloting process is to: ensure proposal projects are addition to the Council's current services; to ensure the proposal is aligned with LBHF policies; cover arranging and paying for the ballot to ensure complete neutrality; to sign off the final BID proposal if successful at ballot; and lastly to arrange for the collection of the levy on behalf of the BID (for which the Council will charge a fee).
- 4.4. The borough currently has one BID operating in Hammersmith. HammersmithLondon have just been voted in for a third five-year term and provide £3.2m private sector investment into the town centre

5. PROPOSAL AND ISSUES

- 5.1. The BID Proposal is expected to cover both place-making and place-management activities to address both businesses' trading priorities in line with local authority aspirations.
- 5.2. The BID Steering Group is currently canvassing and consulting with businesses who will vote 'yes' or 'no' for the BID, and will ultimately pay for its operation and programmes. The BID company must continue to demonstrate comprehensive consultation with businesses affected to ensure that their ideas are incorporated in the business plan, and that they understand the implications of voting either way.
- 5.3. Timeline:
 - The BID Group anticipate going to ballot at the end of 2017. This requires a notice to the Secretary of State of intention to request a ballot 84 days in advance.
 - Summer 2017 will see the conclusion of consultation with businesses and the development of the draft BID proposal.
 - Autumn 2017 – the BID Group will ask to meet the Cabinet Member for Economic Development and the Director of Regeneration, Planning & Housing Services to agree the BID proposal and the BID Group will ask LBHF to agree not to veto

the BID and hold the ballot on their behalf probably in January 2018.

- 5.4. Council officers continue to meet with the BID executive team to ensure that the administration's vision and priorities for Fulham town centre are incorporated into the BID Proposal, and that the business plan complements council priorities around high streets, place-making, and the support of entrepreneurs and small businesses and workless residents
- 5.5. The BID will determine its own BID levy rules (in conjunction with the Council) that will set out which businesses will be liable for the BID levy (and will therefore get a vote) and how much the levy will be.
- 5.6. It will set a threshold below which small businesses will not be liable for the BID levy and this is likely to be at a rateable value of between £20,000 and £40,000. A BID levy is typically 1-1.5% of the rateable value of a property, equivalent to about 2-3% of the business rates paid by businesses.
- 5.7. If a vote is successful (it requires a simple majority of numbers and by rateable value) approximately 350 businesses will be affected, and will need to pay an additional levy on top of their business rates.
- 5.8. Cost to the Council: There are possibly two public sector organisations in the likely BID area that could be liable for the BID levy, including the emergency services, NHS, and the Council.
 - It is hoped that the BID will offer these properties a significant discount on their BID levy in the same way that many BIDs offer charities, providing them with the same 90% discount on the levy that apply to everyday business rates.
 - If this is the case, then these organisations will still get a vote on the BID Proposals. Total exemption from the BID levy will mean they will not get a vote.
 - Nonetheless there is a risk that the Council will be liable for 100% of the BID levy on the properties that it occupies. There are two potential levy liabilities:
 - 600 Fulham Road Library 108,000 RV (may probably fall outside area as just west of Parsons Green Lane). At 1.25% BID levy this would mean £1,350 annual levy bill
 - Nursery 70 Lillie Rd 61,000 RV giving £750 annual levy bill

6. OPTIONS AND ANALYSIS OF OPTIONS

- 6.1. Supporting the businesses in developing a BID, will support the Council's ambitions around place-making and supporting high streets

- 6.2. Not supporting the businesses in their ambitions for a BID may result in the loss of businesses in the area which will adversely affect its ability to remain competitive with neighbouring high streets. Businesses in Putney and Wandsworth have recently voted 'yes' to a BID in each of these competing town centres

7. CONSULTATION

- 7.1. 100 businesses have already been consulted in relation to this BID. By the time the consultation has been concluded, all businesses likely to pay the levy will have been contacted and consulted with.

8. EQUALITY IMPLICATIONS

- 8.1. The Fulham BID steering group have carried out significant consultation with the business community and is continuing to do so. They have carried out detailed interviews with 100 businesses and hope to engage with 100% of the likely BID levy payers by the time that they formally submit the BID Proposal. The consultation document is available to the whole business and non-business community on the Fulham BID website.
- 8.2. For the purposes of this paper, the council officers responsible for the support to the bidding process should ensure that the Fulham BID are paying due regard to the Equalities Act in their documentation in support of their BID Proposal.

9. LEGAL IMPLICATIONS

- 9.1. BID scheme must be operated in accordance with the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004 (as amended). (Amendment) Regulations 2013 SI (2013/2265). The billing, collection and enforcement arrangements are governed by legislation and the BID Levy Rules. The Fulham BID Proposal must contain all the necessary information as required by the regulations before the Council can hold the ballot on its behalf.
- 9.2. Implications completed by: Kar-Yee Chan, Solicitor (Contracts), Shared Legal Services, 020 8753 2772.

10. FINANCIAL AND RESOURCES IMPLICATIONS

- 10.1. The cost of holding the ballot is estimated by Electoral Services to be between £750 to £1,000, depending on the number of businesses to be balloted. This can be met from existing budgets. Cost Centre R5600 HC28000.
- 10.2. The Council will be responsible for billing, collecting and enforcing payment of the BID levy through the existing business rates system. Receipts would be held in a ring fenced BID fund before being paid over to the BID.

- 10.3. The BID will pay an annual fee to the Council to cover the cost of levy collection and administration, estimated at £21,000 per annum.
- 10.4. Implications completed by: Danny Rochford, Head of Finance, Housing, 020 8753 4023.

11. IMPLICATIONS FOR BUSINESS

- 11.1. If a vote is successful (it requires a simple majority of numbers and by rateable value) approximately 350 businesses will be affected, and will need to pay an additional levy on top of their business rates. This levy will not be applied to small businesses ensuring that small businesses are protected from paying an additional levy.
- 11.2. The BID company must continue to demonstrate comprehensive consultation with businesses affected to ensure that their ideas are incorporated in the business plan, and that they understand the implications of voting ‘yes’ or ‘no’.
- 11.3. Implications verified/completed by: (Antonia Hollingsworth, Principal Business Investment Officer 020 8753 1698)

12. RISK MANAGEMENT


- 12.1 Strategic Partnerships are a risk noted on the Council’s Strategic risk register, there are no further Strategic risks connected with the report recommendations.
- 12.2 Implications verified/completed by: (Michael Sloniowski, Shared Services risk manager 020 8753 2587).

13. PROCUREMENT AND IT STRATEGY IMPLICATIONS

- 13.1 There are no immediate procurement implications arising from this report
- 13.2 Implications verified/completed by: John Francis, Interim Head of Procurement (job-share), Chief Executive’s Department 020-8753-2582

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	BID Proposal	Antonia Hollingsworth Ext. 1698	Economic Development, Fl. 3 HTH Extension

<p style="text-align: center;">London Borough of Hammersmith & Fulham</p> <p style="text-align: center;">CABINET</p> <p style="text-align: center;">10 JULY 2017</p>	
<p>DESIGNATION OF CONSERVATION AREA EXTENSIONS AND CONSERVATION AREA BOUNDARIES -</p> <p>AMENDMENTS AND ADOPTION OF BARCLAY ROAD, BRADMORE AND LAKESIDE/SINCLAIR/BLYTHE ROAD CONSERVATION AREA CHARACTER PROFILES</p>	
<p>Report of the Cabinet Member for Environment, Transport and Residents Services: Councillor Wesley Harcourt</p>	
<p>Open Report</p>	
<p>Classification - For Decision</p> <p>Key Decision: Yes</p>	
<p>Consultation: Legal Services</p>	
<p>Wards Affected: Addison, Avonmore & Brook Green, Hammersmith Broadway, Ravenscourt Park, Town</p>	
<p>Accountable Director: Jo Rowlands, Regeneration, Planning and Housing Services Lead Director</p>	
<p>Report Author: Adam O'Neill, Principal Urban Design and Conservation Officer</p>	<p>Contact Details: Tel: 020 8753 3318 E-mail: adam.o'neill@lbhf.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1. This report seeks a resolution to designate Conservation Area extensions and amend Conservation Area boundaries. The Lakeside/Sinclair Blythe Road Conservation Area would be extended and some properties currently in Brook Green and Melrose Conservation Areas would be transferred into the Lakeside/Sinclair/Blythe Road Conservation Area. Barclay Road Conservation Area would be extended and one property currently partly within Barclay Road Conservation Area would be transferred so that it is wholly within the Walham Green Conservation Area. Officers have determined that the areas included within the Conservation Area extensions and the areas to

be transferred between Conservation Areas are areas of special architectural and historic interest, the character and appearance of which it is desirable to preserve and enhance.

- 1.2. The proposed extensions and boundary amendments would establish a more logical boundary to the Conservation Areas affected which would properly reflect their special architectural and historic interest. The designation of Conservation Area extensions would enable the Council to exercise its planning powers in relation to Conservation Areas within the extended areas in order to preserve their special architectural and historic interest. Some permitted development rights would be restricted and planning permission would be required for significant demolition works.
- 1.3. This report also seeks a resolution to adopt the Barclay Road, Bradmore and Lakeside/Sinclair/Blythe Road Conservation Area Character Profiles which take account of the recommended designation of the Conservation Area extensions and Conservation Area boundary amendments. A Conservation Area Character Profile is an appraisal which gives a clear assessment of the special interest, character and appearance of the Conservation Area and includes some broad design guidelines. The adoption of the Conservation Area Character Profiles will aid the Council, amenity groups and residents in their efforts to preserve or enhance the character of those Conservation Areas.

2. RECOMMENDATIONS

- 2.1. Cabinet resolve to approve the designation of an extension to the Barclay Road Conservation Area as set out in the plan in Appendix 1 to include the following property: Barclay House, Effie Road.
- 2.2. Cabinet resolve to approve a boundary amendment to the Barclay Road Conservation Area as set out in the plan in Appendix 1 to transfer that part of No. 1 Barclay Road within the Barclay Road Conservation Area to the Walham Green Conservation Area.
- 2.3. Cabinet resolve to approve the designation of an extension to the Lakeside/Sinclair/Blythe Road Conservation Area as set out in the plan in Appendix 2 to include the following properties:
Nos. 1-17 & 2-56 (even) Minford Gardens; Nos. 53-79 (odd), 56-116 (even) & electricity substation Netherwood Road; Nos. 9-11 (odd); St Simon's Church and Hall, The Old Vicarage 15, 17-23a (odd) & electricity substation Rockley Road; Nos. 32-40 (even) & 41-81 (odd) Westwick Gardens.
- 2.4. Cabinet resolve to approve a boundary amendment to the Brook Green Conservation Area as set out in the plan in Appendix 2 to transfer the following properties to the Lakeside/Sinclair/Blythe Road Conservation Area:
Nos. 1-6 (consec.) Beaconsfield Terrace Road; Nos. 24-52 (even) Blythe Road; Nos. 1-7 Hazlitt Mews (consec.); Nos. 2A, 1-7(odd), Onyx House 7A, 9-11 (odd) Hazlitt Road; Nos. 2-26 (even) & 33-47 (odd) Maclise Road.

- 2.5. Cabinet resolve to approve a boundary amendment to the Melrose Conservation Area as set out in the plan in Appendix 2 to transfer the following properties to the Lakeside/Sinclair/Blythe Road Conservation Area: Cornwall Mansions & Nos. 177-183 Blythe Road; Nos. 99 & Church Hall 108 Lakeside Road.
- 2.6. Cabinet resolve to adopt the Barclay Road, Bradmore and Lakeside/Sinclair/Blythe Road Conservation Area Character Profiles as set out in Appendices 3-5.

3. REASONS FOR DECISION

- 3.1. It is considered that the areas included within the proposed Conservation Area extensions and areas to be transferred between Conservation Areas as set out in the plans in Appendices 1-2, are of special architectural and historic interest, the character and appearance of which it is desirable to preserve or enhance in accordance with s.69 of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- 3.2. The adoption of Conservation Area Character Profiles represents a first step towards the formulation and publication of proposals for the preservation and enhancement of the affected Conservation Areas in accordance with s.71 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The adoption of Conservation Area Character Profiles will assist the Council in the exercise of its planning functions to preserve or enhance the character or appearance of Conservation Areas in accordance with s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

4. PROPOSAL AND ISSUES

Barclay Road Conservation Area extension as shown on the plan in Appendix 1

- 4.1 The proposed extension would extend the Barclay Road Conservation Area to include Barclay House, Effie Road. Barclay House was originally built as offices by Sir Robert MacAlpine and son Ltd in 1947-49 for the Metropolitan Borough of Fulham Electricity Department. The five storey tower on the corner has robust, vertical proportions with three storey Crittall style windows set in stone mullions and architraves above the main entrance canopy. Flagpoles emphasise the verticality. The primary entrance has an attractive porch with projecting stone canopy and stone surrounds. The main three storey body of the building has more horizontal proportions established by the first and second floor Crittall framed fenestration pattern. The ground floor has stone cladding. The metal railings and stone piers along the front boundary are also evocative of the Art Deco style. The modern additional floor is recessive with raised seam metal panels. The building provides a strong sense of enclosure to the street in Effie Road and is now in educational use. The extension would

properly reflect the special architectural and historic interest of the Conservation Area.

Transfer of one property from the Barclay Road Conservation Area to the Walham Green Conservation Area as shown on the plan in Appendix 1

- 4.2 The boundary between Barclay Road Conservation Area and Walham Green Conservation Area would be amended to include all of No. 1 Barclay Road, a former commercial building which has been extended and converted to residential use since the Conservation Area was originally designated, within the Walham Green Conservation Area. The property is currently split between two Conservation Areas and the proposed boundary amendment would reflect the current demise.

Lakeside/Sinclair/Blythe Road Conservation Area extension as shown on the plan in Appendix 2

- 4.3 The proposed extension would extend the Lakeside/Sinclair/Blythe Road Conservation Area to the west to include the predominantly late Victorian residential development to the east of Rockley Road and the Grade II listed St Simon's Church and Hall, Rockley Road, which forms a landmark. The whole of the junction of Richmond Way, Sinclair Gardens, Netherwood Road, Westwick Gardens and Minford Gardens, which forms a node within the street layout and a gateway to the Conservation Area from Shepherds Bush town centre, would be included in the Conservation Area. The development within the extension is contiguous and contemporaneous with the residential development in the adjacent Lakeside/Sinclair/Blythe Road Conservation Area and there are significant similarities with the architectural style and scale of properties already within the Lakeside/Sinclair/Blythe Road Conservation Area. The extension to the Lakeside/Sinclair/Blythe Road Conservation Area would therefore properly reflect its special architectural and historic interest.

Transfer of properties from the Brook Green Conservation Area to the Lakeside/Sinclair/Blythe Road Conservation Area as shown on the plan in Appendix 2

- 4.4 The boundary between the Lakeside/Sinclair/Blythe Road Conservation Area and the Brook Green Conservation Area would be amended to create a more logical boundary between the two Conservation Areas. The Victorian residential development and shopping parades in the part of the Brook Green Conservation Area to be transferred to the Lakeside/Sinclair/Blythe Road Conservation area are remote from the residential core of Brook Green and separated from it by the large grounds of Blythe House (former Post Office Savings Bank HQ). The development in the area to be transferred is contiguous and contemporaneous with the residential development in the adjacent Lakeside/Sinclair/Blythe Road Conservation Area and there are significant similarities with the architectural style and scale of properties already within the Lakeside/Sinclair/Blythe Road Conservation Area. The transfer of properties to the Lakeside/Sinclair/Blythe Road Conservation Area would therefore properly reflect the special architectural and historic interest of the area to be transferred.

Transfer of properties from the Melrose Conservation Area to the Lakeside/Sinclair/Blythe Road Conservation Area as shown on the plan in Appendix 2

- 4.5 The boundary between the Lakeside/Sinclair/Blythe Road Conservation Area and the Melrose Conservation Area would be amended to create a more logical boundary between the two Conservation Areas. A small number of late Victorian mostly residential properties which front onto Blythe Road and/or Lakeside Road would be transferred to the Lakeside/Sinclair/Blythe Road Conservation Area, thereby placing the contemporaneous and contiguous development fronting these streets within the same Conservation Area. The transfer of properties to the Lakeside/Sinclair/Blythe Road Conservation Area would therefore properly reflect the special architectural and historic interest of the area to be transferred.
- 4.6 Designation of these Conservation Area extensions will enable the Council to exercise its planning powers in relation to Conservation Areas within the extended areas in order to preserve and enhance their special architectural and historic interest.

Adoption of the Barclay Road, Bradmore and Lakeside/Sinclair/Blythe Road Conservation Area Character Profiles in Appendices 3-5

- 4.7 This report also seeks a resolution to adopt the Barclay Road, Bradmore and Lakeside/Sinclair/Blythe Road Conservation Area Character Profiles which take account of the recommended designation of the Conservation Area extensions and Conservation Area boundary amendments. A Conservation Area Character Profile is an appraisal which gives a clear assessment of the special interest, character and appearance of the Conservation Area and includes some broad design guidelines. The adoption of the Conservation Area Character Profiles will aid the Council, amenity groups and residents in their efforts to preserve or enhance the character of each Conservation Area and will provide support to policies relating to heritage assets in the Local Plan and the design guidelines in the Planning Guidance SPD.

5. OPTIONS AND ANALYSIS OF OPTIONS

- 5.1 Officers are satisfied that the extended areas and areas to be transferred between Conservation Areas meet the statutory requirement of being areas of special architectural or historic interest the character and appearance of which it is desirable to preserve or enhance and that it would be appropriate to include them within the relevant Conservation Areas.
- 5.2 Both the Barclay Road and Lakeside/Sinclair/Blythe Road Conservation Areas currently share some boundaries with other conservation areas and some adjacent areas that are not currently incorporated within conservation areas. In addition to those areas referred to in paragraphs 2.2 and 2.3, officers surveyed areas not currently incorporated to assess their architectural and historic interest and potential for inclusion within extended boundaries. Those areas on the boundaries of the Barclay Road Conservation Area are comprised of modern developments that are neither contiguous or

contemporaneous with the conservation area. Those areas close to the Lakeside/Sinclair/Blythe Road Conservation Area are mixed in character with some Victorian development interspersed with post war and modern blocks. Officers consider that in both cases, those areas have insufficient architectural or historic interest to merit inclusion within the relevant conservation areas.

- 5.3 Officers have incorporated all suggestions received from residents and amenity groups during the consultation process into the Conservation Area Character Profiles.

6. CONSULTATION

- 6.1. Whilst there is no statutory requirement for public consultation in relation to the designation of Conservation Areas, extensions of existing Conservation Areas or transfers of properties between Conservation Areas, consultation was carried out as set out below in paragraph 6.3. All property owners and occupiers within the extended or transferred areas as well as local amenity groups, Historic England and the Secretary of State will be notified of the Conservation Area extensions and boundary amendments once they are designated.
- 6.2. As part of the production of the Conservation Area Character Profiles there has been significant engagement between Officers, residents and representatives of the relevant amenity groups. Meetings were held with representatives of the amenity groups including the Brackenbury Residents Association in respect of the Bradmore Conservation Area Character Profile. Workshops have been held with residents and amenity groups in relation to the Lakeside/Sinclair/Blythe Road and Barclay Road Conservation Area Character Profiles including representatives from the Sinclair Road Residents Association, the Sinclair, Milson and Hofland Roads' Residents' Association and the Barclay Road Residents Association.
- 6.3. The draft Conservation Area Character Profiles included details of the proposed Conservation Area extensions and boundary amendments and were made available on the Council's website. The Lakeside/Sinclair/Blythe Road Conservation Area consultation was open between 11th July 2016 and 30th September 2016 and two responses, both positive, were received. The Bradmore and Barclay Road Conservation Area consultations were open between 27th February 2017 and 31st March 2017, one response was received in relation to Bradmore Conservation Area, again positive.

7. EQUALITY IMPLICATIONS

- 7.1. The Council has had due regard to its Public Sector Equality Duty contained in s.149 of the Equality Act 2010.

8. LEGAL IMPLICATIONS

- 8.1. Under s.69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 Local Planning Authorities are required from time to time to determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance. Furthermore Local Planning Authorities are also required to determine whether any further areas should be designated. The recommendations in this report would fulfill that requirement in relation to the Conservation Areas affected.
- 8.2. Some permitted development rights under the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) to properties within the Conservation Area extensions would be restricted as a result of designation, including the installation of satellite dishes on front elevations and the erection of rear or side roof extensions to properties with hipped or pitched roofs. Such works would instead require planning permission to be obtained from the Council. Significant or total demolition of a building within the Conservation Area extensions would also require planning permission as a result of designation. Some deemed consent rights for the display of advertisements would be restricted, which would have the effect of requiring advertisement consent to be obtained from the Council. Works to trees would require 6 weeks prior written notice to be given to the Council.
- 8.3. Designation of extensions to Conservation Areas will enable the Council to exercise its planning powers in relation to Conservation Areas within the extended areas in order to preserve and enhance their special architectural and historic interest. Any planning application within the extended area would be assessed against the policies relating to Conservation Areas in the Core Strategy, Development Management Local Plan and Planning Guidance SPD.
- 8.4. Under the Human Rights Act 1998, the Council must not act in a way which is incompatible with the rights referred to in the Act. There is an exception to this, in that the Council will not be acting unlawfully if Acts of Parliament mean that it cannot act in any other way. The relevant human rights in this instance are the:
- right to respect for the home, under Article 8; and
 - right to peaceful enjoyment of possessions, under Article 1 of Protocol 1.

These rights are not absolute but qualified rights, and they may lawfully be infringed in certain defined circumstances. Where infringement is permissible, it must occur in accordance with, or subject to the conditions provided for by, the law. It must also be proportionate; ie, it must achieve a fair balance between competing interests and not go beyond what is strictly necessary to achieve the purpose involved. In the case of Article 8, permitted infringements include those necessary for the protection of the rights and freedoms of others. With regard to Article 1 of Protocol 1, controls over the use of property are permissible where they are in the public interest. The right of a person to undertake changes to their property, in reliance on permitted development rights, is covered by the qualifications to these two Articles.

- 8.5 As the Council's powers for controlling the exercise of permitted development rights are contained and subject to the procedures set out, in the Town & Country Planning (General Permitted Development) (England) Order 2015 (as amended), their use occurs within the provisions laid down by the law and is proportionate. The effect of the removal of permitted development rights is that a householder will need to obtain formal planning permission before undertaking the categories of development restricted. This creates a further safeguard, in that if planning permission is refused by the Council, then the usual right of appeal to the Secretary of State is available.
- 8.6 Under s.71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 Local Planning Authorities have a duty from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are Conservation Areas.
- 8.7 Under s. 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 Local Planning Authorities have a duty to pay special attention to the desirability of preserving or enhancing the character or appearance of Conservation Areas.
- 8.8 Implications verified by: Sally Fleming, Planning Solicitor, x2784.

9 FINANCIAL IMPLICATIONS

- 9.1 There are no major financial or resources implications relating to designating an extension to a Conservation Area. The minor costs of designation and notification of owners and occupiers will be met from existing budgets. The recommendation is unlikely to generate a significant increase in the number of planning applications received. There are no major financial or resources implications relating to the adoption of Conservation Area Character Profiles.
- 9.2 Implications verified by: Gary Hannaway, Head of Finance, x6071.

10 IMPLICATIONS FOR BUSINESS

- 10.1 The Conservation Area extensions will result in some restrictions to permitted development rights and deemed consent rights for businesses and an application to the Council for such works would be required. Conservation Area designation is often a stimulus for greater civic pride and investment in the built environment of an area which benefits business in general. Business will benefit from greater clarity on the special interest of each Conservation Area, which will be provided by the Conservation Area Character Profiles.

11 COMMERCIAL IMPLICATIONS

- 11.1 There are no commercial implications associated with the recommendations.

11.2 Implications verified by: Michael Hainge, Commercial Director, x6992

12 SOCIAL VALUE IMPLICATIONS

- 12.1 As recognised by Historic England, the designation of Conservation Areas can have a positive economic, social and environmental effect, enhancing the wellbeing of the communities affected. Examples of social value arising from the designation of Conservation Areas include greater pride in the built environment, higher standards of property maintenance, better design of new development, promotion of local community identity, the fostering of good relations between neighbours and the establishment of residents' associations which leads to greater community cohesion. The adoption of Conservation Area Character Profiles will assist in promoting the designation of Conservation Areas and will therefore enhance the opportunities for social value to be realised.

13 BACKGROUND PAPERS USED IN PREPARING THIS REPORT

- 13.1 None

LIST OF APPENDICES:

Appendix 1 – Plan of proposed Barclay Road Conservation Area extension and boundary amendments including transfer of part of one property to Walham Green Conservation Area

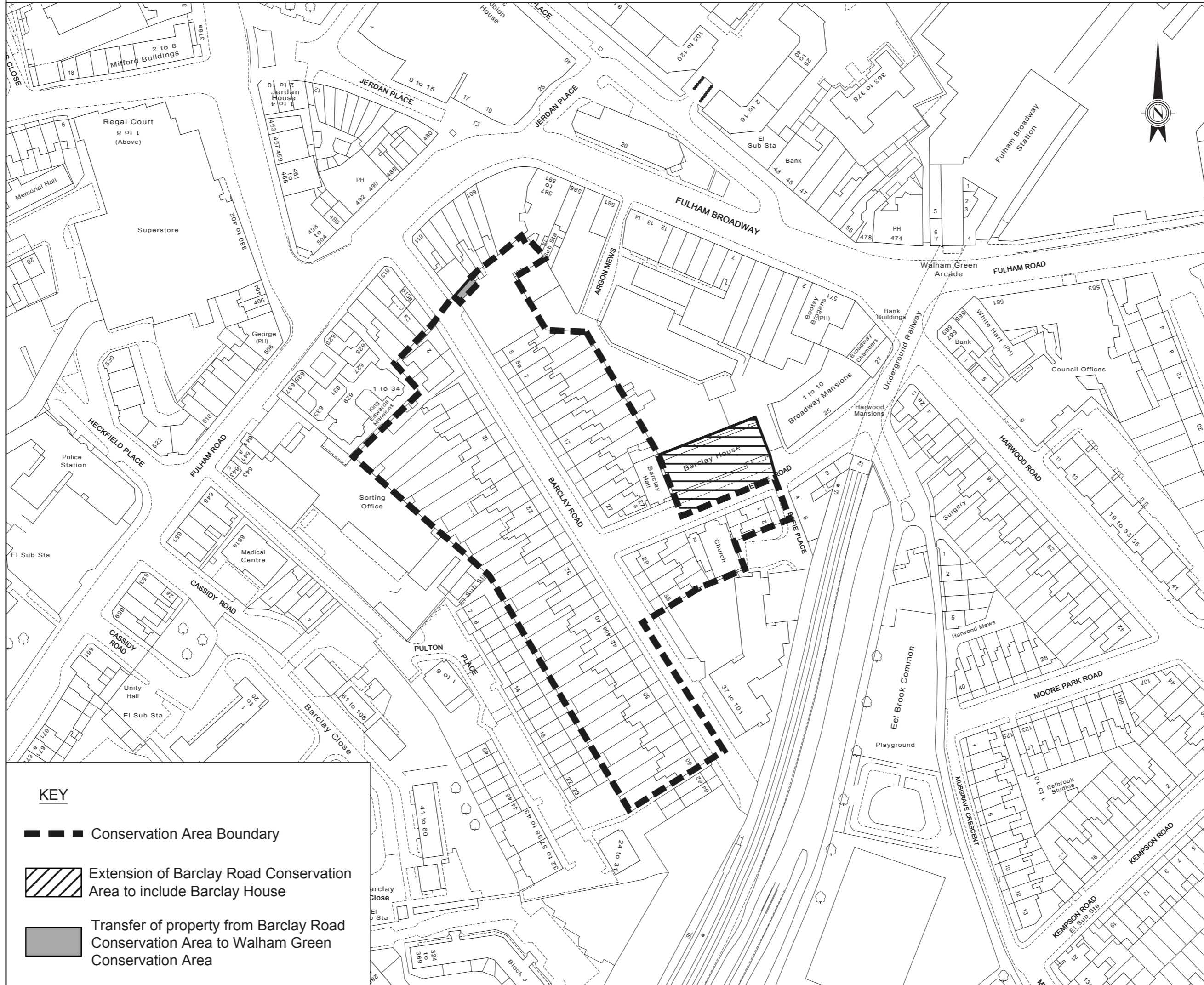
Appendix 2 – Plan of proposed Lakeside/Sinclair/Blythe Road Conservation Area extension and boundary amendments including transfer of properties from Brook Green and Melrose Conservation Areas into Lakeside/Sinclair/Blythe Road Conservation Area

Appendix 3 – Barclay Road Conservation Area Character Profile

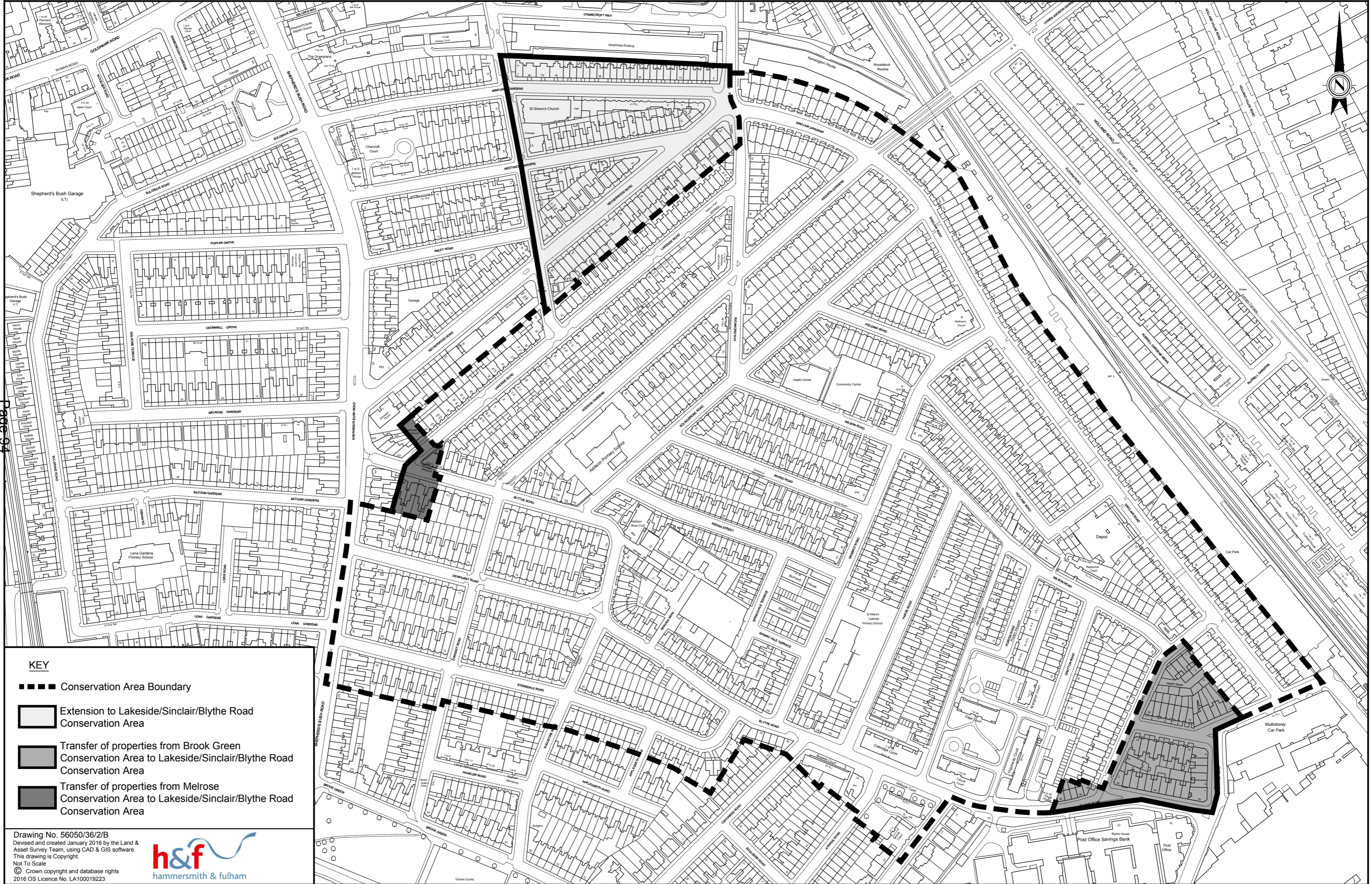
Appendix 4 – Bradmore Conservation Area Character Profile

Appendix 5 – Lakeside/Sinclair/Blythe Road Conservation Area Character Profile

EXTENSION TO BARCLAY ROAD CONSERVATION AREA AND TRANSFER OF PROPERTIES FROM
 BARCLAY ROAD CONSERVATION AREA TO WALHAM GREEN CONSERVATION AREA



EXTENSION TO LAKESIDE/SINCLAIR/BLYTHE ROAD CONSERVATION AREA AND TRANSFER OF PROPERTIES FROM BROOK GREEN AND MELROSE CONSERVATION AREAS TO LAKESIDE/SINCLAIR/BLYTHE ROAD CONSERVATION AREA



Page 94

KEY

- ■ ■ ■ Conservation Area Boundary
- Extension to Lakeside/Sinclair/Blythe Road Conservation Area
- Transfer of properties from Brook Green Conservation Area to Lakeside/Sinclair/Blythe Road Conservation Area
- Transfer of properties from Melrose Conservation Area to Lakeside/Sinclair/Blythe Road Conservation Area

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BARCLAY ROAD CONSERVATION AREA

CONSERVATION AREA CHARACTER PROFILE

CONSERVATION AREA No. 15

FORWARD

The London Borough of Hammersmith and Fulham is fortunate to have 44 conservation areas covering almost half of the Borough. These have been designated in recognition of the importance of the architectural and historic interest of our Borough. As Deputy for Environment, Transport and Residents Services, I am committed to the preservation and enhancement of these areas with the help of residents and local groups, so that they continue to enhance the quality of life in the Borough and so that they survive as good examples of our heritage for future generations.

This Character Profile describes the special character of the Barclay Road Conservation Area, identifying interesting historical facts, identifying notable structures, the special importance of its townscape value, and showing how buildings, open spaces and the public realm can work together to create an environment worthy of protection.

I would like to thank all local groups and individuals who have helped to prepare this profile.

Through the consultation process the documents have evolved to represent not only officers' assessment of the conservation area, but those of the local amenity societies and residents groups active in the area. I hope these profiles will now provide extra assistance in the stewardship and preservation of what is best in the Borough.

Cllr Wesley Harcourt

Deputy for Environment, Transport & Residents Services



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1.0 INTRODUCTION

1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:

“Every local authority shall from time to time determine which parts of their area are areas of special architectural and historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as conservation areas”

The Borough has designated 44 such areas since 1971, of which the Barclay Road Conservation Area is one.

1.2 Under Section 71 of the Act, once an area has been designated:

“It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas”

1.3 This document is called a Conservation Area Character Profile (CACP). The CACP is an appraisal which aims to give a clear assessment of the special interest, character, and appearance which justified the designation of the area as a conservation area. It also includes some broad design guidelines which will aid all concerned in their efforts to preserve or enhance the character of the conservation area.

1.4 It is intended that each CACP document will provide a sound basis, defensible on appeal, for development plan policies and development control decisions, and for the guidance of residents and developers.

1.5 The CACP's will support the main heritage policies in the Council's statutory Local Plan and supplementary planning documents.

1.6 Government guidance on heritage matters is set out in the National Planning Policy Framework. The overarching aim is that the historic environment and its heritage assets should be conserved in a manner appropriate to their significance and enjoyed for the quality of life they bring to this and future generations (see Core Planning Principles, paragraph 17). In Section 12 of the NPPF, entitled “Conserving and enhancing the historic environment” it states in paragraph 129:

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of the heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.”

1.7 The London Plan reinforces these principles in Policy 7.8 which includes the following:

- A. London's heritage assets and historic environment, including listed buildings, registered historic parks and gardens and other natural and historic landscapes, conservation areas, World Heritage Sites, registered battlefields, scheduled monuments, archaeological remains and memorials should be identified, so that the desirability of sustaining and

enhancing their significance and of utilising their positive role in place shaping can be taken into account.

- C. Development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate.
- D. Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

1.8 Historic England in their document “Conservation Area Designation, Appraisal and Management” support the need for considered advice and recognise the benefits of character appraisal as a tool to demonstrate an area’s special interest and to enable greater understanding and articulation of its character which can be used to develop a robust policy framework for planning decisions.

1.9 The designation of an area as a conservation area has other benefits beyond the protection of buildings and the design of an area. It enables other policies such as smarter streets and biodiversity to be developed for the conservation area, and acts as a focus for the formation and development of Residents Associations and Neighbourhood Watch.

1.10 So, in line with the guidance given by both the Government and Historic England, this Conservation Area Character Profile will aim to define the character and appearance of the conservation area on the basis of an analysis of all or some of the following criteria:

- Origins and development of the street patterns;
- Archaeological significance and potential of the area, including any scheduled ancient monuments;
- Architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution they make to the special interest of the area;
- Character and hierarchy of spaces, and townscape quality;
- Prevalent and traditional building materials, walls and surfaces;
- Contribution made to the character of the area, and to biodiversity, by green spaces, trees, hedges, and other natural or cultivated elements;
- Prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;
- Relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- Extent of any loss, intrusion, or damage that has occurred since designation;
- Existence of any opportunity sites; and
- Unlisted buildings which make a positive contribution to the conservation area according to Historic England’s criteria.

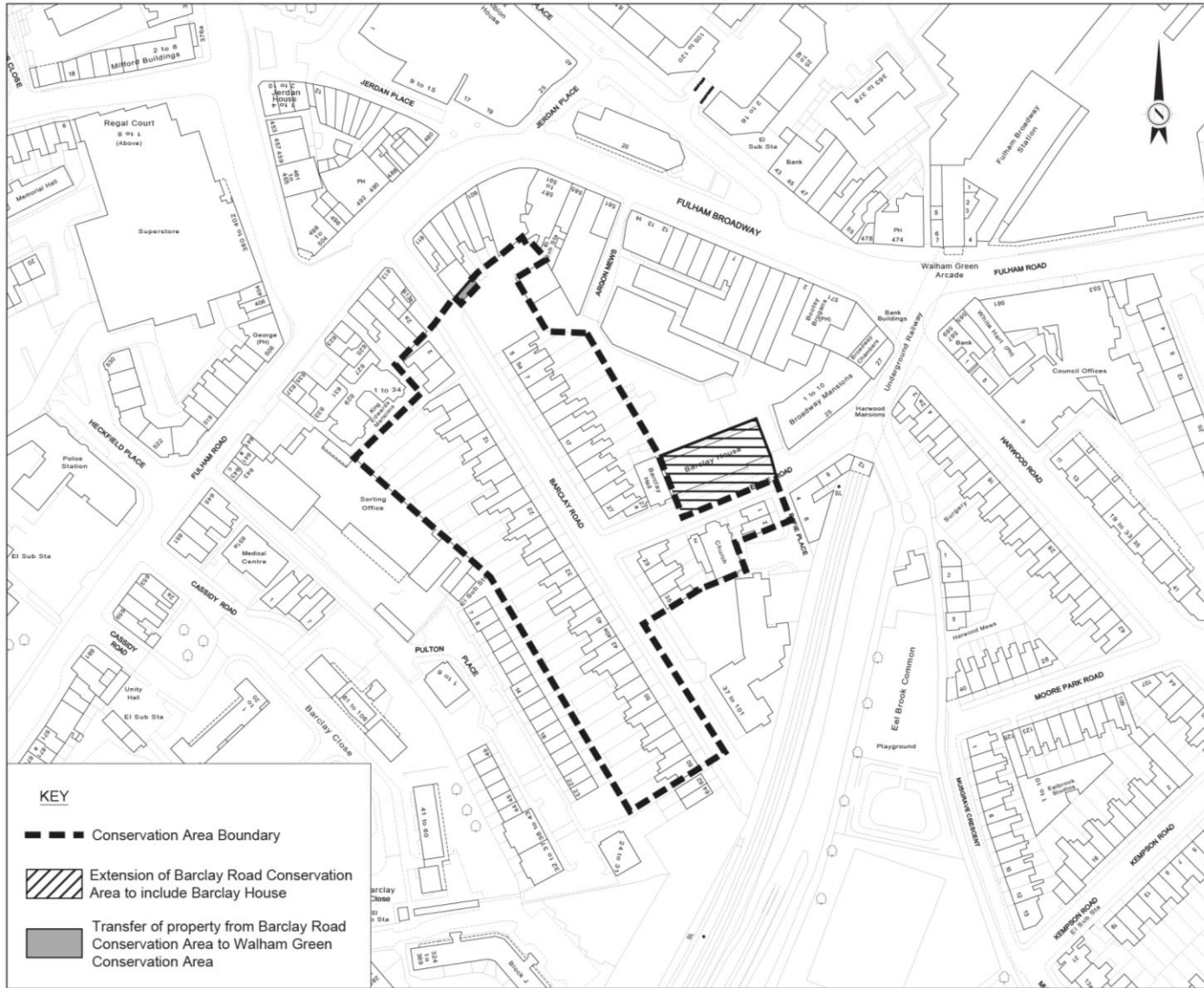
2.0 DESIGNATION

2.1 Barclay Road Conservation Area was initially designated in March 1981. In 2017, the boundary was altered to incorporate Barclay House and part of Barclay Road was transferred to the Walham Green Conservation Area.

3.0 CONSERVATION AREA BOUNDARY

3.1 The conservation area boundary can be seen on the following plan.

Barclay Road Conservation Area Character Profile



Conservation Area Boundary

Barclay Road Conservation Area Character Profile

3.2 The conservation area shares part of its boundary to the north and east with Walham Green Conservation Area.

4.0 BRIEF HISTORY OF THE CONSERVATION AREA

4.1 The history of Barclay Road is inextricably linked with that of Fulham, and later Walham Green. Originally part of Fulham Fields, and from Norman times the Manor of Fulham. It remained sparsely populated and predominantly in agriculture. By 1706 this part of Fulham was being described as “a village in which lives a considerable number of people, mostly gardeners, whose kitchen greens, plants, herbs, roots and flowers daily supply Westminster and Covent Gardens. Here are no houses of considerable note.” [John Bowack in *The Antiquities of Middlesex Volume 2*]

4.2 In 1813, the first general history of Fulham “An Historical and Topographical Account of Fulham including the Hamlet of Hammersmith” by Thomas Faulkner, was published. He describes Fulham, including the Walham Green area which would have included Barclay Road, as the great kitchen garden, north of the Thames for supplying London. There were orchards of apples, pears, cherries, plums and walnuts, with soft fruit such as raspberries and gooseberries grown in between the trees. However, with vegetable growing becoming more profitable, many orchards were replaced and land given over to vegetables. The market gardeners often cultivated a succession of crops throughout the year. Market gardeners, Faulkner tells us, were very prosperous.



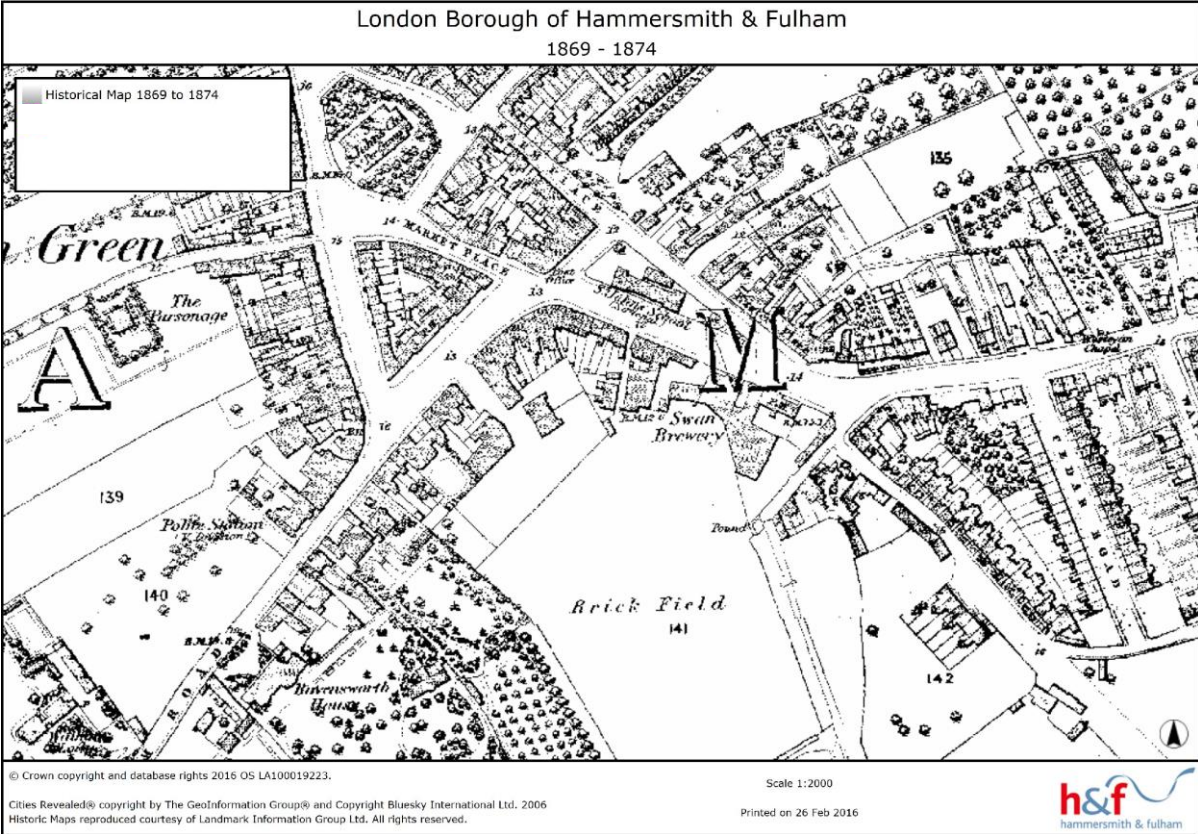
John Rocque's Map of Middlesex from 1745 (reproduced by kind permission of Westminster Archives).



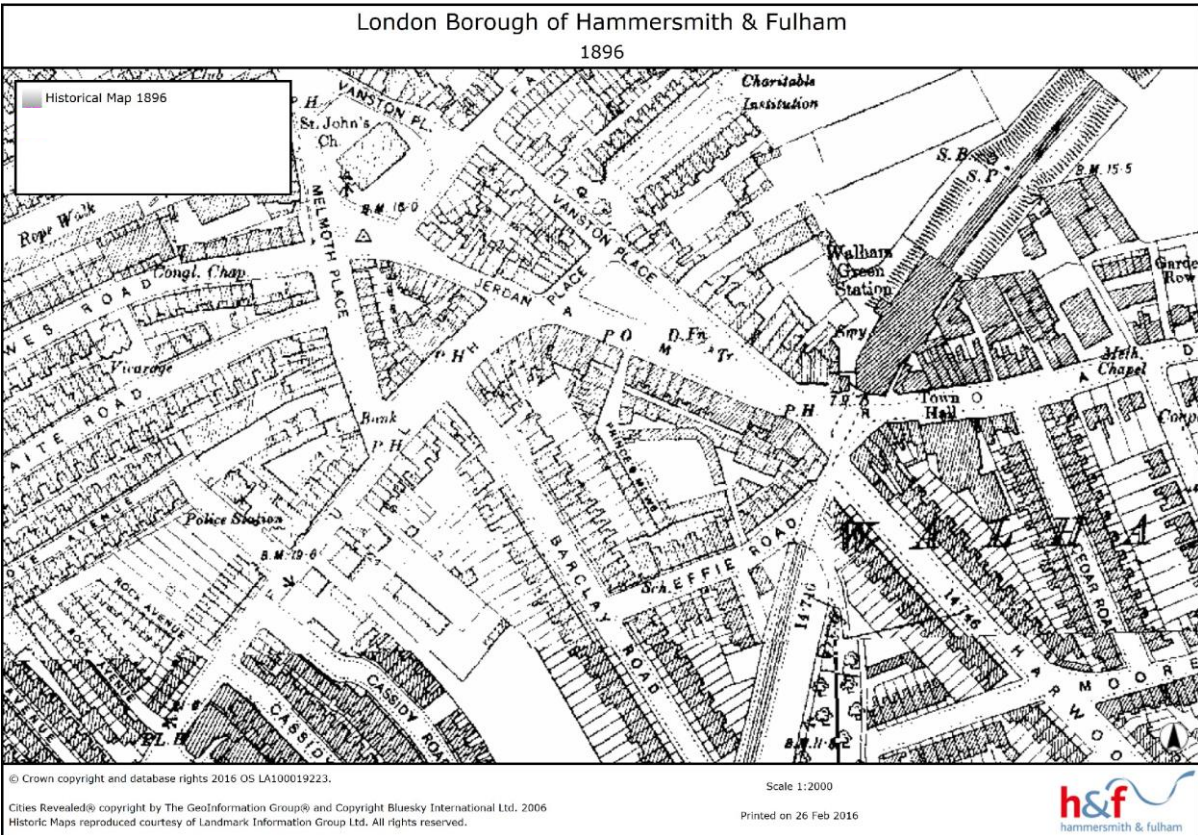
John M Maclure's map of the Parish of Fulham 1853 (reproduced by kind permission of Westminster Archives).

4.3 An examination of the maps in this chapter shows us that Barclay Road, almost exactly, follows a long narrow field which ran north to south from Fulham Road. Both Rocque's 1745 map of Middlesex, and Maclure's map of 1853 show building plots or "tenements" along what is now Fulham Road. Behind the road are fields, market gardens and pasture.

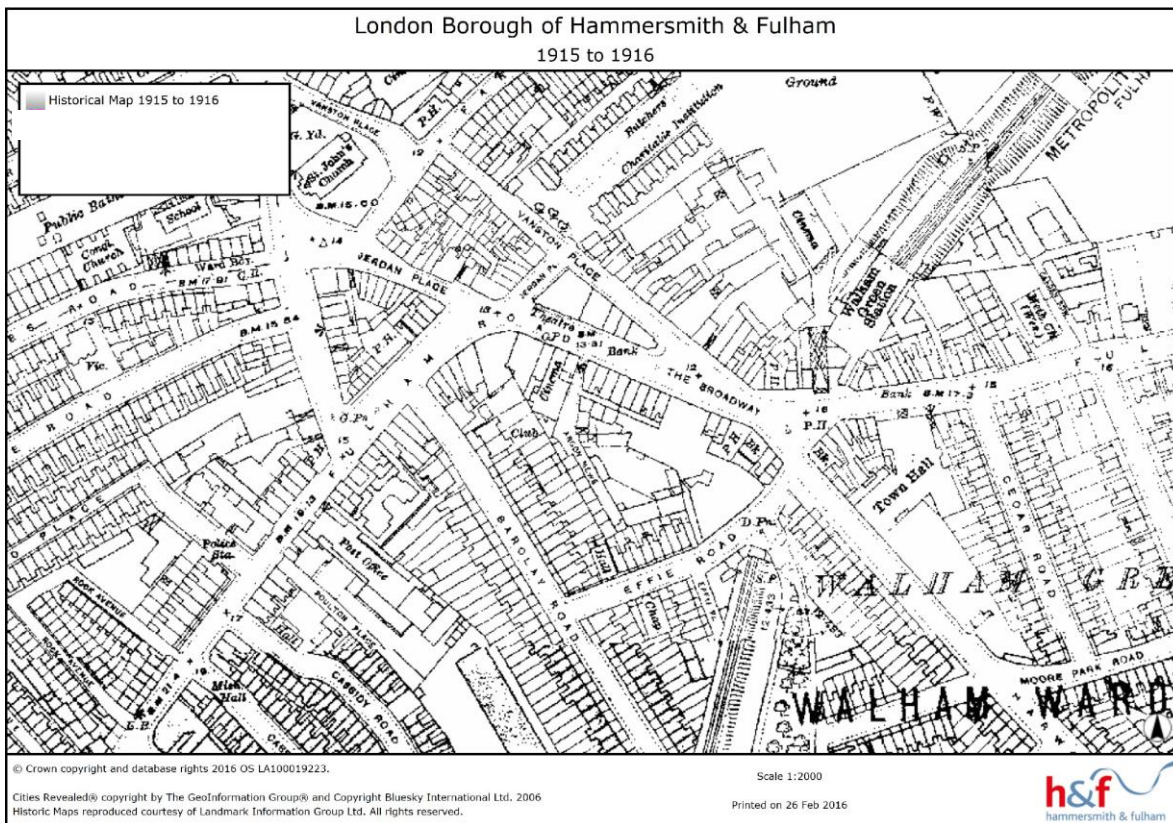
4.4 This pattern is still evident in the 1869-74 map, although the land that is to become Barclay Road is now shown as a large brickfield, confirming the gathering building boom which will see the buildings that now form the conservation area, completed.



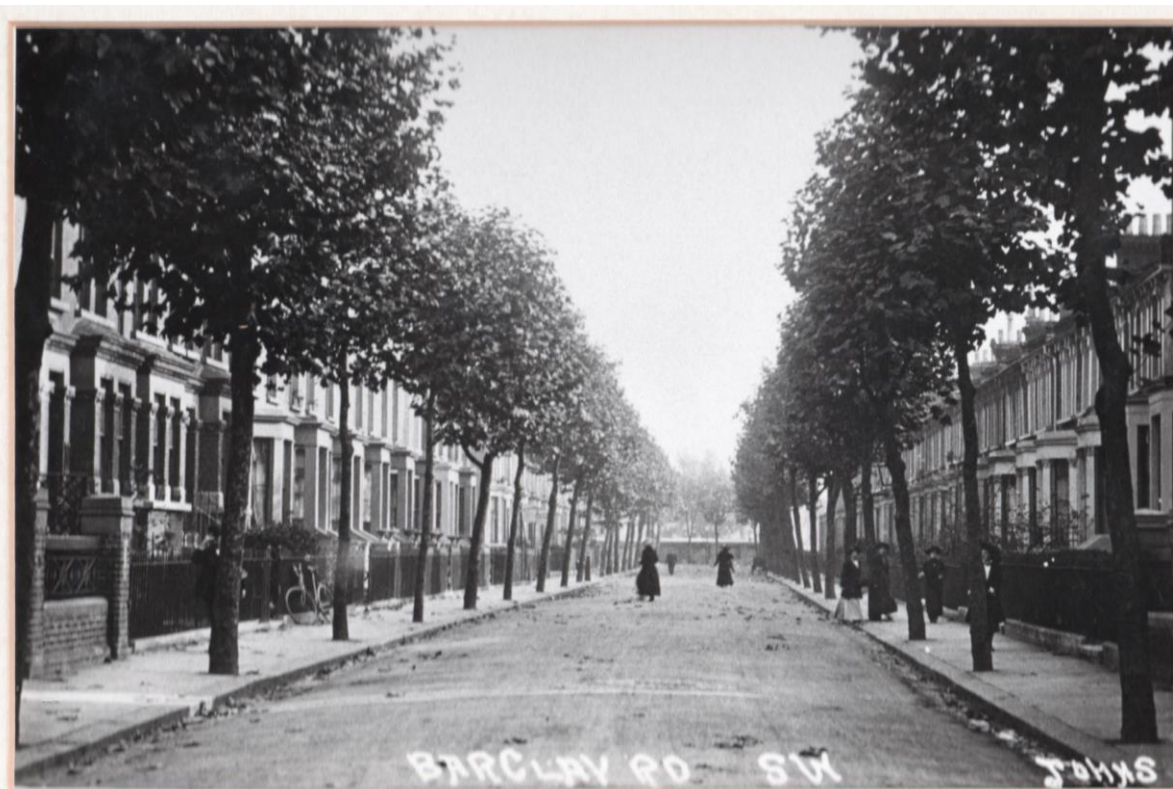
Map showing the brickfield that is the conservation area in 1869-74.



Map showing Barclay Road in 1896, the terraces are complete.



Barclay Road in 1915-16, the Chapel has replaced the dwellings between Effie Place and the rear of Barclay Road.



Early 20th Century view looking south towards the railway.



Nos. 41-45 Barclay Road in 1931. This end of the terrace was destroyed by WWII bombing and was replaced post-war with the Council Depot, below (photograph courtesy of LBHF Local Histories Library).



Council Depot, on site of demolished terrace nos. 37-57 Barclay Road, photographed in 1977, since demolished (photograph courtesy of LBHF Local Histories Library).



No. 3 Barclay Road (left), photographed in 1931. This was part of a pair, since demolished. The boundary walls and railings matched nos. 2-4 and were quite different from the iron railings found elsewhere in the street.

5.0 CHARACTER AND APPEARANCE

5.1 The overriding character of the conservation area is of two and three storey terraced residential properties with semi-basements. These have bay windows over the ground and lower ground floors, with steps leading down to the semi-basement. Most of the terraces have good sized back gardens, some with extensions into these or mansard roof extensions. The distinct character of this conservation area is further defined by the presence of mature London Plane trees which line the entire length of Barclay Road from the far southern corner just beyond the eastern boundary of no. 64 up to no. 2, as well as from outside no. 5 up to and beyond the modern sheltered housing complex.



Mature Plane Trees enhance the character of Barclay Road.



Embossed street name plate 32/34 Barclay Road.

Barclay Road

5.2 The majority of the properties in Barclay Road that fall within the conservation area are built in the Victorian Domestic style, dating from the 1860's. The road is well-proportioned with street trees and residents parking on either side. The buildings are set back from the boundary with most of the properties retaining their original iron railings and many retaining original tiles and steps.

5.3 At the north end of the conservation area, nos. 2 to 10 (even) are three storey residential buildings with canted bay windows over ground floor and semi-basement levels. They are built in London yellow stock brick and have striking tripartite windows with heavy pilasters and decorative consoles with a plain frieze underneath a small pediment on the first floor. This is balanced on the second floor with plain tripartite windows. Nos. 2 to 4 (even) were built earlier in 1850, are semi-detached and have a more defined ornamentation with moulded string course and banded rusticated front door surrounds. First floor bay windows have elaborate stucco decoration. This pair have lost their original cornices on the parapet and the boundary treatments are not original. Nos. 6 to 10 have the original iron railings. Nos. 2 and 6 have non-original external stairs in the side return with entrances into the first floor.

Unfortunately, the original wall and railings to no. 4 have been replaced with a modern brick wall with railings.



No. 4 Barclay Road, built in 1850, has potential for improvement.



Nos. 2-6 photographed in 1931. The cornices are intact on nos. 2 and 4 and the original boundary wall and railings can be seen. (Photograph courtesy of LBHF Local Histories Library).



Ornate stucco decoration on the bay of no. 2 Barclay Road.



Non-original but sympathetic arched lamp holder, gates and iron railings, no.6 Barclay Road.



*Deep cornices with moulded modillions. An original feature of nos. 2-10 Barclay Road.
Missing on 2 & 4.*

5.4 Nos. 12 to 20 (even) are two storey (with semi-basement) residential buildings. Originally yellow London stock brick facades, some have since been painted which unfortunately lessens the combined positive impact of the architecture. The features of these buildings include the attractive moulded stucco Corinthian detailing on canted bay windows on the ground floor and semi-basement levels, and the timber front doors with glass panes (some of which have been replaced with four panelled timber doors) and plain lights above. The moulded tripartite windows are detailed with brackets to the first floor. Original iron railings are largely intact but some gates are missing. Most properties in this group have modern recessed roof extensions of varying designs.



Nos. 2-14 (even) Barclay Road.



Original iron railings.



Ornate iron gate piers.

5.5 Nos. 22 to 60 (even) have a similar architectural style and retain the same tripartite windows as nos. 14 to 20 (even), but have plain canted bay windows and front doors. Eaves are consistent with console brackets mounted underneath them on first floor window architraves and mullions. Most of these dwellings have mansard roof extensions. Most original railings are intact and painted black but most gates are missing and some need repair. A few premises retain iron window sill castings. Nos. 30 and 32 retain original stained glass fan lights above the entrances and nos. 32 and 56 retain them in the double panelled doors.



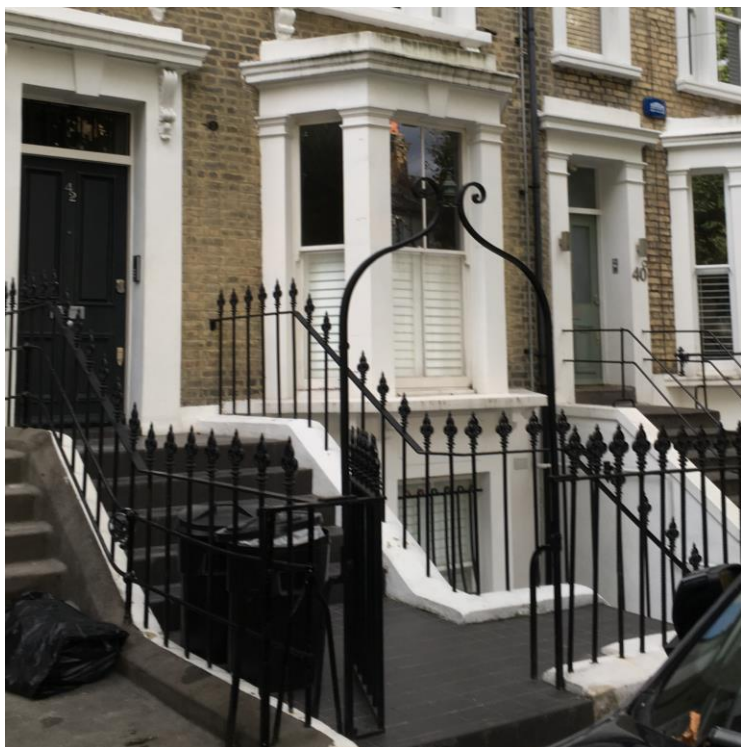
Original wrought iron window sill castings.



Nos. 50-56 (even) Barclay Road. Most premises have roof extensions.



Distinctive console brackets under the eaves and cornices above entrances and around bays.



*No. 42 Barclay Road, non-original
sympathetic lamp holder and original railings.*



*Stained Glass door panels,
no. 56 Barclay Road.*

5.6 Nos. 5 to 11 (odd) are two storey (with semi-basement and attic storey with dormer windows). They have bay windows over the upper ground floor and semi-basement, with Corinthian detailing on the upper ground floor pilasters of the window and the front door surrounds. There are dentil brick string courses below the eaves, on the bays and above the entrances. All houses have small original centralised dormers, although some have been altered. Nos. 5, 5a and 7 are painted whilst nos. 9 and 11 show their original red brickwork. Original railings are intact along with some gates.



No. 9 Barclay Road with original red brickwork and recently restored black painted railings and sympathetic tiling.

5.7 Unfortunately, no. 13 has a new façade and the two storey bay has been removed, which undermines the rhythm of the terrace. Nos. 15 to 27 are three storey (with semi-basement) residential buildings with canted bay windows over the upper ground floor and semi-basement levels. The grand porticos create an interesting vista along the street. Evenly spaced sash windows over the first and second floors add grandeur to the design. Apart from no. 25 that is rendered and painted white, all the buildings still have their original London stock brickwork. Nos. 13 to 19 and 25 have lost their original cornices.



Unfortunate loss of bay and rendered façade, no. 13 Barclay Road.



*No. 17-25 (odd) Barclay Road,
with finial topped railings.*



*Restored cornice and modern roof extension
behind the parapet, no. 21 Barclay Road.*



Nos. 19-23 Barclay Road in 1931 (courtesy of LBHF Local Histories Library).



*Spear type railings and iron backstays
with integral boot scrapers.*

5.8 Nos. 29 to 35 (odd) are the same architectural style as nos. 22 to 60 but they have not been impaired by roof extensions.



Unusual set back corner, no. 29 Barclay Road.



Original street name plate and ornate tipped railings, no. 29 Barclay Road.

Effie Road

5.9 Barclay Hall is a two storey building (with semi-basement) and has historically relevant “MISSION AND SCHOOLROOM” and “BARCLAY HALL” signage showing its former use. It has an interesting porch onto the street, multi-paned sash windows with triangular arch brick surrounds, and a dentil cornice below the parapet. Original railings survive.



Barclay Hall, former Mission Hall.



View to Barclay House.



Barclay House.

5.10 Barclay House is a part three and part five storey brick building on the site of houses cleared after bomb damage. Barclay House was originally built as offices by Sir Robert MacAlpine and son Ltd in 1947-49 for the Metropolitan Borough of Fulham Electricity Department. The five storey tower on the corner has robust, vertical proportions with three storey Crittall style windows set in stone mullions and architraves above the main entrance canopy. Flagpoles emphasise the verticality. The primary entrance has an attractive porch with projecting stone canopy and stone surrounds. The main three storey body of the building has more horizontal proportions established by the first and second floor Crittall framed fenestration pattern. The ground floor has stone cladding. The metal railings and stone piers along the front boundary are also evocative of the Art Deco style. The modern additional floor is recessive with raised seam metal panels. The building provides a strong sense of enclosure to the street in Effie Road and is now in educational use.

5.11 The former Welsh Presbyterian Church was restored and inaugurated as The Haven (breast cancer charity) in February 2000. It is included in the Council's Register of Buildings of Merit. It has a dominant dressed rag stone façade that contrasts with the rest of the building which is in brick. The two storey polygonal porch with free Gothic detail has a high round arch entrance that reaches the boundary with the street; this style is echoed on the other two façades to the right of the porch, but with segmental pediments. Above these sit wrought iron casement windows which complement the Gothic tracery windows above them on the main façade of the church. The porch has buttresses, two of which encase the striking set of modern gates and railings, with verticals decorated with hammered silver leaves, that join the boundary wall. The grand porch and tall ornate windows stand out as a striking contrast to the style and materials of the surrounding terrace. The porch once had ascending steps on either side but was altered with planning permission. Next door there is a single flat roofed two storey rendered house (with semi-basement). There is a large Plane Tree adjacent to the church in the street.



Former Welsh Presbyterian church, 1901, by Edward Avern. Since February 2000, owned by The Haven Trust, a support centre for men and women affected by breast cancer. (Mentioned in Pevsner p. 235.)

Effie Place

5.12 There are two terraced houses within this road. These are two storeys with canted bays and semi-basements and one has an unfortunate modern mansard roof extension with oversized dormer windows. A unique feature is the bridge over the lightwell entrance to both houses.



Bridge over lightwell to entrances and old street name plate. Effie Place.

6.0 BROAD DESIGN GUIDELINES

6.1 The previous section described the character and appearance of the conservation area, looking at its historic development, individual buildings, groups of buildings and the general townscape. This section outlines the broad design guidelines which will be applied to ensure that the character or appearance is preserved or enhanced by any proposal.

Land Uses

6.2 The mixture of uses within a conservation area is a component of character and often reinforces the role and quality of its individual buildings and local townscape. The impact of changing the balance of uses on that character must be carefully considered. Where new uses are proposed, they should be configured and accommodated in a manner that is consistent with the character of the conservation area and its architectural form, scale and features.

6.3 The experience of the particular mix of uses within a historic area helps determine its character. This often reinforces the role and quality of its individual buildings and local townscape. The balance of uses within a conservation area is, therefore, important in defining its character, particularly if they reflect the historic development of the area. Conservation area designation is seen as the means of recognising the importance of such factors and in ensuring that appropriate policies are adopted to address the preservation or enhancement of such character by maintaining the balance of uses where it exists.

Urban Design

6.4 New development should contribute positively to the townscape and visual quality of the area and achieve a harmonious relationship with its neighbours to preserve or enhance the character and appearance of the conservation area. A successful design will take account of the characteristics of setting, urban grain, key townscape features, architectural details, landscape features, views, landmarks of the conservation area.

6.5 New development will be considered on the basis of the following urban design characteristics:

a. Setting

The setting of the conservation area is determined by its surroundings within which the area is experienced and describes its relationship in particular to the spatial, visual, historic and topographic context. The setting may contain buildings or features that have a positive, neutral or negative impact on the significance of a conservation area. Where necessary, applicants should describe the impact of their proposals on the setting of a conservation area in accordance with the method outlined in Historic England's Good Practice Advice Note: The Setting of Heritage Assets (2015).

b. Urban Grain

The urban grain of an area is composed of the plot layout, form and scale of buildings, the public realm and street pattern that define the distinct character of the conservation area and give clues to its historic development.

c. Key Townscape Features

All new development should respect the key townscape features, such as height and massing, building types and density, that define the sense of place. Proposed works within consistent groups of buildings such as terraces or set piece developments should respect the established homogeneity of the townscape.

d. Architectural Detail

The scale, proportion, alignment, style and use of features and materials must be carefully conceived to achieve high quality buildings that form a harmonious relationship with their neighbours.

e. Landscape Features

All new development should respect terrain and landscape features of the site and surroundings and respect its relationship to the built context.

f. Views

Significant views in and out of a conservation area and within it that can be appreciated from the street should be protected and opportunities to enhance existing views and shape or define new ones should be sought when considering new development.

g. Landmarks

Established landmarks such as churches should be retained as visual focal points where they make a positive contribution to defining and identifying the character of the conservation area.

Further guidance can be found in 'Building in Context: New Development in Historic Areas', CABE 2001.

6.6 The council will require applications for planning permission, whether outline or full, to be in sufficient detail for a judgement to be made in relation to the impact of the proposal on the character and appearance of the adjoining buildings and street scene and the conservation area as a whole. For this reason an outline application without any details is unlikely to provide sufficient information.

New Development, Extensions and Alterations

6.7 New buildings, extensions and alterations should be sympathetic to the architectural character of the built context and should not have a harmful impact on the character and appearance of the conservation area. Characteristics such as building heights, building lines, roof forms, rear and side additions, front gardens and boundary treatment, lightwells, materials, windows and building features as well as disabled access measures should be considered in this context.

6.8 The following building characteristics are relevant when planning new development, extensions and alterations:

a. Building Height

Any new development should respect the general townscape and prevailing height of buildings in each area where there is general consistency in height and scale. Where this is not the case, a townscape analysis would be required that supports the judgement about appropriate building heights on a site.

b. Building Line

The relationship between the frontages of buildings and the street space they are enclosing is an important townscape characteristic. New development should respect the dominant building line and the general rhythm of the facades within a street. The building line of the rear of buildings, often with a repetitive pattern of original subordinately designed rear extensions, can also be important in its relationship with gardens. It should be respected by the careful design of any proposed rear extensions.

c. Roof Extensions

Front roof extensions are likely to interrupt continuous parapet and eaves lines in the townscape and are generally unacceptable for typical building styles within the Borough. Rear roof extensions should be sympathetic and special attention should be paid to their design where they are visible from the street and from surrounding properties. Alterations to the ridge height and the front roof slope are considered to be unacceptable where they harm the uniformity of a terrace or the proportions of a building. The use or reinstatement of original rainwater goods, decorative detail and materials including tiling patterns will be expected where appropriate. The demolition of original chimney stacks that are a significant feature in the roofline and silhouette of a building or terrace is considered to be a material alteration to the roofscape and shape of a dwelling house. Their removal may require planning permission and will be resisted. Similarly, original chimney pots should be retained wherever possible.

d. Hip to Gable Roof Extensions

Hip to gable roof extensions can undermine the symmetry of groups of properties or terraces. Where hipped roofs form part of the pattern of original development in an area their loss will be resisted.

e. Other Extensions

Extensions should never dominate the main building and should meet the policies in the section of the Planning Guidance Supplementary Planning Document on Housing Quality with regard to the provision of garden space, its proportions and quality. The size of rear and side extensions should have regard to existing building patterns within a conservation area and respect the symmetry of original additions in terraces. The design and materials of such extensions should integrate successfully with the host building and its neighbours.

f. Front Gardens

Front gardens define the edge of the public realm and form an important element of the character of most of the Borough's streets and terraces. Planted front gardens

improve privacy, the appearance of properties and their relationship to the street, amenity value and local biodiversity. The retention and maintenance of planted front gardens will be encouraged and their destruction in order to create vehicular crossovers, access and hard standings will be resisted. Further guidance can be found in the Sustainable Drainage Systems, Biodiversity and Transport sections of the Planning Guidance Supplementary Planning Document.

g. Boundary Treatment

Traditional front boundaries are important in defining the character of a street and visually unite street frontages of buildings. Alterations to or removals of front boundaries that interrupt the sense of enclosure and rhythm in the relationship between private and public space will be resisted, and where missing, front boundaries should be replaced to their original design. Boundaries of the 19th & early 20th Century can vary from the earlier style of metal railings on a stone plinth with matching gates, to the later style of low brick walls with stone copings (simple flat blocks or more distinctively moulded) surmounted by metal railings or panels, and matching gates all flanked by stone or terracotta capped piers, and hedges, or a combination of these. In the majority of cases black or dark green is the most appropriate colour to paint metal railings and gates, but wherever possible the original colour scheme should be investigated. Invisible Green (Dulux Colour Reference 8406 G78Y) is often used. Visible side and rear boundary treatments can be of equal visual importance and their original design should be retained or reinstated. Any new structure over one metre in height on a boundary adjoining the highway and over two metres in height on a boundary at the rear of properties would require planning permission. Where the installation of bin, cycle or meter enclosures in gardens is considered to be acceptable, their design should be in proportion to the height of the boundary treatment and the size of the garden, and the enclosures should not be accessed through new openings in boundary walls, hedges or railings.

h. Lightwells

Where lightwells are considered to be appropriate they must be sensitively designed and proportioned to accord with the 'Design Guidelines for Lightwells' in the Planning Guidance Supplementary Planning Document. The creation of lightwells by the excavation of all or part of the front garden of a residential property to provide windows to basements requires planning permission, as does the enlargement of an existing lightwell. The loss of a substantial part of front gardens that form an integral part of the character of the terrace and street will be resisted.

i. Brickwork and Stonework, Painting, Render and Cladding

External brick or stone walls (including pilasters to shop surrounds) should be retained in their original condition and should not be painted, rendered or clad in any material. Existing brick or stone elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary (usually with lime based mortar in a flush finish). Properties that have original unpainted stucco rendering, or have stucco mouldings, should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary.

Where render or stucco is painted, it should be repainted an appropriate matt colour (or colours) i.e. white, pale or pastel shades rather than vivid colours. Glazed bricks or tiles and terracotta tiles or decorative panels should not be painted. Planning permission may be needed for changes to original facades and consultation with the Borough's Conservation Officer should be sought.

j. Windows and Original Features

Original architectural features such as timber sash windows, timber or metal casement windows, panelled doors, decorative stucco, moulded window surrounds and door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable, owners are encouraged to reinstate these with exact replicas in the original style, detailing and materials. Replacement windows should be designed with matching opening styles, frame materials and profiles, pattern of glazing bars and glazing types. The type of glazing including secondary glazing options and design details should be carefully considered on a case by case basis. Planning permission may be needed for replacement windows and advice from the Borough's conservation officer should be sought. Owners of properties with inappropriate replacement windows, including PVC (plastic) windows, will be encouraged to change them for those of a more appropriate design and materials to match the originals when an opportunity arises.

k. Disabled Access

Applications for development affecting heritage assets should achieve accessible and inclusive design wherever possible and practicable. The Council supports the dignified and easy access for disabled people to and within historic buildings and historic public spaces. Suitable access for disabled people, which does not compromise a building's or area's special interest, can normally be achieved if treated as part of an integrated review of access requirements for all visitors or users, and if a flexible and pragmatic approach is taken. The Historic England publication – Easy Access to Historic Buildings (2015) provides useful guidance.

External Installations

6.9 Any external installations, such as solar/PV panels, satellite dishes and antennae, must be integrated into the design of a building by installing these within the envelope of the building or in a discrete manner in the least intrusive locations to minimise their visual impact both in ground level and high level views. Such installations within a conservation area may require planning permission and need careful consideration.

6.10 The proposed details of the installation of the following external additions must be considered:

a. Energy Efficiency Measures

Installation of energy efficiency technologies such as microgeneration equipment must be sensitively designed and situated to limit their visual impact on heritage assets. Internal alterations to increase energy efficiency, such as secondary glazing or heat

pumps that require the installation of external grilles, should be designed to be sympathetic to the exterior character.

b. Satellite Dishes

Satellite dishes will not be permitted where they would be visually obtrusive and where alternative locations are possible.

c. Other Additions

External impedimenta such as original rainwater goods should be replaced in their original form and material. In some cases, powder coated aluminium may be acceptable but the use of PVC (plastic) is considered visually inappropriate. The installation of small size equipment such as alarm and antenna boxes and cameras should be limited and sited away from important architectural details and screened appropriately. The routing of cables should be internal – where this is not possible, cable routes should be in the least prominent locations with a colour finish to match the background.

Open Spaces, Trees and Streets

6.11 Open spaces, trees and streets make a significant contribution to the character and appearance of conservation areas. It is important that any proposed changes preserve the character and reinforce local distinctiveness of the area.

6.12 Proposals will be assessed with regard to the following considerations:

a. Open Spaces

Public and private open spaces within a conservation area have a major visual and amenity value and impact upon the character of an otherwise built up area. Landscaping in private gardens makes a positive contribution to the street scene in many parts of this conservation area. Any development should be designed to ensure it is harmonious with the open space context.

b. Trees

Mature planting and trees are an important characteristic of historic areas and most trees in a conservation area, including those in rear gardens, are protected [see the Town and Country Planning [Trees] Regulations 2012]. Owners are urged to look after trees on their land and plant new ones, and the Council will continue to re-instate and plant new street trees where appropriate, in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity. Trees and shrub planting along boundaries of properties is a common characteristic in conservation areas, and their retention and maintenance will be encouraged.

c. Streets

Roads, pavements and public spaces should form a neutral setting for buildings within the conservation area and all work should be carried out in accordance with the Council's street design guide "Street Smart". Original kerb stones and historic paving should be kept and repaired. Where this is not possible, high quality natural materials

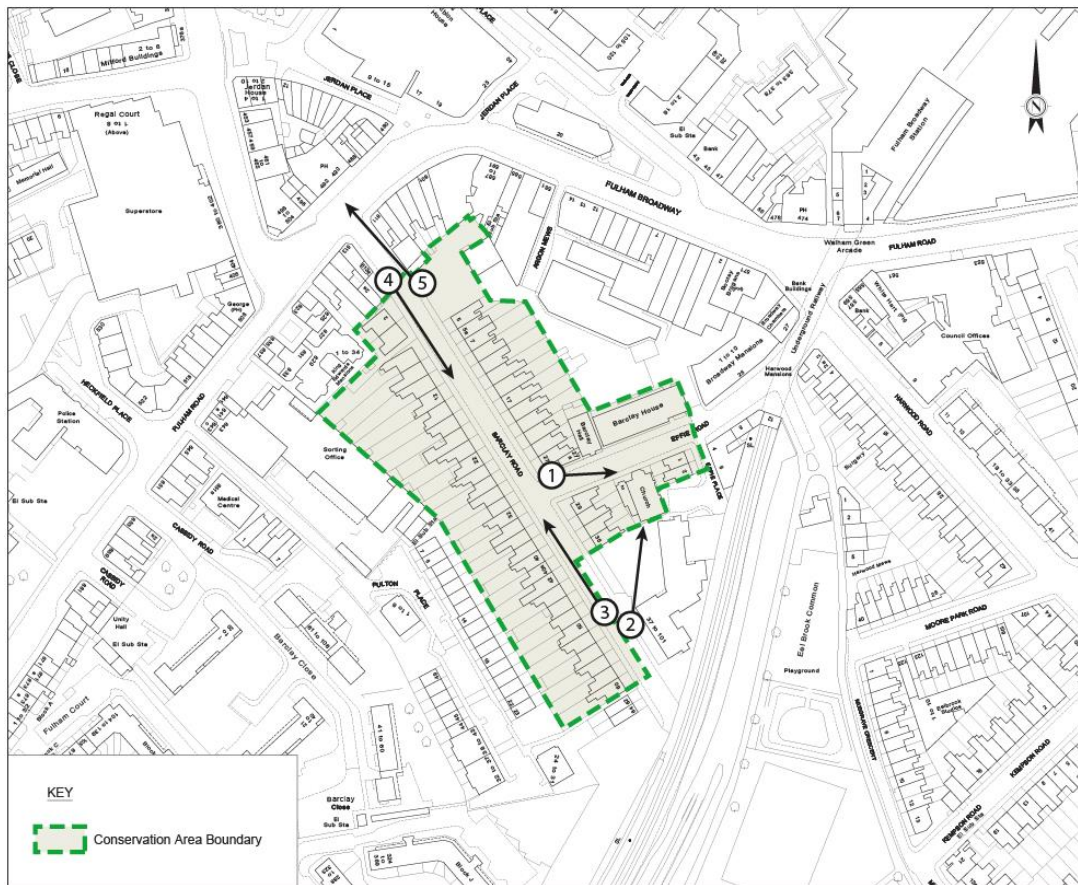
such as York stone and granite setts can greatly add to the visual interest of an area, however, surfaces should be visually subordinate within the townscape, providing a coherent character throughout the conservation area. Any hard and soft landscaping, paving, road surfaces or footpaths should be designed to contribute where necessary to managing surface water run-off in accordance with the Flood Risk Mitigation and Sustainable Drainage section of the Planning Guidance Supplementary Planning Document.

d. Street Furniture

The Council is committed to improving the street scene. The aim is to promote high quality design and to eliminate visual clutter by removing redundant items of street furniture. Historic cast iron bollards, railings and cast iron or enamel street name plates add to the visual character of an area and should be retained and repaired or, if appropriate, replicas installed. New lighting columns and lanterns should be designed in keeping with the local character and context within the conservation area.

7.0 KEY VIEWS ANALYSIS

7.1 The analysis of the conservation area has identified five key views which are described in this chapter and located on the below map.



Key map showing views in and around the conservation area

Key View Descriptions

1. Effie Road Church



View of Effie Road Church, a former Welsh Presbyterian church, date 1901 by Edward Avern.

7.2 The viewpoint is from outside no. 27 Barclay Road looking east up Effie Road towards the former Welsh Presbyterian church forming the focal point of the view. The view is looking past no. 2 Effie Road, a single flat roofed two storey house (with semi-basement), to the church. The façade of the church has an unusual flat roofed five faceted double height porch that is the same height as the next door house. The porch entrance is a high round arch that extends to the building's boundary with the street; this style is echoed on the other two façades of the porch in the view, but with segmental pediments. Above these sit wrought iron casement windows that complement the Gothic tracery windows above them on the main façade of the church. The porch has buttresses, two of which encase the striking ornate railings that join the boundary wall. The church's grand porch and tall ornate windows stand out as a striking contrast to the surrounding buildings in terms of style and materials.

2. Church Rose Window from Barclay Road



View of the Effie Road Church's rose window at the rear of the building.

7.3 The viewpoint is from outside no. 56 Barclay Road looking north towards the church. The view is enclosed by four storey flats to the east and the two storey white painted end of terrace wall and pitched roof of no. 35 Barclay Road.

7.4 The front of the view is a garden that leads the view up to Barclay Methodist Mission Hall's rear rose window. The ornate stone mullions and transoms frame the rose window drawing the eye to the glass detailing. The garden is enclosed with a brick wall and iron fence that also lead the eye above the tree line toward the church.

3. Barclay Road from South to North



View of Fulham Broadway from Barclay Road.

7.5 The viewpoint is from outside no. 52 Barclay Road looking down the centre of the road towards Fulham Road. The view is linear and enclosed by two and three storey terraced houses (with semi-basements and some with dormer windows) with canted bay windows over the ground floor and semi-basement levels. The houses are set back from the road behind gardens with ornate iron railings that run along the length of the terrace and reinforce the linearity of the view. The view is softened by mature trees that line the road all the way down to where the view terminates at Fulham Road. The view is terminated by the two storey façade of the Slug and Lettuce Pub (Building of Merit).

4. Barclay Road from North to South



View looking south along Barclay Road, framed by mature trees and terminating on brick wall with mature trees of Eel Brook Common above.

7.6 The viewpoint is from the northern edge of the conservation area outside no. 4 Barclay Road looking south. The view is linear and enclosed by three storey terraced buildings in the foreground to the west and two storey terraced houses (with semi-basements and some with mansard roofs) in the background and on the opposite side of the road. All of these buildings are characterised by canted bay windows that run from ground floor down to semi-basement level. The buildings are set back from the road behind planting and ornate iron railings that run along the length of the terrace and reinforce the linearity of the view. The view is softened by mature trees that line the road all the way down to where it terminates at the attractive restored original yellow London stock brick wall in front of the underground rail track, with mature trees on Eel Brook Common visible above in the distance. Fortunately, the height of the wall in this section permits views above it. Out of the view the wall has been compromised with mesh wire. When viewed from Eel Brook Common the trees are visible in the reverse view but the vista is blocked by the railway walls.

5. The Slug from Barclay Road



View of The Slug on Fulham Broadway from Barclay Road.

7.7 The viewpoint is from the north end of the conservation area on Barclay Road looking north towards The Slug (490 Fulham Road), a Building of Merit in the adjacent Walham Green Conservation Area. The view is framed by three storey buildings on either side of the junction of Fulham Road and Barclay Road.

7.8 The view focuses on The Slug's well-proportioned two storey façade. The ground floor entrance has striking yellow tile rusticated pilasters with ionic capitals and a segmental pediment which is part of the burgundy tile frieze that houses the original lettering. The first floor has dark green sash windows and pediments, some decorative green pilasters and yellow painted stucco. The main focus of the view is the white bottle balustrade parapet with lion sculpture.

8.0 OTHER RELEVANT DOCUMENTS

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National Planning Policy Framework; Department for Communities and Local Government, March 2012.

Good Practice Guide for Local Heritage Listing; English Heritage, May 2012.

Development Management Local Plan; London Borough of Hammersmith & Fulham, July 2013.

Planning Guidance Supplementary Planning Document; London Borough of Hammersmith & Fulham, July 2013.

Traditional Windows: Their Care, Repair and Upgrading; English Heritage, September 2014.

Historic Environment Good Practice Advice in Planning: 3: The Setting of Historic Assets; Historic England, March 2015.

Conservation Area Designation, Appraisal and Management; Historic England, February 2016.

Making Changes to Heritage Assets; Historic England, February 2016.

9.0 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA

There are no listed buildings within the conservation area.

10.0 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Effie Road, SW.6

Effie Road Church

11.0 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

11.1 Planning permission is needed for most forms of development, including many building alterations. However, in order to prevent unnecessary interference in more straightforward work the "Town and Country Planning (General Permitted Development) Order 1995" grants a general planning permission for some types of development, including some alterations to dwelling houses. Because even these more simple developments can harm the character and appearance of a conservation area, Local Planning Authorities can remove these permitted development rights. This is done by the Council making a Direction under Article 4 of the General Permitted Development Order. The following directions are in force within this conservation area:

11.2 There are no article 4 directions within the conservation area.

12.0 GLOSSARY

Architrave: A strip or moulding used to cover the joint between a frame and a wall, around a door or window frame; the lowest of the three sections of an entablature in classical architecture.

Apron: mainly rectangular projecting section of brickwork often found below a window.

Baluster: A pillar or column supporting a handrail or coping, a series forming a balustrade.

Barge board: A board fixed to the projecting end of a roof over a gable, usually in pairs, one to each slope.

Bays: Compartments into which the nave or roof of a building is divided. The term is also used for projecting windows.

Bow window: Similar to a bay window but curved in plan.

Bracket: A projecting support. In brickwork or masonry it could be called a Corbel.

Building line: The main mass of a building as defined by its facades.

Canopy: A roof-like projection over a door or window; a hood.

Capital: The head or crowning feature of a column.

Cill/Sill: A slab of stone or wood at the base of a window or door opening giving protection to the wall beneath.

Colonnade: A series of columns.

Console: An ornamental bracket.

Corbel: A projection from a wall, often in brick, iron, wood or stone, which provides support for a beam or roof truss. Sometimes decorated.

Corinthian: The Corinthian is the most ornate of the three main orders of classical Greek architecture, characterized by slender fluted columns and elaborate flared capitals decorated with acanthus leaves and scrolls. There are many variations.

Cornice: Projecting horizontal moulding. There are many variations in design. Usually placed on the parapet, at the top of bays or on the entrance entablature.

Curtilage: The total land area attached to a dwelling house.

Dentils: A row of small rectangular blocks forming part of the bed mould of a cornice.

Doric: The Doric is the oldest and simplest of the three main orders of classical Greek architecture, consisting typically of a channelled column with no base. The capital takes a simple circular form supporting a square abacus.

Dormer: A window in a sloping roof, usually that of a sleeping-apartment, hence the name.

Eaves: The lower part of a roof projecting beyond the face of the wall.

Entablature: The upper part of an Order of architecture, comprising architrave, frieze and cornice, supported by a colonnade.

Façade: The face or elevation of a building.

Fascia: The wide board over a shop front.

Finial: The upper portion of a pinnacle, bench end or other architectural feature.

Gable: The triangular portion of a wall, between the enclosing lines of a sloping roof. In Classic architecture it is called a pediment.

Gault bricks: gault clays are often heavy and tough, but contain enough chalk to make the bricks pale yellow or white when burnt. In their uncleaned state they often look grey.

Gibbs surround: A surround of a door, window, or niche consisting of large blocks of stone interrupting the architrave, usually with a triple keystone at the top set under a pediment. It is named after the architect James Gibb (1682-1754).

Glazing bar: A thin rebated wood b& which divides a large window into smaller lights.

Hipped gable: A roof which is hipped at the upper part of its end but has a part gable below the hip.

Hipped roof: A roof which is sloped at its ends as well as on the sides.

Ionic: The Ionic order is lighter, more elegant, than the Doric, with slim columns, generally fluted. It is principally distinguished by the volutes of its capitals.

Light: One window as bounded by the mullions and transoms and sometimes itself divided into several panes.

Lintel: The beam spanning the opening of a window or doorway. It may be wood, concrete, stone or steel.

Mansard roof: A roof with steep lower slope and flatter upper portion, named after Mansart. Also known as 'gambrel' roof.

Modillion: a projecting console bracket under the corona of the Corinthian and Composite orders.

Order: An Order in architecture comprises a column, with base (usually), shaft, and capital, the whole supporting an entablature. The Greeks recognised three Orders: Doric, Ionic and Corinthian. The Romans added the Tuscan and the Composite (later known as Roman), while using the Greek Orders in modified form.

Pantile: A shaped clay tile with a double curve across its width from concave on one side to convex on the other so that it overlaps the tile adjoining it on the side.

Parapet: The portion of wall above the roof gutter, sometimes battlemented; also applied to the same feature, rising breast high, in balconies, platforms and bridges.

Party wall: A wall separating two adjoining buildings and common to them.

Pediment: In Classic architecture, a triangular piece of wall above the entablature, enclosed by raking cornices. In Renaissance architecture used for any roof end, whether triangular, broken or semi-circular. In Gothic such features are known as gables.

Pilaster: A rectangular feature in the shape of a pillar, but projecting only about one-sixth of its breadth from a wall, and the same design as the Order with which it is used.

Porch: A roofed projecting structure to give protection against the weather to an entrance.

Quoin: A term generally applied to the cornerstones at the angles of a building and hence to the angle itself.

Ridge tile: A tile for covering the ridge of a roof: commonly of half-round or angular section.

Rustication: A method of forming stonework with roughened surfaces and recessed joints, principally employed in Renaissance buildings.

Sash: The sliding light of a sash window.

Semi-basement: A storey set halfway below ground level below the ground floor storey of a property.

Stock brick: The most commonly used brick in the district at any given time. In London mostly yellow or red stock bricks were used. Also the gault brick can be found in parts of Hammersmith.

Storey: The part of a building between each floor level and the floor above it.

String course: A decorative or slightly projecting horizontal band of brickwork or stone in the external face of a wall.

Stucco: A fine quality of plaster, much used in Roman and Renaissance architecture for ornamental modelled work in low relief. In England, it was extensively employed in the late 18th and early 19th Century as an economical medium for the modelling of external features, in lieu of stone.

Terracotta: Clay material moulded and burnt and used for features such as cornices, vases etc. Can be used with or without a glazed finish.

Voussoirs: The wedge-shaped stones or bricks of an arch.

Volute: The scroll or spiral occurring in Ionic, Corinthian and Composite capitals.



BRADMORE CONSERVATION AREA

CONSERVATION AREA CHARACTER PROFILE

CONSERVATION AREA No. 25

FORWARD

The London Borough of Hammersmith and Fulham is fortunate to have 44 conservation areas covering almost half of the Borough. These have been designated in recognition of the importance of the architectural and historic interest of our Borough. As Deputy for Environment, Transport and Residents Services, I am committed to the preservation and enhancement of these areas with the help of residents and local groups, so that they continue to enhance the quality of life in the Borough and so that they survive as good examples of our heritage for future generations.

This Character Profile describes the special character of the Bradmore Conservation Area, identifying interesting historical facts, identifying notable structures, the special importance of its townscape value, and showing how buildings, open spaces and the public realm can work together to create an environment worthy of protection.

I would like to thank all local groups and individuals who have helped to prepare this profile, in particular The Brackenbury Residents Association, namely Rosemary Pettit, Judi Shaw, and Richard Owen who gave invaluable time to the author; the Hammersmith and Fulham Historic Buildings Group, in particular Roger Warry. Thanks also to Rebecca Thomas, archivist at Godolphin and Latymer School for the loan of "A School of Dolphins" by Sally Holloway. Special thanks go to the late Dr Moya Tyson who generously allowed the author to use her painstaking research in her fascinating and illuminating History of Cardross Street and its surrounding parts of Hammersmith, yet to be published. The section on the history of the conservation area is largely based on this research.

Through the consultation process the documents have evolved to represent not only officers' assessment of the conservation area, but those of the local amenity societies and residents' groups active in the area. I hope these profiles will now provide extra assistance in the stewardship and preservation of what is best in the Borough.

Cllr Welsey Harcourt

Deputy for Environment, Transport & Residents Services



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1.0 INTRODUCTION

1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:

“Every local authority shall from time to time determine which parts of their area are areas of special architectural and historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as conservation areas”

The Borough has designated 44 such areas since 1971, of which the Bradmore Conservation Area is one.

1.2 Under Section 71 of the Act, once an area has been designated:

“It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas”

1.3 This document is called a Conservation Area Character Profile (CACP). The CACP is an appraisal which aims to give a clear assessment of the special interest, character, and appearance which justified the designation of the area as a conservation area. It also includes some broad design guidelines which will aid all concerned in their efforts to preserve or enhance the character of the conservation area.

1.4 It is intended that each CACP document will provide a sound basis, defensible on appeal, for development plan policies and development control decisions, and for the guidance of residents and developers.

1.5 The CACP's will support the main heritage policies in the Council's statutory Local Plan and supplementary planning documents.

1.6 Government guidance on heritage matters is set out in the National Planning Policy Framework. The overarching aim is that the historic environment and its heritage assets should be conserved in a manner appropriate to their significance and enjoyed for the quality of life they bring to this and future generations (see Core Planning Principles, paragraph 17). In Section 12 of the NPPF, entitled “Conserving and enhancing the historic environment” it states in paragraph 129:

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of the heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.”

1.7 The London Plan reinforces these principles in Policy 7.8 which includes the following:

- A. London's heritage assets and historic environment, including listed buildings, registered historic parks and gardens and other natural and historic landscapes, conservation areas, World Heritage Sites, registered battlefields, scheduled monuments, archaeological remains and memorials should be identified, so that the desirability of sustaining and

enhancing their significance and of utilising their positive role in place shaping can be taken into account.

- C. Development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate.
- D. Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

1.8 Historic England in their document “Conservation Area Designation, Appraisal and Management” support the need for considered advice and recognise the benefits of character appraisal as a tool to demonstrate an area’s special interest and to enable greater understanding and articulation of its character which can be used to develop a robust policy framework for planning decisions.

1.9 The designation of an area as a conservation area has other benefits beyond the protection of buildings and the design of an area. It enables other policies such as smarter streets and biodiversity to be developed for the conservation area, and acts as a focus for the formation and development of Residents Associations and Neighbourhood Watch.

1.10 So, in line with the guidance given by both the Government and Historic England, this Conservation Area Character Profile will aim to define the character and appearance of the conservation area on the basis of an analysis of all or some of the following criteria:

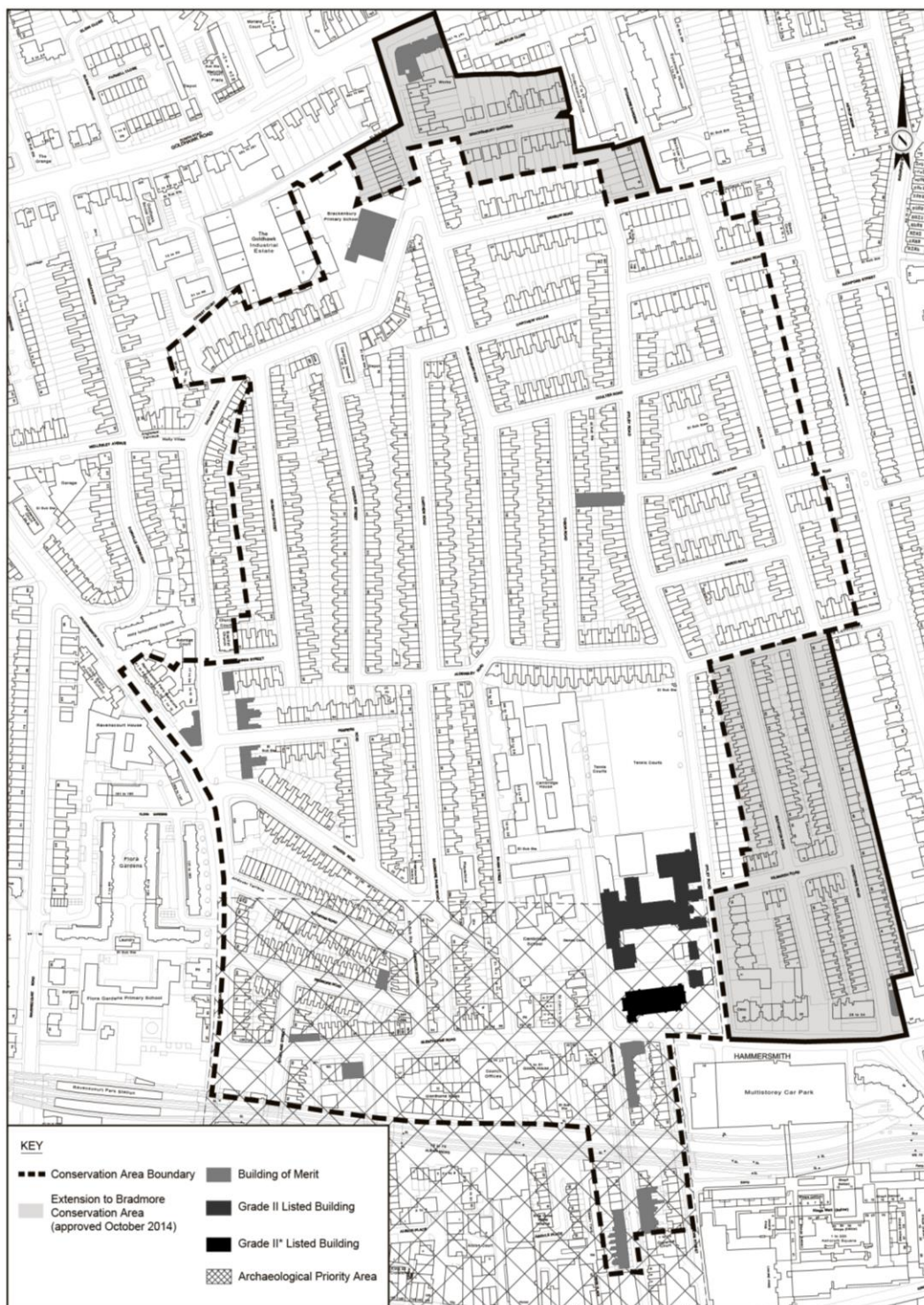
- Origins and development of the street patterns;
- Archaeological significance and potential of the area, including any scheduled ancient monuments;
- Architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution they make to the special interest of the area;
- Character and hierarchy of spaces, and townscape quality;
- Prevalent and traditional building materials, walls and surfaces;
- Contribution made to the character of the area, and to biodiversity, by green spaces, trees, hedges, and other natural or cultivated elements;
- Prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;
- Relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- Extent of any loss, intrusion, or damage that has occurred since designation;
- Existence of any opportunity sites; and
- Unlisted buildings which make a positive contribution to the conservation area according to Historic England’s criteria.

2.0 DESIGNATION

2.1 Bradmore Conservation Area was initially designated in April 1989, and extended eastward as part of a review of boundaries on 9th April 1991. Following a further review, a further extension was approved in October 2014.

3.0 CONSERVATION AREA BOUNDARY

3.1 The conservation area boundary can be seen on the following plan.



Conservation Area Boundary

3.2 Bradmore Conservation Area is adjoined by three others. Sharing the boundary to the east is the Hammersmith Grove Conservation Area, to the west is the Ravenscourt & Starch Green Conservation Area, and to the south is the King Street East Conservation Area.

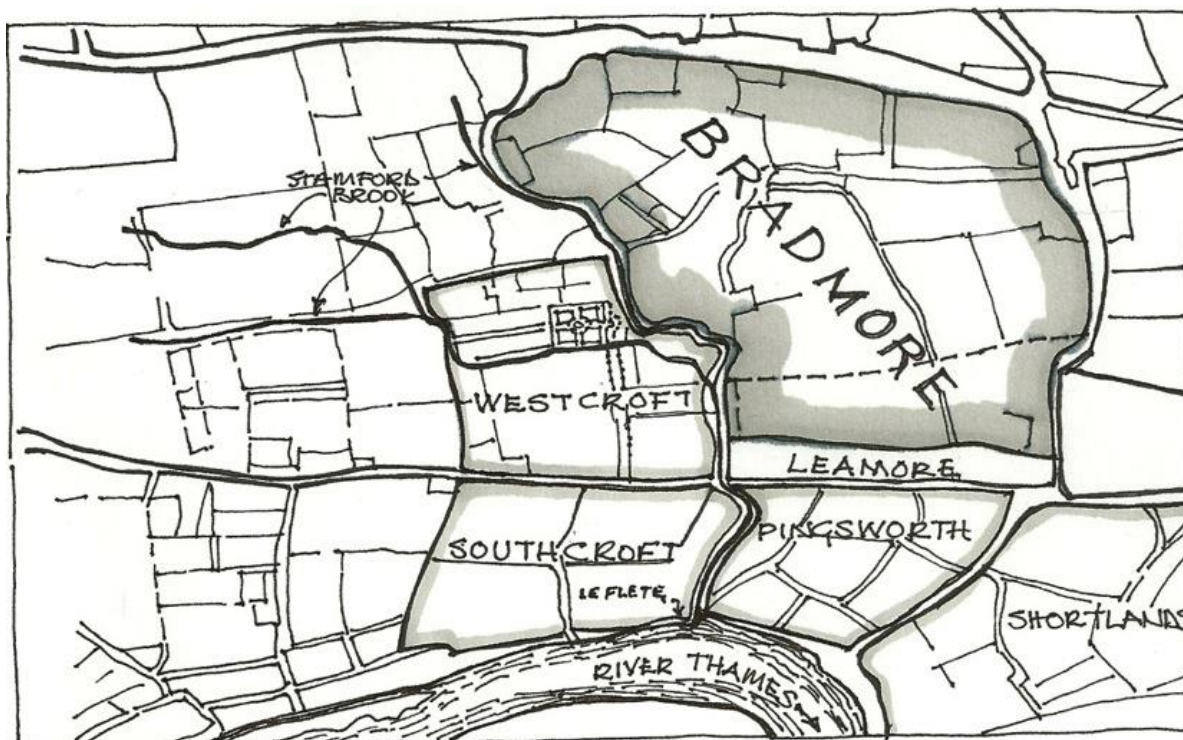
4.0 BRIEF HISTORY OF THE CONSERVATION AREA

Why the Name “Bradmore”?

4.1 Bradmore was the name of the ancient medieval field in Hammersmith upon which, in later years and centuries, the streets, buildings and spaces that form this conservation area were built. It probably stretched from what are now Dalling and Askew Roads in the west and Shepherd’s Bush in the east; from the present Uxbridge Road in the north, almost to the present King Street in the south.

4.2 To the west of the Bradmore field was Stamford Brook, now lost, as well as the field called Westcroft. South of Bradmore was a narrow strip adjacent to what is now King Street (previously “the King’s Highway” or “the Great Western Road” and was one of two routes from London to the west of England, the other being the “North Highway”, now Uxbridge Road), which was the field of Leamore. Bradmore was the largest of these medieval fields and it is therefore appropriate that the conservation area should be named after it.

4.3 NOTE: Bradmore is sometimes referred to as Bradmere in early manorial documents. “Mere” could have meant a boundary at that time. As the Bradmore field was a northern piece of land between the hamlet of Hammersmith on the river Thames and the rising uplands of the Thames valley, it might be conjectured that it was the northern boundary field of the manor of Fulham in Hammersmith. From the Saxon period, Hammersmith was part of the Manor of Fulham, granted and sold to Waldhere, the fifth Bishop of London in the early 8th Century, by Tyrhtilus, Bishop of Hereford, with the agreement of the Kings of the East Saxons and the Mercians.



Map showing the medieval fields of Hammersmith (from the manuscript of the History of Cardross Street by kind permission of the author, Dr. Moya Tyson).

4.4 For many centuries, these common fields would have been cultivated by the inhabitants (mostly villeins and cottars working their own and the Bishop's land in large common fields), sowing and harvesting agreed crops at the same time and then allowing cattle into the fields after the harvest. Among the crops grown in winter and spring sowings were wheat, barley, rye, oats, maslin (a mixture often of wheat or barley and rye), drage (a mixture of oats and barley), peas, beans and vetches. The meadow lands of Hammersmith were used for grazing cattle, and there was woodland where pigs could forage, while in the marshier places osiers grew for basket-making. (Although Hammersmith was part of the Manor of Fulham, it seems to have been treated as a distinct entity from at least the 1600's, for records refer to Hammersmith side and Fulham side).

4.5 From the late 16th Century, after the grain harvest failed throughout Europe, owners and occupiers of the land turned to vegetable growing, especially carrots and parsnips for which Fulham became renowned. Market gardens and orchards were now being developed to supply the London markets. The market gardeners developed methods of forcing tender and early crops through the provision of "hot beds" (fresh dung under a layer of soil with frames and cloches above) in order to supply the luxury end of the London market, and by the early 18th Century, asparagus, strawberries, melons and cucumbers were available. According to a writer in 1721,

"the gardens about Hammersmith are famous for strawberries, raspberries, currants, gooseberries and such like; and, if early fruit is our desire, Mr Millet's at North End, near the same place afford us cherries, apricots and curiosities of those kinds, some months before the natural season." (Richard Bradley: A Philosophical Account of the Works of Nature; London 1721)

4.6 There were also nursery gardens for the raising of seeds and plants, and many orchards as described in the Board of Agriculture report for Middlesex 1798:

"From Kensington, through Hammersmith, Chiswick, Brentford, Isleworth and Twickenham, the land on both sides of the road, for seven miles in length, or a distance of ten miles from market, may be denominated the great fruit garden north of the Thames, for the supply of London. In this manner, much of the ground of these parishes is cultivated."

4.7 Orchards were surrounded by walls to allow for wall fruit trees and vines, as well as free standing fruit trees to be grown. These can already be seen on Rocque's map of 1745, as well as buildings, mainly grand houses on the King's Highway (King Street), farm houses and cottages which had appeared.



Extract from John Rocque's map of Hammersmith 1745 – map held in Westminster City Archives.

4.8 The urban development of the area covered by this conservation area began in earnest when the Bird family started to acquire land in the region, initially for brickfields. There were three Bird brothers: George, William and Stephen. Their father, also William, a bricklayer, came to Hammersmith in around 1775 but died young while the children were still in their status. In 1810 they had built a large new engine house near the Lime Kilns wharf at the riverside in Hammersmith for the Middlesex Waterworks Company and had begun brickmaking and buying land on which to dig out soil and mould and fire bricks. They acquired a number of contracts locally, and with it more brick land, including land at Butterwick, Brook Green, and by 1819, had acquired the land known as the Rose Garden which is now Cardross Street. By 1825 they had also built four cottages for tenants there. The brickfield, by then, had been turned back to agricultural land. This is shown on John Salter's Map of Hammersmith 1830.



Extract from John Salter's map of Hammersmith 1830 – reproduced by kind permission of Westminster City Archives.

4.9 By 1853, as illustrated on the map produced by Alfred J Roberts, a vestry clerk at the Hammersmith Vestry, several streets and houses appear to have been built.

4.10 King Street is almost complete. Houses have appeared on Bradmore and Dartmouth Road (now Glenthorne Road), as well as on Farm Lane (now Dalling Road) and New Road (now Goldhawk Road). Also visible are a group of houses that could be the beginnings of the junction between what is now Atwood Road, Lamington Street and the southern part of Bradmore Park Road. Cambridge Grove is also almost complete. However, most of the conservation area is still covered by market gardens, arable land and brick fields. We know that the Bird family, now in the next generation, is still building the Rose Garden (Cardross Street) mainly for their own occupation, until its completion by the 1870s.

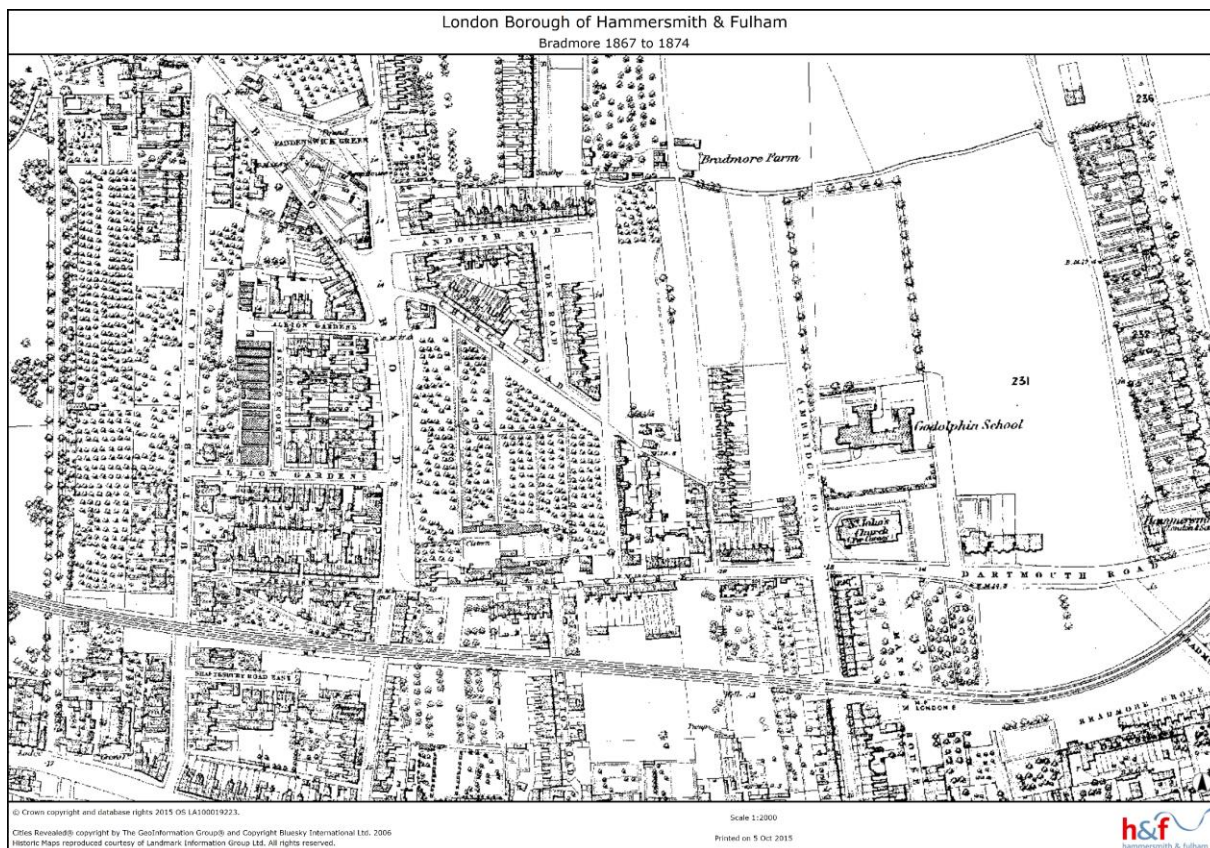
4.11 The first buildings of a school can already be seen to the west of Woolner Cottages (now the south of Hammersmith Grove).



Extract from the map of Hammersmith by Alfred J Roberts 1853.

NOTE: Robert's map was based, although updated, on a detailed map of Hammersmith in around 1844/45 by Francis Offley Martin of Lincoln's Inn Fields, an assistant Tithe Commissioner. The map accompanied a document "Apportionment of the Rent Charges in Lieu of Tithes in the Parish of Hammersmith in the County of Middlesex" and received the official Seal of the Commissioners on 19th March 1847. The original map has disappeared. Hammersmith ceased to be part of the Parish of Fulham in 1834, when St. Paul's Church in Hammersmith became the parish church instead of the chapel-at-ease to All Saints, Fulham.

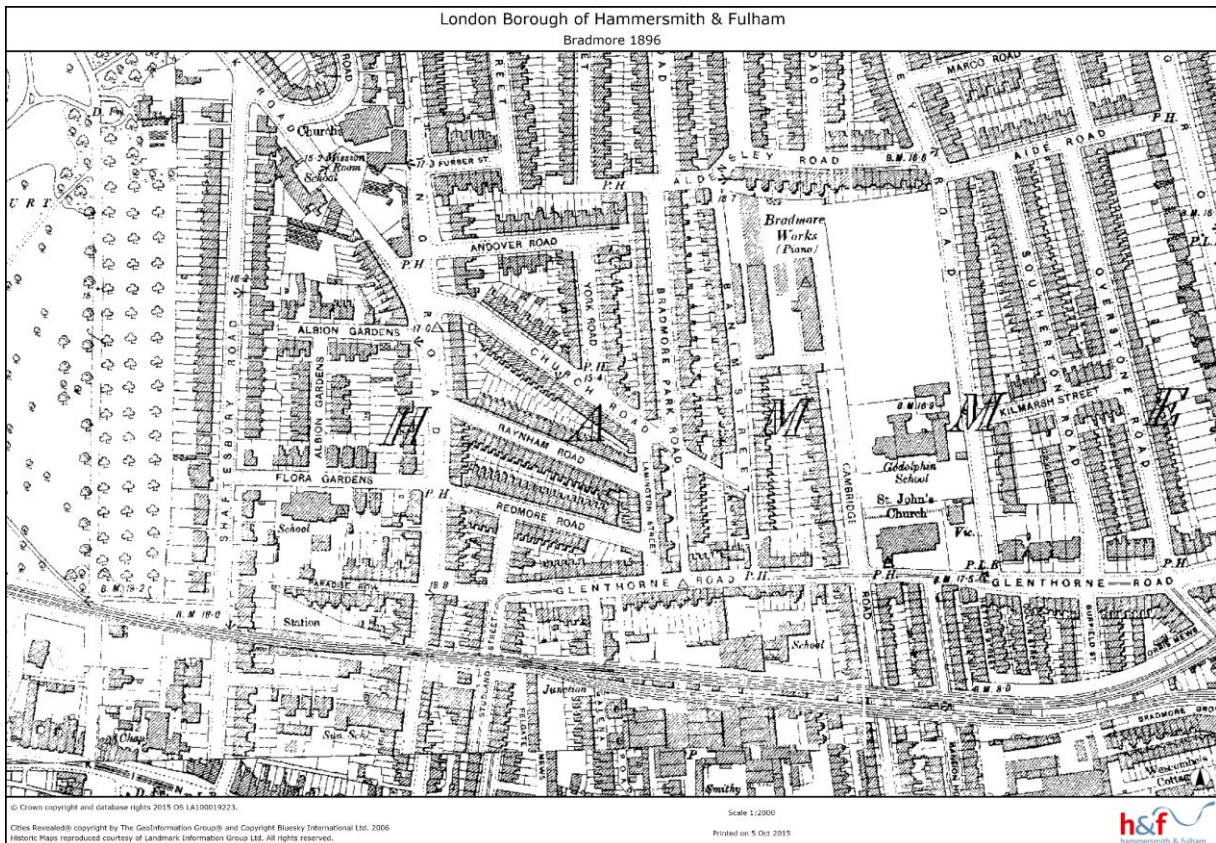
4.12 An examination of the Ordnance Survey Map of 1863 shows significant urban development taking place, although many orchards and Bradmore Farm still remain. Other landowners in the Bradmore Area were beginning to build for more commercial purposes. South of the Goldhawk Road, much of the land was owned by a few individuals and families. Henry Clarke had land to the east of Cardross Street; by 1865 Augustus Oakley Clarke was giving leases for development of the Bradmore Estate. To the northeast of the area the land was owned by the Gomme family, and to the southeast by the Rivers family. Further east to the boundary of Bradmore, the land was owned by James and William Scott, who were the third and fourth generation of a family considered among the most important brickmakers in London. Most of the land they owned or leased was used for brickmaking, then restored to agricultural use, and eventually for building.



Extract from EGIS 1869-1874 Historic Map.

4.13 By 1901, the entire area of Bradmore south of Goldhawk Road was covered by streets of houses, with a few shops in Bradmore Road. Previously the occupations of those living in the area were poor farm labourers, laundresses and building labourers; with the rising level of immigration into Hammersmith the landowners found it profitable to convert their fields into building sites. Consequently, the new streets being created in Bradmore were intended for the growing number of lower middle class and middle class families. Expanding business and industrial undertakings required large numbers of clerks, bookkeepers and storekeepers, tradespeople and sub-contractors. There were also relatively new occupations such as elementary school teachers. The annual report of the Fulham Board of Works showed that all four of the Inspectors of Nuisance lived in Adie, Glenthorne, Carthew and Iffley Roads. In 1881, the census records that Brackenbury Gardens (then Augustus Road) included solicitor, boot maker, clerk, draper, house agent, student of the Royal College of Music, jeweller, commercial clerk, zinc worker, plumber's assistant, agent to a foreign government, bedding manufacturer, music teacher, mattress maker, pianoforte maker and civil engineer.

4.14 From the turn of the 20th Century until World War II, the area stayed stable and remained much as it looks today, except that there were factories where Cambridge House now stands, including an aircraft factory and a piano factory.



Extract from EGIS 1896 Historic Map.

4.15 Bomb damage during World War II in Dalling Road, Bradmore Park Road. Records of bomb damage found on the National Archives, Bomb Census Survey 1940-45 "Bomb Sight" website, show that during the blitz from 7th October 1940 to 6th June 1941, two bombs fell in Cardross Street and Carthew Road, three in Banim Street and two in Glenthorne Road. Bombs also fell in Cambridge Gardens and on Godolphin and Latymer School.

5.0 CHARACTER AND APPEARANCE

5.1 The conservation area can be split into sub areas for the purposes of the character assessment in order to distinguish areas of similar character and similar periods of development as shown on the following plan. Five sub areas have been identified and are defined as:

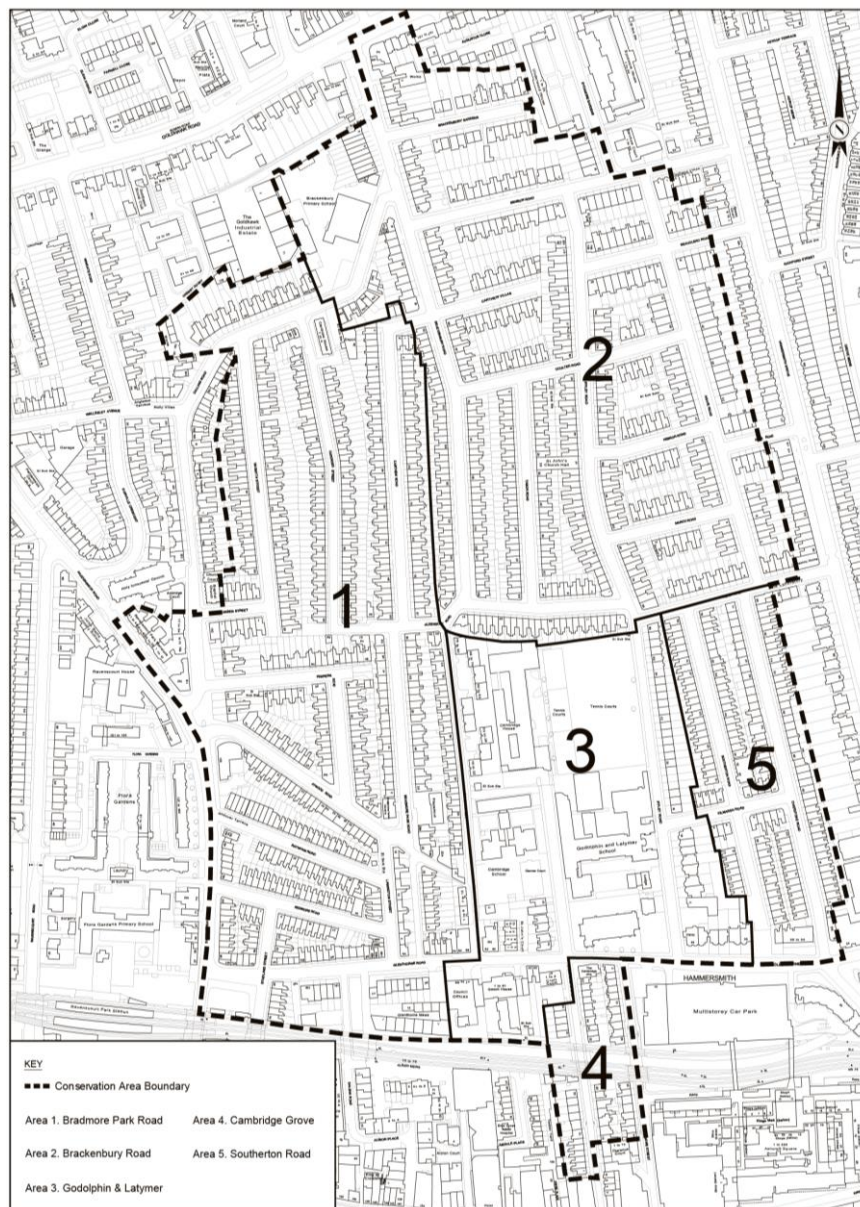
Sub Area 1. Bradmore Park Road

Sub Area 2. Brackenbury Road

Sub Area 3. Godolphin & Latymer

Sub Area 4. Cambridge Grove

Sub Area 5. Southerton Road



Conservation Area Boundary and Sub Areas

Sub Area 1. Bradmore Park Road

5.2 This is the largest sub area, and its overriding character is of streets of two storey cottages, tightly knit, with small front and back gardens, some tree lined. It covers the western part of the conservation area, although the Thatched House Public House and Ravenscourt Park Mansions are also included. The streets forming this sub area are parts of Dalling Road, Glenthorne Road (to the west of the council offices), Studland Street, Redmore Road, Lamington Street, Raynham Road, Atwood Road, Bradmore Park Road, the west side of Banim Street, Perrers Road, Furber Street, Nasmyth Street, Cardross Street and Carthew Road. This sub area contains some of the earliest streets in this part of the borough. For example, Bradmore Park Road is thought to date from 1856, while Cardross Street began life as Rose Terrace in the 1830's.

5.3 The southern half of this sub area, from Perrers Road down to the railway line, consists of short rows of predominantly two storey cottages. The short streets are narrow, giving a fine grained and small scale village character to the area.



Two storey cottages in Furber Street – note the plaster mouldings around doorways and windows; timber sliding sashes and plain lights above solid six panelled timber doors. The neat simplicity and elegance of these mid-19th Century cottages have been preserved and maintained.

5.4 The northern half of the sub area covers Furber Street and Aldensley Road up to Dalling Road and consists of longer streets and groups of two storey cottages, two windows wide. While being consistent in character, they vary in architectural detail; some are flat fronted while others have canted bay windows on the ground floor, and some have arched and recessed doors while others have rectangular porches. The village character is reinforced by the presence of small groups of local shops at some of the intersections.

Dalling Road

5.5 Within this sub area, the southern part of Dalling Road has a range of building styles and dates. Adjacent to the railway bridge is a recently restored planted green space, the Dalling Road Open Space, which contains a simple landscape of grass, shrubs and trees.



Dalling Road Open Space.

5.6 Dalling Road at this point is a wide road, with some mature plane trees. It is often heavily trafficked and forms part of the 260 and 266 bus routes to and from Hammersmith Broadway. After it turns into the conservation area by the Thatched House Public House, it narrows considerably. Nos. 68 to 86 (even) are Victorian three storey, flat fronted, yellow stock brick terraced buildings formerly containing shops on the ground floor. Many have now been converted into shops or dwellings. There are no front gardens, but mature trees on the pavement add interest and welcome greenery to the street scene. Further north, as far as the junction with Atwood Road, are modern brick residential buildings (1980's) and, at no. 180, a children's home (c. 2000), also in yellow London Stock.

5.7 Nos. 126 to 132 (even) and 132 to 134 (even) Dalling Road, built in around 1850, (on the Council's register of Buildings of Merit), are an especially fine set of two storey linked villas. They have shallow roofs, hipped at each end of the group with prominent bracketed eaves, and prominent chimneys. The ground floor façade is finished in rusticated stucco while the upper floor is in yellow London stock brick with flat plaster quoins. Ground floor bays have cornice and blocking course, while the door surrounds have pilasters with ionic capitals, and overdoor details to match the bays. Upper floor windows have curved and broken arched architraves. Well planted deep front gardens behind brick walls are characteristic of this group of properties. Unfortunately, both groups have dormer roof extensions which have spoilt the appearance of the roofline.



Nos. 134-140 Dalling Road – unfortunately the dormer extension, although well designed in itself, spoils the harmonious appearance of the roofline.

5.8 The Thatched House Public House, thought to date from 1793, probably altered, stands on the prominent corner where Dalling Road and Paddenswick Road divide. This intersection is defined as a key view in the conservation area; for a further description see Chapter 7, View 6.



The Thatched House Public House on Dalling Road junction.

5.9 Ravenscourt Park Mansions, a group of attractive Victorian four storey red brick linked mansion blocks have elevations on both Dalling Road and Paddenswick Road. They have a wealth of moulded stucco ornamentation at the window arches, around the entrance doors and balconies. The entrance porches differ from one to the other, being either arched with alternating red brick and stucco, or a canopy supported on large brackets.



Ravenscourt Park Mansions, exuberant Dalling Road elevation unfortunately peppered with satellite dishes.

5.10 The middle section of Dalling Road is within the Ravenscourt & Starch Green Conservation Area, however, further north, nos. 165 to 177 (odd) and 181 to 199 (odd) are included. They are two short terraces of two storeys with a single storey stuccoed bay window, timber sash windows with painted stucco lintels. The plain red brick terraces have mostly slate roofs and visible chimney stacks. The small front gardens have brick boundary walls with good planting and quite a few privet hedges. Nos. 203 and 205 are a grander pair of houses in gault brick with stucco decoration.



Nos. 203 and 205 Dalling Road.

5.11 On the other side of the road is a short terrace of five two storey cottages in yellow London stock brickwork with multi-paned timber sliding sash windows with brick cambered arches. The timber front doors have no recess or porch, and the attractive front gardens have brick boundary walls.



Cottages at 194-200 Dalling Road, no. 200a on the left hand side is modern, built to match the others.

Glenthorne Road

5.12 The section within this sub area contains a range of building styles and dates. Dating from the mid-19th Century, but only appearing on the voter's register in 1886, are nos. 108 to 116 (even) on the north side. Identified on the Council's Register of Buildings of Merit, they are two storeys with shops on the ground floor and residential above. They are white painted stucco with a simple parapet and cornice at roof level, timber four paned sash windows, and have good traditional timber shopfronts remaining, two having recessed doors. The brackets, fascias and blind boxes are all as original, although sadly some detail has been lost.



Nos. 108-116 Dalling Road.

5.13 On the south side, also on the Register, Clifton Cottages (121 to 125 odd) date from 1860, in London stock brick with a dentiled parapet. They include timber sash multi-paned windows recessed in moulded stucco surrounds, with a flat arch on the first floor, and broken arch on the ground floor. The four panelled solid timber front doors are set into arched surrounds in moulded stucco, and have a semi-circular light above. The whole terrace was restored and extended in 1994, when the mansard roof with dormer windows and rear extensions were added.



121-125 Glenthorne Road restored and extended; the original cottages are the three on the left, the two closest to the viewer are modern.

5.14 The remaining part of Glenthorne Road within this sub area consists of Victorian stucco fronted two and three storey terraced buildings, as well as a small group of modern houses. Nos. 96 to 108 are Victorian, have semi-basements with railings and steps up to the front door, and bay windows over the basement and upper ground floor. Also Victorian, nos. 88 to 94 are two storey with shallow front gardens and rather sturdy porticoes with Doric columns. Both groups have four paned timber sliding sash windows set into moulded stucco arches, bracketed soffits at gutter level, and shallow roofs. Originally of yellow London stock brickwork at first floor, with a painted stucco ground floor and basement. Sadly, only one property (no. 92) remains without painted brickwork.

5.15 On the south side of the street, nos. 95 to 111 (odd) form a row of modern two and three storey terraced houses. They have reconstituted stone ground floors, door and window surrounds, timber sash windows and shallow pitched slate roofs. The upper floors yellow stock brick in Flemish bond showing sensitivity to the surrounding older buildings.

5.16 The group of properties on the north side, divided by Lamington Street and Bradmore Park Road, including nos. 66 to 80 (even), 84, 86 and 86 a-c, contain a mixture of commercial and residential, Victorian and modern buildings, as well as a former public house, the Eagle Arms. This group has experienced a significant amount of insensitive alteration over a number of years, and consequently no longer contributes positively to the character or appearance of the conservation area.



A rather run down section of Glenthorne Road needing improvement.

5.17 A key view has been identified from this part of Glenthorne Road which is set out in Chapter 7, View 18.

Studland Street

5.18 The section of Studland Street to the north of the railway bridge falls within the Bradmore Conservation Area. Nos. 34 to 44 (even) are mid-Victorian terraced properties of two storeys with a semi-basement. In stock brick with white painted rusticated stucco for the basement and ground floors, they are each two windows wide and have pedimented door surrounds. The roof is hidden behind a parapet. There are no front gardens here; decorative railings form the area boundary. To the north of the junction with Glenthorne Road are two short terraces (nos. 50 to 54, and 39 to 47) of two storeys, in yellow brick with red string courses, flat fronted with pitched slate roofs, and dentil courses at the gutter line. They would have had timber sash windows but these are now mostly replaced. Sadly, on four of the properties, all the subtle brick detail has been obscured by white paintwork. There are no front roof extensions. The shallow front gardens are bounded by brick walls.



Nos. 34-44 Studland Street; the character of this almost uniform terrace is compromised by unfortunate alterations to windows.

Redmore Road

5.19 This tree lined street contains mostly unspoilt, highly ornamented, two storey terraced cottages in gault brick with red brick string courses, and brick parapets with skew brick courses. They have interesting porches, some with thin engaged plaster columns supporting semi-circular rubbed brick arches, while others have rusticated brick columns supporting flat stuccoed arches. They have timber sash windows and ground floor canted bays with a hipped slate roof. No. 40, a charming former chapel, now containing Emerson House which is an educational centre for children with dyslexia, dyspraxia and dyscalculia, provides a welcome focus in the street.



A view of Redmore Road.

5.20 Two key views from Redmore Road to Lamington Street have been identified and are further described in Chapter 7, Views 1 and 2.



No. 40 Redmore Road, Emerson House – a former chapel building.

5.21 At no. 29 (photograph below), a modern house, in white render with metal windows and a flat roof with prominent eaves, sits comfortably behind a tall yellow London stock brick wall.



No. 29 Redmore Road – a successful modern intervention in the conservation area.

Lamington Street

5.22 On the west side of this tree lined street are three storey Victorian properties which once contained local shops. The shop surrounds (pilasters and fascias) and shopfronts mostly remain, although they are now in residential or office use. On the east side is an unusual terrace of simple two storey double fronted cottages, dating between 1853 and 1863. The central front door, which comes straight to the pavement, has a modest semi-circular fanlight over the six panel door and a simple plaster arched surround. A plaster string course with small brackets connects the first floor sash windows. Each cottage is defined by flat coining. They are one room deep, with rear extensions, visible from Bradmore Park Road. The view northwards is terminated by the neighbourhood centre, erected in the 1980's in brick with a stucco ground floor and large metal framed windows. The building has an interesting asymmetrical roofline, which sails over a balcony on the second floor. Although more recent than its surroundings, this building sits well in its location.



Cottages on the east side of Lamington Road.

Raynham Road

5.23 On the north side are two storey Victorian terraces with semi-basement and raised ground floor; on the south, three storeys without basements. The latter have rusticated stucco facades at the ground floor, and on the north side they are in brick. All have parapets at roof level with corncicing and blocking courses, timber sliding sash windows with plaster architraves on the upper floors and triple sash windows with ornamental window surrounds. Most of the properties on the north side have later roof extensions built behind the parapet walls. On the south side terrace the original roofline remains. The shallow front gardens and the basement areas have railings surrounding them. Some good traditional railings can be found at nos. 24 to 34 (even). There are no trees in this street.



Detail of original railings in Raynham Road.

5.24 A key view has been identified outside no. 8 Raynham Road and is described in Chapter 7, View 4.

Atwood Road

5.25 This street, already partly built in 1863, has a variety of building styles and heights; mainly two storey cottages of brick on the upper storey and stucco below, with moulded architraves and timber sash windows. The dwellings are flat fronted on the north side and bay fronted on the south side. Two former public houses have been sympathetically converted into residential apartments. A pair of three storey buildings is found at nos. 21 and 23; the latter has an unfortunate modern bow window on the ground floor. Nos. 34 to 36 have been rebuilt possibly following bomb damage during World War II in a manner which matches the terrace on either side. Unfortunately, in a number of cases the brickwork on the front facades on Atwood Road has been painted in pastel colours, detracting from the overall harmony of the street. There are some street trees in the narrow pavements, softening the environment. Two large plane trees close the vista looking west.

5.26 There is an identified key view from Atwood Road to the town centre which is described in Chapter 7, View 3.

Bradmore Park Road

5.27 This tree lined road has three distinct building types. Nos. 2 to 18 (even) are three storey (with semi-basement and raised ground floor) Victorian (1856) flat fronted terraced buildings. They are built predominantly of yellow London stock brick, with subtle red brick detailing at the segmental arches to the doors and windows, as well as the string course between the storeys. They also have a simple dentil course supporting the gutter. The west side of the street at this location is defined by the rear garden walls of the gardens to Lamington Street properties.

5.28 Further north, no. 20, which terminates the terrace, and nos. 22 to 28 (even), a short terrace beyond the junction with Atwood Road, are three storey properties with retail on the ground floor. The shopfronts remain and that found at no. 26 appears largely original. The residential floors above are flat fronted, of London stock brickwork, with red brick string courses and red arches over the four paned timber sliding sash windows. The shallow pitched roofs are of slate, with prominent chimney stacks, and unimpaired by front roof extensions. Nos. 20 and 22, the two corner buildings, have splayed corners with entrance doors and windows above. They define the street corner and act as a reminder of the local retail hub that was once here.



Former retail at ground floor of no. 20 Bradmore Park Road.

5.29 Between nos. 28 and 38 Bradmore Park Road is an unassuming single storey modern school building, set back from the road, with the playground in front, and itself bounded by rather nasty chain link fencing, with bamboo behind to prevent views from the street into the playground. It is presently the home of the West London Free School Primary. Opposite, on the junction with Atwood Road and Lamington Street, is the Brackenbury Neighbourhood Centre which is described in the section on Lamington Street.



Brackenbury Neighbourhood Centre on the junction where Atwood Road, Lamington Street and Bradmore Park Road meet.

5.30 Further north, nos. 38 to 80 (even) are two short and one long terrace of two storey cottages. 38 to 42 are flat fronted with a stucco ground floor, and London stock brickwork with red brick string courses above. They have timber framed sash windows with flat red brick arches, shallow pitched slate roofs and prominent chimney stacks, many with original terracotta chimney pots still in place. Nos. 44 to 54 (even) and 56 to 80 (even), although similar in character and appearance, are entirely of brick with single storey splayed bays with angled red brick decoration beneath hipped roofs. The appearance of roof lights indicates the presence of rear roof extensions. Many original front doors remain. The properties have shallow front gardens bounded by low walls, railings, fences or privet hedges, and are well stocked with planting.

5.31 On the west side, nos. 9 to 49 (odd) form a long terrace of shallow two storey properties. They are flat fronted, of London stock brick with red string courses. The section of the elevation containing paired front doors is recessed by one brick, and the four paned sash windows have unusual triangular brick arches. Similar arches are found above the front doors, which have a rectangular fanlight above a solid wooden door (many have been replaced, some with unfortunate "Georgian" doors with integrated fanlight). The roofs are hidden behind a brick parapet. These properties have shallow front and rear gardens. The front gardens are bounded by a variety of low brick walls and fences, again well stocked with plants. A few trees, probably prunus, have been planted in intervals along the street.



Nos. 19-21 Bradmore Park Road have shallow triangular brick pediments.

Banim Street (west side)

5.32 The sub area boundary falls along Banim Street, which contains Victorian two storey cottages within it. They have simple flat fronted yellow London stock brick facades and shallow pitched roofs terminating at a double row of bricks, one being a red brick dentil course. There are prominent chimney stacks remaining on most of the properties. Two red brick string courses connect the window heads on the ground floor and the window sills at the second floor. Both the doors and windows have a broken arch with a keystone of plaster. Unfortunately, many of these cottages have had their brickwork painted in pastel colours, obliterating the subtle patterning of the brickwork and detracting from the unity of the street scene. The entrance doors come straight from the pavement, and the narrowness of the pavements would appear to preclude the planting of street trees on this side of the street, although some have been planted on the other side (Sub Area 3).

Perrers Road

5.33 Perrers Road forms two sides of a triangle with Atwood Road which creates the third side. It already appears on the 1863 Ordnance Survey as Andover Road and York Road. The road is lined with two storey cottages in London stock brick, with moulded architraves around the large sash windows and paired porches with plaster surrounds, some with arches supported by square pilasters and others with a simple moulded arch. The roofs are behind parapets with cornices, although in some the detail is missing. A small number of properties have later roof extensions with dormer windows. There are also a few painted facades. There are small front gardens with inconsistent boundary treatments, some have brick walls, some railings, others picket fences, and a few have privet hedges. Street trees have been sporadically planted, and where they exist they enhance the appearance of the street.

Furber Street

5.34 This is a particularly charming short street of two storey cottages, flat fronted on the south side, and with ground floor bay windows on the north side. They are two windows wide in London stock brickwork. Architectural detailing varies; on the south side they have moulded plaster architraves around timber sash windows and door surrounds, with shallow pitched roofs ending in a fascia board and small eaves, while on the north side they have plaster lintels and brick parapets with angled brick string courses. Unfortunately, no. 7 has been significantly altered with uncharacteristic white painted brickwork, small paned windows and a bow window at the ground floor. All cottages on the north side have modern roof extensions with dormer windows, behind brick parapets.



5-7 (odd) Furber Street (north side) showing the well-designed roof extensions that have been built on the entire group. The cottages on the north side retain their two storey character.

5.35 Furber Street has small front gardens, some bounded by railings set in their original coping stones and hedges, while others have rendered and painted brick walls. A striking addition to the character of Furber Street is the row of mature street trees planted some years ago.



The south side of Furber Street.

Nasmyth Street

5.36 This is a long and wide street of predominantly two storey cottages built in the Victorian era, likely by a number of different builders. As a result, the architectural detailing varies from group to group.



Nasmyth Street showing some unfortunate alterations; painted brickwork, a bow window on the ground floor of a flat fronted property.

5.37 Predominant characteristics are the continuous roofline mostly finished with a parapet; two windows wide with arched porches, some having canted bays, others square bays and some being flat fronted. Further north, some of the properties have small basements; some have shallow pitched roofs finishing at eaves. All have shallow front gardens. This street has experienced a significant amount of alteration in the form of painted brickwork, rendering of originally brick elevations, replacement of windows and the erection of roof extensions. Nevertheless, some cohesion remains. The appearance of the street has been enhanced by recent street tree planting.



Nasmyth Street – flat fronted cottages in the foreground, canted ground floor bay windows in the group beyond.

Cardross Street

5.38 One of the oldest and most picturesque streets in this conservation area is this narrow street of workmen's cottages. They were built by the Bird family in the middle of the 19th Century, among the earliest buildings in the conservation area; built in groups starting in the 1830's and completed in the 1870's. Unlike in later Victorian mass housing development, the bricks used here came from local brickfields in Hammersmith owned by the builders.

The Bird family were noted builders in Hammersmith and Fulham. William Bird (c. 1746-1788) was a bricklayer born in Cookham, Berkshire, but came to Hammersmith with his family in around 1775. He died at the age of 42, leaving a widow and several children. The three sons George, William and Stephen, worked on various building contracts together and were initially based in High Street Kensington. In 1815 they bought the land then known as Rose Gardens, now Cardross Street, for £415. The Court rolls recorded that the land was "to the use and behoof of George Bird and William Bird of Hammersmith and Stephen Bird of Kensington, bricklayers... forever as tenants in common not as joint tenants". The first cottages built by the family in the conservation area were built in 1820 at the northern end of what is now Cardross Street, but were demolished to make way for Cardross House in the 1950's.

5.39 The cottages are two storeys, with a front door and one window on the ground floor, and two windows on the first floor. They are predominantly in London stock brickwork above a stucco ground floor, however, sadly, some of the properties have painted brickwork making them appear too prominent in the street scene. The doorways are recessed within shallow porches, some square and others slightly arched, but all are unadorned. Windows are mostly timber sliding sashes, either four paned or multi-paned, with brick segmental arches on the first floor, and arched and flat window recesses on the ground floor. The shallow roofline is punctuated by prominent chimney stacks, many with terracotta pots.



Nos. 66-78 (even) Cardross Street.



No. 75 Cardross Street – formerly a public house.

5.40 Nos. 38 to 48 (even) differ in appearance from the rest of the street. They comprise a uniform two storey flat fronted terrace in London stock; a tall parapet with brick corbelling and string courses hides the roof and gives these properties a slightly grander appearance. Semi-circular arched doorways contain solid timber doors with semi-circular fanlights. The multi-paned timber sliding sash windows have segmental arches in brick. It is not known why this group differs from the rest of the street, other than historical evidence showing that the street was developed gradually. Perhaps one of the Bird brothers decided to experiment with a different style, or practice with a slightly different technique. Nevertheless, the different appearance of these buildings adds to the character and interest of this street.



Nos. 38-48 Cardross Street.

5.41 The extremely shallow front gardens have a variety of low boundary treatments, many with railings, some with picket fences and brick piers. Many of the cottages, though not all, have planted front gardens or climbers on the front elevations, adding to the generally picturesque appearance and charm of this street.

5.42 At the northeast corner is a modern block of flats, Cardross House, built in 1961, where the original four Rose Cottages and 1 and 3 Cardross Street once stood. It is three storeys in yellow stock brickwork, with a hipped and pitched red tiled roof behind a parapet. The main architectural features are white painted concrete columns, and the floors and roofs of the balconies which project from the elevation at the first and second floors in a rectangular form. The balcony fronts and divisions between neighbours are of glass panels with metal surrounds.



Cardross House seen from Dalling Road.

Carthew Road

5.43 This is a long street of almost identical two storey cottages with gault brick façades and shallow pitched roofs ending in eaves. Entrance porches and ground floor bay windows are surrounded by moulded plaster detailing, and interestingly have encaustic tile inserts in the overdoors and above each window. Narrow front gardens prevail and the streets are lined with trees. There are a few front roof extensions but they are insufficient to have significantly impaired the street scene. The presence of rooflights indicates that some rear roof extensions have been built in more recent times. Included within this sub area are Clarence Villa and Salisbury Villa, a pair of semi-detached properties built in the same style.

Aldensley Road (from Cardross Street to Brackenbury Road)

5.44 At the Cardross Road end is the notable Andover Arms Public House (Building of Merit); built 1878, an attractive late Victorian public house, it has stucco on the ground floor with a dentiled cornice and plain frieze with brackets at each end. The first floor is in London Stock brickwork and has round headed timber sash windows, outlined in blue and red brick arches. Unusually, the interior of this public house is largely unaltered. Colourful hanging baskets add to the welcoming appearance of this building, and the attractive street scene.



The Andover Arms just after the Coronation Street Party celebrating the 60th anniversary of Queen Elizabeth II's coronation in June 2013.

5.45 Opposite the pub is the end elevation of Cardross Street, and a detached bay fronted brick cottage with stucco details and a small front garden. The rest of Aldensley Road within this sub area contains the side elevations of the orthogonal streets, as far as the bend in the road where the view is terminated by no. 51 (within Sub Area 2).



No. 51 Aldensley Road, once a corner shop.

Sub Area 2. Brackenbury Road

5.46 Located in the northeast sector of the conservation area, this sub area was developed after Sub Area 1 and can be seen on the Ordnance Survey map of 1863 where Bradmore Farm covered almost the entire area. No remnants of the farm remain. It is characterised by later Victorian terraces of two and three storey residential buildings, many having raised ground floors and basements. This sub area no longer has the village character or cottage feel of Sub Area 1; it is generally much grander with wider, tree planted streets and wider, more solid houses with larger front gardens. Here also are the two remaining groups of local “village” shops, one at the junction of Aldensley Road and Brackenbury Road, the other at the junction of Iffley Road, Adie Road and part of Aldensley Road. The streets included in this sub area are the northern part of Dalling Road to include Brackenbury Primary School, Brackenbury Road, Brackenbury Gardens, Benbow Road, part of Sycamore Gardens, Carthew Villas, Beauclerc Road, Coulter Road, Hebron Road, Marco Road, Tabor Road, Aldensley Road, Agate Road and Iffley Road (as far as Aldensley Road). Also included in this sub area are nos. 155 to 161 Goldhawk Road.

Dalling Road (north side)

5.47 The most significant building in Dalling Road is the Brackenbury Primary School. Built in 1879, it has all the characteristics of a typical London Board School. It is three storeys, predominantly of yellow stock brick with red brick window surrounds, string courses and corner details. It has a bell turret with a weather vane, prominent chimney stacks, a steeply pitched roof and gables. Most of the original boundary walls remain, as do the stone entrances for “Girls and Infants” and “Boys”. As intended, this London Board Schools dominates the street scene, rising above its surrounding residential neighbours.



"Beacon of Learning" the Brackenbury Primary School.

5.48 Opposite the school, on the curved section of Dalling Road, are a group of three storey buildings with semi-basements. They are made up of one pair (unequal) and two triple groups. Built predominantly in London stock brick, they are flat fronted with a parapet at roof level. Nos. 208 to 212 have plaster parapet and cornice, and moulded plaster window surrounds. The other two groups are entirely in brick; 214, 214a and 216 have minimal detailing while 218 to 220 have red brick decoration (modillions and angled bricks) at cornice level. The front basement area is bounded by modern railings, plinths and walls.

5.49 To the north of the buildings are the rear gardens and backs of Brackenbury Road.

5.50 There are a number magnificent trees which make a significant contribution to the character and appearance of the street. One is a street tree at the junction of Dalling Road and Brackenbury Road. The two others are an ash tree in the rear garden of 14 Brackenbury Road, and a lime tree within the side garden of no. 10 Brackenbury Road. Both of these trees are given the additional protection of a Tree Preservation Order (TPO). Another significant tree is found in the grounds of Brackenbury School, just on the bend of the road. All efforts should be made to retain and protect these trees.



A beautiful ash tree fills the skyline between the rear of Brackenbury Road houses and Dalling Road.

Brackenbury Road

5.51 This street consists predominantly of two and three storey Victorian terraced houses, constructed in 1869, with raised ground floors reached by external stairs, and a semi-basement. The facades are brick with ornamental bay windows, decorative plaster mouldings over porches, lintels and bracketed sills. Some have roofs behind parapets, while others have eaves with corbels at the party walls. Nos. 10 to 30 (even) differ from the general pattern in that the properties are wider, with more ornamental stucco detail around windows, wider entrance porches set on circular columns, and stucco fascia and brackets at the eaves to a pitched roof. At the end of this terrace is no. 30, a taller building which has the appearance of a converted public house. Three storeys plus basement, it has rusticated stucco ground and basement floors (possibly modern) which finish at a deep cornice topped with metal decorations. Render on the upper floors finishes at a parapet at roof level. At the other end of the terrace, no. 10 is a rather grand double fronted three storey (plus basement) villa, visible from three sides. Built of yellow London stock brick, it has stuccoed bay windows and porch, and a parapet with a cornice held on brackets. The bays have a sequence of windows rising from a splayed bay on basement and ground floor, double windows with cornice and bracket decorations on the second floor, connected by a plaster apron to the square four paned timber sashes with moulded plaster architraves at the top floor. The upper windows on the left hand side have been filled in. The north elevation has a very wide three section bay, with blocked windows at the basement and raised ground floor level, and has the same sequence of windows rising up the building. This building is significant in views from the north as it sits on the fork where Dalling Road and Brackenbury Road meet. Brackenbury Primary School can be seen behind.

5.52 Nos. 32 to 42 (even) and 59 to 69 (odd) are three storey without a basement, and have a single storey bay window and parapet with cornice, with the roof hidden behind.

5.53 At the southern end of Brackenbury Road, near the junction with Aldensley Road, nos. 104 to 116 (even) and 127 to 139 (odd) are commercial buildings with two storeys of residential above. These buildings, together with 51, 53, 55 and 22 Aldensley Road, were originally the local village shopping parade. Happily, some local shops and restaurants, including a delicatessen at no. 22, still remain and continue to reinforce the village character of this junction. Nevertheless, some shops have been lost and have been turned into offices, and even residential uses.



This group of local independent shops in Brackenbury Road reinforces the village feel of this part of the conservation area.

5.54 At the northern end of Brackenbury Road are the former Brackenbury Public House (previously the Wheatsheaf, and now the Nomad Restaurant), as well as nos. 1, 1a, and 3 Brackenbury Road; all on the Council's Local Register of Buildings of Merit.

5.55 The mid-19th Century three storey stucco former public house retains its fine architectural detail, consul brackets with decorative metal finials sit on top of square columns, and decorative metal railings are found above the cornice and fascia. The fascia curves on the corner, while the floors above are square. The Goldhawk Road façade has three tall windows with moulded architraves finished with triangular pediments on two of them and a curved pediment on the centre one. The windows to the second floor have simple surrounds. The Brackenbury Road façade has a bay window with moulded stucco detailing including cornice and blocking course above. The building stands in a prominent corner position, benefitting the character of the area.



Now a restaurant, much of the character of the former Brackenbury Arms Public House remains.

5.56 Adjacent to the former public house, no. 1, 1a and 3 Brackenbury Road are two storey stucco fronted cottages, also dating from the mid-19th Century. They have multi-paned sash windows with simple architraves, and a cornice at parapet level, with the roof sitting behind. Two of the cottages are directly on the back edge of pavement, while the third is set back further. They form an attractive group with their larger neighbour.



Nos. 1, 1a and 3 Brackenbury Road.

5.57 Nos. 5 and 7 Brackenbury Road are four storeys, including semi-basement, in stucco and stock brick with red brick window surrounds; no. 5 has a central door and is three windows wide, while no. 7 is two windows wide. These buildings have had alterations, but still retain their inherent character. Nos. 9 to 15 (odd) Brackenbury Road comprise a terrace of four three storey (including semi-basement) cottages in London stock brick, flat fronted with slightly recessed entrances emphasised by full height brick pilasters. The shallow pitched roofs have narrow eaves, and prominent shared chimney stacks above.

5.58 Providence Villas, a group of modern town houses built in the late 20th Century in a rather eclectic style, are in modern yellow multi with red brick dressings around windows. Dentil courses are provided to decorate the parapet and above the entrance and garage doors. The front access to gardens and garages are bounded by rather grand brick piers with stone ball finials. This group is included for completeness, and because of its close proximity and relationship to Brackenbury Primary School.

5.59 A key view has been identified from Brackenbury Road looking south towards Brackenbury Primary School, a Building of Merit, itself in Dalling Road. See Chapter 7, View 5.

5.60 Brackenbury Road is a wide street with some recently planted trees. Property boundaries vary; some of the original gate piers and low walls, which would have originally contained railings, remain and provide some cohesion, otherwise, there is a mixture of modern railings, brick walls, rendered walls and horizontal timber fences.

Brackenbury Gardens



Paired villas with entrances in the recessed links.

5.61 This street is mainly comprised of paired and linked three storey stock brick villas with semi-basements. Most have two storey canted or square bays. A few houses on the north side have mansard roof extensions which have spoiled the original pattern of hipped roofs.

5.62 Nos. 14 to 26 are a terrace of three storey houses with canted ground floor bays. Entrance porches have flat stucco pilasters with arched heads and key stones. Some houses retain original iron railings.

Goldhawk Road

5.63 Adjacent to the former Brackenbury Arms Public House on Goldhawk Road are two pairs of linked villas, in brick and stucco, with front doors in the linked sections. All have shops on the ground floor, and nos. 155 to 159 have particularly attractive traditional shopfronts which should be retained. The shopfront at 151 is thought to be substantially original. Ideally, the inappropriate modern shopfront at no. 161 would be replaced to match the originals. Although slightly in need of maintenance and enhancement, these shopfronts make a significant contribution to the character and appearance of the conservation area.



Wonderful traditional shopfronts at 155-159 (odd) Goldhawk Road.



A replacement shopfront at no. 161, and the removal of paint from the brickwork, would significantly enhance this group of buildings.

Benbow Road

5.64 Mostly two storey Victorian terraces (1868) with semi-basements line this road. They have moulded plaster decorations around windows and bay windows. Some have parapet roofs, other eaves. The steps to access the front doors are steep, and many still retain their original rather decorative metal balusters and handrails. There are two groups of more heavily decorated three storey terraced properties at the junction with Iffley Road. Once they were matching groups of three buildings, however, on the south side one has been replaced with a modern block of flats, possibly following World War II bomb damage. This wide street has some recently planted street trees, the property boundaries are mainly formed by low brick or rendered walls, and vestiges of gate piers remain. There are a few properties where the brickwork has been painted, but no visible front roof extensions.

Sycamore Gardens

5.65 These houses are consistent with those in adjacent Benbow Road

Carthew Villas

5.66 This is a short street of two storey terraced buildings. On the north side the properties have semi-basements with steps up to the raised ground floor entrances. Some original iron balusters and handrails remain; original front boundary railings remain at nos. 13 and 15. On the south side the properties are without basements, and the low front boundaries vary in materials. The buildings are two windows wide, of brick with splayed bay windows on the ground floor (and semi-basement), have porches to the front doors and timber sash windows all with moulded plaster decoration around them. On the south side, cornices above both bay windows and porches have pierced crosses on the diagonal.

5.67 A number of properties have painted brickwork, although not enough to harm the unity of the terraces. While evidence of rooflights suggests rear roof extensions, they are not visible from the street.

5.68 Carthew Villas is closed at the eastern end and large trees in the rear gardens of Iffley Road soften the view.

Beauclerc Road

5.69 Lined with mature lime trees, this road contains three storey Victorian terraced buildings, constructed in 1868. The bay windows which rise to include the first floor give emphasis to the height. They have moulded plaster detailing to the porches and bays, as well as to the lintels over the timber sash windows. The roofline has bracketed eaves and prominent chimneys on the party walls. The deep front gardens are bounded in a number of ways; some have brick walls, some with rendered finish, and others with railings with planting behind. Some properties retain the original tiled front garden paths.

5.70 A few of the buildings have painted brickwork, but as of yet are insufficient to harm the overall character of the street. There are no roof extensions visible from the street.

Coulter Road

5.71 Three residential terraces separated by the gable ends of roads that cross it give Coulter Road its overriding character. Nos. 1 to 9 (odd) and 2 to 6 (even) are short terraced properties of red brick, two storeys, with full height bay windows with plaster mouldings and finished with a slate hipped roof with terracotta finial. They have paired porches and are two windows wide. On the north side the porches have a moulded plaster parapet set on pilasters, while on the south side the lintels are decorated with leaves and flowers. Nos. 8 to 28 (even) are two storey, stock brick, with a single height decorated bay and porch. A pretty dentil course appears between the arches, and the two timber sash windows have moulded lintels. These properties were constructed in 1879. There is no evidence of roof extensions.

5.72 Mature street trees line the road, and the property boundaries here have some rather well maintained privet hedges behind low walls. There are some encaustic tiled front garden paths remaining.

Hebron Road and Marco Road

5.73 The properties in these streets have the same form, scale and character as those found in Coulter Road. The architectural detail is slightly more ornamental. Painted brickwork has altered the appearance of a number of buildings, and unfortunate large plate glass windows have been installed at no. 8 Hebron Road. The roofline from the street appears unspoilt.

5.74 There are mature lime trees lining Hebron Road, while Marco Road has mature London Plane trees. Low walls bound the neat front gardens on both streets, some with well-trimmed privet hedges behind. As with other streets in this sub area, the front boundary railings have been removed, and only plinths remain.

Tabour Road

5.75 The street is lined with two storey plus semi-basement Victorian properties in brick, with paired porches topped with fairly plain plaster mouldings, bay windows at ground and basement levels, also with moulded plaster surrounds, and brackets to the sills on the ground floor. The first floor windows have visible lintels just under the eaves soffit. Prominent chimneys are visible above the shallow roofs. Some original decorative iron railings can still be seen, although mainly only the plinths remain.



A fine Victorian gate found in Tabor Road.

5.76 A highlight in the street is the rear elevation of the former St. John's Mission Hall (Grade II listed). Built in 1883-4, it has an exuberant design with a stepped gable over three ecclesiastical windows which fill the central part of the white painted and rendered elevation; the two wings have timber doors with small windows and arched mouldings above them, finished with castellated parapets. The equally exuberant front is in Iffley Road. Small street trees line the road. The few alterations include painted brickwork and some window replacements.



The western elevation of the former St. John's Hall.

Aldensley Road (east of Brackenbury Road)

5.77 This street changes in character from west to east. The western end, from Cardross Street up to (but not including) no. 55 Aldensley Road, is within Sub Area 1.

5.78 No. 53 and 55, together with 51, form part of the retail node with the south side of Brackenbury Road. Three storeys with retail on the ground floor, the pair of buildings are of gault brick with yellow banding. The timber sash windows have red and yellow segmental arches with plaster key stone, spandrels and corbeled sills. The eaves soffit is held on a row of decorative brackets. Part of the original shopfront probably remains at no. 55. No. 51 was formerly a shop, happily with the shop window remaining, and a fine ivy covered wall.



The group of shops and former shops define the village centre.



Nos. 53 and 55 Aldensley Road – part of the village centre caring for body and soul.

5.79 Nos. 27 to 49 (odd) is a terrace of two storey cottages with paired entrance doors, single storey bay windows and two sash windows above. Decorative plaster strapwork is found over the porches and windows. The presence of rooflights indicates that rear roof extensions have been built.



29-33 Aldensley Road, Cambridge House just visible behind.

5.80 Nos. 1 to 25 (odd) and 2 to 18 (even) are three storey, including semi-basement, with two storey bay windows.

5.81 At the junction of Aldensley Road, Adie Road and Iffley Road is another retail node.

Adie Road

5.82 The properties are predominantly three storey London stock brickwork terraces built c. 1868, including a semi-basement, with stairs leading up to the front doors. Two storey splayed bay windows are in plaster with a dentil course and string courses connecting the properties. The sills are supported by corbels. The upper windows have moulded plaster architraves, and some have small corbels supporting the shallow sill.

5.83 Of particular importance in this street are Grove Studios, also known as The Laboratory. These were a pair of studios of the sculptor Henry Moore, now converted to residential. They are single storey, in red brick, with panels, cornices and pilasters topped with red ceramic balls; two large six paned windows continue into the rooflights set into the hipped and pitched slate roof. Adjacent is another single storey building in white painted plaster with a large twelve paned timber sash window set into a moulded plaster architrave, and having a Dutch gable above with rather heavy lead capping, which hides the pitched studio roof behind. These buildings are on the Council's Register of Buildings of Merit.

The artist and sculptor Henry Moore lived and worked at 3 Grove Studios after completing his training at Leeds School of Art. A plaque put up in 2008 by the Hammersmith and Fulham Historic Buildings Group can be found on the gable, and reads "HENRY MOORE SCULPTOR (1898-1986) lived and worked in this studio between 1924 and 1928. Among several works he carved there are Mother and Child 1924-5 and Woman with Upraised Arms 1927." It was unveiled by his daughter, Mary Moore. [H&FHBG Newsletter No 21, Autumn 2009]

Agate Road

5.84 Mature Plane trees line this road of three storey, bay fronted Victorian terraced houses. Predominantly of brick with plaster moulded detailing, the splayed bays are two storeys in height. The shallow rooflines are finished at eaves brackets holding the soffit, although there are a number of full width roof extensions. Medium sized front gardens have a variety of boundary treatments, including timber fences and brick walls.

Iffley Road (north of junction with Aldensley Road)

5.85 This long tree lined road has paired terraced houses, predominantly of two storeys, with two storey canted bay windows which give a strong rhythm in views down the street. A short group of three storey houses including a semi-basement is found at nos. 57 to 67 (odd), and three storey houses without basements are found at nos. 89 to 99 (odd). The architectural detail varies from group to group, but all have paired arched porches with decorative moulded panels, often with leaves, and pilasters carrying cornice and blocking course. There are shallow front gardens, several of which are nicely planted, with a variety of boundary treatments, including low walls and railings. Many properties retain their original tiled front garden paths.



Properties on the west side of Iffley Road.

5.86 An important landmark building in Iffley Road is no. 41, the former St. John's Mission Hall, now occupied by John Campbell, Scenic Artists. It was built in 1883-4 in extremely decorative white plasterwork with three wonderfully tall traceried perpendicular windows, the central window a pane taller. Dripstones over windows and entrance doors have decorative leaves and mouldings. The stepped gable is surmounted by a finial of decorative acanthus leaves. Charming plaster pigeons have been added at a later date on some of the steps. The two side wings containing four centred arched entrance doorways have castellated parapets, and similar window decoration as the main elevation, albeit only two panes high, with the top panes being infilled and decorated with tracery.



Former St. John's Hall – detail of gable showing finial and plaster pigeons.

Sub Area 3. Godolphin & Latymer

5.87 This sub area consists mainly of the non-residential buildings and spaces within the conservation area. Of particular importance are the listed buildings forming the Godolphin and Latymer School (Grade II) together with the former St John the Evangelist Church (Grade II*) which is now part of the school complex. The streets included are Iffley Road (southeast side), Banim Street (east side), and part of Glenthorne Road. Also within this sub area are modern developments including Cambridge School, Cambridge House and nearby housing.

5.88 Three views of the Godolphin and Latymer School complex and the former church are identified as key views within the conservation area and are fully described in Chapter 7, Views 12, 13 and 14.

Godolphin and Latymer School

GODOLPHIN SCHOOL AND GODOLPHIN AND LATYMER SCHOOL, HAMMERSMITH

Sir William Godolphin (1634-96), Charles II's ambassador to Madrid, left a fortune and three different wills. The first and third were combined by Act of Parliament to make Sir William's nephew Francis and niece Elizabeth heirs on condition that £1,520 was devoted to charity. In 1703 Elizabeth and her husband, the Hon. Charles Godolphin, purchased land to the west of St. James's, Piccadilly, to establish a fund for educating and apprenticing children, relieving decayed gentlefolk, and for other charitable purposes. In 1852 the Charity Commission made a scheme whereby the whole trust was devoted to education and in 1856 the Godolphin School for boys was opened in Great Church Lane, Hammersmith. Initially it was very successful and, in 1861, moved into new premises in Iffley Road, where there were soon 150 fee-payers, including 40 boarders, and 30 free pupils, all receiving a decidedly classical education. Later the school was unable to meet the competition of St. Paul's (from 1884) and Latymer Upper School, and in 1900 it closed.

In 1624 the will of Mr Edward Latymer directed that certain lands be held in trust for the poor of Hammersmith and to the end deserving boys could be sent to school to keep them from vagrant courses. Subsequently in 1756 the Latymer Foundation School for boys was erected. By 1880, girls also attended the Latymer and Hammersmith Charity School.

A new scheme was drawn up which created the Godolphin and Latymer School for Girls, with the assistance of a grant of £8,000 and £500 a year from the Latymer Foundation. At the same time £4,000 was transferred to the Godolphin School, Salisbury, which Elizabeth Godolphin had founded from her own resources in 1707. The school opened in temporary premises in 1905, and in January 1906 some 200 girls moved into the converted boys' school which was formally opened by the Duke of Leeds, a descendant of William Godolphin. It later became a voluntary aided grammar school of 650 girls, 180 of whom are in the Sixth forms. The buildings were considerably extended, particularly by the addition of a large science block, a second library, and enlarged music and art rooms.

From: 'Schools: Latymer and Godolphin Schools', A History of the County of Middlesex: Volume 1: Physique, Archaeology, Domesday, Ecclesiastical Organization, The Jews, Religious Houses, Education of Working Classes to 1870, Private Education from Sixteenth Century (1969), pp. 305-306.

The original school building was the result of an architectural competition whereby the trustees agreed to offer a prize of £10 to the architect who provided the best proposals for the school. Four proposals were submitted, despite the sum being small even for 1861, and the chosen architect was Charles H Cooke of Bedford Row, London, who proposed a building in Victorian Gothic style, to a cost of £7000. The foundation stone was laid by Archibald Tait, the Lord Bishop of London on 8th June, 1861. At the time of opening, St. John's Church had already been built to the south, but otherwise, the school was surrounded by fields and market gardens.

From: A School of Dolphins: The History of Godolphin and Latymer School: Sally Holloway

5.89 The first buildings on this site date from 1861 when the Godolphin School, a boarding establishment for boys, was transferred in 1862 from its site by the River Thames. Following the failure and subsequent closure of the boys' school, it became the Godolphin and Latymer School, an independent school for girls, in 1905. The complex of buildings had been extended many times, initially when the girls' school was opened, and then again through the 1950's, 80's and 90's to keep up with ever changing school needs, changes in curriculum and focus. One of the most recent significant buildings on the school site is the elegant Goodison Building (2000), visible from Cambridge Gardens. Following its declaration of redundancy in the early 2000's, the school acquired the neighbouring St. John the Evangelist Church and Vicarage, converting it into an assembly hall and theatre/performance space with classrooms in the former Vicarage. The Rudland Music School was then built immediately to the north of the church in 2007. Planning permission has recently been granted for a new sports facility in line with the needs of the curriculum.



View of Godolphin and Latymer School from Iffley Road. A school was first established on this site in the mid-19th Century. In this view, the original schoolroom can be seen behind the distinctive railings and gate, the latter dating from 1905.



*View of the 1861-2 building from within the school grounds.
Photograph reproduced with the kind permission of Victoria Manser Architect.*

5.90 The 1861-2 building, which runs east to west within the site and was extended in 1905 to include the school keepers lodge and gates on Iffley Road (it also included the Headmistresses House subsequently demolished in 1960), is a fine composition in brick with large stone mullioned windows, and three large and two small gables identifying the attic rooms; it has a steeply pitched tiled roof, and central bay with oriel window above. There are oblique views of this elevation from Iffley Road (see Chapter 7). The various sizes and designs of the windows relate to their original use for the boys school. The attic rooms, originally the

servants' rooms and the sick rooms, are now classrooms, having been re-ordered in the 1980's [by Hans Haenlein Architects]. The first floor contained the dormitories with the large oriel window in the centre, lighting the master in charge's bedroom. On the ground floor, the schoolroom is in a double height timber vaulted space at right angles to the main school block, and identified by the large stone mullioned ecclesiastical window on the south elevation and steeply pitched tiled roof with fleches on the ridge. On the ground floor of the main building are other classrooms which were also used outside school hours as sitting rooms for the boarders, a private study for the master in charge, the dining hall for 40-50 boys and the Head Master's dining room. The buildings remain, but the uses to which they are put have long changed.

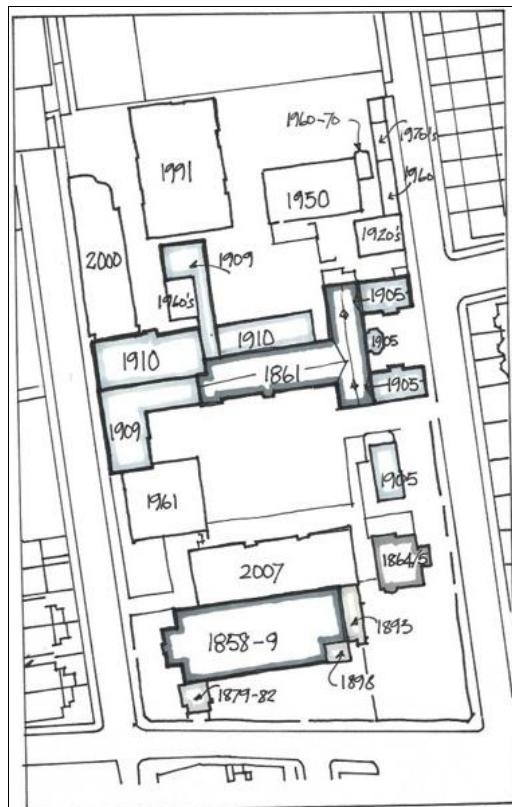


The porch was originally the location of the entrance used by the boys to enter the schoolroom. The porch in gault brick was added and the stone date plaque and shields denote the 1905 creation of the girls' school.

5.91 The range of buildings visible from Iffley Road dates mostly from 1905; in brick with weathered stone dressings and mullions and no more than two storeys. On the street edge are the steeply triangular gable ends of the older buildings on the site, with the original schoolroom seen behind the school entrance gateway flanked by distinctive metal railings.



Godolphin and Latymer School – Iffley Road showing the original schoolroom (1862) with its ecclesiastical windows and fleche on the roof, behind the school keeper's lodge added in 1905. The dormer windows are modern.



Plan showing dates of buildings at Godolphin and Latymer School and St. John's Church.

5.92 St. John the Evangelist Church, designed in 1857-9 by William Butterfield, listed Grade II*, is described by Pevsner as *“Large and rather grim; yellow brick, banded with red, stone dressings. Tall sw tower (1879-82) with saddleback roof standing s of the aisle. A spire was intended. Low narrow lean to aisles; arcades with a simple chamfer; as harsh as Butterfield liked to be.”* It predated the erection of the school when it was still surrounded by fields. A later south side aisle was designed and built by J F Bentley (best known for designing Westminster Cathedral). The church tower was added in 1879-82, while the vestry, a single storey extension, was added c 1900.



This view of St John’s Church reproduced by kind permission of Victoria Manser Architect.

5.93 The church was declared redundant and subsequently bought by the adjacent school where it is now an important part of the campus. It has become a multi-function space and can be used for assembly, and as a performance and theatre space. The Lady Chapel still remains for worship.

5.94 The Vicarage which sits to the northeast corner of the church was also by Butterfield, and built in 1864-6. Listed Grade II, it is now in use by the school as classrooms. It is of similar brick to the church, with stone dressings, decorated arched windows, steeply pitched slate roofs and prominent chimneys.



A winter photo allows the whole church to be seen in Glenthorne Road.

5.95 A key view has been identified from this part of Glenthorne Road which is set out in Chapter 7, View 17.

Cambridge Grove

5.96 Cambridge Grove is bisected by Glenthorne Road; the north and south parts differ in character.

5.97 To the north, nos. 51 to 61 (odd) are three storey Victorian villas in yellow London stock with red brick string courses and window surrounds. They have two storey canted bay windows at semi-basement and raised ground floor level. To the north of these is 20th Century Cambridge School, undistinguished long flat roofed two storey brown brick buildings. The character of the street here benefits greatly from the mature trees which line the school grounds.



Cambridge School trees in the foreground. Cambridge House can just be seen to the right of the photograph.

5.98 Further north, terminating the view, is the modern commercial office building of Cambridge House (probably 1960's). In concrete and glass it is typical of its period, and does not detract significantly from the street scene.

5.99 Opposite Cambridge School is the western elevation of Godolphin and Latymer School. The historic buildings described earlier are visible above the school wall, but the modern additions from 2000 are dominant along this street; the Goodison Building in a pale brick with large well-proportioned metal framed windows, echoing those in the neighbouring 1909 building, and an over sailing eaves to the roof above a long clerestory window; and the later Rudland Music Block, an elegant composition by the same architect, built between St John's Church and the 1961 building.



Godolphin and Latymer School – the Goodison Building, Cambridge Road elevation, completed in October 2000; designed by Victoria Manser Architect, a fine example of an elegant, well-mannered modern building which complements its listed neighbour.



*The Rudland Music Building completed in 2007:
photograph reproduced by kind permission of Victoria Manser Architect.*

Banim Street

5.100 The east side of this street comprises modern residential development, and the rear of Cambridge School. Immediately to the south of the junction with Aldensley Road is a small estate of two storey yellow stock brick houses with red brick sills and corner details, concrete lintels above metal sash windows, shallow pitched roofs and with neat front gardens, built in 1976. Further south Cambridge House can be seen rising above the rear of Cambridge School. The street is enhanced by small street trees and the soft landscaping within the school grounds. At the corner of Banim Street and Glenthorne Road is the former Royal Oak Public

House, an early 20th Century Arts and Crafts style building in red brick with decorative tile panels beneath the windows, a rusticated ground floor (painted), small paned timber sliding sash windows and a splayed bay. The hipped red tiled roof has deep eaves and dormers with paired timber sash windows. The gabled end seen from Glenthorne road has a prominent chimney stack. The public house is now in use as a club and, accordingly, the ground floor multi-paned sash windows have been obscured.

Glenthorne Road

5.101 Nos. 36 to 48 Glenthorne Road are six four storey Victorian paired and linked villas in London stock brickwork with red brick banding, string courses and window arches. Each pair is slightly different in decorative appearance but all have roof level windows emphasised with pitched gables and decorative bargeboards, bays to the front, and in the case of nos. 46 and 48, deep stylishly bracketed eaves. This cluster of properties forms a strong group with the former St. John the Evangelist Church, now part of Godolphin and Latymer School (all listed buildings), and the residential buildings in Iffley Street.



Iffley Road properties opposite Godolphin and Latymer School.

5.102 Nos. 4 to 16 Iffley Road are plainer and more stolid versions of no. 36 to 48 Glenthorne Road, four storeys in red and yellow London stock brick, with slate roofs.

Sub Area 4. Cambridge Grove

5.103 This small distinctive sub area in the southern tip of the conservation area comprises nos. 1 to 39 (odd) and 14 to 52 (even) Cambridge Grove and the west side of Leamore Street. Cambridge Grove, then called Cambridge Street, appears on the 1853 map by Alfred J Roberts and pre-dates the building of the railway which was extended from Paddington via Hammersmith in 1864. Leamore Street must have been built shortly after the map was drawn, although by the late 1860's the railway had taken a swathe out. The excavation of the road to allow for vehicles to pass under the bridges, and the installation of fine cast iron railings set in the brick retaining walls, created the distinctive character of this part of the conservation area as it is today.



The Stonemasons Arms, formerly the Cambridge Public House, holds the corner of Cambridge Road and Glenthorne Road.

Cambridge Grove

5.104 The properties on the east side of Cambridge Grove are flat fronted three storeys with a semi-basement. Built in London stock brick, the windows have deep plaster architraves with rosettes at the ground floor; the first floor (piano nobile) has a pair of taller windows with similar architraves, although these are topped with a cornice and decorative consoles and each has a balconet with cast iron railings with decorations. The top floor has smaller windows with simpler plaster moulded architraves. A plaster cornice and parapet hides the valley roof behind. On the corner is the Stonemasons Arms Public House, on the Council's Register of Buildings of Merit, formerly called The Cambridge Arms possibly after HRH the Duke of Cambridge (1819-1904); it is a large Victorian building, three storeys in London stock brick, the ground floor in stucco; the first floor has sash windows with arched tops, and moulded plaster arches springing from brick pilasters with plaster capitals surround these windows. The attic storey above a deep cornice is in brick with a plaster parapet. A painted plaster coat of arms is found on the Glenthorne Road elevation within a windowless arch.



Properties on the west side of Cambridge Grove, showing the distinctive railings and the slope of the roadway as it sinks beneath the railway bridge in order to achieve headroom.

5.105 South of the railway bridge the appearance of the buildings changes, some being stucco fronted, others with a stucco ground floor with brick above, and others in London yellow stock brick with red brick arches and string courses.

5.106 All the properties have small front gardens, either with brick boundary walls or railings. The narrowness of the pavements together with the existence of the railings precludes street tree planting.

5.107 The views in, out and along Cambridge Grove have been identified as key views in the conservation area; the street and views are fully described in Chapter 7, Views 15 and 16.



Original Victorian railings with stone plinths should be retained and restored as they give Cambridge Grove and Leamore Street its character and reinforce its sense of place.

Leamore Street

5.108 Only the west side of Leamore Street is in the conservation area. To the east is the looming presence of the multi-storey car park and shopping and residential blocks around King's Mall and Ashcroft Square in the centre of Hammersmith.

5.109 The properties to the north of the railway bridge are two storey Victorian cottages in yellow London stock brick with red brick window and door arches, string courses and dentil courses beneath the eaves. Originally the windows would have been timber sliding sash, unfortunately some have been replaced. Sadly, a number of cottages have painted brickwork, and one property appears to have been rebuilt entirely of red brick. This has affected the uniformity of the group. To the south of the railway bridge, the properties vary in appearance. Nos. 40 to 44 are two storeys with semi-basements, in brick with square bays on the ground floor with stucco mouldings, plaster architraves around the timber sliding sash windows and deep eaves held on consoles. No. 38 is slightly taller in red brick, with a splayed bay window at ground floor, arched windows at the second floor, and a triangular pediment to the front entrance door. Nos. 34 and 36 are three storeys with large two storey bays, rather plain also in red brick, and tower over no. 30 and 32, which are two storey flat front brick buildings, one unfortunately painted pale blue.

5.110 The overriding characteristic in Leamore Street is the high retaining wall with stone copings and cast iron railings which protects pedestrians on the pavement high above the roadway as it dips under the railway bridge.

Sub Area 5. Southerton Road

5.111 This sub area is the most recent addition to the conservation area. It comprises Overstone Road, Kilmarsh Road, Southerton Road and part of Glenthorne Road. With very few exceptions, the buildings in these roads are original mid-Victorian terraced housing (the rate books show Overstone, Kilmarsh and Southerton Roads as dating from 1868), though many of the houses are now converted into flats. There is a red brick chapel building at the corner of Kilmarsh and Southerton Roads, some garages at the south end of Southerton Road, and some offices at ground level in Overstone Road.

Overstone Road

5.112 This street consists almost entirely of terraced housing of varying styles: basement level and two upper floors, basement level and three upper floors, and three upper floors. Each style is represented in a substantial block and the street as a whole has a pleasing unity arising out of the use of London stock brick and white-painted stucco detail in the form of rusticated bases, window surrounds, door hoods, brackets and pilasters.



Stucco decoration is largely intact on the houses in Overstone Road.

5.113 Nos. 1 to 25, 27 to 37 and 2 to 42 (built in 1867) have semi-basements and two storey canted bays. Paired entrances have flat pillars on either side of the door. A continuous cornice runs across the facades above the bays and entrances. Nos. 46 to 60 are flat fronted gault brick houses. A decorative string course in the brickwork runs continuously along the terrace between the first and second floors. Raised ground floor windows have a tripartite arrangement with a cornice on brackets above them. Ornate iron railings are largely intact along this group. Nos. 62 to 90 have banded stucco facades on the semi-basement and raised ground floors. A stucco string course on brackets runs along the group under the first floor windows.



Gault brick and stucco facades on nos. 46-60.

5.114 There are some larger buildings at each end of the road (The Dartmouth Castle Public House and Overstone House at the south end, and 92 Overstone Road to the north), and a handsome building at 39 Overstone Road used by St John's Ambulance. The latter is set forward from its neighbours and has flat shallow stucco pillars with capitals on either side of the entrances. A cornice with dentils runs above a fascia and the building has quoins on either side on the upper floors.



Missing architraves and an unsympathetic prominent mansard roof on no. 27.

5.115 Two mansard roofs have been added in the middle of the west side of the street but overall the original roofline has been maintained. The original iron railings along the entire east side and some of the west have survived, and are a distinctive feature of the street, though at continuing risk of replacement and degradation. There are a few street trees, probably cherry trees.

Southerton Road

5.116 This street presents a more uniform appearance overall, though more houses have had mansard roofs added. As with Overstone Road, the prominent materials are London stock brick and stucco.



Nos. 1-13 have lost the original iron railings but fortunately the modern replacements are uniform in this group.

5.117 Nos. 1 to 13 and 2 to 26 are four storey stock brick houses with semi-basements, two storey canted bays and pitched roofs (hipped at the end of terrace). The ground and first floor have banded stucco facades and stucco architraves around windows with cornices on brackets above those on the first floor. Most timber sash windows are intact and some four panelled timber doors remain.

5.118 Nos. 30 to 32 Southerton Road is an attractive former Welsh Methodist chapel, Capel Seion (on the Council's List of Buildings of Merit), in red brick with yellow terracotta dressings, built in 1906, and now used by the Iranian Students Association. Double height, multi-paned windows on the street elevation are set between robust brick and terracotta piers. Small street trees line the road.



Capel Seion on Southerton Road.

Kilmarsh Road

5.119 This is a short road but very much in keeping with its neighbours. Two mansard roofs have been added but generally the roofline, front gardens and brick detailing are original and consistent. The buildings are rather plainer than in Overstone Road and Southerton Road, with a mainly stucco ground floor and the window surrounds in red brick rather than stucco. There is an attractive corner extension at 13 Kilmarsh Road and a very narrow house at 9a Kilmarsh has been inserted in a sympathetic and charming manner. There are one or two street trees in the road; narrow pavements may preclude more being planted.

Glenthorne Road

5.120 The buildings comprising 28 to 34, and previously occupied by the Premier West Hotel, were a pleasing uniform and symmetrical terrace of five properties. The semi-basement and upper ground floors had a stuccoed finish, and bay windows with a cornice which continued across the entrances. A scheme for their demolition and replacement with a sympathetically designed five storey building was granted in March 2012 and construction began in the spring of 2016.

5.121 The Dartmouth Castle has all the exuberance of a Victorian public house. It was opened in 1868, and is included in the Council's Local Register of Buildings of Merit. A prominent corner public house, it is four storeys high, with seven engaged Corinthian columns decorating the ground floor up to the fascia and projecting cornice. The floors above are in London stock brickwork, with rusticated quoins, pierced by windows reducing in size at each level. The first floor has tall sash windows with moulded architraves topped by triangular pediments held on decorative console brackets, the second floor windows have simpler arched architraves with bracketed sills, and the top floor has much plainer square sash windows with flat surrounds.



The Premier West Hotel prior to demolition.

Glenthorne Mews

5.122 Glenthorne Mews are a group of two storey Victorian warehouse buildings located between the modern terrace of houses in Glenthorne Road and the railway viaduct. The development incorporates the railway arches for its commercial uses and retains its original plan form. The mews style buildings have been altered over time, featuring attractive, fully glazed frontages around the courtyard that retain the uniform appearance of the mews. Original features include the flank walls of London Stock brick with decorative detailing, openings and chimney stacks, the smaller scale gatehouse, the gate posts and the prominent chimney of industrial dimensions. The mews forms a townscape ensemble that is characteristic of Victorian commercial development along railway viaducts and that contributes positively to the character and appearance of the conservation area.



Original piers frame the entrance to Glenthorne Mews.

6.0 BROAD DESIGN GUIDELINES

6.1 The previous section described the character and appearance of the conservation area, looking at its historic development, individual buildings, groups of buildings and the general townscape. This section outlines the broad design guidelines which will be applied to ensure that the character or appearance is preserved or enhanced by any proposal.

Land Uses

6.2 The mixture of uses within a conservation area is a component of character and often reinforces the role and quality of its individual buildings and local townscape. The impact of changing the balance of uses on that character must be carefully considered. Where new uses are proposed, they should be configured and accommodated in a manner that is consistent with the character of the conservation area and its architectural form, scale and features.

6.3 The experience of the particular mix of uses within a historic area helps determine its character. This often reinforces the role and quality of its individual buildings and local townscape. The balance of uses within a conservation area is, therefore, important in defining its character, particularly if they reflect the historic development of the area. Conservation area designation is seen as the means of recognising the importance of such factors and in ensuring that appropriate policies are adopted to address the preservation or enhancement of such character by maintaining the balance of uses where it exists.

Urban Design

6.4 New development should contribute positively to the townscape and visual quality of the area and achieve a harmonious relationship with its neighbours to preserve or enhance the character and appearance of the conservation area. A successful design will take account of the characteristics of setting, urban grain, key townscape features, architectural details, landscape features, views, landmarks of the conservation area.

6.5 New development will be considered on the basis of the following urban design characteristics:

a. Setting

The setting of the conservation area is determined by its surroundings within which the area is experienced and describes its relationship in particular to the spatial, visual, historic and topographic context. The setting may contain buildings or features that have a positive, neutral or negative impact on the significance of a conservation area. Where necessary, applicants should describe the impact of their proposals on the setting of a conservation area in accordance with the method outlined in Historic England's Good Practice Advice Note: The Setting of Heritage Assets (2015).

b. Urban Grain

The urban grain of an area is composed of the plot layout, form and scale of buildings, the public realm and street pattern that define the distinct character of the conservation area and give clues to its historic development.

c. Key Townscape Features

All new development should respect the key townscape features, such as height and massing, building types and density, that define the sense of place. Proposed works within consistent groups of buildings such as terraces or set piece developments should respect the established homogeneity of the townscape.

d. Architectural Detail

The scale, proportion, alignment, style and use of features and materials must be carefully conceived to achieve high quality buildings that form a harmonious relationship with their neighbours.

e. Landscape Features

All new development should respect terrain and landscape features of the site and surroundings and respect its relationship to the built context.

f. Views

Significant views in and out of a conservation area and within it that can be appreciated from the street should be protected and opportunities to enhance existing views and shape or define new ones should be sought when considering new development.

g. Landmarks

Established landmarks, such as a church, school or public house, should be retained as visual focal points where they make a positive contribution to defining and identifying the character of the conservation area.

Further guidance can be found in 'Building in Context: New Development in Historic Areas', CABE 2001.

6.6 The council will require applications for planning permission, whether outline or full, to be in sufficient detail for a judgement to be made in relation to the impact of the proposal on the character and appearance of the adjoining buildings and street scene and the conservation area as a whole. For this reason an outline application without any details is unlikely to provide sufficient information.

New Development, Extensions and Alterations

6.7 New buildings, extensions and alterations should be sympathetic to the architectural character of the built context and should not have a harmful impact on the character and appearance of the conservation area. Characteristics such as building heights, building lines, roof forms, rear and side additions, front gardens and boundary treatment, lightwells, materials, windows and building features as well as disabled access measures should be considered in this context.

6.8 The following building characteristics are relevant when planning new development, extensions and alterations:

a. Building Height

Any new development should respect the general townscape and prevailing height of buildings in each area where there is general consistency in height and scale. Where this is not the case, a townscape analysis would be required that supports the judgement about appropriate building heights on a site.

b. Building Line

The relationship between the frontages of buildings and the street space they are enclosing is an important townscape characteristic. New development should respect the dominant building line and the general rhythm of the facades within a street. The building line of the rear of buildings, often with a repetitive pattern of original subordinately designed rear extensions, can also be important in its relationship with gardens. It should be respected by the careful design of any proposed rear extensions.

c. Roof Extensions

Front roof extensions are likely to interrupt continuous parapet and eaves lines in the townscape and are generally unacceptable for typical building styles within the Borough. Rear roof extensions should be sympathetic and special attention should be paid to their design where they are visible from the street and from surrounding properties. Alterations to the ridge height and the front roof slope are considered to be unacceptable where they harm the uniformity of a terrace or the proportions of a building. The use or reinstatement of original rainwater goods, decorative detail and materials including tiling patterns will be expected where appropriate. The demolition of original chimney stacks that are a significant feature in the roofline and silhouette of a building or terrace is considered to be a material alteration to the roofscape and shape of a dwelling house. Their removal may require planning permission and will be resisted. Similarly, original chimney pots should be retained wherever possible.

d. Hip to Gable Roof Extensions

Hip to gable roof extensions can undermine the symmetry of groups of properties or terraces. Where hipped roofs form part of the pattern of original development in an area their loss will be resisted.

e. Other Extensions

Extensions should never dominate the main building and should meet the policies in the section of the Planning Guidance Supplementary Planning Document on Housing Quality with regard to the provision of garden space, its proportions and quality. The size of rear and side extensions should have regard to existing building patterns within a conservation area and respect the symmetry of original additions in terraces. The design and materials of such extensions should integrate successfully with the host building and its neighbours.

f. Front Gardens

Front gardens define the edge of the public realm and form an important element of the character of most of the Borough's streets and terraces. Planted front gardens improve privacy, the appearance of properties and their relationship to the street, amenity value and local biodiversity. The retention and maintenance of planted front

gardens will be encouraged and their destruction in order to create vehicular crossovers, access and hard standings will be resisted. Further guidance can be found in the Sustainable Drainage Systems, Biodiversity and Transport sections of the Planning Guidance Supplementary Planning Document.

g. Boundary Treatment

Traditional front boundaries are important in defining the character of a street and visually unite street frontages of buildings. Alterations to or removals of front boundaries that interrupt the sense of enclosure and rhythm in the relationship between private and public space will be resisted, and where missing, front boundaries should be replaced to their original design. Boundaries of the 19th & early 20th Century can vary from the earlier style of metal railings on a stone plinth with matching gates, to the later style of low brick walls with stone copings (simple flat blocks or more distinctively moulded) surmounted by metal railings or panels, and matching gates all flanked by stone or terracotta capped piers, and hedges, or a combination of these. In the majority of cases black or dark green is the most appropriate colour to paint metal railings and gates, but wherever possible the original colour scheme should be investigated. Invisible Green (Dulux Colour Reference 8406 G78Y) is often used. Visible side and rear boundary treatments can be of equal visual importance and their original design should be retained or reinstated. Any new structure over one metre in height on a boundary adjoining the highway and over two metres in height on a boundary at the rear of properties would require planning permission. Where the installation of bin, cycle or meter enclosures in gardens is considered to be acceptable, their design should be in proportion to the height of the boundary treatment and the size of the garden, and the enclosures should not be accessed through new openings in boundary walls, hedges or railings.

h. Lightwells

Where lightwells are considered to be appropriate they must be sensitively designed and proportioned to accord with the 'Design Guidelines for Lightwells' in the Planning Guidance Supplementary Planning Document. The creation of lightwells by the excavation of all or part of the front garden of a residential property to provide windows to basements requires planning permission, as does the enlargement of an existing lightwell. The loss of a substantial part of front gardens that form an integral part of the character of the terrace and street will be resisted.

i. Brickwork and Stonework, Painting, Render and Cladding

External brick or stone walls (including pilasters to shop surrounds) should be retained in their original condition and should not be painted, rendered or clad in any material. Existing brick or stone elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary (usually with lime based mortar in a flush finish). Properties that have original unpainted stucco rendering, or have stucco mouldings, should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary. Where render or stucco is painted, it should be repainted an appropriate matt colour (or colours) i.e. white, pale or pastel shades rather than vivid colours. Glazed bricks or

tiles and terracotta tiles or decorative panels should not be painted. Planning permission may be needed for changes to original facades and consultation with the Borough's Conservation Officer should be sought.

j. Windows and Original Features

Original architectural features such as timber sash windows, timber or metal casement windows, panelled doors, decorative stucco, moulded window surrounds and door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable, owners are encouraged to reinstate these with exact replicas in the original style, detailing and materials. Replacement windows should be designed with matching opening styles, frame materials and profiles, pattern of glazing bars and glazing types. The type of glazing including secondary glazing options and design details should be carefully considered on a case by case basis. Planning permission may be needed for replacement windows and advice from the Borough's conservation officer should be sought. Owners of properties with inappropriate replacement windows, including PVC (plastic) windows, will be encouraged to change them for those of a more appropriate design and materials to match the originals when an opportunity arises.

k. Disabled Access

Applications for development affecting heritage assets should achieve accessible and inclusive design wherever possible and practicable. The Council supports the dignified and easy access for disabled people to and within historic buildings and historic public spaces. Suitable access for disabled people, which does not compromise a building's or area's special interest, can normally be achieved if treated as part of an integrated review of access requirements for all visitors or users, and if a flexible and pragmatic approach is taken. The Historic England publication – Easy Access to Historic Buildings (2015) provides useful guidance.

Shopfronts, Shop Signs and Awnings

6.9 The removal of historic shopfronts will be resisted and where they have been fully or partially removed, restoration will be encouraged. New shopfronts, including signage, lighting and other external installations, should incorporate high quality designs and materials which are appropriate to the architectural character of the building.

6.10 Proposed works to shopfronts will be considered with regard to their characteristic setting and features:

a. Shopfronts

New shopfronts and alterations should be designed to achieve a satisfactory visual relationship between the frontage and the rest of the building. Shopfronts spanning more than one original shop unit should not disrupt the vertical emphasis by the removal of intermediate pilasters and corbel brackets that originally divided the individual shop units.

b. Shopping Parades

A group of shops within a terrace normally has a unified appearance within well designed surrounds common to each shop and with related shopfront designs. The replacement of shopfronts with individual features and surrounds that are not common to the group would harm the unified appearance of the terrace. The retention, repair or restoration of original shop surrounds and frontages therefore is of high importance to the character and appearance of historic buildings and conservation areas.

c. Shop Fascias, Signage and Lighting

Fascia panels and shop signs should be integrated into the design of a shopfront, respect architectural details, use appropriate materials of high quality and should be located below the perceived floor level of the first floor. Internally illuminated box fascias and signs are considered to be inappropriate for shops within conservation areas.

d. Shop Security Shutters and Awnings

Security grilles, where absolutely necessary, should consist of an open mesh to avoid dead frontages and be located internally. Shutter boxes should always be hidden from external views. Awnings should be traditionally designed and integrated into the shopfront.

More detailed guidance can be found in the Planning Guidance Supplementary Planning Document.

External Installations

6.11 Any external installations, such as solar/PV panels, satellite dishes and antennae, must be integrated into the design of a building by installing these within the envelope of the building or in a discrete manner in the least intrusive locations to minimise their visual impact both in ground level and high level views. Such installations within a conservation area may require planning permission and need careful consideration.

6.12 The proposed details of the installation of the following external additions must be considered:

a. Energy Efficiency Measures

Installation of energy efficiency technologies such as microgeneration equipment must be sensitively designed and situated to limit their visual impact on heritage assets. Internal alterations to increase energy efficiency, such as secondary glazing or heat pumps that require the installation of external grilles, should be designed to be sympathetic to the exterior character.

b. Satellite Dishes

Satellite dishes will not be permitted where they would be visually obtrusive and where alternative locations are possible.

c. Other Additions

External impedimenta such as original rainwater goods should be replaced in their original form and material. In some cases, powder coated aluminium may be acceptable but the use of PVC (plastic) is considered visually inappropriate. The installation of small size equipment such as alarm and antenna boxes and cameras should be limited and sited away from important architectural details and screened appropriately. The routing of cables should be internal – where this is not possible, cable routes should be in the least prominent locations with a colour finish to match the background.

Open Spaces, Trees and Streets

6.13 Open spaces, trees and streets make a significant contribution to the character and appearance of conservation areas. It is important that any proposed changes preserve the character and reinforce local distinctiveness of the area.

6.14 Proposals will be assessed with regard to the following considerations:

a. Open Spaces

Public and private open spaces within a conservation area have a major visual and amenity value and impact upon the character of an otherwise built up area. Dalling Road Open Space is the primary greenspace in the conservation area and landscaping in private gardens makes a positive contribution to the street scene in many places. Any development should be designed to ensure it is harmonious with the open space context.

b. Trees

Mature planting and trees are an important characteristic of historic areas and most trees in a conservation area, including those in rear gardens, are protected [see the Town and Country Planning [Trees] Regulations 2012]. Owners are urged to look after trees on their land and plant new ones, and the Council will continue to re-instate and plant new street trees where appropriate, in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity. Trees and shrub planting along boundaries of properties is a common characteristic in conservation areas, and their retention and maintenance will be encouraged.

c. Streets

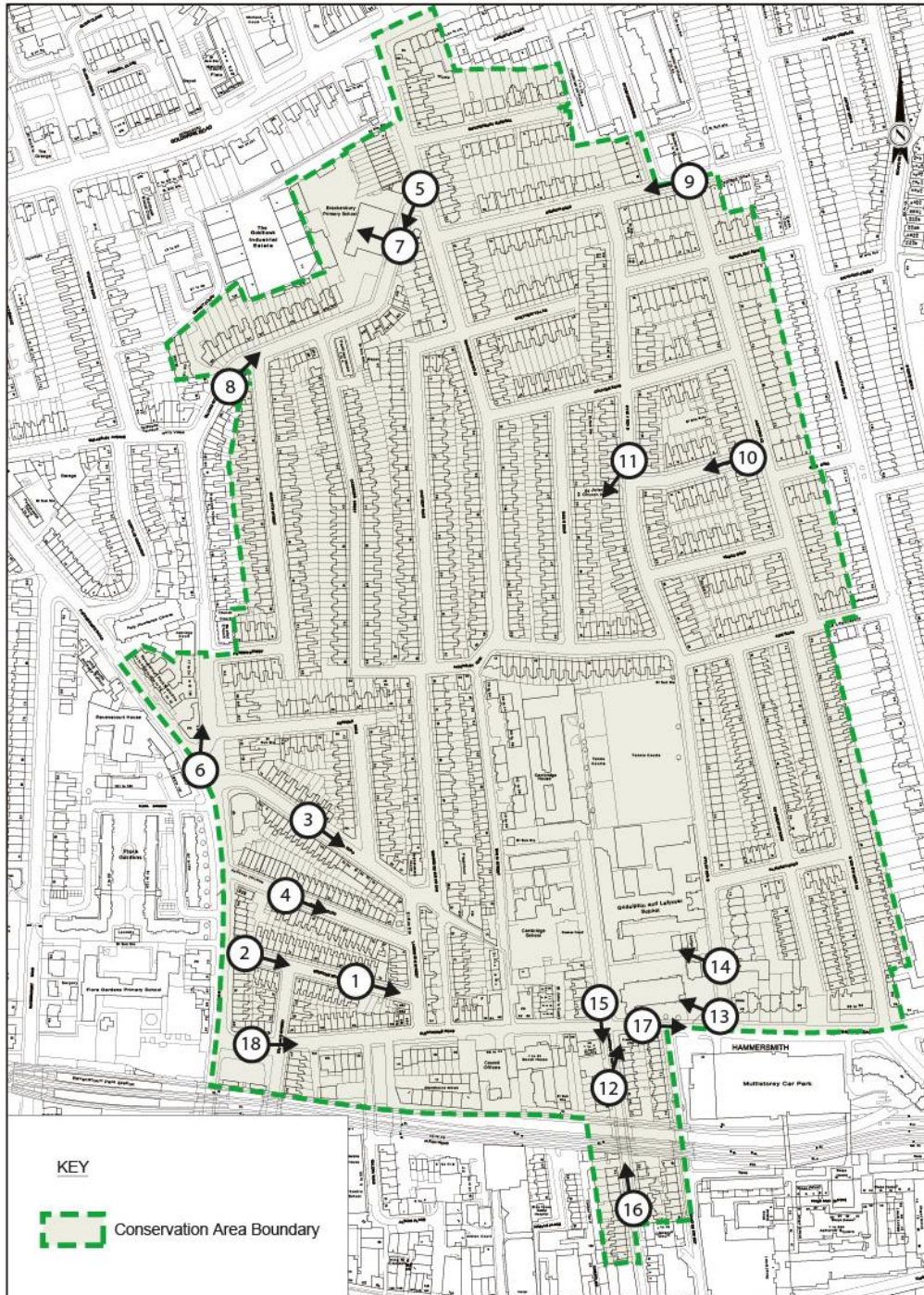
Roads, pavements and public spaces should form a neutral setting for buildings within the conservation area and all work should be carried out in accordance with the Council's street design guide "Street Smart". Original kerb stones and historic paving should be kept and repaired. Where this is not possible, high quality natural materials such as York stone and granite setts can greatly add to the visual interest of an area, however, surfaces should be visually subordinate within the townscape, providing a coherent character throughout the conservation area. Any hard and soft landscaping, paving, road surfaces or footpaths should be designed to contribute where necessary to managing surface water run-off in accordance with the Flood Risk Mitigation and Sustainable Drainage section of the Planning Guidance Supplementary Planning Document.

d. Street Furniture

The Council is committed to improving the street scene. The aim is to promote high quality design and to eliminate visual clutter by removing redundant items of street furniture. Historic cast iron bollards, railings and cast iron or enamel street name plates add to the visual character of an area and should be retained and repaired or, if appropriate, replicas installed. New lighting columns and lanterns should be designed in keeping with the local character and context within the conservation area.

7.0 KEY VIEWS ANALYSIS

7.1 The analysis of the conservation area has identified 18 key views which are described in this chapter and shown on the map below.



Key map showing views in and around the conservation area

Key Views Descriptions

1. Redmore Road (east end) to Lamington Street



View from the east end of Redmore Road to Lamington Street.

7.2 The viewpoint is near the east end of Redmore Road outside no. 27 looking towards Lamington Street which terminates the view. It is a linear and enclosed view. There are other viewpoints available within this street.

7.3 On the north side of the street is the former chapel (Building of Merit) at 40 Redmore Road. This two storey gabled building is beautifully proportioned with the fenestration set out to form four points of a cross. The vertically arranged street door and top window have arched heads while the side windows are pedimented. The chapel is adjacent to a four storey brick building with a later addition mansard roof that frames the left hand side of the view. The right hand side is framed by garden walls and small trees.

7.4 The view terminates on a terrace of simply detailed, two storey, double fronted brick built terraced houses with slate pitched roofs and distinctive arched doorways on Lamington Road.

7.5 The spire of St. John the Evangelist Church (Grade II* listed) which is now part of Latymer and Godolphin school is highly visible above the roofline and is a local landmark and aide to navigation. Sovereign Court (under construction) is visible in the distance.

2. Redmore Road (west end) to Lamington Street



View from the west end of Redmore Road to Lamington Street.

7.6 The viewpoint is at the west end of Redmore Road on the south side of the street near the junction with Studland Street looking south towards Lamington Street which terminates the view. There are other viewpoints available within this street.

7.7 Both sides of the street are lined with two storey brick built terraced houses with ground floor bays and projecting brick porches to all front doors. Some houses have brick cornices with dentils below and all properties have small front gardens. Much of the street is lined with small street trees that soften and add enclosure to the view.

7.8 The two storey brick built houses with pitched roofs that terminate the view on Lamington Street are partially screened in the summer view by the tree canopy. Above this terrace taller Victorian houses and Sovereign Court form a layered and distant skyline.

3. Atwood Road to Town Centre



View from Atwood Road to the Town Centre.

7.9 The view is from outside 22 Atwood Road looking southeast towards the town centre. It is linear with a broad view of sky above the termination point, which is indeterminate as it incorporates the rear and flank wall of a number of buildings and a very large tree.

7.10 The north side of the street is lined with street trees and two and three storey brick built houses with small front gardens. Houses on the south side of the street are two storey brick built with ground floor bays and small front gardens. Small street trees soften the view on both sides of the street.

7.11 The spire of the former church (Grade II* listed) which is now part of Latymer and Godolphin school is visible and creates an off centre focal point above the roofline. It is a local landmark and an aide to navigation. 1 Lyric square, and Sovereign Court form the background to the church tower and compete with it in scale but they are more recessive in the view.

4. Raynham Road corner with Dalling Road



View from Raynham Road Corner with Dalling Road.

7.12 The viewpoint is outside 18 Raynham Road on the south side of the street looking southeast towards Lamington Road.

7.13 The view is linear and contained by the three storey (plus basement) brick built terraced houses on the north side of the street and the three storey terraced houses on the south side. The houses have a strong uniformity with very little alteration apart from mansard roof additions.

7.14 Two storey double fronted brick built houses with pitched slate roofs terminate the view on Lamington Road. Visible and off centre above them is the spire of the former church (Grade II* listed), now part of Latymer and Godolphin school. Sovereign Court and 1 Lyric square are visible behind the church and compete with it in scale. Fortunately, the elevations are broken into a grouping of vertical planes that complement the slender proportions of the church tower.

5. Brackenbury Primary School from Brackenbury Road



View from Atwood Road to the Town Centre.

7.15 The viewpoint is on the east side of Brackenbury Road looking into Dalling Road and at the Brackenbury Primary School (Building of Merit). This is a short range view with a specific building forming the focal point. Other views of the school are available in the area and the most significant of these are included in this section.

7.16 From this viewpoint the principal three storey elevation of the school onto Dalling Road can be viewed in its entirety with steep gabled roof, central cupola and tall chimneys creating a highly articulated roof line. The fenestration features vertically aligned windows of several sizes, with tall windows set into the gables, end bays and ground floor for extra emphasis. The brick built façade is further articulated by setting the end bays and gables slightly forward, pillars in the brickwork in red brick, string courses and arches above windows in the end gables.

7.17 The northeast elevation is heavily screened by the brick school wall and street tree.

6. Dalling Road to the Thatched House



View from Dalling Road to the Thatched House.

7.18 The viewpoint is on the west side of Dalling Road, which is just outside the conservation area, adjacent to 121 to 160 Flora Gardens. The view focuses on the Thatched House (Building of Merit) which is a local landmark. The building occupies a prominent corner location where the street divides into Paddenswick Road and the continuation of Dalling Road.

7.19 Looking into Paddenswick Road the most westerly edge of the conservation area is visible, lined with the four storey mansion block Ravenscourt Park Mansions. These are brick built with a highly articulated facade with full height bays and balconies with ornate iron railings. The roofline is also highly articulated as the two central blocks have stucco Flemish gables and all blocks have prominent chimneys. The facades are further enlivened with a variety of stucco architraves, some with capitals and some with semi-circular ornate aprons.

7.20 The view into Dalling Road is lined by an impressive row of mature street trees with full canopies. These largely screen from view the terrace at 128 to 132 and 134 to 142 Dalling Road (Buildings of Merit). Views into the adjoining Ravenscourt & Starch Green Conservation Area are revealed in the distance.

7. Brackenbury Primary School from Dalling Road



View from Brackenbury Primary School from Dalling Road.

7.21 The viewpoint is from the east side of Dalling Road, outside no. 220, focusing on Brackenbury Primary School (Building of Merit). This is a short range view with a specific building forming the focal point. From this viewpoint the principle elevation and the southwest elevations are visible. Other views of the school are available in the area and the most significant of these are included in this section.

7.22 From this viewpoint the principal three storey elevation of the school onto Dalling Road can be viewed in its entirety with steep gabled roof, central cupola and tall chimneys creating a highly articulated roof line. The fenestration features vertically aligned windows. The brick built façade is further articulated by setting the end bays and gables slightly forward, pillars in the brickwork in red brick, string courses and arches above windows in the end gables.

7.23 The southwest elevation is also visible above the school wall. This features smaller windows with a pair of arched head windows adding variety to the fenestration pattern. The four storey tower element on the corner is imposing with its elevated roofline and bank of chimneys. The facades feature far fewer windows than the rest of the building but attractive brick string courses and red bricks coordinate the treatment with the main section.

8. Dalling Road to Brackenbury School from Wellesley Avenue



View from Dalling Road to Brackenbury School from Wellesley Avenue.

7.24 The viewpoint is from outside 155 Dalling Road which is just outside the conservation area, but looking into it along the length of Dalling Road. The street curves to the northeast and its termination point is obscured by tree canopies.

7.25 The west side of the view is framed by the mature garden boundaries of houses on Dalling Road. Substantial three storey Victorian brick built houses occupy the centre of the view and are partially obscured by trees. The east side of the view is framed by a gently curving terrace of three storey brick built premises with accommodation above shopfronts.

7.26 The tower on Brackenbury School (Building of Merit) is prominent above the trees and houses that terminate the view. Its steep pitched roof, rear gable and wide fluted chimney are clearly visible, forming an attractive composition of elements and an important local landmark and aide to legibility.

9. Benbow Road corner of Agate Road



View from Benbow Road corner of Agate Road.

7.27 The viewpoint is outside no. 5 Benbow Road. The view is linear and channelled by two and three storey brick built terraced houses with raised ground floors, stucco bays and semi-basements. The termination of the view is on Brackenbury Road where more three storey bay fronted houses line the street. Above the roofs and behind the houses, the gabled roof line of Brackenbury School (Building of Merit) is very prominent and the cupola, a tall chimney and the roof of the four storey tower are clearly visible. A mature tree to the right obscures some of the school roof and softens the view.

10. Church Hall Iffley Road from Hebron Road



View of the Church Hall on Iffley Road from Hebron Road.

7.28 The viewpoint is from the east end of Hebron Road where it meets Agate Road. The view is linear and enclosed by two storey, double height, bay fronted, brick built terraced houses and tall mature trees that create a strong sense of enclosure and narrow the view.

7.29 The striking elevation of 41 Iffley Road, the former Mission Hall (Grade II listed), is glimpsed between the trees in the summer view and is more apparent in the winter view. The façade is revealed in more detail as one progresses towards it along Hebron Road. The street elevation features an arrangement of paired windows in three bays set within a steep Flemish gable. The white stucco façade and ornate details within it provide a strong contrast and element of surprise compared to the surrounding brick built, bay fronted terraced houses.

11. Church Hall Iffley Road



View of Church Hall on Iffley Road.

7.30 The viewpoint is from the east side of Iffley Road looking south with the former St. John's Mission Hall (Grade II listed) forming the focal point of the view.

7.31 The view is looking at the gently curving west side of Iffley Road with its terrace of two storey brick built houses which feature double height brick and stucco bays. The termination point is obscured by a large tree canopy in the middle ground.

7.32 The Church Hall with its white stucco façade with ornate details and tall windows stands out as a striking contrast to the surrounding terrace in terms of style and materials. The street elevation features an arrangement of paired windows in three bays set within a steep Flemish gable.

12. Godolphin and Latymer School from Cambridge Grove



View of Godolphin and Latymer School from Cambridge Grove.

7.33 The viewpoint is outside no. 37 Cambridge Grove although other viewpoints are available in the street. The focus of the view is the Stonemasons Arms Public House on the corner of Glenthorne Road and Cambridge Gardens (Building of Merit). This three storey brick built corner building has pillars with capitals at the first floor supporting arched architraves around arch headed windows. A heavy cornice above this supports the top of the building which has small windows set below a stucco parapet. The terrace to its right, nos. 40 to 52 Cambridge Grove (Buildings of Merit), consists of three storey brick built houses with tall first floor windows, stuccoed ground floors and cornices with a stucco parapet.

7.34 The cast iron railings (not shown) that are a key character component of this street are visible in the foreground above the road which falls away to the south.

7.35 The spire of the former church (Grade II* listed), now part of Godolphin and Latymer School, is prominent above the public house. To its left, mature trees that enclose the south end of the school site screen the view into Cambridge Grove.

13. Godolphin and Latymer School from Glenthorne Road and Iffley Road corner



View of Godolphin and Latymer School from the corner of Glenthorne Road and Iffley Road.

7.36 The viewpoint is from the corner of Glenthorne Road and Iffley Road looking towards the eastern façade of the former church (Grade II* listed) and the southern façade of the school buildings forming part of the Godolphin and Latymer School (Grade II listed). The view of the buildings is highly screened by the mature trees in the school grounds around the former church. The leafy enclosure is a unique feature of the character of this small part of the conservation area, being part of the original garden that fronted the school in 1861, and is in contrast to the rest of the school site to the north.

14. Godolphin and Latymer School from Iffley Road



View of Godolphin and Latymer School from Iffley Road.

7.37 The viewpoint is on the east side of Iffley Road outside no. 8 looking northwest. It is a close range view, through the railings and into the courtyard of Godolphin and Latymer School (Grade II listed). Other viewpoints of the school buildings are available along Iffley Road.

7.38 The view is well defined due to all of the gables on both elevations, the tall chimney and the highly articulated roof line. Some of the gable windows feature oculi and Y tracery in the stonework. Both fleches on the steep main roof are visible in this view.

15. Glenthorne Road into Cambridge Grove



View of Godolphin and Latymer School from Iffley Road.

7.39 The viewpoint is on the north side of Glenthorne Road looking south into Cambridge Grove. The view is linear and enclosed by three storey buildings on both sides of the street.

7.40 On the east side of Cambridge Grove, the entrance to the street is framed by the three storey brick built Stonemasons Arms Public House (Building of Merit) which has pillars with capitals at the first floor supporting arched architraves around arch headed windows. A heavy cornice above this supports the top of the building which has small windows set below a stucco parapet on the Cambridge Grove facade. The adjacent terrace, nos. 40 to 52 Cambridge Grove (Buildings of Merit), consists of three storey brick built houses with tall first floor windows, stuccoed ground floors and cornices with a stucco parapet. The facades are partially screened by tall columnar trees in some front gardens.

7.41 On the west corner of the Cambridge Grove, the entrance to the street is framed by a modern three storey building and a terrace of modern three storey houses beyond it.

7.42 A distinctive feature of the street is the railway viaduct which cuts through it, perpendicular and at a high level. The road slopes downwards under the bridge and the pedestrian footpaths on either side have the appearance of elevated walkways lined with ornate iron railings.

7.43 The south end of the street, where the road rises to its junction with King Street, can be seen under the railway viaduct in the distance.

16. Cambridge Grove towards Glenthorne Road



View of Cambridge Grove towards Glenthorne Road.

7.44 The viewpoint is outside no. 5 on the west side of Cambridge Grove looking north along the street towards the railway viaduct and Glenthorne Road. The view is linear and enclosed by three storey buildings on both sides of the street. Other viewpoints are available within the street.

7.45 A distinctive feature of the street is the railway viaduct which cuts through it, perpendicular and at a high level. The road slopes downwards under the bridge and the pedestrian footpaths on either side have the appearance of elevated walkways above the road, lined with ornate iron railings.

7.46 The north end of the street, where the road rises to its junction with Glenthorne Road, can be seen under the railway viaduct in the distance.

7.47 The spire of the former church (Grade II* listed) which is now part of Godolphin and Latymer School is a highly visible focal point above the rooflines of the houses that lay on Cambridge Grove to the north of the railway viaduct. The mature trees that line the school perimeter are prominent in the centre of the view next to the spire.

7.48 The east side of the street is enclosed by Clarence Court, a modern, undistinguished three storey building (not shown) outside the conservation area. This is adjacent to a terrace containing nos. 14 to 22 Cambridge Grove (Buildings of Merit). These are three storey brick built houses and some take the form of paired villas and have stucco facades. Others have brick facades above rendered ground floors with heavy cornices and parapets above.

7.49 The west side of the road is enclosed by a terrace which includes nos. 1 to 15 Cambridge Grove (Buildings of Merit). These are three storey brick built houses and some take the paired villa form and have stucco facades and shallow pitched roofs. Others have brick facades above rendered ground floors with heavy cornices and parapets above.

17. Glenthorne Road corner with Leamore Street



View towards Hammersmith Grove from the corner of Glenthorne Road and Leamore Street.

7.50 The viewpoint is from the corner of Leamore Street and Glenthorne Road. The view is looking East along Glenthorne Road and terminates on Hammersmith Grove.

7.51 On the left hand side is the former church yard of the Grade II* Listed, St. John the Evangelist Church (now part of Godolphin and Latymer School). The boundary is lined with railings and hedges and a brick wall with large mature trees within its perimeter. In the distance are brick buildings within the school that are Grade II Listed. Terraced brick Victorian houses on Iffley Road can also be glimpsed. In the centre view, large three storey Victorian houses with semi-basements and deep front gardens line the north side of the street. A new, set back five storey building under construction can be seen under scaffolding on the site of nos. 28 to 36. A row of mature street trees provide high level screening for buildings behind them.

7.52 On the south side of the street the view is of buildings outside the conservation area that mark the transition to Hammersmith Town Centre. The first phase of Sovereign Court emerges above the site hoarding. The closest point of the façade is five storeys in height and is set back from the plot boundary. There is an abrupt jump in scale up to the taller, panel clad, 10/11 storey part of the building that rises on the corner of Beadon Road. Beyond that, the height of buildings drops to Britannia House and the Triangle Building which is a modern building of six storeys with a recessive seventh floor. No. 12 Hammersmith Grove and its 11 storey modern glazed façade, terminates the view.

18. Glenthorne Road corner with Studland Street



View looking east along Glenthorne Road from Studland Street.

7.53 The viewpoint is from the corner of Studland Street and Glenthorne Road. The direction of the view is looking east along Glenthorne Road and the view is linear.

7.54 On the immediate left of the view are two storey mid-18th Century terraced premises, nos. 108 to 116 which are Buildings of Merit on the Local List. These have original timber shopfronts and stucco facades above. Beyond that are two and three storey Victorian buildings lining the back edge of the pavement. Nos. 96 to 106 have shallow front gardens. The view on this side of the street is terminated by the Grade II* Listed St. John the Evangelist Church which is yellow brick with stone dressings.

7.55 On the south side of the street are Clifton Cottages which are brick built with later addition mansard roofs. Some of which are original terraced houses built in 1860 and are Buildings of Merit on the Local List. Beyond the mature columnar tree is a modern brick terrace of two and three storey houses. Two new apartment buildings occupy the centre of the view, nos. 77 to 89 and Gooch House. These brick and painted render buildings both step down in height towards the street so that the mass of upper floors is recessive in the view. Beyond the flank wall of the Victorian house no. 59, no. 12 Hammersmith Grove (outside of the Conservation Area) terminates the view. This modern glazed office building steps up from eight to 11 storeys on its west façade onto Hammersmith Grove. Mature trees on the north side of the street obscure the far end of Glenthorne Road.

8.0 OTHER RELEVANT DOCUMENTS

An Historical and Topographical Account of Fulham: Including the Hamlet of Hammersmith. Thomas Faulkner 1813.

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Hammersmith and Shepherds Bush Past: Barbara Denny, published by Historical Publications, 1995 reprinted 2000.

A School of Dolphins: The History of Godolphin and Latymer School by Sally Holloway, published by the Book Guild Ltd, Sussex, England, 1995.

London Terrace Houses 1660-1860: A Guide to Alterations and Extensions; English Heritage, February 1996.

British Standard: BS 7913: 1998: Guide to the Principles of the Conservation of Historic Buildings.

Streets For All: A Guide to the Management of London's Streets; English Heritage, March 2000.

Power of Place: The Future of the Historic Environment; English Heritage, December 2000.

Building in Context: New Development in Historic Areas; CABE, 2001.

Building Regulations and Historic Buildings: Balancing the needs for energy conservation with those of building conservation: an Interim Guidance Note on the application of Part L; English Heritage, September 2002.

Hammersmith and Fulham Pubs; Chris Amies; one of the Images of London series; Tempus Publishing, 2004.

Street Smart: A Guide to Designing & Maintaining the Streetscape; London Borough of Hammersmith & Fulham, Summer 2005.

Conservation Principles: For the Sustainable Management of the Historic Environment; English Heritage, February 2006.

The London Plan: Spatial Development Strategy for Greater London; Greater London Authority, July 2011. Consolidated with alterations, March 2015.

National Planning Policy Framework; Department for Communities and Local Government, March 2012.

Good Practice Guide for Local Heritage Listing; English Heritage, May 2012.

Development Management Local Plan; London Borough of Hammersmith & Fulham, July 2013.

Planning Guidance Supplementary Planning Document; London Borough of Hammersmith & Fulham, July 2013.

Bradmore Conservation Area Character Profile

Traditional Windows: Their Care, Repair and Upgrading; English Heritage, September 2014.

Historic Environment Good Practice Advice in Planning: 3: The Setting of Historic Assets; Historic England, March 2015.

Conservation Area Designation, Appraisal and Management; Historic England, February 2016.

Making Changes to Heritage Assets; Historic England, February 2016.

9.0 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA

Building; Grade

Glenthorne Road W.6

Former Church of St. John the Evangelist (1857-9 William Butterfield); II*

South Chapel (1898 J F Bentley)

Iffley Road W.6

St. John's Vicarage incl garden wall (1864-6 William Butterfield); II

Godolphin and Latymer School (1861, ext 1905, Charles H Cook); II

41 St. John's Hall, a former mission hall (1883-4, H R Gough); II

10.0 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Aldensley Road W.6

57 Andover Arms PH

Cambridge Grove W.6

1 – 11 odd; 13 – 15; 14; 16 – 22; 40; 42 – 52; 71 Cambridge Arms PH aka Stonemasons Arms

Dalling Road W.6

115 Thatched Cottage PH; Evangelical Church aka Hammersmith Christian Fellowship; Brackenbury Primary School

Glenthorne Road W.6

108 – 116 even; 121 – 125 odd (Clifton Cottages)

Redmore Road W.6

40 New Testament Church of God

11.0 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

11.1 Planning permission is needed for most forms of development, including many building alterations. However, in order to prevent unnecessary interference in more straightforward work the "Town and Country Planning (General Permitted Development) Order 1995" grants a general planning permission for some types of development, including some alterations to dwelling houses. Because even these more simple developments can harm the character and appearance of a conservation area, Local Planning Authorities can remove these permitted development rights. This is done by the Council making a Direction under Article 4 of the General Permitted Development Order. The following directions are in force within this conservation area:

Bradmore No. 1 (6th October 1980)

11.2 Restricts the following works from being undertaken as permitted development, and planning permission will be required for:

"The erection of any structure at ground or first floor level at the rear of the main building wall"

40 – 50 (even) Atwood Road

6 – 32 (even) Leamore Street

3 & 5, 36 – 50 (even) Perrers Road

2 – 28 (even) & 9 – 27 (odd) Redmore Road

3 – 15 (odd) Studland Street (*not in this CA*)

50 – 54 (even) Studland Street

Bradmore No. 2 (6th October 1980)

11.3 Restrictions as described at No. 1 above.

32 – 50 (even) Brackenbury Road

1, 1A, 1B, 3 & 5 Carthew Road

Bradmore No. 3 (1st November 1983)

11.4 Restrictions as described at No. 1 above.

1 – 5, 17 – 23 (odd) Atwood Road

18 – 30 (even) Atwood Road

8 – 40 (even) Raynham Road

19 – 45 (odd) Raynham Road

1 – 7 (odd) Redmore Road

39 – 47 (odd) Studland Street

20 – 30 (even) Studland Street (*not in this CA*)

12.0 TREE PRESERVATION ORDERS

12.1 There are several protected trees in the Bradmore Conservation Area, most of which are located around the Glenthorne Road entrance to the Godolphin & Latymer School and along Cambridge Grove. Further inquiries about Tree Preservation Orders should be directed to Hammersmith and Fulham's Urban Design and Conservation department.

13.0 GLOSSARY

Architrave: A strip or moulding used to cover the joint between a frame and a wall, around a door or window frame; the lowest of the three sections of an entablature in classical architecture.

Apron: mainly rectangular projecting section of brickwork often found below a window.

Baluster: A pillar or column supporting a handrail or coping, a series forming a balustrade.

Barge board: A board fixed to the projecting end of a roof over a gable, usually in pairs, one to each slope.

Bays: Compartments into which the nave or roof of a building is divided. The term is also used for projecting windows.

Bow window: Similar to a bay window but curved in plan.

Bracket: A projecting support. In brickwork or masonry it could be called a Corbel.

Building line: The main mass of a building as defined by its facades.

Canopy: A roof-like projection over a door or window; a hood.

Capital: The head or crowning feature of a column.

Cill/Sill: A slab of stone or wood at the base of a window or door opening giving protection to the wall beneath.

Colonnade: A series of columns.

Console: An ornamental bracket.

Corbel: A projection from a wall, often in brick, iron, wood or stone, which provides support for a beam or roof truss. Sometimes decorated.

Corinthian: The Corinthian is the most ornate of the three main orders of classical Greek architecture, characterized by slender fluted columns and elaborate flared capitals decorated with acanthus leaves and scrolls. There are many variations.

Cornice: Projecting horizontal moulding. There are many variations in design. Usually placed on the parapet, at the top of bays or on the entrance entablature.

Curtilage: The total land area attached to a dwelling house.

Dentils: A row of small rectangular blocks forming part of the bed mould of a cornice.

Doric: The Doric is the oldest and simplest of the three main orders of classical Greek architecture, consisting typically of a channelled column with no base. The capital takes a simple circular form supporting a square abacus.

Dormer: A window in a sloping roof, usually that of a sleeping-apartment, hence the name.

Eaves: The lower part of a roof projecting beyond the face of the wall.

Entablature: The upper part of an Order of architecture, comprising architrave, frieze and cornice, supported by a colonnade.

Façade: The face or elevation of a building.

Fascia: The wide board over a shop front.

Finial: The upper portion of a pinnacle, bench end or other architectural feature.

Gable: The triangular portion of a wall, between the enclosing lines of a sloping roof. In Classic architecture it is called a pediment.

Gault bricks: gault clays are often heavy and tough, but contain enough chalk to make the bricks pale yellow or white when burnt. In their uncleaned state they often look grey.

Gibbs surround: A surround of a door, window, or niche consisting of large blocks of stone interrupting the architrave, usually with a triple keystone at the top set under a pediment. It is named after the architect James Gibb (1682-1754).

Glazing bar: A thin rebated wood b& which divides a large window into smaller lights.

Hipped gable: A roof which is hipped at the upper part of its end but has a part gable below the hip.

Hipped roof: A roof which is sloped at its ends as well as on the sides.

Ionic: The Ionic order is lighter, more elegant, than the Doric, with slim columns, generally fluted. It is principally distinguished by the volutes of its capitals.

Light: One window as bounded by the mullions and transoms and sometimes itself divided into several panes.

Lintel: The beam spanning the opening of a window or doorway. It may be wood, concrete, stone or steel.

Mansard roof: A roof with steep lower slope and flatter upper portion, named after Mansart. Also known as 'gambrel' roof.

Modillion: a projecting console bracket under the corona of the Corinthian and Composite orders.

Order: An Order in architecture comprises a column, with base (usually), shaft, and capital, the whole supporting an entablature. The Greeks recognised three Orders: Doric, Ionic and Corinthian. The Romans added the Tuscan and the Composite (later known as Roman), while using the Greek Orders in modified form.

Pantile: A shaped clay tile with a double curve across its width from concave on one side to convex on the other so that it overlaps the tile adjoining it on the side.

Parapet: The portion of wall above the roof gutter, sometimes battlemented; also applied to the same feature, rising breast high, in balconies, platforms and bridges.

Party wall: A wall separating two adjoining buildings and common to them.

Pediment: In Classic architecture, a triangular piece of wall above the entablature, enclosed by raking cornices. In Renaissance architecture used for any roof end, whether triangular, broken or semi-circular. In Gothic such features are known as gables.

Pilaster: A rectangular feature in the shape of a pillar, but projecting only about one-sixth of its breadth from a wall, and the same design as the Order with which it is used.

Porch: A roofed projecting structure to give protection against the weather to an entrance.

Quoin: A term generally applied to the cornerstones at the angles of a building and hence to the angle itself.

Ridge tile: A tile for covering the ridge of a roof: commonly of half-round or angular section.

Rustication: A method of forming stonework with roughened surfaces and recessed joints, principally employed in Renaissance buildings.

Sash: The sliding light of a sash window.

Semi-basement: A storey set halfway below ground level below the ground floor storey of a property.

Stock brick: The most commonly used brick in the district at any given time. In London mostly yellow or red stock bricks were used. Also the gault brick can be found in parts of Hammersmith.

Storey: The part of a building between each floor level and the floor above it.

String course: A decorative or slightly projecting horizontal band of brickwork or stone in the external face of a wall.

Stucco: A fine quality of plaster, much used in Roman and Renaissance architecture for ornamental modelled work in low relief. In England, it was extensively employed in the late 18th and early 19th Century as an economical medium for the modelling of external features, in lieu of stone.

Terracotta: Clay material moulded and burnt and used for features such as cornices, vases etc. Can be used with or without a glazed finish.

Voussoirs: The wedge-shaped stones or bricks of an arch.

Volute: The scroll or spiral occurring in Ionic, Corinthian and Composite capitals.



**LAKESIDE / SINCLAIR / BLYTHE ROAD
CONSERVATION AREA**

**CONSERVATION AREA CHARACTER PROFILE
CONSERVATION AREA No. 36**

FORWARD

The London Borough of Hammersmith and Fulham is fortunate to have 44 conservation areas covering almost half of the Borough. These have been designated in recognition of the importance of the architectural and historic interest of our Borough. As Deputy for Environment, Transport and Residents Services, I am committed to the preservation and enhancement of these areas with the help of residents and local groups, so that they continue to enhance the quality of life in the Borough and so that they survive as good examples of our heritage for future generations.

This Character Profile describes the special character of the Lakeside / Sinclair / Blythe Road Conservation Area, identifying interesting historical facts, identifying notable structures, the special importance of its townscape value, and showing how buildings, open spaces and the public realm can work together to create an environment worthy of protection.

I would like to thank all local groups and individuals who have helped to prepare this profile.

Through the consultation process the documents have evolved to represent not only Officers' assessment of the conservation area, but those of the local amenity societies and residents groups active in the area. I hope these profiles will now provide extra assistance in the stewardship and preservation of what is best in the Borough.

Cllr Wesley Harcourt

Deputy for Environment, Transport & Residents Services



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1.0 INTRODUCTION

1.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:

“Every local authority shall from time to time determine which parts of their area are areas of special architectural and historic interest the character or appearance of which it is desirable to preserve or enhance, and shall designate those areas as conservation areas”

The Borough has designated 44 such areas since 1971, of which the Lakeside / Sinclair / Blythe Road Conservation Area is one.

1.2 Under Section 71 of the Act, once an area has been designated:

“It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas”

1.3 This document is called a Conservation Area Character Profile (CACP). The CACP is an appraisal which aims to give a clear assessment of the special interest, character, and appearance which justified the designation of the area as a conservation area. It also includes some broad design guidelines which will aid all concerned in their efforts to preserve or enhance the character of the conservation area.

1.4 It is intended that each CACP document will provide a sound basis, defensible on appeal, for development plan policies and development control decisions, and for the guidance of residents and developers.

1.5 The CACP's will support the main heritage policies in the Council's statutory Local Plan and supplementary planning documents.

1.6 Government guidance on heritage matters is set out in the National Planning Policy Framework. The overarching aim is that the historic environment and its heritage assets should be conserved in a manner appropriate to their significance and enjoyed for the quality of life they bring to this and future generations (see Core Planning Principles, paragraph 17). In Section 12 of the NPPF, entitled “Conserving and enhancing the historic environment” it states in paragraph 129:

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of the heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.”

1.7 The London Plan reinforces these principles in Policy 7.8 which includes the following:

- A. London's heritage assets and historic environment, including listed buildings, registered historic parks and gardens and other natural and historic landscapes, conservation areas, World Heritage Sites, registered battlefields, scheduled monuments, archaeological remains and memorials should be identified, so that the desirability of

sustaining and enhancing their significance and of utilising their positive role in place shaping can be taken into account.

- C. Development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate.
- D. Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

1.8 Historic England in their document “Conservation Area Designation, Appraisal and Management” support the need for considered advice and recognise the benefits of character appraisal as a tool to demonstrate an area’s special interest and to enable greater understanding and articulation of its character which can be used to develop a robust policy framework for planning decisions.

1.9 The designation of an area as a conservation area has other benefits beyond the protection of buildings and the design of an area. It enables other policies such as smarter streets and biodiversity to be developed for the conservation area, and acts as a focus for the formation and development of Residents Associations and Neighbourhood Watch.

1.10 So, in line with the guidance given by both the Government and Historic England, this Conservation Area Character Profile will aim to define the character and appearance of the conservation area on the basis of an analysis of all or some of the following criteria:

- Origins and development of the street patterns;
- Archaeological significance and potential of the area, including any scheduled ancient monuments;
- Architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution they make to the special interest of the area;
- Character and hierarchy of spaces, and townscape quality;
- Prevalent and traditional building materials, walls and surfaces;
- Contribution made to the character of the area, and to biodiversity, by green spaces, trees, hedges, and other natural or cultivated elements;
- Prevailing (or former) uses within the area and their historic patronage, and the influence of these on the plan form and building types;
- Relationship of the built environment to landscape/townscape including definition of significant landmarks, vistas and panoramas, where appropriate;
- Extent of any loss, intrusion, or damage that has occurred since designation;
- Existence of any opportunity sites; and
- Unlisted buildings which make a positive contribution to the conservation area according to Historic England’s criteria.

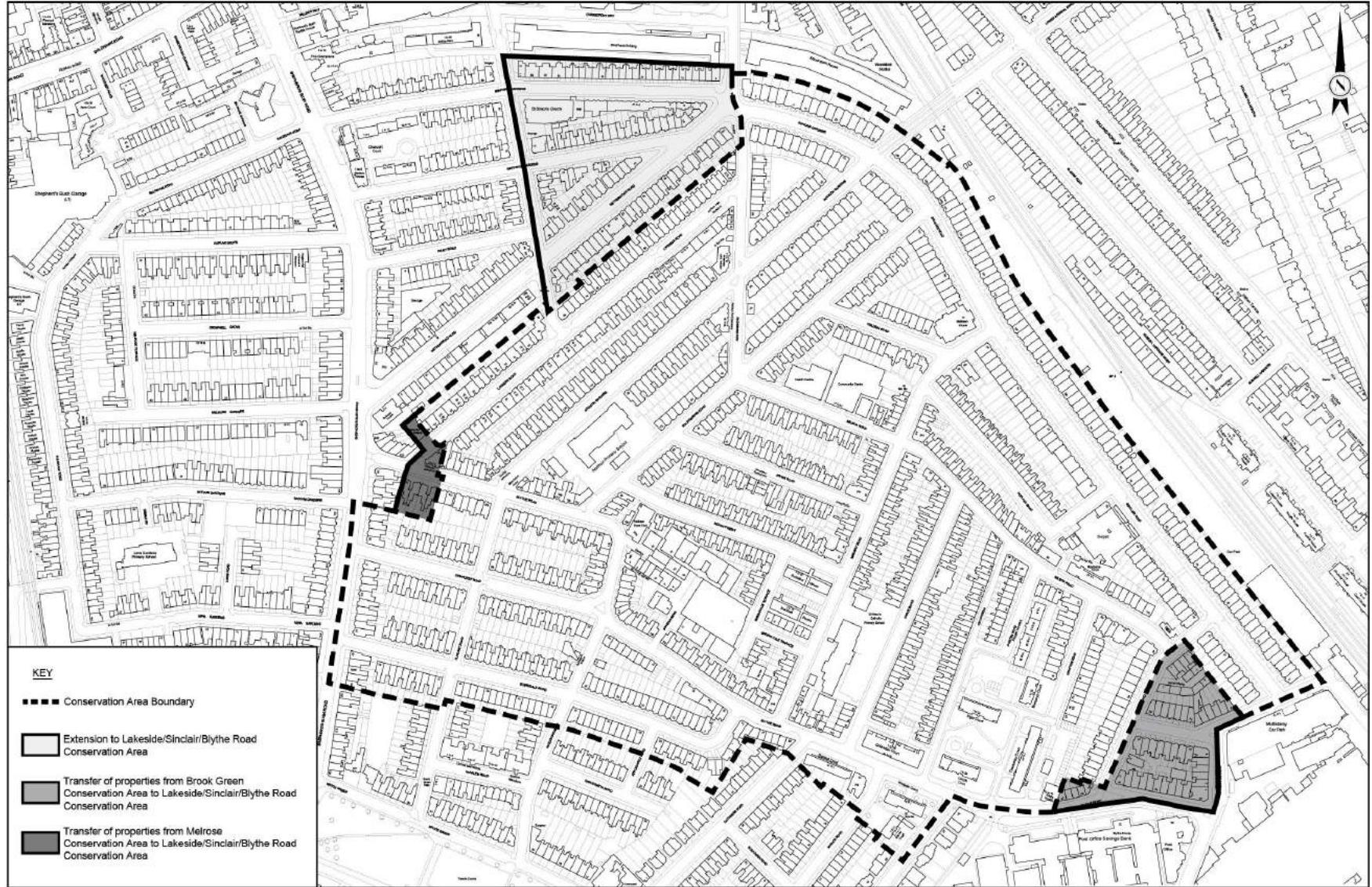
2.0 DESIGNATION

2.1 The Lakeside / Sinclair / Blythe Road Conservation Area was initially designated on 17th January 1990, and extended as part of a review of boundaries on 18th November 1991. Following a further review, a further extension and the transfer in of some properties from two adjacent conservation areas was approved in 2017.

3.0 PROPOSED CONSERVATION AREA BOUNDARY

3.1 The proposed conservation area boundary including the proposed extension and transfer in of some properties from two adjacent conservation areas can be seen on the following plan. The draft Conservation Area Character Profile includes an assessment of the significance of both the proposed extension and the areas proposed to be transferred in from adjacent conservation areas.

3.2 The conservation area is adjoined by the Melrose Conservation Area to the west, the Brook Green Conservation Area to the southwest, and the Olympia & Avonmore Conservation Area to the south.

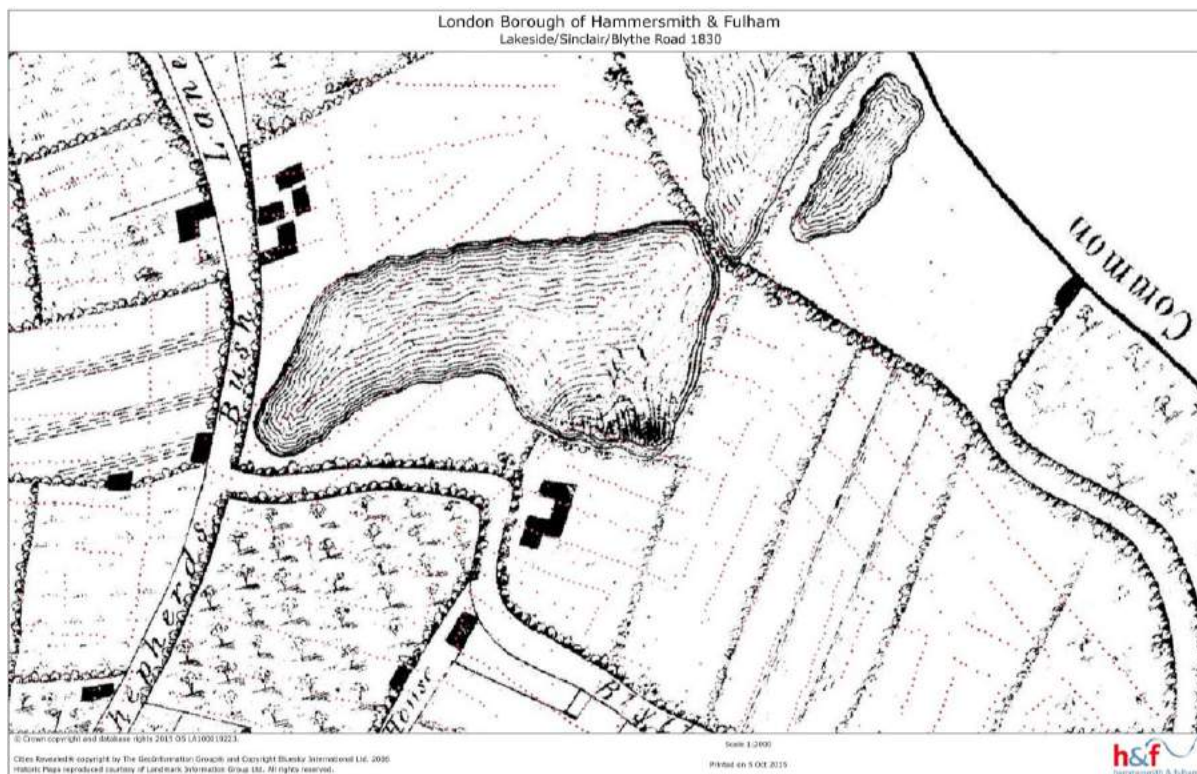


Conservation Area Boundary

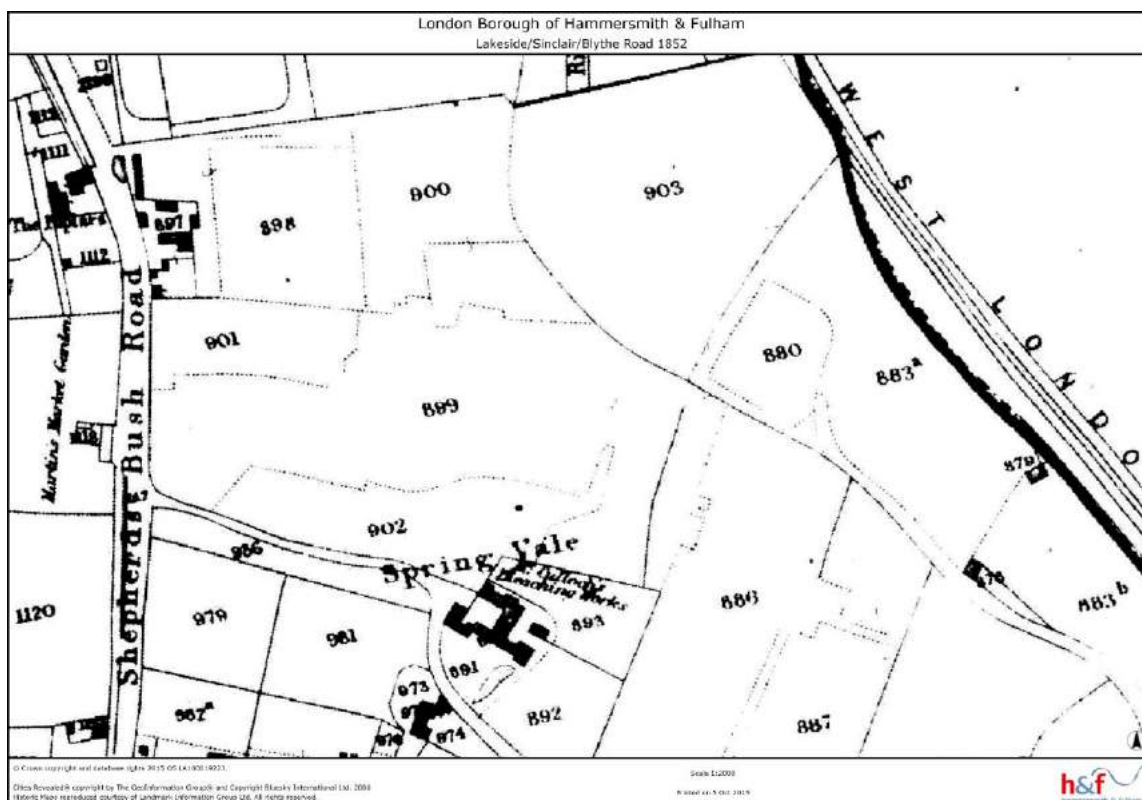
Lakeside / Sinclair / Blythe Road Conservation Area Character Profile

4.0 BRIEF HISTORY OF THE CONSERVATION AREA

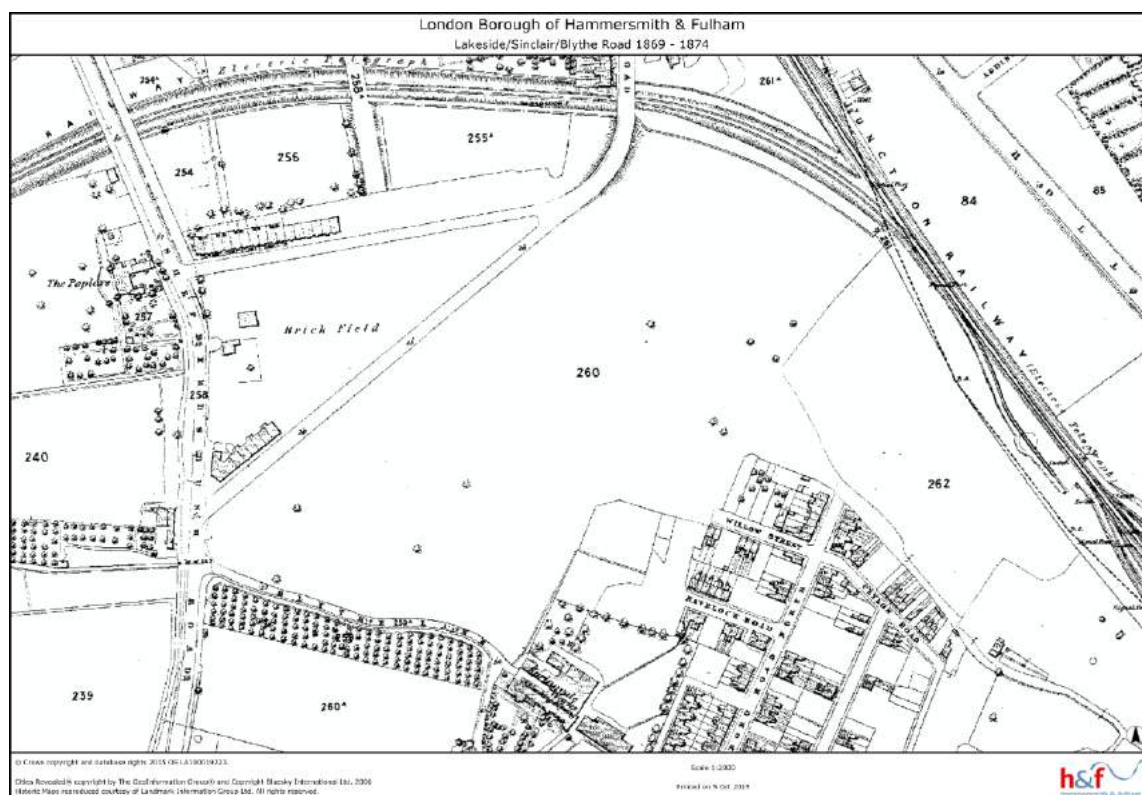
4.1 The area covered by this conservation area developed rapidly from the late 1870's and had the form that now exists by the end of the 19th Century. Prior to the building boom after the development of the railways, as historic maps show, the area was given over to brickfields used by local builders, market gardening and some agriculture.



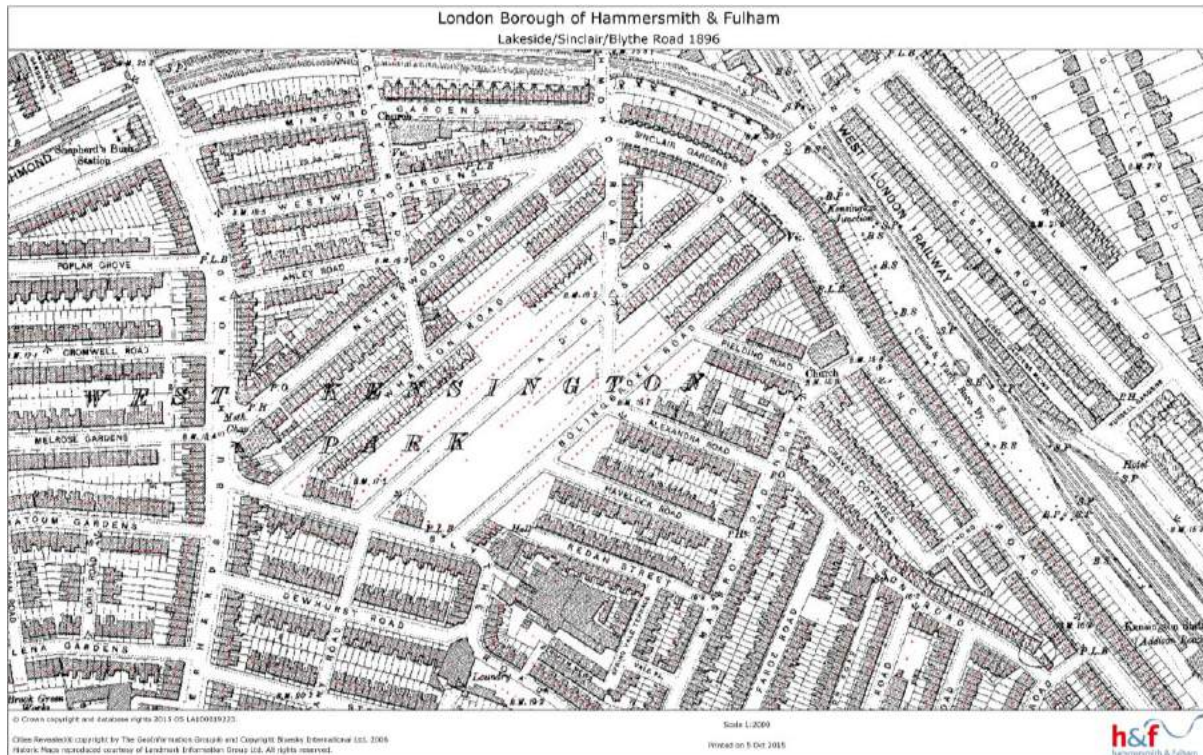
Part of the conservation area as it appeared in 1830 shows brickfields used for local building (the dots show the present day street pattern). Shepherds Bush Lane is now called Shepherds Bush Road, and the lane coming off it, with its distinctive curve, is where Blythe Road is found today. Other than providing material for bricks, the land was mainly put to agriculture and the growing of fruit.



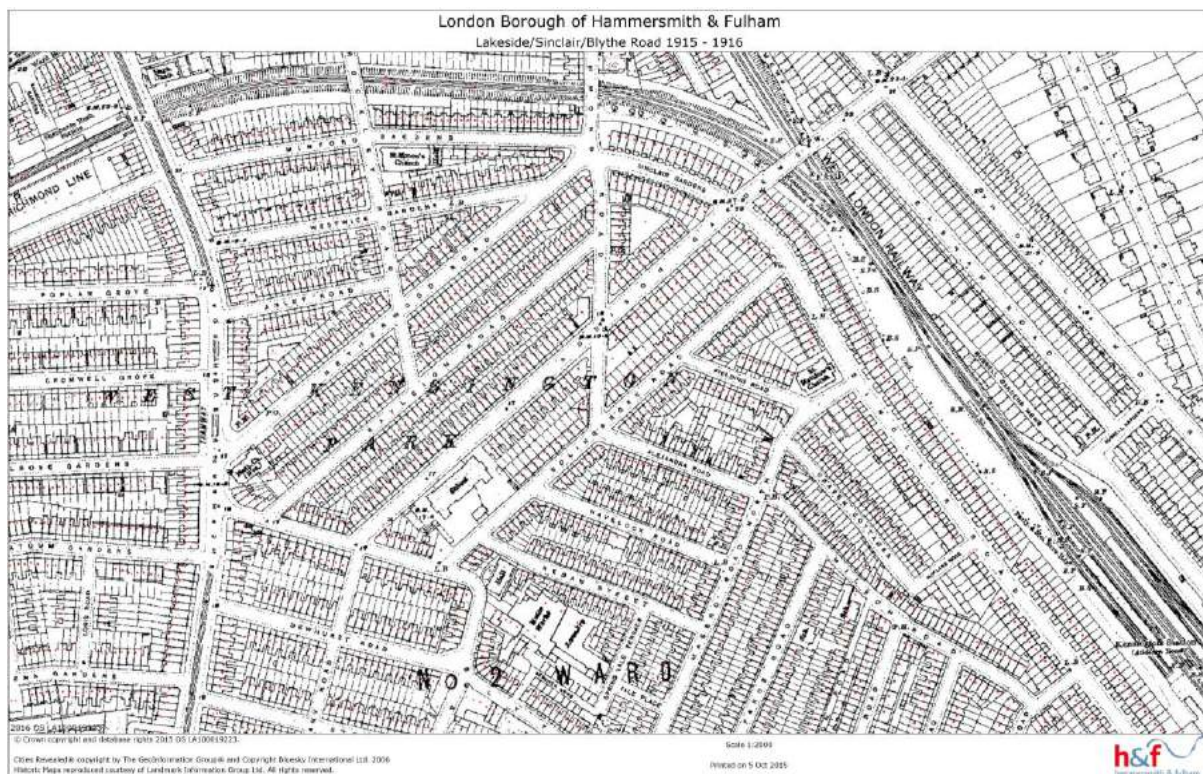
The conservation area in 1852; the field pattern indicates the predominance of agriculture. The West London Railway line has by now been built, and is the harbinger of the major house building that will follow in the area.



The conservation area in 1869-1874 shows development appearing from the south, the brickfields for local building are indicated in the centre of the map, adjoining Shepherd's Bush Road. The unbuilt land is still put to agricultural use and fruit growing. Orchards line Blythe Road, and the first few houses in the area that is now around Redan Street have been built.



However by 1896 the Victorian building boom has taken over. There are a number street names that no longer exist, for example Wharton Road is now called Lakeside Road, Alexandra Road has been subsumed into Milson Road, and Havelock Road is now called Irving Road, while Craven Cottages are now Hofland Road (although the cottages themselves still exist).



The area is complete by the beginning of the 20th Century, as shown in this map of 1915-16.

4.2 Bomb damage during World War II led to substantial redevelopment in the post-war period around Ceylon Road / Porten Road / Gratton Road / Milson Road and Blythe Road where the damage was most extensive. Bombing destroyed many houses in this area and severely damaged others, rendering them beyond repair.



Aerial photograph 1934. Terraces intact prior to World War II bombing.



Aerial photograph 1944. The most severely damaged areas around Gratton Road/Porten Road and Milson Road are highlighted.

5.0 CHARACTER AND APPEARANCE

5.1 The conservation area is predominantly a Victorian residential area. Pevsner describes the area as “decent streets of West Kensington stucco” (Buildings of England: London 3: Northwest). It also benefits from some distinctive local shops and eateries, some with good shopfronts, on the junction of Milson Road and Masbro Road; on Blythe Road around the junction with Masbro Road and Sterndale Road; Blythe Road with Dunsany Road and Addison Gardens; and on Richmond Way between Lakeside Road and Sinclair Road. The conservation area also has some good examples of public house architecture such as the Bird in Hand and the Havelock Tavern both on Masbro Road.

5.2 The conservation area can be split into sub areas for the purposes of the character assessment in order to distinguish areas of similar character and similar periods of development as shown on the following plan. They are defined as:

Sub Area 1. Lakeside Road – Minford Gardens

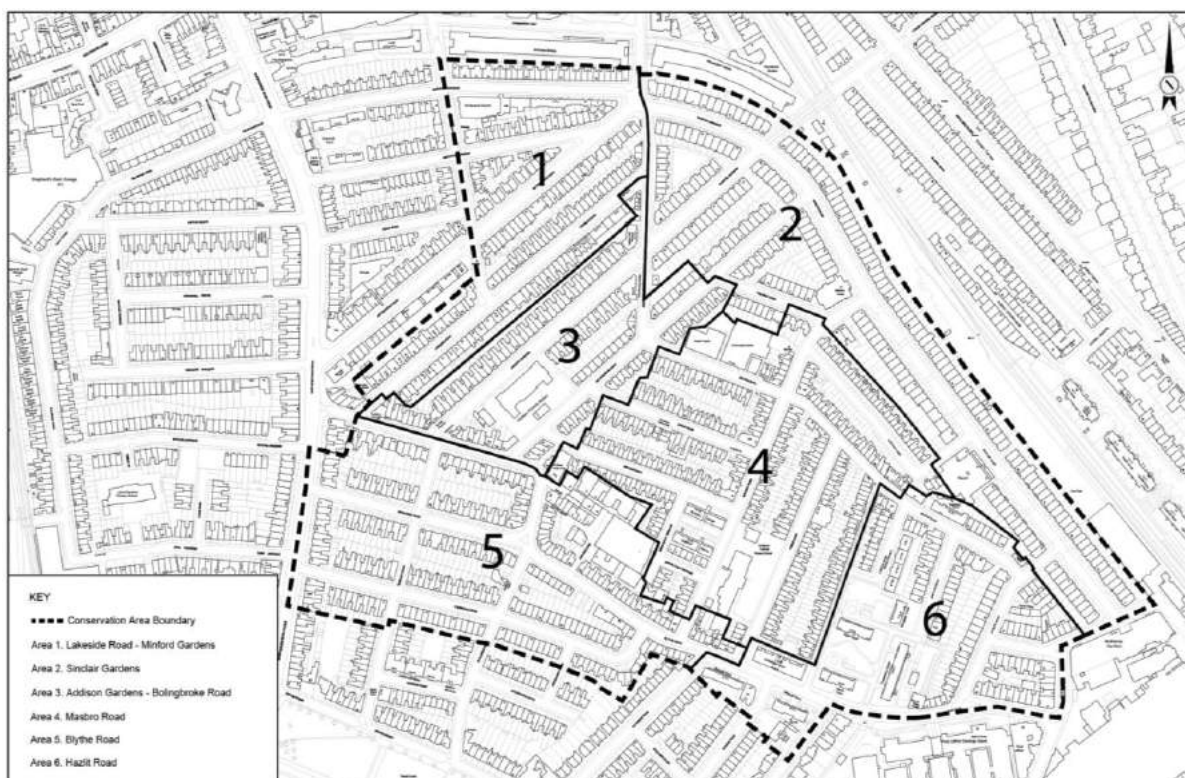
Sub Area 2. Sinclair Road

Sub Area 3. Addison Gardens – Bolingbroke Road

Sub Area 4. Masbro Road

Sub Area 5. Blythe Road (West)

Sub Area 6. Hazlitt Road



Conservation Area Boundary and Sub Areas

Sub Area 1. Lakeside Road – Minford Gardens

5.3 Brick type, scale and architectural detail define this sub area. Most of the terraced houses are built from gault brick and they are predominantly three storeys or three storeys plus basement. There are only a few two storey houses here. Grade II listed St. Simon's Church is a local landmark that is visible from all of the streets in the area.

Lakeside Road

5.4 Lakeside Road is predominantly lined by imposing terraced buildings of three storeys with semi-basements but towards the northern end it does contain some two to three storey terraced houses and modern four storey blocks of apartments. The street contains very few trees but there are three significant clusters of tall street trees of mixed species which are planted around build outs in the kerb line and which have the effect of subdividing the street. The most significant cluster occurs at the junction with Rockley Road and frames and softens the node.

5.5 Nos. 1 to 9 and 11 to 15 are modern four storey buildings which only contribute to the character of the street by way of their scale.

5.6 Nos. 17 to 23 is a terrace of four storey red brick houses with semi-basements. No. 23 has a triple height canted bay whilst the three other houses in the terrace have very minimal bay projections from the front façade. A key feature of these buildings is the window sills which are joined by string courses to create a continuous effect along the terrace. These are supported by corbels at first and second floor level. This has the effect of a continuous string course running across the full width of the terrace. The buildings also have a continuous rendered parapet. These strong horizontal features have the effect of unifying the houses so that they have the appearance of a traditional mansion block. The identical pitched roofs and dormer windows on all four buildings appear to be later additions.

5.7 The terrace has retained most of its original features but the stucco on some of the string courses has deteriorated or fallen off in some places and needs repair.

5.8 Nos. 25 to 31 are three storey red brick houses which are terminated by gables which stand proud of steep mansard roofs. Stucco decoration includes lintels with capitals, pediments above ground floor bay windows and keystones on cambered arches to doorways. The eaves are supported by modillions. The top pane of the timber sash windows includes a row of small lights which still contain coloured glass on some houses. Original doors are largely intact.

5.9 Nos. 2a to 24 is typical of the scale of the street at three storeys with basements and double height canted bays. Basements and ground floors are entirely stuccoed with banding around first floor architraves and entrance pilasters. Notable stucco features include round arched heads to doorways, cornices to first and second floor windows with semi-circular pediments at second floor level. Sills to the later have decorative aprons. A pronounced and continuous rendered cornice runs along the parapet of the entire terrace carrying a cornice supported by modillions. Boundary piers and railings have been lost and replaced with utilitarian and unsympathetic walls with horizontal rails.



Stucco ornamentation, nos. 2a-24 Lakeside Road.

5.10 Two short terraces (nos. 26 to 52, 33 to 43) of two storey red brick houses with double height canted bays and gabled roofs break the scale of the street on both sides. Both terraces employ an abundant use of stucco detailing. Notable stucco features include richly detailed pediments above bays on the ground floor, capitals, architraves and key stones around round arched doorways and aprons below first floor sills. Nos. 26 to 32 have semi-circular pediments including “fin de siecle female heads”.



Elaborate stucco decoration, nos. 26-32 Lakeside Road.

5.11 The greater part of the street consists of opposing terraces of three storey plus basement terraced houses (nos. 32 to 106 and 43 to 97) with pitched roofs. The facades are of gault brick with most having prominent three storey stucco bays which have capitals on the architraves. Deep ledges are supported by console brackets, as are the eaves. A notable

feature of these terraces is the prominent, tall chimney stacks that punctuate the roofline. The terraces are consistent in their detailing and relatively free of alterations. Front boundaries are not original but have been given a uniform modern treatment which indicates that they are under single ownership. Whilst not entirely sympathetic to the original architecture it is at least consistent along the length of the terraces. Basement lightwells are lined with railings and there is little in the way of planting to soften the imposing scale of the buildings.



Lakeside Road, gault bricks and stucco bays found on nos. 32-106 and 43-97.

5.12 The Methodist Church Hall (no. 108) fronting Lakeside Road is a simply detailed single storey building with gable front with a large window with red brick arch detail and key stone. Symmetrical entrances on either side of the main façade have stone panels above art nouveau detailing. The windows have been replaced and the doors are modern though the building retains its period character. The doors, signage and forecourt could be improved to enhance its appearance. The church was at the junction of Netherwood Road and Shepherds Bush Road, (outside the conservation area) and was demolished sometime after 1978.

5.13 There is an important view from Lakeside Road to the Grade II listed St. Simon's Church and this is detailed in Chapter 7.

Netherwood Road

5.14 Nos. 58 to 74. These are three storey, plus semi-basement, stock brick houses with three storey canted bays. No. 76 is an undistinguished modern block

5.15 Nos. 82 to 94 are three storey, plus semi-basement, red brick houses with three storey canted bays with parapets. Entrances have stucco pillars, capitals and a cornice with moulded parapet above. Paired top windows have a stucco column with capital set between them. There are distinctive moulded stucco panels above first floor windows aligned with the entrance. Three premises are impaired with mansard roofs with dormers of various designs behind parapets.



No. 92 Netherwood Road.

5.16 Nos. 96 to 100. These are three storey gault brick houses with semi-basements. Some original railings are intact. Unfortunately, all three have mansard roof additions and the brickwork on no. 96 has been painted. Nos. 102 to 104 are modern apartments which are architecturally undistinguished but sympathetic in scale.

5.17 Nos. 106 to 116 and nos. 63 to 69. These are three storey plus semi-basement stock brick houses with hipped roofs at the end of each group. They have three storey canted bays have parapets. The houses employ a great deal of decorative stucco in their facades but some of the mouldings have been lost or altered, particularly no.106 which also has air bricks in the first floor bay. The most distinguishing features are the porticos with columns and decorative capitals. Unfortunately, only small sections of the original front garden walls/piers and railings remain intact.



Nos. 108-114 Netherwood Road.



Several medium sized blossoming trees add character to Netherwood Road.

5.18 Nos. 53 to 61 and 71 to 79 are three storey gault brick houses with semi-basements and three storey, square, stucco bays that are very similar to houses in Lakeside Road. No. 79 has an unsympathetic rear extension which is very visible from Westwick Gardens due to it being a corner property.



*Gault brick no. 61 Netherwood Road on the right and nos. 63-65 centre ground.
A glimpsed view of St. Simon's Church spire on the left.*

Westwick Gardens

5.19 Nos. 41 to 49. These terraced houses are two storey, gault brick with pitched slate roofs and single storey canted bays originally with tiled roofs. Bays and paired entrance surrounds are stucco with distinctive glazed pattern tiles set within them. Some houses retain original timber panelled doors. Front gardens retain dwarf walls with railings.



Distinctive tiling on porches and bays. Nos. 45 and 47 Westwick Gardens.



Nos. 43-49 Westwick Gardens.

5.20 The adjoining, nos. 51 to 59 are similar but three storeys with two storey canted bays. Nos. 55 to 59 have a single tripartite window above the bays rather than individual windows found in nos. 41 to 53. Outside no 53 there is a Victorian letterbox.

5.21 Nos. 61 to 69 are also gault brick and three storey but they have two storey square, stucco bays with deep sills and large capitals. Paired porches also have large capitals on stucco surrounds. Unfortunately, the roof of no. 61 has been impaired by an overbearing full width roof extension.



Nos. 61-67 Westwick Gardens in the foreground with overbearing roof extension on no. 61. Pollarded trees add character.

5.22 Nos. 71 to 73 are the same style but with semi-basements.



No. 73 Westwick Gardens, ornate iron railings intact.

5.23 Nos. 75 to 81 are three storey plus semi-basement and match the style of houses found on Minford Gardens. No. 79 has an unsympathetic roof extension made more incongruous by setting it behind a timber panelled parapet.

5.24 Nos. 38 to 40 are a pair of two storey, gault brick villas plus semi-basement. They are the same architectural style as nos. 61 to 69 but are distinguished by projecting paired porches with timber panelled doors.

5.25 No. 36 is a double fronted, gault brick, two storey, semi-detached villa with asymmetric tiled roof (hipped on the left hand side). A wide, centralised, projecting stucco porch has round pillars with capitals and is approached by a wide tessellated path. Either side are one storey canted bays. A wide gap between this house and no. 38 permits views of the rear of Netherwood Road.

5.26 Nos. 32 to 34 are a pair of two storey, halls adjoining, gault brick houses with single storey square bays with deep sills and large ornate capitals. The paired porches have stucco surrounds with capitals and a cornice. The houses both carry an elaborate moulded stucco parapet with a cornice with dentil course below it. Both houses have original stained glass in the doors and fanlights. Another significant gap allows views through to the rear of houses on Netherwood Road.

5.27 A variety of trees of all sizes line the street and enhance its character. There is an original Victorian letterbox outside no.53.

Minford Gardens

5.28 Nos. 2 to 46. This is a long terrace of three storey plus semi-basement, stock brick, pitched roof houses. All have two storey stucco canted bays with capitals and brackets under sills. Paired entrances are approached up a short flight of steps and many retain the original ornate iron railings. Porches have stucco pillars and moulded entablatures with a cornice. Upper floor windows have moulded stucco window heads and there are paired brackets under the eaves. No. 2 wraps around the corner and has a wide frontage on Netherwood Road. Many houses retain four panel original timber front doors and timber sash windows are largely intact along the terrace.

5.29 This part of the terrace is unimpaired by roof extensions and only two houses have painted brick facades.



Minford Gardens. View along the north side terrace from Rockley Road.

5.30 Nos. 48 to 56 are the same style but with some alteration at roof level. Slightly recessed mansard roofs with pairs of windows have been added behind later addition parapets. All have painted facades so they read as a distinct group. They retain original iron railings of a simple rod and finial style not seen elsewhere in the street.



Nos. 48-56 Minford Gardens break the uniformity with mansard roofs and parapets.

5.31 Nos. 1 to 15 are terraces with substantial gaps between nos. 1 and 3 and nos. 5 and 7. Buildings are the same style as the opposing side of the street except that they are double fronted with centralised entrances.

5.32 Historic maps indicate that the semi-basement wings that join nos. 1 and 3 are original. These have a continuous bottle balustrade running between the two premises. The basement wings between nos. 5 and 7 appear to be later additions.

5.33 The gaps in the terrace allow substantial views of the rear of houses in Westwick Gardens.

5.34 Unfortunately, no. 7 has an intrusive full width roof extension but the rest of the terrace is unimpaired. The entrances to nos. 9 to 15 no longer function as such and have been replaced with sash windows.



No. 7 Minford Gardens and view through to Westwick Gardens.

Rockley Road

5.35 St. Simon's Church and attached Hall, Grade II listed, 1879-1896 by Sir Arthur Blomfield. It is a Gothic style church of yellow stock brick with red brick and ashlar dressings, and has a renewed plain tile roof with decorative ridge tiles. The church is a significant local landmark in this part of the conservation area.



St. Simon's Church viewed from Minford Gardens.

5.36 No. 15 Rockley Road, the Vicarage to St. Simon's Church is a Building of Merit on the Local List. An impressive detached, three storey, corner building with semi-basement, and wide frontages onto Rockley Road and Westwick Gardens. The Rockley Road frontage has a tall gabled façade on the left hand side and a three storey canted bay on right. In the centre is a brick porch with Gothic arch on pillars. The Westwick Road bay has modillions below the eaves.



The Vicarage, no. 15 Rockley Road adjacent to St. Simon's Church.

5.37 Nos. 17 to 23 is a terrace of stock brick, three storey houses plus semi-basements with two storey canted bays. All have plain stucco decoration, recessed porches and later addition dormers set back in the front roof slope. Fortunately, none of the dormers are full width.

5.38 No. 25 is a modern three storey brick house that is sympathetically scaled and massed to respect its neighbours. A large gap on the right hand side permits views of the back of houses in Netherwood Road.

Sub Area 2. Sinclair Road

5.39 Imposing scale and architectural detail defines this area. The terraced houses are generally between three storeys plus basement and four storeys plus basement tall. Houses are large and wide and are richly adorned with elaborate stucco decoration. Unfortunately, many houses have lost some of their stucco decoration, particularly, porticoes, balustrades and boundary walls. Many also have prominent additional storeys and dormer windows in the front roof slope which in many cases are overly dominant. Sinclair Road contains some large important trees including two with Tree Preservation Orders (no. 112 Sinclair Road and Nomis Studios, nos. 45 to 53 Sinclair Road). However, it is the scale of the buildings that dominates this street rather than the trees, which are few in number for a street of this length.

Sinclair Gardens

5.40 Nos. 2 to 24 and 3 to 33. These terraces have triple height canted, stucco bays with balustrades. A distinguishing feature is the exceptionally wide porticoes with balustrades and urns. Stucco bands under the eaves carry large modillions. Some houses have retained encaustic tiled pathways and original iron railings. Unfortunately, modern roof additions have been built on most premises in a variety of uncoordinated styles.

Sinclair Road

5.41 Nos. 1 to 43, 2 to 54. These houses have impressive paired porches. The most frequent pattern has columns carrying slender pillars on each corner with capitals. They carry decorative balustrades which match those on the double height stucco canted bays. Occasionally this pattern is interspersed along the terrace with grand paired porticoes that merge with the projecting double height stucco bays. They have a double arch arrangement of small and large arch supported by columns with capitals. Decorative balustrades are edged with finials with stucco masks at the base. The recessed areas under the porticoes contained stucco urns but not many are in evidence now.



*Masks, finials and slender columns with capitals.
Nos. 1-43 and 3-33 Sinclair Road.*

5.42 The former milk depot now Nomis Studios nos. 45 to 51 is a four storey plus basement building with a mansard roof. Built in the interwar period it replaced four terraced houses that originally stood on the site and the mews houses that were behind it. The attractive stucco rusticated archway on Hofland Road is the original entrance to Sinclair Mews that had consisted of 11 small dwellings. The building's appearance is austere and imposing with wide brick pilasters on the Sinclair Road facade supporting a large moulded stone cornice. Whilst the scale is typical of the street, the grain and style are at odds with the attached terraced houses on either side of it. The house at no. 53 also forms part of Nomis Studios and is the surviving property from the original terrace.

5.43 Nos. 55 to 91 are double fronted, gault brick houses with double height, stucco canted bays set out either side of a portico. Notable features include elaborately decorated Dutch pediments on the bays. At parapet level a stucco string course supports modillions carrying a cornice.



Elaborate stucco pediments on nos. 55 to 91 Sinclair Road.

5.44 Includes St Matthew's Church (BoM) built in 1870-1, by A Blomfield and a landmark within the long terraces of Sinclair Road. Pevsner describes it as *"still Butterfieldian, that is, hard and not accommodating. Streaky brick with streaky slate roof. No tower; only a bellecote over a chancel arch. W porch with gable jutting up into the zone of the windows. Renovated by R. Aylmer, chancel altered 1897, restored 1956-7."* (From Buildings of England: London 3: Northwest; Bridget Cherry and Nikolaus Pevsner, revised 1991).

5.45 The church is notable for its gable end onto Sinclair Road with Gothic windows. The banded slate roof is striking in views along the street and the brick and stone bellecote on the roof is a local landmark.

5.46 Nos. 56 to 74 and no. 53. This style of house is also found at nos. 96 to 114, 144 to 160, 93 to 111 and 113 to 125. They feature double height canted bays with stucco parapets. First and second floors have stucco architraves with capitals. A distinguishing feature is the stucco cornices at parapet level with decorative balustrades above with urns at each end.

5.47 Nos. 76 to 94 are distinguished by triple height, semi-circular bays with parapets and paired porticoes supported by columns with a twisted, fluted pattern and elaborate black iron canopies above.

5.48 Nos. 116 to 142 are distinguished by double height, semi-circular stucco bays with bottle balustrades and paired porticoes supported with slender columns and elaborate black ornate iron canopies above.



Semi-circular bays and canopies on nos. 116-142 Sinclair Road.

5.49 There are important views on Sinclair Road to St. Matthew's Church and these are detailed in Chapter 7. The Grade II listed Olympia multi-storey car park building, located outside the conservation area, terminates the view down Sinclair Road from the north.

5.50 Cast iron lighting columns on stucco piers are a unique feature that is only found on houses in this street. They are still intact on nos. 4/6, 16/18, 20/22, 28/30, 44/46, 60/62, 68-74, 25/27, 113/115 and 121/123 although some are damaged or in need of restoration.



Cast iron lighting columns, Lakeside Road.

Addison Gardens

5.51 No. 27 is a unique three storey plus basement, red brick house with triple height bay and abundant use of richly detailed stonework in the elevation. The entrance has an impressive wide stone portico with fluted columns and capitals carrying an arched entablature with keystones. This is decorated by floral friezes, dentils and a narrow cornice. The balcony above is enclosed by a bottle balustrade. Windows to ground and first floor are arched and all carry stone architraves with a variety of decorative treatments. The eaves have a layered brick cornice with modillions. A small stone and brick gable projects from the roof.

5.52 Nos. 29 to 51. These are imposing four storey terraced houses with basements, pitched roofs, prominent brick gables, triple height bays and porticos. Facades are constructed from red brick with abundant use of stucco detailing. Raised ground floors have tall porticos above the entrance steps and threshold with Corinthian capitals on the columns. The plain entablatures carry a cornice that runs across the width of each house façade and round the bays. Above the cornice, stucco parapets have been much altered.

5.53 At second floor level bays become canted and they carry prominent stucco parapets with decorate friezes. Second floor windows have recessed windows with lancet brick arches and stucco key stones. The eaves feature a fluted pattern in the frieze with a cornice supporting stucco balustrades on either side of the gable. Gables feature a lancet pattern in the brick work with stucco panels and stone coping.



Nos. 29-51 Addison Gardens with prominent bays, gables, parapets and porticoes.

5.54 Some alterations have been made on most of the houses. Some gables have been rebuilt and decorative brickwork has been replaced with plain brick courses. Copings have been removed and tiled roofs extended over the coping area on some gables to create eaves. Some stucco cornices have been obscured by lead work. Many original pattern doors remain with fanlights and glazed side panels and some still retain intricate stained glass panels. Original patterned wrought iron railings are intact along the basement boundaries.

5.55 Nos. 53 to 59 is a terrace of four, four storey plus basement red brick houses. The corner house, no. 59 is prominent with a splayed frontage onto Richmond Way. All four have triple height canted bays onto Addison Gardens and prominent timber framed canted dormer windows project from the pitched roofs. Those on no. 59 have white painted pediments. All facades feature a continuous layered brick cornice supported by brick modillions.

5.56 Entrances are approached by a short flight of steps and all boundaries and thresholds have bottle balustrades. Entrances to nos. 53 to 57 have large stucco console brackets carrying small balconies with elaborate wrought iron balustrades. No. 59 is more flamboyant and its wide frontage onto Richmond Way carries a timber canted bay window with stucco base.



Nos. 53-59 Addison Gardens with no. 59 prominent in the view onto Richmond Way.

5.57 Nos. 40 to 62 are red brick terraced houses which match nos. 53 to 59.



Distinct chimneys on nos. 53-59 and 40-62, Addison Gardens piers with scrolls.

Richmond Way

5.58 Nos. 23 to 39. This is a four storey brick built terrace with shopfronts on the ground floor. The pilasters and corbels between each shop are largely intact but many of the shopfronts are poorly designed and relate badly to their architectural surrounds. The upper floor windows are notable for their robust stucco surrounds. First floor windows are tripartite with centralised pediments.

5.59 No. 61 is a modern building featuring glass block double height bays in the elevations. Its unique style is a contrast to the surrounding architecture and its impact on the character is neutral.

Bolingbroke Road

5.60 Nos. 2 to 24 and 1 to 21 are opposing terraces of three storey plus basement stock brick houses with three storey canted bays and heavy use of stucco decoration. Nos. 2 to 4 and 1 to 3 are set slightly forward of the rest of their respective terraces.

5.61 Wide front doors are deeply recessed within porches and glazing in the doors and fanlights feature stained glass. Doorways are stucco with partly fluted pilasters and capitals supporting arched heads with keystones and floral patterns in the entablature with dentils and cornice above. Nailhead string courses run across the facades at second and third floors. The buildings have elaborate stucco work on the brick parapets. A slim cornice carries fluted modillions which support a deep cornice and substantial balustrade. Original iron railings line the boundaries and steps up to front doors.



*Nos. 2-24 Bolingbroke Road.
Richly detailed stucco porches.*

5.62 A few premises have had additional storeys added in the form of mansard roofs. Those on nos. 2 and 4 are particularly prominent due to the set forward in the building line at this end of the street.



*Elaborate stucco parapets on nos. 1-21 and 2-24
Bolingbroke Road with prominent later additional storeys.*

5.63 Nos. 26 to 30 are three houses that match nos. 53 to 57 and 40 to 62 Addison Gardens.

Fielding Road

5.64 Nos. 13 to 20 and 5 to 12a are terraces on each side of the street which are three storeys plus basement, stock brick houses with double height canted bays and pitched roofs. Stucco is used to decorate the facades. The most distinctive feature of this terrace is the stucco columns on either side of the recessed entrances with capitals, and decorated architraves above, with a saw tooth effect in the stucco. A nailhead string course runs along the entire length of the terraces at second floor level below the windows. Some boundaries retain original iron railings and rendered piers and some accommodate small trees and shrubs which enhance the street scene.



Conspicuous mansard roof on the north side of Fielding Road.

5.65 Nos. 8 to 11 and 13 and 19 have mansard roofs which overhang the eaves. Unfortunately, these are prominent and give the houses a top heavy appearance. Some houses retain the original pattern iron railings to the boundary and front steps. No. 5 is double bay fronted without a basement storey but matching in style to the rest of the terrace. The end of terrace no.13 has a side extension that is subordinate in scale but unfortunately it is set forward of the main building line of the terrace.

Masbro Road

5.66 Nos. 98 to 100 are a pair of three storey plus basement, semi-detached houses with two storey square bays. A continuous first floor balcony with ornate iron railings is supported by the bays and brackets on flat pillars around the entrances. Parapets have a cornice carrying a bottle balustrade. All architraves are stucco with floral capitals. No.98 has a wide tessellated floor. Poorly sited aerials are prominent on the roof, behind the balustrade.



Bottle balustrade parapet and ornate iron balustrade on no. 100 Masbro Road.

Sub Area 3. Addison Gardens – Bolingbroke Road

5.67 Period of construction, brick type, scale and architectural detail define this sub area. This was the last part of the conservation area to be developed. Historic maps indicate that it was still largely undeveloped by 1896. The terraced houses are constructed from red bricks and are generally between two and three storeys with a more suburban character and generally lack the purpose built basements of their older neighbours. Many of the houses have Dutch gables.

Blythe Road

5.68 No. 194 is a modern red brick, three storey corner house with an overly prominent mansard roof. Nos. 196 to 198 are three storey red brick houses with two storey canted bays with minimal use of stucco decoration.

5.69 Nos. 200 to 206 are three storey premises that originally included shops on the ground floor, but most have been infilled and sympathetically proportioned shopfronts and fascias have been lost. The premises retain pilasters with floral capitals and most of the corbels, however, all shop cornices are missing. The terrace has a deep stucco cornice above a string course and modillions with a parapet above. Nos. 204 and 206 have additional storeys in the form of mansard roofs. 206 is more sympathetic as it is set back from the parapet whereas on no. 204 the mansard roof overhangs the eaves and is more prominent as a result. Marchmont House, no. 210 (Building of Merit) is imposing in scale and bold in its detailing. At five storeys, the building is taller than its surroundings and combined with its distinctive detailing forms a local landmark. The brick facade features stucco bands that run around all principal elevations. The splayed corner elevation is more elaborate with the first floor window crowned by an apron and elaborate canopy. Whilst the second floor window is pedimented. The fifth floor consists of a steep slated, mansard roof which is unique in the area. Rendered banding is continued around the tall chimney which has a pronounced cornice.

5.70 Nos. 214 to 216 have unfortunately been partially rebuilt and have lost their decorative features apart from console brackets on the shop pilasters. Nos. 222 to 224 are three storey houses with double height bays and pedimented aprons above the ground floor windows.

5.71 Cornwall Mansions is a four storey, red brick triangular building on the corner with Addison Gardens. It has a full height faceted bay on the corner that provides attractive corner emphasis. The main entrance on Blythe Road is set within a full height bay with moulded parapet. Balconies of various sizes articulate the façades further and have attractive ornate iron balustrades. The piecemeal replacement of windows in inappropriate materials and with inappropriate opening styles is regrettable.

5.72 There is an important view from Blythe Road to Marchmont Court. There is also an important view from Blythe Road to the Grade II listed Blythe House (Former Post Office Savings Bank HQ) which is outside of the Conservation Area and both of these views are detailed in Chapter 7.

Addison Gardens

5.73 Nos. 70 to 148 and 67 to 97 are matching three storey, red brick terraced houses on both sides of the street, with pitched roofs, and double height bays topped by projecting Dutch gables. A distinguishing feature of these houses is the glazing pattern. The top half of the top sash is subdivided into two rows of small panes with coloured dimpled glass panes in each subdivision. This applies to all windows including the round arched sash windows in the gable.



Houses in Addison Gardens, nos. 142-148. Richly detailed facades are further enhanced by planting in front gardens.

5.74 Bay windows are tripartite with stucco lintels and capitals. The ground floor bay has a stucco pediment surrounding a floral frieze. The eaves are supported by a row of modillions.

5.75 Doors are deeply recessed and the door recesses are lined with patterned glazed ceramic tiles. Door surrounds have hanging capitals supporting round arch stucco architraves with elaborately patterned keystones. Front doors themselves also have a distinct glazing pattern with many subdivisions with stained glass in the doors and fanlight.

5.76 Front gardens are sufficiently deep to accommodate shrubs and planting that further enhance the character of the street.

5.77 Some unsympathetic changes have been made. The brickwork has been completely rendered on some houses and others have had their brick facades painted which has the effect of undermining the unity of the terrace. Most houses retain timber sash windows but the glazing pattern has been simplified on some with the removal of glazing bars. Some front doors and stained glass have also been lost. Many houses have lost their encaustic or tessellated tiled footpaths. Many roofs have lost their original slate tiles and have been replaced with concrete profiled tiles.

5.78 Addison Gardens Primary School (Building of Merit) built in 1900, is a typical London Board School. The building is three storeys with tall main floors, resulting in a building of imposing scale. This is further emphasised by steep pitched roofs, gables and tall chimneys.

5.79 The main façade onto Addison Gardens is set out with a central section divided into four window bays of equal width with narrow recessed wings on each side and prominent projecting bay wings with gable roofs at each end. The four central bays, are divided by full height red brick pilasters. The façade of the central four bays and recessed wing section is built of red bricks at ground floor and stock bricks above that with red brick and stone detailing. The ground floor façade is profiled to create a banded effect. The four central bays have vertically aligned windows which are grouped into threes. All timber sliding sash

windows have a fanlight above them and those on the second floor have arch headed fanlights featuring radial glazing bars.

5.80 Each floor has brick window surrounds which are distinct in design from the other floors. Window arches on the ground floor are deep, segmental and, modulated. Against the red brick banded background the depth and prominence of the arches assist the visual impression of a robust base supporting the upper floors.

5.81 The window surrounds on the first floor are lined with red brick and simple cambered red brick soldier course arches. The surrounds on the second floor are more elaborate. Red bricks create an architrave effect supporting a brick arched surround. The red brick is interspersed with stone quoins. Each floor is subdivided by a horizontal band between the ground and first floor that consists of an ovula red brick string course above the window heads, supporting red brick courses which carry a stone cyma recta cornice. The two central panels feature an elaborate cornice and parapet. Red modillions project from a layered red brick band and support a pronounced stone cornice.

5.82 The facades of the gable ends are entirely constructed from red brick apart from some limited use of stone detailing. The gables have oriel windows edged with radially splayed red bricks interspersed by four slender large key stones set out at compass points.

5.83 A three storey outbuilding in the school grounds is subservient to the main building but still of imposing scale.



*Elaborate cornice and parapet on Addison Gardens Primary School.
Street trees along the perimeter enhance its setting.*

5.84 Gordon Mansions (Building of Merit) a four storey mansion block with three storey canted bays with balconies on top set either side of the entrance. The elevations feature pedimented aprons and arched window heads at second floor level. Unfortunately, the brick façade has been painted.

5.85 There is an important view along Addison Gardens to Addison Primary School and this is detailed in Chapter 7.

Richmond Way

5.86 The character of the street, is partly defined by its confluence with several long streets and its importance as a local shopping centre. It is also the home to some significant mansion blocks and impressive trees. Unlike some parts of the conservation area the shops have survived in retail use rather than undergoing conversion to residential use.

5.87 This street features three significant mansion blocks and two are Buildings of Merit on the local list, nos. 11 to 18 and 19 to 26 Addison Park Mansions. Nos. 11 to 18 features triple height bays with a deep parapet. The building is attractively detailed with a pronounced stucco cornice and string courses. Original pattern iron railings line the perimeter. Nos. 19 to 26 have similar detailing. The corner bay is crowned with a cupola carrying a weather vane. Nos. 68 to 72 are also part of the group with shops on the ground floor and the residential entrance is on Lakeside Road. Original corbels remain on the pilasters either side of the shop signage. Most of the shop signage is unsympathetic to the character of the buildings in terms of its proportions, materials and method of illumination.



Addison Park Mansions, Richmond Way.

5.88 Nos. 78 to 80 Richmond Way are the same style as nos. 32 to 72 Bolingbroke Road (below).

5.89 The street contains three very large trees which are prominent and are distinct components in the character of the street. All three are covered by Tree Preservation Orders.

5.90 There is an important view along Richmond Way to Bolingbroke Road and another from Richmond Way to the Grade II listed St. Simon's Church and these are detailed in Chapter 7.

Bolingbroke Road

5.91 Addison Primary School (Building of Merit). The back of the school is as impressively and richly detailed as the Addison Gardens side and is prominent in longer views.

5.92 This façade has a central wing, which is five window bays wide. It is three tall storeys high in the main elevation with a deep parapet and a tall hipped roof containing an attic storey with two large dormer windows and a cupola on the ridge. The central section, is flanked by six storey wings, with gable roofs and these are set back slightly behind the building line of the central section. In turn these wings are flanked by wider, five storey wings. Each end of the building is terminated by a wide, red, brick wing of approximately six storeys in height with a prominent gable roof.

5.93 The central section features three vertically aligned rows of tall timber sash windows, all with fanlights, which are semi-circular on the ground and second floors. The ground floor facade is of banded red brick and the window arches are segmental in red brick and interspersed by stone voussoirs and keystones.

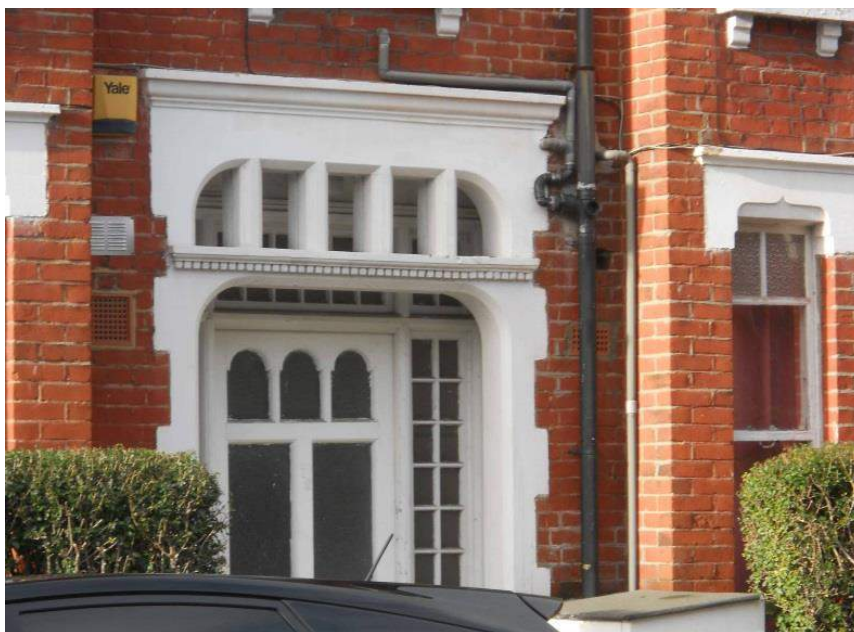
5.94 First and second floor windows are vertically aligned and set within depressed arches with a decorative stone spandrel panel between them. Raised pilasters around the windows have a red brick base and are set out above that with stone voussoirs interspersed with red brick band. Keyed oculus windows in the end gables are a key feature.



Addison Primary School viewed from Bolingbroke Road.

5.95 Nos. 32 to 70 are two storey red brick houses with pitched roofs and double height bays with gables above. The main decorative features are in and around the entrance. Wide doors are recessed into a porch, with glazed panels and fanlights around them featuring intricate stained glass. Architraves are stucco with a dentil course above the doorway and a deep entablature with cornice featuring five unglazed fanlights. All window lintels are stucco, with those at ground floor having a pediment effect. Top sash windows feature subdivisions in the glazing pattern so that a row of three small panes sit above two larger panes.

5.96 Front gardens are of sufficient width to contain shrubs which have further enhanced the street scene. There are three medium sized trees outside of this terrace, which are a welcome feature in a street which is largely devoid of trees.



Distinctive porches with stucco unglazed fanlights, nos. 32-72 Bolingbroke Road.

5.97 Nos. 51 to 67 are a terrace of three storey red brick houses with double height bays, pitched roofs and prominent gables with paired windows. Gables have stone ball finials on either side. Doors are recessed and wide with fanlights and stained glass panels. Door surrounds are of segmented red brick arches with a stucco keystone, and stucco detailing. Decoration elsewhere is restrained with stucco architraves and capitals and console brackets supporting sills. Some of the houses retain tessellated paths. Front gardens are of sufficient width to accommodate planting which further enhances the attractiveness of this terrace.



Nos. 65 and 67 Bolingbroke Road.



Nos. 51-67 Bolingbroke Road. The pattern of closet wings at the rear of the terrace is clearly visible from Milson Road.

5.98 Nos. 69 to 83 are a terrace of red brick, two storey houses with double height canted bays. End of terrace houses have hipped roofs and the rest are pitched. Ornamentation is restrained. A distinctive feature of this terrace is a band of decorative moulded bricks above the ground floor lintels on the bay. Front gardens are of sufficient width to accommodate planting which further enhances the attractiveness of this terrace.



Distinctive moulded brick pattern on nos. 69-83 Bolingbroke Road.

Sub Area 4. Masbro Road

5.99 Scale, brick type and some informality distinguish this area which is centred around Masbro Road with its shops and public houses. This is the oldest part of the conservation area and small plots were developed in a more piecemeal fashion than Sub Area 3. Although the streets consist of long terraces, there is variety between groups of properties. Some streets have short terraces or pairs of houses of different styles and there are a few “one off” houses. Two to three storeys is the typical scale. There are also streets with more uniform, two storey cottage style terraces such as Redan Street and Hofland Road.



View of Hofland Road from rear of Milson Road. (Photograph courtesy of Penny Stewart-Moore).

Hofland Road

5.100 Nos. 1 to 31 are a terrace of modest two storey cottages with pitched slate roofs. Facades are very simply detailed and built of London stock bricks with stucco ground floor facades. Nos. 26 to 32 have stucco canted single storey bays. Recessed street doors have simple arched architraves and ground floor windows have matching architraves. On the whole, the terrace is unaltered but a few have painted brick upper floors. Deep front gardens are a feature of the street and mature gardens make a very positive contribution to the character of the terrace. The south side of the street is formed of the back garden walls and garage doors of Milson Road.

5.101 There is an important view from Hofland Road to the Grand Hall at the Grade II listed Olympia Exhibition Centre which is outside of the Conservation Area and this is detailed in Chapter 7.

Masbro Road

5.102 The street contains a mix of mainly two to three storey brick built terraced houses. There are several small groupings of houses of matching style and random houses which are individually distinct. Houses on the east side of the street tend to have simpler detailing than the west side and have brick facades with less use of stucco. There is a cluster of shops around the junction with Milson Road and some on the eastern side of the street have been converted to residential use at ground floor level.

5.103 There are randomly spaced small and medium sized trees in the pavement along the road which soften and enhance its attractiveness. Front gardens are very small along the street but where they have been planted, particularly with climbing species they have made a positive visual impact.

5.104 Nos. 5 to 13 are a short terrace of three storey stock brick houses with stuccoed semi-basements. Windows have stucco architraves and a cornice which is continuous along the full length of the terrace. All houses have a later mansard roof storey of uniform style. Original iron railings are intact along the ground floor and are little damaged.



Recessed mansard roofs nos. 5-13 Masbro Road. Street trees and planting in narrow front gardens enhance the street scene.

5.105 Burnand House is a modern housing development which is unsympathetic to the character of the conservation area. Some adjacent medium sized street trees help to screen it and soften its impact. Nos. 43 to 45 are modern and their impact is neutral.

5.106 Nos. 47 to 53 are comprised of two storey terraced houses with stucco facades. All have later mansard roofs with dormer windows. Nos. 51 to 53 have a deep cornice above the doorway supported by decorative console brackets. Original iron railings are intact along the boundaries. The Havelock Tavern (1880), no. 55 is a two storey, brick built corner public house with frontages onto Masbro Road and Irving Road. Notable for its blue glazed tiled ground floor, with slim fascia and cornice above. All windows beyond the tiled area have rendered architraves with decorated lintels above and cornices with a dentil course. The façade has a deep parapet with a continuous cornice. The Irving Road façade is edged with a quoin strip.



Distinctive tiling on The Havelock Tavern, Masbro Road.

5.107 Nos. 59 to 65 are two storey brick built houses but an additional brick storey has been built above the parapet on nos. 61 and 63. Ground floor facades are of rendered stucco and window and door heads carry cornices supported by scrolled console brackets. Nos. 67 to 73 are a group of shops with residential accommodation above. Shopfronts are sympathetically designed to the shop surrounds which still retain original corbels on the pilasters. There is a continuous rendered parapet across all the premises with later, recessed, additional storeys in mansard roofs of varying profiles with dormer windows.



Nos. 67-73 Masbro Road. Sympathetically designed shopfronts and attractive street tree outside no. 67 reinforce the character of this conservation area.

5.108 Nos. 75 to 85 is a terrace of two storey stock brick buildings with later mansard roofs and dormer windows set behind the parapet. Five of the premises are houses with stucco ground floor facades containing recessed doorways with arched heads and floating cornices.

5.109 St. Mary's Roman Catholic Primary School is a modern building which has a poor relationship with the street in terms of its architectural style and its set back from the established building line. There are however, attractive medium sized trees within its perimeter.

5.110 No. 40 is a modest two storey brick built house retaining iron railings to the front garden. No. 42 (Building of Merit), formerly the Lord Nelson Public House converted to residential in 1997, is a quirky two storey brick built house with double height centralised window bay, steep pitched roof and prominent gable. Elaborate full height, fluted pilasters with capitals frame the house on either side and form the junction with neighbouring premises.



Unusual full height pilasters, no. 42 Masbro Road.

5.111 Nos. 44 to 50 are simply detailed, two storey, stock brick terraced houses with pitched roofs. Ground floor entrances have round brick arches with stucco key stones. No. 52 is similar in style although the ground floor façade has been stuccoed with rendered architraves. No. 54 is a three storey, stock brick built house. Its proportions are unusual with the ground floor slightly set slightly below pavement level. A distinctive feature is the round headed, brick arch above the first floor window with a Juliet balcony with original ironwork balustrade. The projection of the balcony provides a canopy for the entrance below it. Iron railings are retained along the boundary.



Juliet balcony provides canopy, no. 54 Masbro Road.

5.112 Nos. 56 to 60 are three tall, stock brick three storey houses which have lost some of their original features. No. 60 appears to be the most complete. The ground floor is rendered and banded. The doorway has a simple floating cornice supported by scrolled console brackets. First floor windows also have floating cornices on console brackets.

5.113 Nos. 66 to 68 are three storey brick built houses which were shops in the past. Each building retains one console bracket that would have defined the shop fascia area and both have flat rendered remnants of cornices. No. 68 is more imposing in scale with stucco architraves and those on the first floor have decorative motifs and cornices supported by dentils. The property retains a prominent cornice on the rendered parapet.

5.114 Nos. 70 to 76 are three storey stock brick built houses with stuccoed semi-basements. Nos. 74 and 76 have steeper pitched roofs which may be due to later alteration and addition of loft conversions. Doorways have simple unadorned rendered architraves with a cornice supported by scrolled console brackets. Some architectural details have been lost but no. 70 is the most intact and also retains original walls to the front steps and intact iron railings to the boundary. No. 72 has unsympathetic modern replacement windows.

5.115 No. 78 is a two storey plus attic storey house with more elaborate brick detailing than its neighbours. On the ground floor the paired windows match the proportions of the entrance and all three have segmental arched window heads. A brick string course with brick dentils divides the ground and first floors. The pair of windows on the first floor have arched window heads and segmental brick arches around them. The parapet has an elaborate brick cornice, four courses deep with a Flemish style stepped gable above. All brick arches and string courses and the ground floor plinth courses and some patterned areas are comprised of red brick to provide a contrast to the stock bricks used elsewhere in the façade. Some courses of red bricks are also used for additional patterning in the façade.



Red brick decoration on no. 78 Masbro Road; the attractive tree outside contributes to the character of the area.

5.116 No. 82 retains a shopfront and it seems possible that no. 80 may have originally been a shop too. Both have recessive later roof additions. Nos. 84 and 86 are two storey plus basement houses which both appear to have undergone sympathetic alterations to their facades. There is a corbel on the pilaster between them which indicates that they may both have originally contained shops on the ground floor.

5.117 No. 88, The Bird in Hand Public House (which appears on historic maps for 1869-1874). This is a Building of Merit occupying a prominent corner location. A three storey brick built building that has a splayed corner and a substantial frontage onto Milson Road. The ground floor elevation is constructed of red bricks with a deep stucco band above. All three entrances have arched surrounds in red brick which forms a contrast with the stucco band they are set into. The entrance on Milson Road has an entablature with keystone and large dentils and console brackets supporting a deep, plain cornice. The first and second floors are of stock brick construction with red bricks only used as architraves around the windows and as a pattern in the brickwork on the splayed façade. Main windows on the first floor have gauged arches with rendered key stones and rendered sills. An oriel window is featured on the Milson Road frontage. The parapet features a deep rendered stucco band with cornice, and a rendered coping. The splayed façade is crowned with a prominent brick chimney stack with decorative brickwork and a stucco diamond.



The Bird in Hand Public House, Masbro Road, rebuilt in 1926.

5.118 Nos. 90 to 92 are a pair of two storey brick built terraced houses with stuccoed ground floors and later roof additions with dormer windows. Recessed doorways have round arches with capitals and a floating cornice above. Nos. 94 to 96 are a pair of two storey brick built terraced cottages of modest scale with shallow hipped roofs and shared chimney stack.

5.119 There is an important view from Masbro Road to St. Mathews Church and this is detailed in Chapter 7.

Redan Street

5.120 No. 1A is a two storey brick built house with two storey canted bay. All windows and the entrance have decorative rendered architraves with capitals. The ground floor bay has a cornice with stucco aprons above. The stucco parapet seems to have been altered, possibly in connection with the addition of a prominent dormer window in the front roof slope. Nos. 1 to 5 are a terrace of five stucco fronted, two storey houses, all with non-original roof additions set well back from the street elevation so as to be recessive and barely apparent above the parapets. Entrances are recessed with arched, stucco architraves. A key feature of these buildings are the string courses above ground and first floor windows that carry semi-circular stucco pediments. The terrace has a continuous cornice supported by modillions.

5.121 Nos. 6 to 50 and 7 to 43 are two long terraces of two storey brick built cottages with almost entirely uniform shallow pitched roofs that form an integral element of the important view described at 7.13. The original roofline that is a significant contributor to this linear view is essentially unaltered and unencumbered with modern impediments. Ground floors are stucco with a narrow raised band delineating the junction of ground and first floors. Doors are recessed with round arched heads above entrances. Most houses have retained their timber sliding sash windows although there are some changes to the glazing pattern. Some houses have simple double pilasters with cornices at the junction with their neighbours. Most premises have lost their original iron railings. Whilst gardens are narrow many contain shrubs and climbers that enhance the street scene along with neat boundaries in the form of painted picket fences. Some small street trees also enhance views along the street.



Houses retain their pitched roofs on Redan Street. Picket fences and shrubs in front gardens enhance the appearance and experience at ground level.

5.122 Addison Boys Club has a gable ended, double storey height façade which has attractive brick detailing. It has suffered from unsympathetic alterations including the infilling of windows which could be due to later interior reconfiguration. If the opportunity arises in future, the reinstatement of appropriately designed glazing should be considered.



Bricking up of windows on Addison Boys Club has harmed the appearance of this elevation on Redan Street.

5.123 There is an important view from Redan Street to Addison Primary School and this is detailed in Chapter 7.

Springvale Terrace

5.124 Nos. 13 to 22 are two storey brick built houses with pitched roofs with stucco ground floors with a stucco string course and some retain original iron railings. No. 15 and 16 have basements and are commensurately taller. The rear of Berghem Mews Business Village backs onto the street and this is a modern building that does not reflect the narrow grain of the street and does not enhance the character of the conservation area.



Nos. 14-17 Spring Vale Terrace.

Irving Road

5.125 No. 1 is an unusual two storey building set behind a stucco ground floor wall and featuring a rustic stone façade at first floor level.

5.126 Nos. 3 to 11 are identical brick built houses with stucco ground floors, brick façades at first floor and a stucco parapet carrying a full width cornice. Recessed doorways are round arched with architraves. The roof on no. 7 is less recessive with a prominent modern cornice of its own which is less sympathetic in character. Nos. 13 and 15 are a pair of stucco fronted two storey houses. Facades have simple detailing with architraves around all windows. Doorways have pronounced pilasters with capitals and cornices above the entablature. No. 13 has a recessive later additional mansard storey with dormers.

5.127 Grosvenor Court is a three storey, plus semi-basement, brick built block of flats. Full height symmetrical bays with paired windows flank the entrance and the east side has a recessed full height wing. The bays have pronounced brick banded pilasters running full height on both sides with flat capitals under the eaves that support a continuous tiered brick cornice with dentil course on top. The doorway is given prominence with an open pediment above it containing a depressed arch surrounding an ornate patterned frieze. More of the pattern is contained within the façade with depressed brick bands at first and second floor level lining through with the lintels. Unfortunately, the entire façade has been painted and boiler flues project through it.

5.128 No. 21 is a two storey brick built house plus later addition mansard roof. The ground floor is stucco and banded with pronounced banded pilasters and large capitals at ground floor level. At first floor the façade is brick and the pilasters continue in brick to parapet level where they support large console brackets. The façade terminates in a deep rendered parapet carrying a full width cornice. Nos. 17 and 19 are a pair of rendered houses with stucco facades and a recent infill section between them. Each original house has plaster quoins running full height on both sides of their elevations. Ground floor windows have floating cornices supported by console brackets.

5.129 Nos. 25 to 45 are two storeys, plus semi-basement houses with double height canted bays. Basement facades are stuccoed. Main elevations are of gault brick with parallel bands of red brick running horizontally across the facades at first floor window sill level. Doorways are recessed and brick pilasters support ornate capitals bearing decorative stucco, round arched architraves with ornate keystones. The roof and bay eaves carry a distinct row of modillions. Some houses still retain original iron balustrades either side of the entrance steps.

5.130 No. 2 is a two storey, stucco fronted house with deep parapet with cornice running between console brackets on rendered pilasters. A non-original loft storey is recessed but prominent above the parapet. Nos. 4 to 8 are two storey brick built houses with semi-basements and later mansard roof additions with dormer windows. Basement facades are stuccoed. Doorways are recessed with eared architraves and cornices supported by ornate console brackets. Basement areas are surrounded by original ornate iron railings.



Nos. 25-45 Irving Road. Gault brick facades with red brick string courses. Note the distinct modillions under the eaves.

5.131 Nos. 10 to 20 are two storey brick built terraced houses with later addition mansard roofs behind the rendered parapets. No. 10 retains a cornice and console brackets either side of the ground floor indicating that the premises was originally a shop. Ornate iron railings still feature on some houses. Nos. 22 and 24 are two storey brick built houses with basements; double height canted bays and later roof additions behind original patterned brick parapets.

5.132 Nos. 26 to 40 are two storey stock brick houses with semi-basements and double height canted bays. Basement facades are stucco with no ornamentation. First floor bays are brick below the sill and stucco above. Console brackets are prominent below the eaves. Entrances are paired and individually recessed. Doorways are heavily decorated with fluted pilasters carrying capitals and round arches with keystones and floral patterned friezes on the entablature. Ornate iron railings have been retained to boundaries and entrance steps. Fortunately, none of the facades have been painted. The roofline remains largely unimpaired by modern impediments.

5.133 This street contains only a few small trees and the introduction of more (if feasible) would further enhance its character. There is an important view from Irving Road to Addison Primary School and this is detailed in Chapter 7.

Milson Road

5.134 No. 33 is a two storey; brick built house with pitched roof and single storey cambered bay with stucco architraves. No. 35 is a two storey brick built house with pitched roof with substantial alteration to ground floor fenestration. Nos. 37 and 39 are two storey brick built houses with stucco ground floors and string course above with round arched heads to recessed doorways. No. 39 has had an additional brick storey added with cornice.

5.135 Nos. 41 to 59 are two storey brick built houses with pitched roofs, stucco ground floors with a flat rendered string course above. Recessed doorways are set behind round arched heads with keystones. They have had prominent additional storeys added with mansard roofs set behind tall brick parapets. Some houses retain encaustic tiled garden paths.



No. 49 Milson Road. Prominent additional floors have disrupted the consistency of the terrace.

5.136 Nos. 61 to 67 are two storey brick built houses, originally with stucco ground floor. Doorways have round arched heads with architraves and ground and first floor windows have stucco architraves with floating cornice above the ground floor window and doorway. The houses have undergone alteration including the addition of an additional storey and loss of some stucco decoration. No. 71 is a three storey stucco fronted house which was originally a shop as evidenced by the retention of large corbels on the pilasters. The building has a recessive mansard roof.

5.137 No. 73 is an unusual two story stucco fronted house with small corbels either side of the ground floor window which reveals that the premises was originally a shop. The building has a recessive mansard roof behind a deep parapet with cornice. Nos. 75 to 81 are three storey, brick built with a brick cornice on the parapet. All have shops/commercial on the ground floor and nos. 79 and 81 retain some corbels on the pilasters which are in a poor condition.



*Nos. 71 and 73 Milson Road with shopfronts prior to residential conversion.
(Photograph courtesy of Jane Bond).*



Nos. 71 and 73 Milson Road as they are now with retained pilasters and console brackets and cornices (no. 73 only).

5.138 Nos. 2 to 16 are stock brick houses identical to nos. 26 to 40 Irving Road. Houses have retained their timber sliding sash windows but no. 8 has unsympathetic modern aluminium replacement windows. Fortunately, none of the facades are painted and the roofline remains largely unimpaired by modern impediments.

5.139 No. 18 is an unusual two storey brick building with a double height bay and north facing rooflights. Nos. 24 to 28 are three tall stucco fronted houses with painted facades. Entrance doors are deeply recessed and plain stucco pilasters around them carry capitals supporting round headed architraves. Ground floor windows and entrances also have narrow floating cornices above. A flat stucco string course divides ground floors from the floors above and the buildings have deep plain parapets supporting a continuous cornice.



Nos. 28 (right) and 30 Milson Road.

5.140 Nos. 30 to 38 are two storey brick built houses, mostly with latter mansard roofs set behind the parapet. Nos. 30 to 34 have stucco ground floor facades and Round arched doorways with architraves. Nos. 36 and 38 have brick facades and brick cornices on the parapet. Most have recessed roof additions.

5.141 The Health Centre and Masbro Children's Centre/Community Centre are modern buildings which are horizontal in their proportions along the street frontage. They do not reflect the local urban grain of narrow plot widths and the low rise Health Centre in particular, does not reflect the scale of the street. Street trees enhance this part of the street including a particularly large specimen outside the Community Centre.



Health Centre Milson Road, an opportunity site.

5.142 Nos. 42 to 46 are simple two storey brick built terraced cottages with pitched roofs. These are unadorned apart from the stucco architrave around the doorway of no. 42. No. 48 has a full width recessed mansard roof which is highly visible and creates a local route marker.



Nos. 42-48 (left) Milson Road.

Faroe Road

5.143 Nos. 1 to 5 are three simply detailed stock brick terraced cottages. No. 1 retains a timber shopfront and a modified serving hatch window in the Milson Road elevation.



Serving hatch. Flank elevation of no. 1 Faroe Road on to Milson Road.

5.144 Nos. 7 to 9 are two storey brick built houses with stucco ground floor elevations. Windows carry simple stucco architraves. The pitched roof on no. 9 has been raised to incorporate a loft room with roof lights. Original iron railings are retained on boundaries.



The raised ridge on the roofs to the left and right of the picture accommodates a loft extension. Faroe Road.

5.145 Nos. 11 to 21 are two storey brick built houses with stucco ground floor elevations. Windows carry simple stucco architraves. Doorways are recessed with capitals and arched architraves. Boundary railings have been retained. These houses match no. 51 to 65 further along the terrace. Nos. 17 and 19 are likely to have matched their neighbours but alterations have taken place to incorporate an additional floor in a manner unsympathetic to the rest of the terrace.

5.146 Nos. 23 to 29 Faroe Road Studios (which appear on historic maps for 1915-16) are a single storey red brick building with three prominent gable roofs. The building has six timber sash windows across the frontage with cambered soldier course arches and stone architraves with a Gibbs effect around the entrance.



Faroe Road Studios, previously a school building.

5.147 Nos. 31 to 33 are two, two storeys plus basement red brick houses with pitched roofs. Windows have flat arches and facades are unadorned apart from a brick cornice with dentil effect. Boundary railings are retained. Nos. 35 to 37 are brick built two storey houses which may have originally matched nos. 51 to 65 but some loss of stucco architraves seems likely to have taken place. Stucco cornices on parapets have been retained. Both have an additional recessive roof story. Original pattern iron railings have been retained. During the process of lateral conversion, the recessed porch of no. 53 has been infilled and the door of no. 51 has been brought forward. Originally these houses had deep set porches and such changes erode the uniform characteristics of houses in the terrace.



Infilled porch, no. 53 Faroe Road.

5.148 Nos. 39 to 49 and 75 are six houses very similar in style to nos. 51 to 65 apart from having a basement storey. All have an additional recessive roof storey. Original pattern iron railings have been retained or sympathetic replacements installed.

5.149 Nos. 51 to 65 are two storey brick built houses with stucco ground floor elevations. Windows carry simple stucco architraves. Doorways are recessed with capitals and arched architraves. All but no. 65 have retained their timber sash windows. Six of these houses have recessive additional stories of varying design. Nos. 67 to 71 are two storey brick built plus stucco basements. Doorways and ground floor windows have stucco architraves with matching cornices. Nos. 71 and 67 have additional recessive roof storeys. No. 73 is a two storey plus basement brick built house with stucco basement elevation. The façade features a decorative string course above ground floor and a more elaborate brick cornice.



Three styles of houses in Faroe Road; no. 75 on the right is also prevalent at nos. 39-49.

5.150 Nos. 2 to 12 are two storey brick built houses with stucco ground floor elevations. Windows carry simple stucco architraves. Doorways are recessed with capitals and arched architraves. There are floating cornices above the doorway and ground floor window. Nos. 16 to 24 are two storey, stock brick built terraced houses with basements and pitched roofs. Basement elevations are stucco. Windows have cambered heads and architraves. Doorways are recessed behind round arch heads which are visually supported by flat stucco architraves with capitals. Nos. 16- 20 have prominent and unsympathetic dormer windows in the front roof slope. Nos. 26 to 34 are two storey brick built terraced houses with basements and pitched roofs. Stucco is only applied to recessed doorways and flat architraves with small capitals.

5.151 Nos. 36 and 38 are a pair of three storey, stucco fronted houses with basements. The façades are notable for their arched stucco pediments above all windows and the matching arches of the recessed doorways. The parapets consist of a stucco string course with flat rendered frieze carrying modillions which support a continuous cornice. Iron railings are retained along the boundaries. Recessed mansard roofs with dormers are a later addition to all premises. Nos. 80 to 86 are modern houses that replicate the architectural style of nos. 36 and 38.



From left to right nos. 42, 40, 38, 36 and 34 Faroe Road.

5.152 At St. Mary's Roman Catholic Primary School, the boundary above the brick wall has an open aspect allowing views of notable mature trees within the school grounds. The street only contains a few small trees and would benefit from further planting if feasible.

Ceylon Road

5.153 Ceylon Road contains two and two storey plus basement houses. Nos. 1a to 1c are two storey brick built houses with pitched roofs and ground floor bays. Stucco decoration is applied only to cornices on the bays and floating cornices above the doorways. Windows and doorway have brick moulded architraves.



Nos. 1a-1c. Attractive brick facades have unfortunately been painted in Ceylon Road.

5.154 Nos. 1 to 3 and 6 to 18 are broadly very similar houses with minor variations in external details. Some are two storeys with pitched roofs and others are two storey plus basement and are correspondingly taller. Most houses have a rendered ground floor (and basement). Windows have cambered heads and stucco architraves. Doorways are recessed and have stucco architraves with capitals. Nos. 1 to 3 appear to have been altered so that they have an extended brick parapet to accommodate a later addition, recessed mansard storey with dormer windows. Some other houses have been impaired by overly dominant, mansard roofs but most have retained pitched roofs. Nos. 21 to 24 have stucco basements and a continuous cornice. Doorways have capitals, cornice and pediment effect above. No. 26 is a stucco fronted modern house which is sympathetic to the character of the terrace.

5.155 Nos. 27 to 30 are stuccoed at basement and ground levels. Paired entrances have pronounced flat rendered architraves with capitals and cornice. Ground floor windows have matching window surrounds to the doorways with the pronounced architraves resting on a string course between basement and ground floor.

5.156 Nos. 32 to 36 is a terrace of two and three storey modern terraced stock brick houses built in the 1980's on the site of the former St. Matthews Church Hall. Although sympathetically scaled they have ground floor garages that detract from the established residential character of principal living rooms overlooking the street.

Fielding Road

5.157 Nos. 1 to 4 are a terrace of two storey, stock brick houses with single storey canted bays and pitched roofs with the second floor window contained in a distinctive gable. Entrances are set within a substantially recessed wing which creates a paired effect on nos. 2 and 3. Stucco decoration is limited to the cornice and low parapet on each bay. Red brick is used to provide further decoration in window arches and string courses. No. 1 is the Vicarage for St. Matthews Church and turns the corner into Masbro Road. It has an attractive curved façade with gable, Gothic windows and stained glass panels with a red brick arch pattern set into the stock brick facade above the first floor windows. Gothic arched windows are also used in the recessed wings at first floor level with a red brick arch linking the two windows above them in the stock brick façade. The roof has decorative clay ridge tiles and some gables carry delicate metal finials.

5.158 No. 4 has unfortunately been substantially altered with complete rendering of the façade and more modern windows without glazing bars. This has undermined the continuity of appearance along the terrace.



No. 1 Fielding Road turning onto Masbro Road. Attractive red brick soldier courses in window arches and string courses.

Sub Area 5. Blythe Road (West)

5.159 This area is largely comprised of stock brick, three storey terraced houses mainly laid out in uniform terraces. Many of the house styles employ robust stucco decoration. Part of Dewhurst Road is unusual in the sub area as it comprised of two storey red brick houses. It is surrounded by taller, stock brick houses on every side.

Dewhurst Road

5.160 West of Dunsany Road the street consists of opposing terraces (nos. 1 to 21 and 2 to 24) of three storey stock brick built terraced houses with double height, canted stucco bays. Notable stucco features include decorative friezes below the eaves and aprons below first floor sills. Many houses have the original pattern timber doors and some retain tessellated tile pathways. On the whole, there have been very few unsympathetic changes to the facades although a couple of houses have unsympathetic modern windows.

5.161 East of Dunsany Road, (nos. 26 to 52 and 23 to 55) the scale and pattern is more suburban and the street consists of two storey, red brick houses with pitched roofs and double height canted bays and small gables. All windows have stucco architraves and ground floor bays carry pediments and floral capitals. A stucco string course runs around the bay at first floor level and carries consoles which support the sill. Houses have generous front gardens where the planting makes a contribution to the street scene. Several retain tessellated tile pathways. Some gables still retain red clay finials. Some houses have later addition basements which have been discreetly integrated with narrow light wells.

5.162 Several medium sized trees in the footpath soften the linear view along the street.



Stucco pediments and capitals on bays, Dewhurst Road east.

5.163 There is an important view from Dewhurst Road to the Grade II listed Blythe House (Former Post Office Savings Bank HQ) which is outside of the Conservation Area and this is detailed in Chapter 7.

Sterndale Road

5.164 This street consists mainly of three storey (some with semi-basements), stock brick houses with shallow pitched roofs and double height canted bays. Stucco ornamentation is used on all windows and doorways and notable features include modillions below the eaves and nail head string courses below cornices on the bays. Some houses in the street (nos. 1 to 3, 9 to 23 and 88 to 92) have stucco parapets with modillions supporting deep cornices. Most houses have retained all of their stucco features. Some also retain original iron railings to the raised ground floor steps where they have basements.

5.165 There are several large trees in the street and their canopies merge in places across the road and create more enclosure and softening of the view. Front gardens are reasonably deep and hedges and other planting creates more interest at ground level.



Sterndale Road showing two styles of housing, those with a parapet and those with a pitched roof. One of the large trees that typify the street is visible on the left.

Dunsany Road

5.166 Significant views are afforded from this street of the rear of premises on Blythe Road, Dewhurst Road and Sterndale Road. Many premises have dormer windows in the rear roof slope and other extensions and changes to the original fabric of the building some of which have a negative impact on the character of the conservation area.

5.167 There is an important view from Dunsany Road into Addison Gardens and this is detailed in Chapter 7.

Augustine Road

5.168 No. 6. Applegarth Studios is an unusual two storey, red brick built studio/house with very narrow frontage onto Augustine Road. The building tapers back towards the rear of Dewhurst Road. The ground floor window is flanked by pilasters which support a brick pediment. The main distinctive feature of the street elevation is a tall, full width window on the first floor.



Applegarth Studios on Augustine Road.

5.169 No. 10 is a modern stock brick house with semi-basement and vaulted gable which makes a positive contribution to the character of the conservation area.

Blythe Road

5.170 Blythe Road accommodates several building styles along its length and houses are largely three storeys in height including some with basements. There are clusters of shops along the street and in the past there were more but some have been converted to residential use.

5.171 Nos. 59 to 71 are three storey stock brick premises with shops on the ground floor. Some original corbels remain on the pilasters but some are missing or damaged. Most of the shopfronts are unsympathetic to the proportions of the original shop surrounds. Projecting brick string courses run across the façade and there is an elaborate brick patterned cornice below the eaves. No. 59 has been rendered flat and painted and has therefore, lost all of its brick decoration. Nos. 71 to 77 retain shops on the ground floor and have retained their cornices above the shop signage. The upper floors of the building have the same window heads and parapet/cornice detailing as nos. 9 to 45 Sterndale Road. Nos. 77 to 85 are modern commercial buildings which have a neutral impact on the conservation whilst nos. 87 to 101 are modern three storey stock brick houses with gable roofs and oriel windows that make a positive contribution to the character of the street with their scale, grain and detailing.



Modern houses nos. 87-101 Blythe Road.

5.172 Nos. 121 to 127 are houses which are identical to nos. 26 to 52 and 23 to 55 Dewhurst Road. Nos. 129 to 135 are three storey brick built premises, all with additional mansard storeys. At ground floor all premises retain pilasters with corbels and cornices, as they were originally shops. The terrace carries a deep stucco cornice supported by large modillions and a stucco parapet above.

5.173 Nos. 137 to 143 are three storey plus basement stock brick built houses with double height stucco bays with minimal ornamentation apart from a cornice and capitals on the bays and pilasters. Houses have deep eaves with stucco modillions and large console brackets with finials above. Nos. 145 to 161 are three storey brick built houses with double height, stucco canted bays and abundant use of stucco decoration elsewhere. A distinctive feature of these houses is the paired windows above the entrance which carry a scrolled pediment above the cornice. Deep gardens on these houses contain hedges and other soft landscaping that contribute to the street scene. Medium sized street trees in this part of the street also soften the enclosure.



*Paired windows above the entrances with stucco scrolled pediments.
Nos. 145-161 Blythe Road.*

5.174 Nos. 163 to 175 are three storey plus basement terraced houses with three storey stucco bays with deep sills and architraves. No. 171 has an unsympathetic dormer on the front roof slope. Cast iron railings to front gardens have been replaced with unsympathetic modern replacements.

5.175 Nos. 177 to 183. This is a short terrace of three storey, hipped roof, stock brick houses with recessive, paired wings. Front elevations have two storey stucco canted bays. The deep eaves are supported by, stucco brackets. The recessive wings have secondary entrances and moulded stucco parapets. Unfortunately, boundaries on three premises have been removed and forecourts have been given over to parking.



Recessed wings on nos. 177-183 Blythe Road.

5.176 No. 112 is a distinctive five storey, red brick mansion block with full height symmetrical semi-canted bays set forward of the central elevation. The façade has elaborate brick decoration. Windows on the first to third floors have arched heads with soldier courses and brick strings courses which run across the entire façade, following the outline of the window arches. All windows have brick aprons and keystones. The fifth floor is terminated by rendered gables and parapets.



Elaborate brick detailing, no. 112 Blythe Road.

5.177 Nos. 114 to 118 are three storey brick built premises with ground floor shops. An unusual double console bracket feature frames the shop fascias.

5.178 No. 120 is the Old Parr's Head, former Public House, built between 1871 and 1873, according to the author of "Hammersmith and Fulham Pubs", Chris Amies, "*Parr's Ditch, now culverted, ran nearby along the western edge of Brook Green, but it is likely the name refers to a near-legendary, long lived and notorious seventeenth century character.*" Nos. 122 to 134 is a terrace of three storey plus basement houses which are entirely stucco fronted and have minimal decoration. Nos. 136 to 166 are a terrace of three storey stock brick premises with basements. The arched entrance to Berghem Mews breaks the terrace. The ground floors were originally shops as evidenced by the console brackets on the pilasters and cornices in between them. The shops have been filled in with brick facades with sash windows that are not sympathetic to the character of the building. Some houses have retained their original parapet cornices and iron railings. Unfortunately, no. 136 has been entirely rendered. Nos. 168 to 184 is a terrace of three storey plus basement stock brick houses with pitched roofs and double storey canted bays. Basements and ground floors are stucco but the only ornamentation is simple capitals on the pilasters around recessed doors.

5.179 No. 186 Blythe Mews is a modern building which has a neutral contribution to the character of the area. Adjacent to it a modern brick house has been built at the former garage site at no. 188. Its unusual form has added an element of surprise in the form of a rotunda that is sympathetically scaled to its neighbours and complementary in its brick façade.



New house on the former garage site, no. 188 Blythe Road.

5.180 The gabled rear of Addison Boys Club is prominent in views at this bend in the road. Unfortunately, its oriel window has been bricked up and reglazing would enhance its appearance.

Shepherds Bush Road

5.181 In this wide, mature tree lined street, there are three stock brick built terraces of three storey houses of similar scale that fall into three groups with regard to external stucco decoration. Whilst most have retained their original stucco features, most have lost their timber sash windows and original boundaries. Nos. 67 to 75 have semi-basements and feature triple height, canted, stucco bays. Distinctive stucco decoration includes aprons on the bays and friezes below the eaves. Nos. 77 to 85 have semi-basements and feature triple height, canted, stucco bays with elaborate decoration. Distinctive stucco, decorative features include crenulated string courses on the bay and above the doorway and vase like fluted pilasters below sills and finials above. Unsympathetic alterations include rendered painted façades to nos. 77 to 79. All boundaries have been replaced with a variety of less complimentary modern styles but the original railings on entrance steps have survived on some.



Nos. 77-85 Shepherds Bush Road have vase like pilasters under the sills and finials above. Ornate railings remain on some.

5.182 Nos. 85 to 105 have an extra storey contained within original mansard roofs featuring central dormer windows. Facades feature double height, canted, stucco bays with simple decorative architraves featuring capitals. At first floor level the tops of the architraves are terminated by a distinctive crenulated parapet. Paired entrances have deep cornices above the entablature with dentils below and Corinthian capitals to fluted pilasters. There are deep eaves containing concave stucco friezes which are inscribed with decorative motifs.



Concave frieze and crenulated parapets at nos. 85-105 Shepherds Bush Road.

5.183 A number of unsympathetic alterations have been carried out. All of the houses have lost all or some of their original timber sash sliding windows and a variety of modern replacements in UPVC have been installed. The front elevation of no. 105 has been clad in stone cladding and no. 99 has painted brick. Some have slate roofs but others have less attractive, modern concrete tile replacements. Hotel signage has obscured part of the entablature above the entrances of nos. 97 and 99.

Sub Area 6. Hazlitt Road

5.184 Scale, brick type and commonality of some of the stucco decoration define this sub area. Bricks are predominantly London Yellow Stocks or Gault. Storey heights are three or three plus basement. Much stucco decoration is applied to the elevations and many first floor windows have stucco pediments above them. The southern part of the sub area is characterised by post-war flat block development following extensive bomb damage. This is largely unsympathetic to the scale, grain, architectural style and layout of the area.

5.185 Post-war housing blocks, Thackery Court, Calcott Court, Coleridge Court, Walpole Court and Boswell front onto much of the western end of Blythe Road. The architecture and grain of these developments is largely unsympathetic to the character of the conservation area. Thackery Court together with Brangwyn Court, Elgar Court and Calcott Court are laid

out as an estate surrounded by green spaces. Their layout relates poorly to the orthogonal layout of the Victorian Streets in the area however, the open spaces do afford vantage points from which to view the attractive Victorian Streets. There are also some attractive mature trees that enhance the views, particularly around the perimeter on Blythe Road and Ceylon Road.

Milson Road

5.186 Nos. 107 to 111 are three storey brick built houses with pitched roofs with basements and double height canted bays. Recessed doorways are set behind round arches, with floral capitals supporting a substantial entablature with keystone, decorative panels and cornice above. The slightly more elevated continuation of the terrace at nos. 113 to 117 consists of brick built houses with pitched roofs and basements and double height canted bays. Entrances have slender columns or flat pilasters with capitals carrying a deep entablature with a cornice. Basement and raised ground floor bays are stucco with capitals on the latter and a parapet above the cornice. The eaves are supported by modillions set onto the window heads. No. 121 is a modern house built after wartime bombing that is sympathetic in scale and proportions but lacks the decorative detailing of the Victorian houses in the terrace.

5.187 Along the length of the terrace (from nos. 107 to 119) the houses have a distinctive rhythm in that in their ascending order, each of the features – bay windows and architrave rise slightly house by house. This creates a harmonious perspective that each house is slightly taller than the next. This sense of “flow” is of note as it is quite unlike any of the other terraces in either this or surrounding roads and should be noticed as of particular interest. The modern house at the end of the terrace, no. 121, provides a contemporary interpretation of the Victorian terrace. Whilst different in its materials and some of its detailing it reflects the stepped pattern of the rest of the terrace in the height of the bay and the position of the first floor windows. A gap at the end of the terrace following wartime bomb damage reveals a view of the rear of terraced premises on Sinclair Road.



Nos. 107-121 Milson Road.



No. 121 Milson Road. Attractive details include deep window reveals, faceted parapet and upper storey glazing.

5.188 Hazlitt House is a wide, three storey brick built house with basement. The ground floor entrance has a centralised portico with full capitals on the pillars and a decorative balustrade above the cornice. Several stucco string courses run across the façade including a nailhead pattern at first floor. A stucco frieze runs under the eaves and carries a row of modillions.



Hazlitt House with unsympathetic prominent dormer.

5.189 Nos. 54 and 56 are three storey premises that appear to have originally been shops on the ground floor as evidenced by console brackets on no. 56 and a cornice on no. 54. No. 58, former Royal Oak Public House was originally a three storey premises but now has a fourth storey contained within a modern mansard roof set behind the continuous parapet. The premises contains a well-proportioned timber shopfront and the original console brackets are still intact.

5.190 Nos. 60 to 66 are a short terrace of four, three storey, gault brick built houses. Nos. 60 and 66 at the ends of terrace are set forward from nos. 62 and 64 and are flat fronted. The latter have double height canted bays. Doorways are recessed with brick surrounds and stucco capitals supporting distinctive scrolled pediments above. The terrace has an elaborate, prominent and continuous parapet consisting of stucco string course, supporting modillions carrying a cornice with balustrade above. The façade also features coloured brick bands at all floors.

5.191 No. 64 has a later mansard roof with dormer windows which is prominent and breaks the symmetry of the terrace and undermines the roofline established by the decorative stucco parapet.



Elaborate stucco pediments, nos. 60-66 Milson Road.

5.192 Nos. 68 to 78 are a terrace of five, three storey brick built houses with double height canted bays and stucco decoration. Paired, recessed brick lined doorways have columns with floral capitals supporting an entablature with cornice and parapet with distinctive circular pattern.

5.193 The terrace had a continuous terrace but this is missing on nos. 76 and 78. Some houses have completely or partially lost the circular pattern in the parapet. Nos. 76 and 78 still have original decorative iron railings to the boundary.

Gratton Road

5.194 Nos. 26 to 50 and 35 to 41 are imposing three storey plus basement, gault brick houses with double or triple height canted bays and many have large, tall dormer windows in the front roof slope. Doorways have slim columns with capitals supporting a projecting entablature with decorative friezes and cornice. Parapets consist of a stucco string course with modillions carrying a cornice and a balustrade above. Those with double height bays

carry stucco balustrades. Nos. 43 to 57 do not have basements but have similar stucco detailing. Some houses retain their original ornate iron railings.



Typical stucco decoration Gratton Road and original railings.

Porten Road

5.195 Porten Houses are imposing four storey plus basement, red brick mansion blocks with four storey bays and stucco porticoes. A distinctive feature on all floors are the string courses which join the lintels and run along the full length of the terrace, the roofline is punctuated above the parapet by brick and stucco gables with moulded brick friezes below.



Porten Houses on Porten Road.

5.196 Nos. 19 to 29 are three storey houses with basements and recessed mansard roofs. Raised ground floors have banded stucco and some houses still retain floating pediments above the doorway and windows. Unfortunately, the brick facades have been painted which loses the contrast between the brick and the stucco decoration. Original or sympathetic railings are retained along the boundaries.



Floating pediments in Porten Road, nos. 19-28.

5.197 The rear of the terrace is visible from Ceylon Road. The profile of the valley roofs is a distinct feature. Setting back roof extensions helps to retain the clarity of the feature.



Prominent valley roofs, rear of Porten Road houses viewed from Ceylon Road.

Hazlitt Road

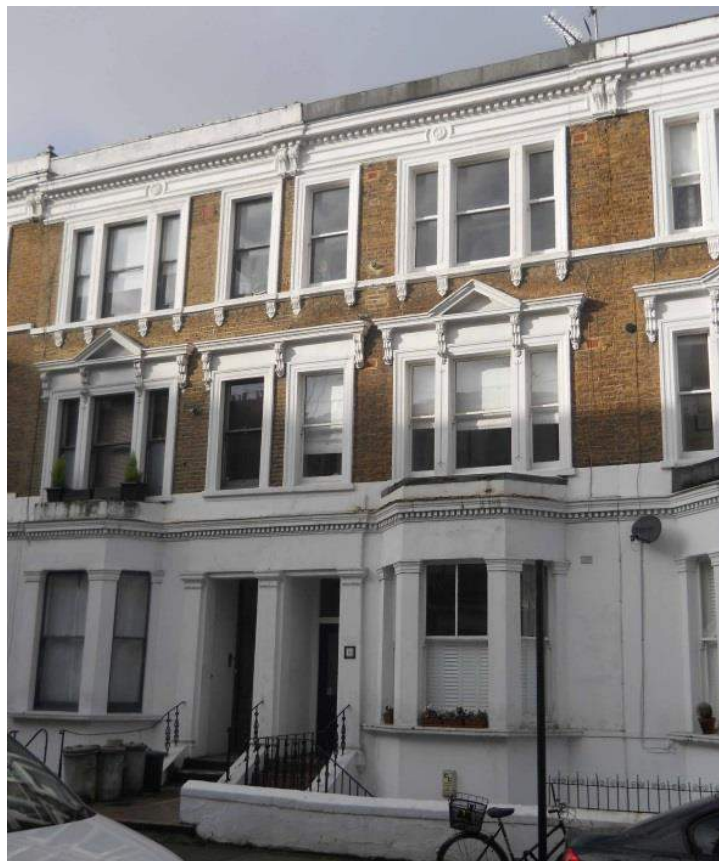
5.198 Nos. 2 to 18 are three storey plus basement, brick built houses with double height canted bays and abundant use of stucco decoration. Basement and ground floor elevations

are stucco up to first floor sill level. Doorways are recessed with capitals on flat pilasters. A cornice with dentils is continuous across the full width of the façade, encompassing the doorway entablature and bay, which has a parapet above. No.18 has missing dentils and stucco relief on the bay.

5.199 First floor and second floor windows are single above the doorway and triple above the bays and all have stucco architraves. First floor lintels are stucco and carry console brackets supporting cornices which have a pediment above the triple window bay.

5.200 Second floor windows have a sill supported by small fluted console brackets linked by a continuous string course along the terrace. Stucco parapets carry a moulded frieze with console brackets at each end, supporting a continuous cornice with dentils and flat stucco parapet section above.

5.201 Some houses retain remnants of ornate iron railings to front paths and steps but boundary railings are largely missing.



*Nos. 2-18 Hazlitt Road.
Unsympathetic lead work on cornices and parapets.*

5.202 Nos. 20 to 36 are a terrace of three storey brick built houses with basements with double height canted bays and porticoes. The latter have slender, partially fluted columns with capitals supporting arched heads. The elaborate entablature features pilasters on the corners, fluted key stones, string course and a dentil cornice. Bays are stucco and fairly plain but have a dentil cornice. The bays and porticoes support full width balconies above, with iron decorative balustrades.

5.203 First and second floor elevations are three windows wide with stucco pilasters either side of the central window running up to the cornice on the parapet. A continuous stucco string course runs across at window head level on first and second floor. The first floor carries a semi-circular pediment above the central window. There is swag detailing above first floor windows alternating with impressed floral detail.

5.204 Cornices are missing on some houses and where they are intact they have largely been disfigured with lead flashings. Some original boundary details and railings remain but there have been many unsympathetic changes. All windows are timber sashes but no.26 has an unsympathetic pair of doors with fanlight to the first floor balcony.



20-36 Hazlitt Road.

Missing cornices diminish the decorative composition.

5.205 There is an important view from Hazlitt Road to the Grade II listed Blythe House (Former Post Office Savings Bank HQ) which is outside of the Conservation Area and this is detailed in Chapter 7.

Maclise Road

5.206 Nos. 14 to 26 and 33 to 47 are impressive, opposing four storey plus basement, stock brick terraces. Robust stucco decoration is employed on all floors. On nos. 14 to 26 ground and basement floor facades are entirely stucco with canted bays and porticos with pillars and capitals. These support first floor balconies with continuous ornate iron balustrades

along the terrace. Tripartite windows at first and second floor carry the pediment detail that is typical in this part of the conservation area. A continuous stucco cornice on brackets also runs along the terrace. Some houses on the north side have later roof extensions but they are set back from the parapet.

5.207 Nos. 33 to 47 are similarly detailed. All windows are individually expressed and first floor pediments are semi-circular. Ground floor stucco is banded around the canted bays.



Nos. 14-26 Maclise Road.



Nos. 33-47 Maclise Road.



Original iron railings and piers are largely intact, Maclise Road.

5.208 Nos. 2 to 12 are four storey stock brick premises with shops on the ground floor. Most of the original pilasters, console brackets and cornices are still intact in the shop surrounds. Some original mullions between the residential door and the shopfronts are also intact. The shopfronts are generally of poor quality in this terrace in terms of their proportions and detailing. All windows on the upper floors have stucco surrounds and those at the first floor have pediments on brackets. A cornice at parapet level is still intact.



Pilasters, console brackets and cornices are largely intact. Nos. 2-12 Maclise Road.

Hazlitt Road

5.209 Nos. 1 to 7 are a short terrace of three storey plus semi-basement stock brick houses with double height, stucco canted bays with parapet roofs. Recessed porches have stucco pilasters with capitals and a cornice on the entablature. All windows have stucco surrounds and the tripartite windows at first floor level have brackets carrying a cornice with a pediment. This is a common feature of many houses in this part of the conservation area. Ornate iron railings on dwarf walls are intact.



Nos. 1-7 Hazlitt Road. First floor windows with pediments that are typical in this sub area.

5.210 No. 9. This detached house matches the design of those in Maclise Road but is only three storeys plus basement.



No. 9 Hazlitt Road.

Hazlitt Mews

5.211 Seven two storey stock brick premises which have undergone many alterations including, on most, the addition of mansard roofs with dormers. Nos. 4 and 5 were rebuilt in the 1980s.

Blythe Road

5.212 Nos. 24 to 44. This four storey terrace with shopfronts on the ground floor is very similar to those in Maclise Road. Most pilasters and console brackets in the shop surround

are intact but the shopfronts vary in quality. No. 28 retains a traditional shopfront of very sympathetic proportions to the shop surround.



View along Blythe Road, nos. 24-44.



Well-proportioned shopfront at no. 28 Blythe Road in need of some repair.

5.213 Nos. 46 to 52 are three storey terraced premises with shops on the ground floor. The pilasters and corbels are still intact although a couple of cornices are missing. Nos. 50 and 52 have slim shop fascias which are sympathetic to the original shop surrounds in their proportions. First floor windows have stucco window surrounds with pediments on decorative brackets. There are no roof extensions in this terrace which has a continuous parapet and cornice.

Beaconsfield Terrace Road

5.214 Nos. 1 to 6. This terrace of four storey premises with ground floor shops matches those at nos. 24 to 44 Blythe Road. The shop surrounds have intact pilasters and console brackets but the shopfronts vary in their quality and sympathy for the surrounding architecture.

6.0 BROAD DESIGN GUIDELINES

6.1 The previous section described the character and appearance of the conservation area, looking at its historic development, individual buildings, groups of buildings and the general townscape. This section outlines the broad design guidelines which will be applied to ensure that the character or appearance is preserved or enhanced by any proposal.

Land Uses

6.2 The mixture of uses within a conservation area is a component of character and often reinforces the role and quality of its individual buildings and local townscape. The impact of changing the balance of uses on that character must be carefully considered. Where new uses are proposed, they should be configured and accommodated in a manner that is consistent with the character of the conservation area and its architectural form, scale and features.

6.3 The experience of the particular mix of uses within a historic area helps determine its character. This often reinforces the role and quality of its individual buildings and local townscape. The balance of uses within a conservation area is, therefore, important in defining its character, particularly if they reflect the historic development of the area. Conservation area designation is seen as the means of recognising the importance of such factors and in ensuring that appropriate policies are adopted to address the preservation or enhancement of such character by maintaining the balance of uses where it exists.

Urban Design

6.4 New development should contribute positively to the townscape and visual quality of the area and achieve a harmonious relationship with its neighbours to preserve or enhance the character and appearance of the conservation area. A successful design will take account of the characteristics of setting, urban grain, key townscape features, architectural details, landscape features, views, landmarks of the conservation area.

6.5 New development will be considered on the basis of the following urban design characteristics:

a. Setting

The setting of the conservation area is determined by its surroundings within which the area is experienced and describes its relationship in particular to the spatial, visual, historic and topographic context. The setting may contain buildings or features that have a positive, neutral or negative impact on the significance of a conservation area. Where necessary, applicants should describe the impact of their proposals on the setting of a conservation area in accordance with the method outlined in Historic England's Good Practice Advice Note: The Setting of Heritage Assets (2015).

b. Urban Grain

The urban grain of an area is composed of the plot layout, form and scale of buildings, the public realm and street pattern that define the distinct character of the conservation area and give clues to its historic development.

c. Key Townscape Features

All new development should respect the key townscape features, such as height and massing, building types and density, that define the sense of place. Proposed works within consistent groups of buildings such as terraces or set piece developments should respect the established homogeneity of the townscape.

d. Architectural Detail

The scale, proportion, alignment, style and use of features and materials must be carefully conceived to achieve high quality buildings that form a harmonious relationship with their neighbours.

e. Landscape Features

All new development should respect terrain and landscape features of the site and surroundings and respect its relationship to the built context.

f. Views

Significant views in and out of a conservation area and within it that can be appreciated from the street should be protected and opportunities to enhance existing views and shape or define new ones should be sought when considering new development.

g. Landmarks

Established landmarks, such as a church, school or an imposing mansion block, should be retained as visual focal points where they make a positive contribution to defining and identifying the character of the conservation area.

Further guidance can be found in 'Building in Context: New Development in Historic Areas', CABE 2001.

6.6 The council will require applications for planning permission, whether outline or full, to be in sufficient detail for a judgement to be made in relation to the impact of the proposal on the character and appearance of the adjoining buildings and street scene and the conservation area as a whole. For this reason an outline application without any details is unlikely to provide sufficient information.

New Development, Extensions and Alterations

6.7 New buildings, extensions and alterations should be sympathetic to the architectural character of the built context and should not have a harmful impact on the character and appearance of the conservation area. Characteristics such as building heights, building lines, roof forms, rear and side additions, front gardens and boundary treatment, lightwells, materials, windows and building features as well as disabled access measures should be considered in this context.

6.8 The following building characteristics are relevant when planning new development, extensions and alterations:

a. Building Height

Any new development should respect the general townscape and prevailing height of buildings in each area where there is general consistency in height and scale. Where this is not the case, a townscape analysis would be required that supports the judgement about appropriate building heights on a site.

b. Building Line

The relationship between the frontages of buildings and the street space they are enclosing is an important townscape characteristic. New development should respect the dominant building line and the general rhythm of the facades within a street. The building line of the rear of buildings, often with a repetitive pattern of original subordinately designed rear extensions, can also be important in its relationship with gardens. It should be respected by the careful design of any proposed rear extensions.

c. Roof Extensions

Front roof extensions are likely to interrupt continuous parapet and eaves lines in the townscape and are generally unacceptable for typical building styles within the Borough. Rear roof extensions should be sympathetic and special attention should be paid to their design where they are visible from the street and from surrounding properties. Alterations to the ridge height and the front roof slope are considered to be unacceptable where they harm the uniformity of a terrace or the proportions of a building. The use or reinstatement of original rainwater goods, decorative detail and materials including tiling patterns will be expected where appropriate. The demolition of original chimney stacks that are a significant feature in the roofline and silhouette of a building or terrace is considered to be a material alteration to the roofscape and shape of a dwelling house. Their removal may require planning permission and will be resisted. Similarly, original chimney pots should be retained wherever possible.

d. Hip to Gable Roof Extensions

Hip to gable roof extensions can undermine the symmetry of groups of properties or terraces. Where hipped roofs form part of the pattern of original development in an area their loss will be resisted.

e. Other Extensions

Extensions should never dominate the main building and should meet the policies in the section of the Planning Guidance Supplementary Planning Document on Housing Quality with regard to the provision of garden space, its proportions and quality. The size of rear and side extensions should have regard to existing building patterns within a conservation area and respect the symmetry of original additions in terraces. The design and materials of such extensions should integrate successfully with the host building and its neighbours.

f. Front Gardens

Front gardens define the edge of the public realm and form an important element of the character of most of the Borough's streets and terraces. Planted front gardens improve privacy, the appearance of properties and their relationship to the street, amenity value and local biodiversity. The retention and maintenance of planted front gardens will be encouraged and their destruction in order to create vehicular crossovers, access and hard standings will be resisted. Further guidance can be found in the Sustainable Drainage Systems, Biodiversity and Transport sections of the Planning Guidance Supplementary Planning Document.

g. Boundary Treatment

Traditional front boundaries are important in defining the character of a street and visually unite street frontages of buildings. Alterations to or removals of front boundaries that interrupt the sense of enclosure and rhythm in the relationship between private and public space will be resisted, and where missing, front boundaries should be replaced to their original design. Boundaries of the 19th & early 20th Century can vary from the earlier style of metal railings on a stone plinth with matching gates, to the later style of low brick walls with stone copings (simple flat blocks or more distinctively moulded) surmounted by metal railings or panels, and matching gates all flanked by stone or terracotta capped piers, and hedges, or a combination of these. In the majority of cases black or dark green is the most appropriate colour to paint metal railings and gates, but wherever possible the original colour scheme should be investigated. Invisible Green (Dulux Colour Reference 8406 G78Y) is often used. Visible side and rear boundary treatments can be of equal visual importance and their original design should be retained or reinstated. Any new structure over one metre in height on a boundary adjoining the highway and over two metres in height on a boundary at the rear of properties would require planning permission. Where the installation of bin, cycle or meter enclosures in gardens is considered to be acceptable, their design should be in proportion to the height of the boundary treatment and the size of the garden, and the enclosures should not be accessed through new openings in boundary walls, hedges or railings.

h. Lightwells

Where lightwells are considered to be appropriate they must be sensitively designed and proportioned to accord with the 'Design Guidelines for Lightwells' in the Planning Guidance Supplementary Planning Document. The creation of lightwells by the excavation of all or part of the front garden of a residential property to provide windows to basements requires planning permission, as does the enlargement of an existing lightwell. The loss of a substantial part of front gardens that form an integral part of the character of the terrace and street will be resisted.

i. Brickwork and Stonework, Painting, Render and Cladding

External brick or stone walls (including pilasters to shop surrounds) should be retained in their original condition and should not be painted, rendered or clad in any material. Existing brick or stone elevations including chimney stacks should be properly maintained and appropriate repointing undertaken where necessary (usually

with lime based mortar in a flush finish). Properties that have original unpainted stucco rendering, or have stucco mouldings, should preferably be left in their original state and specialist advice should be sought where re-rendering or repairs are necessary. Where render or stucco is painted, it should be repainted an appropriate matt colour (or colours) i.e. white, pale or pastel shades rather than vivid colours. Glazed bricks or tiles and terracotta tiles or decorative panels should not be painted. Planning permission may be needed for changes to original facades and consultation with the Borough's Conservation Officer should be sought.

j. Windows and Original Features

Original architectural features such as timber sash windows, timber or metal casement windows, panelled doors, decorative stucco, moulded window surrounds and door cases, and historic shopfronts should be maintained and repaired wherever possible. Where renewal is unavoidable, owners are encouraged to reinstate these with exact replicas in the original style, detailing and materials. Replacement windows should be designed with matching opening styles, frame materials and profiles, pattern of glazing bars and glazing types. The type of glazing including secondary glazing options and design details should be carefully considered on a case by case basis. Planning permission may be needed for replacement windows and advice from the Borough's conservation officer should be sought. Owners of properties with inappropriate replacement windows, including PVC (plastic) windows, will be encouraged to change them for those of a more appropriate design and materials to match the originals when an opportunity arises.

k. Disabled Access

Applications for development affecting heritage assets should achieve accessible and inclusive design wherever possible and practicable. The Council supports the dignified and easy access for disabled people to and within historic buildings and historic public spaces. Suitable access for disabled people, which does not compromise a building's or area's special interest, can normally be achieved if treated as part of an integrated review of access requirements for all visitors or users, and if a flexible and pragmatic approach is taken. The Historic England publication – Easy Access to Historic Buildings (2015) provides useful guidance.

Shopfronts, Shop Signs and Awnings

6.9 The removal of historic shopfronts will be resisted and where they have been fully or partially removed, restoration will be encouraged. New shopfronts, including signage, lighting and other external installations, should incorporate high quality designs and materials which are appropriate to the architectural character of the building.

6.10 Proposed works to shopfronts will be considered with regard to their characteristic setting and features:

a. Shopfronts

New shopfronts and alterations should be designed to achieve a satisfactory visual relationship between the frontage and the rest of the building. Shopfronts spanning

more than one original shop unit should not disrupt the vertical emphasis by the removal of intermediate pilasters and corbel brackets that originally divided the individual shop units.

b. Shopping Parades

A group of shops within a terrace normally has a unified appearance within well designed surrounds common to each shop and with related shopfront designs. The replacement of shopfronts with individual features and surrounds that are not common to the group would harm the unified appearance of the terrace. The retention, repair or restoration of original shop surrounds and frontages therefore is of high importance to the character and appearance of historic buildings and conservation areas.

c. Shop Fascias, Signage and Lighting

Fascia panels and shop signs should be integrated into the design of a shopfront, respect architectural details, use appropriate materials of high quality and should be located below the perceived floor level of the first floor. Internally illuminated box fascias and signs are considered to be inappropriate for shops within conservation areas.

d. Shop Security Shutters and Awnings

Security grilles, where absolutely necessary, should consist of an open mesh to avoid dead frontages and be located internally. Shutter boxes should always be hidden from external views. Awnings should be traditionally designed and integrated into the shopfront.

More detailed guidance can be found in the Planning Guidance Supplementary Planning Document.

Estate Agent Boards

6.11 Where advertisement consent is required for the display of estate agent boards within the Regulation 7 Area, such applications will be refused to avoid harm to visual amenity and the character and appearance of the Conservation Area.

External Installations

6.12 Any external installations, such as solar/PV panels, satellite dishes and antennae, must be integrated into the design of a building by installing these within the envelope of the building or in a discrete manner in the least intrusive locations to minimise their visual impact both in ground level and high level views. Such installations within a conservation area may require planning permission and need careful consideration.

6.13 The proposed details of the installation of the following external additions must be considered:

a. Energy Efficiency Measures

Installation of energy efficiency technologies such as microgeneration equipment must be sensitively designed and situated to limit their visual impact on heritage assets. Internal alterations to increase energy efficiency, such as secondary glazing or heat pumps that require the installation of external grilles, should be designed to be sympathetic to the exterior character.

b. Satellite Dishes

Satellite dishes will not be permitted where they would be visually obtrusive and where alternative locations are possible.

c. Other Additions

External impedimenta such as original rainwater goods should be replaced in their original form and material. In some cases, powder coated aluminium may be acceptable but the use of PVC (plastic) is considered visually inappropriate. The installation of small size equipment such as alarm and antenna boxes and cameras should be limited and sited away from important architectural details and screened appropriately. The routing of cables should be internal – where this is not possible, cable routes should be in the least prominent locations with a colour finish to match the background.

Open Spaces, Trees and Streets

6.14 Open spaces, trees and streets make a significant contribution to the character and appearance of conservation areas. It is important that any proposed changes preserve the character and reinforce local distinctiveness of the area.

6.15 Proposals will be assessed with regard to the following considerations:

a. Open Spaces

Public and private open spaces within a conservation area have a major visual and amenity value and impact upon the character of an otherwise built up area. Landscaping in private gardens makes a positive contribution to the street scene in many parts of this conservation area. Any development should be designed to ensure it is harmonious with the open space context.

b. Trees

Mature planting and trees are an important characteristic of historic areas and most trees in a conservation area, including those in rear gardens, are protected [see the Town and Country Planning [Trees] Regulations 2012]. Owners are urged to look after trees on their land and plant new ones, and the Council will continue to re-instate and plant new street trees where appropriate, in order to ensure a continuing stock of mature trees for future generations and to provide an opportunity for biodiversity. Trees and shrub planting along boundaries of properties is a common characteristic in conservation areas, and their retention and maintenance will be encouraged.

c. Streets

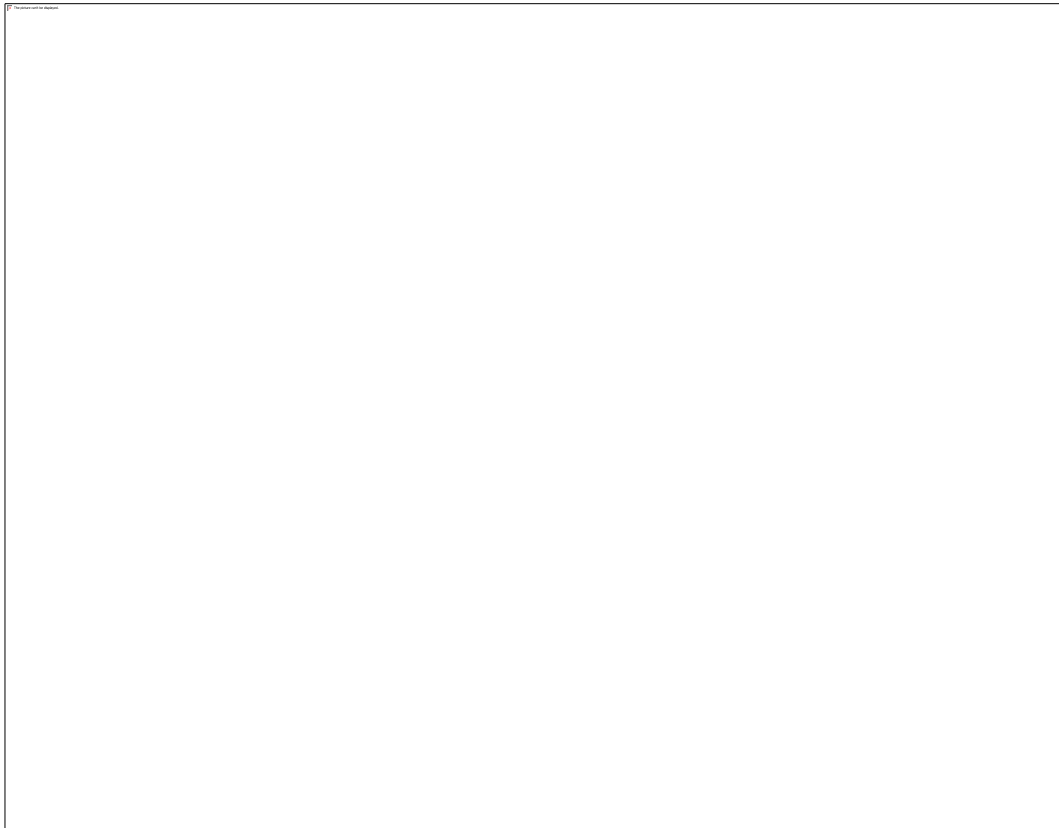
Roads, pavements and public spaces should form a neutral setting for buildings within the conservation area and all work should be carried out in accordance with the Council's street design guide "Street Smart". Original kerb stones and historic paving should be kept and repaired. Where this is not possible, high quality natural materials such as York stone and granite setts can greatly add to the visual interest of an area, however, surfaces should be visually subordinate within the townscape, providing a coherent character throughout the conservation area. Any hard and soft landscaping, paving, road surfaces or footpaths should be designed to contribute where necessary to managing surface water run-off in accordance with the Flood Risk Mitigation and Sustainable Drainage section of the Planning Guidance Supplementary Planning Document.

d. Street Furniture

The Council is committed to improving the street scene. The aim is to promote high quality design and to eliminate visual clutter by removing redundant items of street furniture. Historic cast iron bollards, railings and cast iron or enamel street name plates add to the visual character of an area and should be retained and repaired or, if appropriate, replicas installed. New lighting columns and lanterns should be designed in keeping with the local character and context within the conservation area.

7.0 VIEWS ANALYSIS

7.1 The analysis of the conservation area has identified 16 key views which are described in this chapter and shown on the map below:



Key map showing views in and around the conservation area

KEY VIEWS DESCRIPTIONS

Views Towards External Landmarks

1. Hazlitt Road



7.2 The viewpoint is from outside 38 Hazlitt Road (at the junction of Milson Road and Hazlitt Road) looking southwest along the length of the street towards the Grade II listed Blythe House (Former Post Office Savings Bank HQ) which lies outside of the conservation area.

7.3 The view is linear and strongly enclosed. The west side of the street is defined by imposing three storey, brick built terraced houses. Nos. 18 to 36 are set out as paired villas with ornate stucco porticos and bay windows carrying balconies above with ornate iron railings. The facades have elaborate stone architraves and vertically aligned aprons between them. The end of the terrace, nos. 2 to 16, is a different style that has single storey stucco bays and pedimented architraves at first floor level. Ornate iron railings along the length of the terrace reinforce the linearity of the view.

7.4 The east side of the street is enclosed by buildings which form the end of terrace buildings in Hazlitt Mews, Maclise Road and Blythe Road. They vary in height between three and five storeys.

7.5 The view is terminated strongly by the imposing five storey Blythe House (Former Post Office Savings Bank HQ) with its twin cupolas and clock set within the mansard roof and framed by columns supporting an arched pediment. This forms an imposing focal point on the strongly enclosed skyline.

2. Blythe Road Junction with Sterndale Road



7.6 The viewpoint is on the south side of Blythe Road from adjacent to no. 79 Sterndale Road and is looking west towards the Grade II listed Blythe House (Former Post Office Savings Bank HQ).

7.7 The view is channelled and contained by terraces of largely three storeys on both sides of the street and it curves towards its termination point which is Blythe House. The ornate cupolas and clock of the latter are prominent and form the focal point of the view.

7.8 The three storey (plus semi-basement) terrace on the north side is unusual for the conservation area in that it is fully stuccoed on all floors and it forms a strong coherent edge to this side of the street. The brick built terrace on the south side has a fine grained appearance of shops with two storeys of accommodation above and prominent chimneys. Mature trees soften the view in front of Blythe House.

3. Hofland Road



7.9 The viewpoint is on the north side of Hofland Road, looking southwest along the terrace nos. 1 to 31 (Buildings of Merit). The view is linear and channelled but weakly enclosed due to the low height of the buildings and the width of the street to the backs of the opposing terrace, with a large expanse of sky due to backs of houses/gardens opposite.

7.10 The view is notable for the consistency of the architecture in the two storey terraced houses, with generous mature gardens. The view is terminated by the prominent, vaulted roof of the Grand Hall at the Grade II listed Olympia Exhibition Centre which covers almost the full width of the skyline.

4. Irving Road



7.11 The viewpoint is on the north side of Irving Road outside no. 36 looking northwest along the street towards Bolingbroke Road. The view is linear and channelled by consistent, two storey (plus semi-basement) terraced houses on both sides of the street. The houses are bay fronted at basement and raised ground floor levels and have unaltered rooflines with prominent chimneys.

7.12 The focal point of the view is Addison Primary School (Building of Merit) which has a varied roofline consisting of gables and a mansard roof with cupola and prominent glazed dormers. The brick façade is striking with vertically aligned groupings of tall windows and other feature windows. It is an example of a Board School designed to be prominent in the locality and therefore deliberately taller than its surroundings and striking in appearance.

5. Redan Street



7.13 The viewpoint is on the south side of the street looking northwest along the street to Bolingbroke Road. The view is linear and channelled by the terrace of two storey houses on the north side of the street.

7.14 In the view there are three main styles of housing. Those nearest the viewpoint are two storey brick built with double height bays. The next part of the terrace consists of stucco fronted houses with corniced parapets. The main length of the terrace consists of brick houses with stucco, flat fronted ground floors and pitched roofs. Within each group the architecture is consistent and relatively unaltered.

7.15 The focal point of the view is Addison Primary School (Building of Merit) which terminates the view along the street and appears above the roof line of the terrace. The school has a varied roofline consisting of gables and a mansard roof with cupola and prominent glazed dormers. It is an example of a Board School designed to be prominent in the locality and therefore deliberately taller than its surroundings and striking in appearance.

7.16 Small trees soften the view on both sides of the street.

6. Richmond Way



7.17 The viewpoint is on the west side of Richmond Way looking west along Minford Gardens. The view is linear and channelled with the edges defined by three storey (plus basement) brick built terraced houses with first floor bays. The focal point of the view is the steeple of the Grade II listed St. Simon's Church which is a prominent landmark and aids local legibility. The view is softened significantly with medium sized street trees.

7. Sinclair Gardens into Addison Gardens



7.18 The viewpoint is at the junction of Sinclair Gardens and Addison Gardens on the west side looking southwest along the length of Addison Gardens. The view is channelled and off centre.

7.19 The foreground is occupied by the terrace, nos. 27 to 59 Addison Gardens, consisting of four storey brick built, terraced houses with porticos, double height bays with stucco parapets and gabled roofs. These are striking in their detailing and uniform appearance. Only no. 27 is different in style following a fire and rebuilding. Also brick built, it is only three storeys with a hipped roof and small gable, a double height bay and arched window heads.

7.20 In the distant view the cupola of nos. 19 to 26 Richmond Way (Building of Merit) is prominent as is the roof and cupola of Addison Primary School just beyond it. Overall the roofline is distinct in this view because of the high degree of articulation.

8. Richmond Way to Bolingbroke Road



7.21 The viewpoint is from the north side of Richmond Way at the junction with Lakeside Road. The view is looking south and is linear along Richmond Way to its termination point in Bolingbroke Road. Nos. 19 to 26 and 11 to 18 Addison Park Mansions (Buildings of Merit) either side of Addison Gardens are prominent on the right hand side of the view and the cupola is a local landmark. The buildings are attractively detailed with double height bays and stucco string courses and cornices. Brick built houses of similar scale frame the left hand side of the view together with a mature tree in the garden of no. 62.

7.22 The viewpoint is terminated, by three storey houses with prominent gable roofs on Bolingbroke Road.

9. Masbro Road corner of Milson Road



7.23 The viewpoint is from the west side of Masbro Road at the junction with Milson Road looking northwest towards St. Mathew's church (Building of Merit). The view is enclosed and terminated by the church itself with its banded tiled roof and bellecote that provides a focal point and local landmark.

7.24 Two and three storey brick buildings line Masbro Road on both sides of the street. No. 88 is a three storey public house (Building of Merit) prominent on the right hand side of the view with stucco string courses and cornicing.

7.25 Small and medium sized street trees soften the view.

10. Masbro Road corner of Redan Street



7.26 The viewpoint is from the west side of Masbro Road at the junction with Redan Street. The view is looking northwest along Masbro Road, it is linear and channelled by two and three storey buildings that line the street. This view is distinct because of the lack of uniformity in the range of Victorian houses that line the east side of the street. The view is softened and given further enclosure by trees on both sides of the street with the bellocote of St. Mathew's Church (Building of Merit) prominent above the tree canopy at the termination point.

11. Sinclair Road



7.27 The viewpoint is from the east side of Sinclair Road outside no. 138 Sinclair Road. The view is a close range view of St. Matthew's Church (Building of Merit). The church bellocote is largely obscured from view when approaching the church from the north but is revealed at close range. The street is enclosed either side by 4 storey, brick built, terraced houses (plus basement) with paired porticos. Fourth storeys consist of dormers and mansards.

7.28 The building is notable for its banded tiled roof.

12. Lakeside Road to St. Simon's Church



7.29 The viewpoint is from the east side of Lakeside Road looking northwest along Rockley Road. The view is through tree trunks and is strongly enclosed by three storey plus semi-basement buildings on the corners of Lakeside Road and buildings of a similar scale along the east side of Rockley Road. The focal point is the spire of Grade II listed St. Simon's Church which terminates the view and is an important local landmark that assists with way finding.

13. Lakeside Road



7.30 The viewpoint is at the south end of Lakeside Road looking northeast along the street. The view is linear and strongly channelled by three storey (plus semi-basement) terraced houses on both sides of the street. The terraces are imposing with double height stucco bays and prominent chimney stacks which add additional height and enclosure to the view. The terraces are consistent in their detailing and relatively free of alterations. In the summer view the termination point on Richmond Way, is obscured by a cluster of tall trees at the junction with Rockley Road.

14. Blythe Road



7.31 The viewpoint is from the south side of Blythe Road just to the west of its junction with Lakeside Road. The focus of the view is Marchmont Court on the corner of Addison Road and Blythe Road. At five storeys, the building is taller than its surroundings and combined with its distinctive detailing forms a local landmark. The brick facade features rendered bands that run around all principle elevations. The splayed corner elevation is more elaborate with the first floor window crowned by an elaborate canopy, whilst the second floor window is pedimented. The fifth floor consists of a steep, slated mansard roof which is unique in the area. Rendered banding is continued around the tall chimney which has a pronounced cornice.

15. Dunsany Road



7.32 The viewpoint is from Dunsany Road looking north across the junction with Blythe Road and further into Addison Gardens. The view is enclosed, and deflected along Addison Gardens.

7.33 There is a cluster of significant buildings in the view at this junction. Marchmont House, right of the junction (Building of Merit) is imposing in scale and bold in its detailing. At five storeys, the building is taller than its surroundings and combined with its distinctive detailing forms a local landmark. In summer, the view is obscured by a street tree.

7.34 The brick facade features rendered bands that run around all principle elevations. The splayed corner elevation is more elaborate with the first floor window crowned by an apron and elaborate canopy. The second floor window is pedimented. The fifth floor consists of a steep slated mansard roof which is unique in the area. Rendered banding is continued around the tall chimney which has a pronounced cornice.

7.35 Gordon Mansions (Building of Merit) on the left of the junction stands out because of its painted brick facade which features paired, three storey canted bays with balconies on top, pedimented aprons and arched window heads at second floor level.

7.36 These two buildings frame the view of the three storey terraced brick built terrace along the west side of Addison Gardens which terminate the view. These have distinct, pedimented gables which create a highly articulated roofline and stucco architraves which are pedimented at ground floor level.

16. Dewhurst Road



7.37 The viewpoint is from the junction of Dunsany Road and Dewhurst Road. The view is looking east along Dewhurst Road and its termination point, is obscured by trees as the street turns to the southeast in the distance. The view is channelled by two storey terraced houses, with double height bays and pitched roads on both sides of the street.

7.38 The distant focal point of the view is the twin cupolas on top of the Grade II listed Blythe House (Former Post Office Savings Bank HQ) which lies outside of the conservation area. The towers are a landmark in this location that assist with the legibility of the neighbourhood.

The Impact on Views of Tall Buildings Outside the Conservation Area

7.39 Some streets within the conservation area are directly aligned with the town centres that lay directly to the south and the north i.e. Shepherds Bush Town Centre and Hammersmith Town Centre. Streets that are aligned with Hammersmith Town Centre include:

- Dunsany Road
- Augustine Road
- Springvale Terrace
- Masbro Road
- Faroe Road.

7.40 Streets that are aligned with Shepherds Bush Town Centre include:

- Sinclair Road
- Milson Road
- Hofland Road
- Richmond Way
- Lakeside Road
- Rockley Road

7.41 It is feasible that tall buildings granted planning permission in those town centres could become apparent in views from the streets in the conservation area listed above.

7.42 In the Local Plan Hammersmith Town Centre is designated as an area where tall buildings may be appropriate. The historic core of Shepherds Bush Town Centre is not designated as an area where tall buildings are considered appropriate, however due to the presence of existing tall buildings new tall buildings are sometimes proposed. It will, be necessary therefore, to test the impact of any proposals within both town centres on views from within the conservation area to determine whether they would detract, enhance or have a neutral impact.

7.43 It is also feasible that changes to the form and elevations of existing tall buildings could also be proposed which could have an impact on views and these should also be tested. This is particularly apparent in the north of the conservation area where several tall buildings in Shepherds Bush Town Centre and beyond are highly visible in views from some of the streets listed above.

7.44 Within the streets listed above no specific viewpoint is identified as there could be various viewpoints from within the street or the view could be continuous as one progresses along the length of the street. It is anticipated that the views most sensitive to tall buildings could be the view from Lakeside Road along Rockley Road to St. Simon's Church (listed). Any tall building that appears in the backdrop to the church spire could affect the setting of the listed building and the significance of the view.

7.45 Streets in the conservation area that do not align with the two town centres are not generally expected to be affected by new tall buildings as they are generally well enclosed, however, it is feasible that some views along streets could be affected in more oblique views. Therefore, the above list should not be regarded as exhaustive.

8.0 OTHER RELEVANT DOCUMENTS

An Historical and Topographical Account of Fulham: Including the Hamlet of Hammersmith. Thomas Faulkner 1813.

A History of Hammersmith, based upon that by Thomas Faulkner in 1839, edited for the Hammersmith History Group by Philip D Whiting 1965.

Hammersmith and Shepherds Bush Past: Barbara Denny, published by Historical Publications, 1995 reprinted 2000.

London Terrace Houses 1660-1860: A Guide to Alterations and Extensions; English Heritage, February 1996.

British Standard: BS 7913: 1998: Guide to the Principles of the Conservation of Historic Buildings.

Streets For All: A Guide to the Management of London's Streets; English Heritage, March 2000.

Power of Place: The Future of the Historic Environment; English Heritage, December 2000.

Building in Context: New Development in Historic Areas; CABI, 2001.

Building Regulations and Historic Buildings: Balancing the needs for energy conservation with those of building conservation: an Interim Guidance Note on the application of Part L; English Heritage, September 2002.

Hammersmith and Fulham Pubs; Chris Amies; one of the Images of London series; Tempus Publishing, 2004.

Street Smart: A Guide to Designing & Maintaining the Streetscape; London Borough of Hammersmith & Fulham, Summer 2005.

Conservation Principles: For the Sustainable Management of the Historic Environment; English Heritage, February 2006.

The London Plan: Spatial Development Strategy for Greater London; Greater London Authority, July 2011. Consolidated with alterations, March 2015.

National Planning Policy Framework; Department for Communities and Local Government, March 2012.

Good Practice Guide for Local Heritage Listing; English Heritage, May 2012.

Development Management Local Plan; London Borough of Hammersmith & Fulham, July 2013.

Planning Guidance Supplementary Planning Document; London Borough of Hammersmith & Fulham, July 2013.

Traditional Windows: Their Care, Repair and Upgrading; English Heritage, September 2014.

Historic Environment Good Practice Advice in Planning: 3: The Setting of Historic Assets; Historic England, March 2015.

Conservation Area Designation, Appraisal and Management Historic England Advice Note 1 February 2016.

Making Changes to Heritage Assets; Historic England, February 2016.

9.0 STATUTORY LISTED BUILDINGS IN THE CONSERVATION AREA

Building; Grade

Rockley Road, W14

St Simon's Church and Church Hall; Grade II

10.0 BUILDINGS OF MERIT IN THE CONSERVATION AREA

Addison Gardens W14

No. 150 Gordon Mansions (1 – 4 consec.)

Nos. 11 – 18 & 19 – 26 Addison Park Mansions (properly in Richmond Way)

Addison Gardens Primary School including annexe

Blythe Road W14

No. 210 Marchmont Court (on corner with Addison Gardens)

Hofland Road W14

No. 1 – 31 (consec.)

Masbro Road W14

No. 42 Former The Lord Nelson PH

No. 88 Bird in Hand PH

Richmond Way W12 & W14

Nos. 85 & 86 Richford House (aka 23 Grove Mews)

Rockley Road, W14

No. 15, The Old Vicarage

Sinclair Road, W14

No. 93 St. Matthew's Church

11.0 ARTICLE 4 DIRECTIONS IN THE CONSERVATION AREA

11.1 Planning permission is needed for most forms of development, including many building alterations. However, in order to prevent unnecessary interference in more straightforward work the "Town and Country Planning (General Permitted Development) Order 1995" grants a general planning permission for some types of development, including some alterations to dwelling houses. Because even these simpler developments can harm the character and

appearance of a conservation area, Local Planning Authorities can remove these permitted development rights. This is done by the Council making a Direction under Article 4 of the General Permitted Development Order. The following directions are in force within this conservation area:

Lakeside / Sinclair / Blythe Road Article 4 Direction

67 – 97 (odd), 70 – 148 (even) Addison Gardens

11.2 Restricts the following works from being undertaken as permitted development, and planning permission will be required for:

- Any enlargement, improvement or other alteration to the front elevation of the dwellinghouse.
- Any alteration or addition to the roof of the dwellinghouse.
- Any alteration to the roof profile or roof covering materials of the dwellinghouse.
- Any erection or construction of a porch outside any external door of the dwellinghouse.
- Any alteration, insertion, enlargement or replacement to a gate, wall or fence of the dwellinghouse.
- Any demolition in whole or in part of any gate or fence.
- Any painting of the exterior of the dwellinghouse, except doors and window frames.

Regulation 7 Direction: Restricting Deemed Consent for the Display of Estate Agent Boards

11.3 Deemed consent for the display of advertisements relating to the sale and letting of premises as specified in Class 3A of Schedule 3, Part 1 of the Town and Country Planning Act (Control of Advertisements) (England) Regulation 2007 has been withdrawn in parts of the conservation area. This means that advertisement consent is required before any estate agent boards can be erected at the following addresses:

- Addison Gardens (all excluding Addison Primary School)
- Beaconsfield Terrace
- Blythe Road (no. 44 only)
- Bolingbroke Road (nos. 1 – 49 inclusive)
- Fielding Road (all except St Matthew's Church)
- Hazlitt Mews (all)
- Hazlitt Road (all)
- Lakeside Road (all)
- Maclise Road (nos. 2 – 26 even, 33 – 47 odd)
- Milson Road (Hazlitt House only)
- Richmond Way (23 – 39 odd, 61, 58 – 60 even)
- Sinclair Gardens (all)
- Sinclair Road (all)

12.0 TREE PRESERVATION ORDERS

12.1 There are a few protected trees in the Lakeside / Sinclair / Blythe Road Conservation Area, most of which are located within the private courtyard formed by Richmond Way, Addison Gardens and Sinclair Gardens. Further inquiries about Tree Preservation Orders should be directed to Hammersmith and Fulham's Urban Design and Conservation department.

13.0 GLOSSARY

Architrave: A strip or moulding used to cover the joint between a frame and a wall, around a door or window frame; the lowest of the three sections of an entablature in classical architecture.

Apron: Mainly rectangular projecting section of brickwork often found below a window.

Baluster: A pillar or column supporting a handrail or coping, a series forming a balustrade.

Barge board: A board formed to the projecting end of a roof over a gable, usually in pairs, one to each slope.

Bays: Compartments into which the nave or roof of a building is divided. The term is also used for projecting windows.

Bow window: Similar to a bay window but curved in plan.

Bracket: A projecting support. In brickwork or masonry it could be called a corbel.

Building line: The main mass of a building as defined by its facades.

Canopy: A roof-like projection over a door or window; a hood.

Capital: The head or crowning feature of a column.

Cill/Sill: A slab of stone or wood at the base of a window or door opening giving protection to the wall beneath.

Colonnade: A series of columns.

Console: An ornamental bracket.

Corbel: A projection from a wall, often in brick, iron, wood or stone, which provides support for a beam or roof truss. Sometimes decorated.

Corinthian: The Corinthian is the most ornate of the three main orders of classical Greek architecture, characterized by slender fluted columns and elaborate flared capitals decorated with acanthus leaves and scrolls. There are many variations.

Cornice: Projecting horizontal moulding. There are many variations in design. Usually placed on the parapet, at the top of bays or on the entrance entablature.

Curtilage: The total land area attached to a dwelling house.

Dentils: A row of small rectangular blocks forming part of the bed mould of a cornice.

Doric: The Doric is the oldest and simplest of the three main orders of classical Greek architecture, consisting typically of a channelled column with no base. The capital takes a simple circular form supporting a square abacus.

Dormer: A window in a sloping roof, usually that of a sleeping-apartment, hence the name.

Eaves: The lower part of a roof projecting beyond the face of the wall.

Entablature: The upper part of an Order of architecture, comprising architrave, frieze and cornice, supported by a colonnade.

Façade: The face or elevation of a building.

Fascia: The wide board over a shop front.

Finial: The upper portion of a pinnacle, railing or other architectural feature. Can be ball or spear shaped.

Gable: The triangular portion of a wall, between the enclosing lines of a sloping roof. In Classic architecture it is called a pediment.

Gault bricks: gault clays are often heavy and tough, but contain enough chalk to make the bricks pale yellow or white when burnt. In their uncleaned state they often look grey.

Gibbs surround: A surround of a door, window, or niche consisting of large blocks of stone interrupting the architrave, usually with a triple keystone at the top set under a pediment. It is named after the architect James Gibb (1682-1754).

Glazing bar: A thin rebated wood bar which divides a large window into smaller lights.

Hipped gable: A roof which is hipped at the upper part of its end but has a part gable below the hip.

Hipped roof: A roof which is sloped at its ends as well as on the sides.

Ionic: The Ionic order is lighter, more elegant, than the Doric, with slim columns, generally fluted. It is principally distinguished by the volutes of its capitals.

Light: One window as bounded by the mullions and transoms and sometimes itself divided into several panes.

Lintel: The beam spanning the opening of a window or doorway. It may be wood, concrete, stone or steel.

Mansard roof: A roof with steep lower slope and flatter upper portion, named after Mansart. Also known as 'gambrel' roof.

Modillion: a projecting console bracket under the corona of the Corinthian and Composite orders.

Order: An Order in architecture comprises a column, with base (usually), shaft, and capital, the whole supporting an entablature. The Greeks recognised three Orders: Doric, Ionic and Corinthian. The Romans added the Tuscan and the Composite (later known as Roman), while using the Greek Orders in modified form.

Pantile: A shaped clay tile with a double curve across its width from concave on one side to convex on the other so that it overlaps the tile adjoining it on the side.

Parapet: The portion of wall above the roof gutter, sometimes battlemented; also applied to the same feature, rising breast high, in balconies, platforms and bridges.

Party wall: A wall separating two adjoining buildings and common to them.

Pediment: In Classic architecture, a triangular piece of wall above the entablature, enclosed by raking cornices. In Renaissance architecture used for any roof end, whether triangular, broken or semi-circular. In Gothic such features are known as gables.

Pilaster: A rectangular feature in the shape of a pillar, but projecting only about one-sixth of its breadth from a wall, and the same design as the Order with which it is used.

Porch: A roofed projecting structure to give protection against the weather to an entrance.

Quoin: A term generally applied to the cornerstones at the angles of a building and hence to the angle itself.

Ridge tile: A tile for covering the ridge of a roof: commonly of half-round or angular section.

Rustication: A method of forming stonework with roughened surfaces and recessed joints, principally employed in Renaissance buildings.

Sash: The sliding light of a sash window.

Semi-basement: A storey set halfway below ground level below the ground floor storey of a property.

Stock brick: The most commonly used brick in the district at any given time. In London mostly yellow or red stock bricks were used.

Storey: The part of a building between each floor level and the floor above it.


String course: A decorative or slightly projecting horizontal band of brickwork or stone in the external face of a wall.

Stucco: A fine quality of plaster, much used in Roman and Renaissance architecture for ornamental modelled work in low relief. In England, it was extensively employed in the late 18th and early 19th Century as an economical medium for the modelling of external features, in lieu of stone.

Terracotta: Clay material moulded and burnt and used for features such as cornices, vases etc. Can be used with or without a glazed finish.

Voussoirs: The wedge-shaped stones or bricks of an arch.

Volute: The scroll or spiral occurring in Ionic, Corinthian and Composite capitals.

<p>London Borough of Hammersmith & Fulham</p> <p>CABINET</p> <p>10 JULY 2017</p>	
<p>HIGHWAY MAINTENANCE CONTRACTS 2017</p>	
<p>Report of the Cabinet Member for Environment, Transport and Residents Services - Councillor Wesley Harcourt</p>	
<p>Open Report</p>	
<p>Classification - For Decision Key Decision: Yes</p>	
<p>Consultation:</p>	
<p>Wards Affected: Addison, Avonmore & Brook Green, Hammersmith Broadway, Ravenscourt Park, Town</p>	
<p>Accountable Director : Mahmood Siddiqi - Director for Transport and Highways</p>	
<p>Report Author: Arif Mahmud - Group Manager - Highway Maintenance</p>	<p>Contact Details: Tel: 020 7341 5237 Email: arif.mahmud@rbkc.gov.uk</p>

1. EXECUTIVE SUMMARY

- 1.1 The Council currently uses the Westminster City Council's (WCC) framework Contract for the highway maintenance work, approval was obtained in the paper presented in December 2014. The Royal Borough of Kensington and Chelsea (RBKC) has procured a new framework and the assessment of the contract shows that this is more cost effective and more compatible with LBHF specification and requirements. As such officers now seek approval to join the RBKC Framework Agreement. The RBKC framework has now received cabinet approval, this has meant delaying our report until the approval was granted.

2. RECOMMENDATION

- 2.1 That approval be given to join the RBKC framework agreement (5-year term with options of further three 1 year extensions) for the following five contracts:
- Paving Work
 - Asphalt Surfacing Work
 - Drainage Work
 - Project Work
 - Highway Bridges and Structures Work
- 2.2 That approval be given to award Paving, Asphalt Surfacing, Project and Highway Bridges and Structures Work contracts to F M Conway Limited for total to notional sum of £34,125,000.
- 2.3 That approval be given to award the Drainage Works contract to Cappagh Contractor Construction (London) Limited for a notional sum of £1,500,000.

3. REASONS FOR DECISION

- 3.1 The Council have a statutory duty to maintain the highways that are maintainable at the public expense under Section 41 of the Highways Act 1980. A decision is required to enable the officers to deliver this service.
- 3.2 Having previously explored the feasibility of LBHF renewing its own contracts or using the current WCC Framework Agreement for highway maintenance work. It was concluded that WCC was at that time the better option for most of the contracts. The Key Decision Report, Future of Highway Works Contracts, 5th January 2015 set out LBHF procurement strategy of using frameworks.
- 3.3 The new Framework Agreement procured by RBKC offers the overall best value, having undertaken direct comparisons with the WCC framework contract. Both Framework Agreements allow LBHF to sign up, but there is no obligation for contracts to be subsequently awarded. Therefore, there is no intention for LBHF to leave the WCC framework and this will be available if required in the future.
- 3.4 Should LBHF wish to pursue its own contract procurement strategy within the next year, the likelihood is that contract prices will mirror or be higher than those currently on offer within the RBKC Framework Agreement, this is because of the recent fluctuations in the currency markets and uncertainties with Brexit. Carrying out our own procurement would cost LBHF in the region of £60-£100k, the RBKC framework has been developed taking into account LBHF service requirements.
- 3.5 The cost evaluation of the RBKC Framework Agreement against the current WCC framework shows that the RBKC Framework results in better value. In addition to the financial benefits, joining the framework will improve efficiencies for LBHF by aligning both Boroughs' highway maintenance service teams. This

framework would allow LBHF the flexibility to assess future work programmes based on the financial situation.

- 3.6 There are no requirements for LBHF works undertaken by the framework contractor needing approval from RBKC. LBHF Cabinet has already approved the Council joining the RBKC street lighting framework contract. This means LBHF are free to resolve issues with the contractor independently of RBKC.

4 BACKGROUND

- 4.1 The LBHF has traditionally awarded separate term contracts for various types of work on the highway. The contracts are competitively tendered and this arrangement ensures that our contractors are responsive to our work programme and fully familiar with the standard of workmanship expected within our Borough.
- 4.2 In 2014 WCC awarded a Framework Agreement, as part of the procurement process LBHF agreed to be named as one of the potential participating authorities, although this contract was primarily designed to work with WCC's commissioning model, the works element of the contract could be used independently which suited LBHF. A cost comparison was carried with our own separate contracts which were due to expire, although there were some differences in specifications, it was concluded that there was sufficient financial benefit in joining the WCC Framework Agreement for most of our contracts, as recommended in the December 2014 paper. RBKC came to the same conclusion at the time.
- 4.3 RBKC continued testing the market developing a contract fully inclusive of both RBKC and LBHF specific requirements, specification and method of working used within both the Boroughs and under a shared service. The underlying background and guiding principles of this contract are completely in line with LBHF own competitive contract procurement strategy. The procurement team worked with Highways on the development of all parts of the contract, including KPIs. The KPIs incorporated in the Framework are designed to be challenging, for example failure to meet these KPIs results in financial penalties. Example of KPIs are 'right first time', undertaking works on time, health and safety and high quality customer service.

5. CONTRACT ANALYSIS

- 5.1 The five contracts that we currently use under the WCC framework contract are all awarded to one contractor F M Conway Limited. The annual values of these are as follows:

Paving Work	£2,025,000
Asphalt Surfacing Work	£1,600,000
Drainage Work	£ 300,000
Project Work	£3,200,000

Highway Bridges and Structures Work - No independent contract in place.

- 5.2 RBKC's Framework Agreement procurement exercise has now been approved by Cabinet and is in place from 1st April 2017. LBHF were named as a potential participating authority. All the above contracts under the Framework have been awarded to FM Conway Limited with the exception of the Drainage works which has been awarded to Cappagh Contractors Limited.
- 5.3 The RBKC Framework Agreement evaluation included a number of criteria to assess quality and value for money of the submissions. Within the financial assessment a typical sample scheme based on commonly used items for each of the five contracts was prepared. Tenderers were required to price these schemes, we have used these F M Conway and Cappagh Contractors' priced scheme for the comparison with WCC prices. One of the advantages of this contract over the WWC Framework Agreement is that the RBKC Framework has been specifically written to include LBHF requirements, therefore there is less risk of contract variations resulting in higher charges for commissions work, as has been found with some items not available in the WCC Framework. The results are shown in the table in Appendix A.

6 CONSULTATION

- 6.1 Not applicable. No consultation is required. This is a contractual matter.

7 EQUALITY IMPLICATIONS

- 7.1 There are no equality implications in this report

8 LEGAL IMPLICATIONS

- 8.1 The Director of Legal Services comments that Framework Agreements are an approved form of procurement under the Public Contracts Regulations 2015. If a Contracting Authority is identified, either individually or as a member of a class in the tender to set up the framework agreement, it will be eligible to call-off and award individual contracts under the Framework Agreement. However, there is no obligation to award a contract.
- 8.2 LBHF has confirmed that it has been identified in the procurement of the RBKC Highways Framework Agreement as a Contracting Authority eligible to use the Framework Agreement.
- 8.3 Cabinet has power to approve the recommendations under CSO 8.12.1 (Approval for Procurement Strategy). Further approval will be needed for individual awards of contract in accordance with the requirements of LBHF's Contract Standing Orders.

(Legal comments provided by Margaret O'Connor, Solicitor, Tri-Borough Legal Services tel. 0207 641 2782)

9 FINANCIAL AND RESOURCES IMPLICATIONS

- 9.1 Paving, asphaltting and drainage works are covered by the general maintenance budget of £4,295,410
- 9.2 Project work would be carried out as capital projects and would depend on a successful capital bid being made.

10 IMPLICATIONS FOR BUSINESS

- 10.1 The new RBKC framework contract, includes provisions for social responsibility, local economic and community benefits in line with corporate priorities to maximise opportunities for local residents and local businesses.
- 10.2 Consultation with Economic Development Team (EDT) are being be undertaken to determine contractors' commitment to social value benefits with focus on local employment and skills opportunities, local supply chain procurement and sponsorship of community events and activities, including attending the local jobs fair.
- 10.3 Contractors have made a commitment to work with local suppliers as part of their social value offer. They have told us they are keen to look at local supply option. EDT are making introduction to F M Conway with a number of local suppliers. However, highway maintenance contracts themselves would be very difficult for local companies to apply for, as we have reduced costs because of their size of work. FM Conway have won a large number of contracts around London by reducing their supply chain and sub-contractors by having their own plant, labour and materials.
- 10.4 Both of the contractors' company policies demonstrate their commitment to social values, including support and sponsorship of a number of local community events.

Implications verified by: Antonia Hollingsworth, Principal Business Investment Officer, Tel.: 020 8753 1698

11 RISK MANAGEMENT

- 11.1 As Highway Authority, the Council have power under the Highways Act 1980 to provide lighting, while also having a duty of care to prevent danger to road users. Management of our Statutory Duty is noted on the Bi-Borough Enterprise Wide Risk Register as risk number 6, including the subsidiary risks, non-compliance with laws and regulations, and breach of duty of care. Our duty to prevent danger

to road users is fulfilled by undertaking an annual replacement and maintenance programme to minimise risks to the Council and road users.

12 PROCUREMENT IMPLICATIONS

12.1. Comments provided by the Procurement team have been incorporated in the report.

13 IT STRATEGY IMPLICATIONS

13.1. There are no IT Strategy implications in joining the RBKC framework contract.

Local Government Act 2000

Background papers used in the preparation of this report

None.

Cleared by Finance (officer's name)	Giles Batchelor
Cleared by Legal (officer's name)	Margaret O'Connor

LIST OF APPENDICES:

Appendix A. Cost Comparison

Appendix B. Other Implications

Cost Comparison

Contract	Contractor	RBKC £	WCC £
		Cost of Sample Project	Cost of Sample Project
Paving Work	FM Conway	33,094	33,167
Asphalt Surfacing Work	FM Conway	27,307	32,590
Drainage Work	Cappagh Contractors	4,408	10,641
Project Work	FM Conway	50,183	53,712
Highway Bridges and Structures Work*	FM Conway		

* LBHF has not had a specific highways bridges and structures contract, previously using elements of the paving and asphalt surfacing term contract. Having the opportunity to use a specialist contract will allow access to resources specifically for this type of work.

Other Implications

1. **Business Plan:** None.
2. **Risk Management:** Risks identified in this report have been considered and mitigation actions addressed.
3. **Health and Wellbeing, including Health and Safety Implications:** The Council requires the contractors to comply with all the relevant Health and Safety legislation, including signing and guarding of works.
4. **Crime and Disorder:** None
5. **Staffing:** None
6. **Human Rights:** None
7. **Impact on the Environment:** The contractors are required by the Council to observe good environmental practice and comply with the relevant statutes, codes of practice and industry guidance.
8. **Energy measure issues:** None.
9. **Sustainability:** The contractors are required to recycle all recyclable waste material arising from the works or reuse materials where possible.
10. **Communications:** The Council sends out notification letters to local residents prior to commencement of work and uses the Council's website to publicise the annual work programme.

<p style="text-align: center;">London Borough of Hammersmith & Fulham</p> <p style="text-align: center;">CABINET</p> <p style="text-align: center;">10 July 2017</p>	
<p>UPDATE ON WATER ARRANGEMENTS</p>	
<p>Report of the Cabinet Member for Housing - Councillor Lisa Homan</p>	
<p>Open report A separate report on the exempt part of the Cabinet agenda provides financial and legal information.</p>	
<p>Classification - For Decision Key Decision: Yes</p>	
<p>Wards Affected: All</p>	
<p>Accountable Director: Kathleen Corbett, Director of Finance & Resources, Regeneration, Planning and Housing Services</p>	
<p>Report Author: Kathleen Corbett, Director of Finance & Resources, Regeneration, Planning and Housing Services</p>	<p>Contact Details: Tel: 020 8753 3031 E-mail: kathleen.corbett@lbhf.gov.uk</p>

1. EXECUTIVE SUMMARY

1.1. We are working with tenants to reduce their water costs by:

- Promoting Watersure plus to tenants.
This is a Thames Water initiative which enables some residents on low incomes¹ to halve their water bills. We promote this each year when we write to tenants about their water charges² and are rolling out a more intensive estate based promotion starting with Viking Court to increase take up.
- Ensuring all tenants who are charged on a rateable value basis know how to ask Thames Water for an individual water meter.
If an individual water meter cannot be fitted some residents can reduce their bills by opting for Thames Water's Assessed Household Charge.
- Working with Thames Water to promote water saving devices to residents who are on bulk meters to keep costs down.

¹ Applies only to residents who are billed based on rateable value.

² This is when we write to tenants to tell them if we have over or under charged them for water in the year and refund or charge them the difference as appropriate

- Thames Water currently will not put smart meters on bulk metered accounts. So we are looking at putting on monitoring devices which allow us to remotely monitor meters so we can quickly identify and resolve spikes in water consumption because of leaks etc.

2. RECOMMENDATIONS

- 2.1. To note the measures being taken to reduce water costs for tenants.

3. REASONS FOR DECISION

- 3.1 These are set out in the exempt part of the Cabinet agenda

4. PROPOSAL AND ISSUES

- 4.1 These are set out in the exempt part of the Cabinet agenda

5. OPTIONS AND ANALYSIS OF OPTIONS

- 5.1 These are set out in the exempt part of the Cabinet agenda

6. CONSULTATION

- 6.1. The Council has however been talking to tenants about water at various forums.

7. EQUALITY IMPLICATIONS

- 7.1. None.

8. LEGAL IMPLICATIONS

- 8.1 Legal implications are set out in the exempt part of the Cabinet agenda

9. FINANCIAL IMPLICATIONS

- 9.1. Financial implications are set out in the exempt part of the Cabinet agenda

10. IMPLICATIONS FOR BUSINESS

- 10.1. Currently we are not able to choose who supplies water to homes, the market is only open for the commercial supply of water. Therefore there are no implications for business.

11. OTHER IMPLICATION PARAGRAPHS

- 11.1. None.

12. BACKGROUND PAPERS USED IN PREPARING THIS REPORT

None.

London Borough of Hammersmith & Fulham CABINET 10 JULY 2017		 hammersmith & fulham
MITIE SERVICE REVIEW		
Report of the Cabinet Member for Housing – Councillor Lisa Homan		
Open report A separate report on the exempt part of the Cabinet agenda provides exempt financial information.		
Classification: For decision Key Decision: Yes		
Consultation: Repairs Working Group, Communications Group and Housing Representatives Forum		
Wards Affected: All Wards		
Accountable Director: Jane Martin, Interim Director of Housing Property Services		
Report Author: Keith Lindup, Interim Service Integration and Transformation Manager		Contact Details: Keith.Lindup@lbhf.gov.uk 020 8753 5610

1 EXECUTIVE SUMMARY

- 1.1 Following a review of the repairs service, approval is sought for amendments to the expenditure profile of the Mitie repairs contract. This will allow us to continue to use Rant N Rave to measure customer satisfaction and offer a better customer appointment service.

2. RECOMMENDATIONS

- 2.1 To agree a reduction in the frequency of property condition surveys from every year to every two years.
- 2.2 To agree more resources for additional repair appointments.
- 2.3 To agree the continuation of Rant N Rave repairs satisfaction surveys for 22 months including enhancements to the system.

3. PURPOSE AND ISSUES

3.1 The purpose of the repairs review was to:

- Identify opportunities to drive further improvement for customers using the repair service.
- Deliver further efficiency savings from current contractual arrangements.
- Improve contract management arrangement to improve service delivery.

A key principle of the review is to make service improvements this financial year (2017/18) and ensure any additional costs are funded from corresponding savings.

4. BACKGROUND

The review was initiated by the Cabinet Members for Commercial Revenue and Resident Satisfaction and for Housing and commenced in November 2016. A summary of initial findings was reported to both Cabinet Members in December 2016. Since then some improvements have been achieved with proposals to provide continuous improvement in the future.

5 PROPOSALS

Most changes from the review have related to system and procedural improvements. Some potential efficiencies have been identified for the capital works which can be reinvested in additional work and all enhancements set out in this report can be fully funded from savings identified.

5.1 Changes to appointment arrangement

Improvements to the Mitie customer appointment service have been negotiated to deliver a more customer focused service. The proposal below requires additional resources but this cost is offset against savings as a result of the reduction in the frequency of condition surveys.

5.1.2 Current appointment arrangements

The current arrangements require residents to take half a day off to wait for an operative and there are only 2 slots per weekday and one on a Saturday (see below). This is often inconvenient and can mean a loss of earnings for residents who may need to take unpaid leave or may be employed on zero hours contracts.

	AM	PM
Weekdays	8.00 to 13.00	13.01 to 17.00
Saturdays (Gas only)	8.00 to 13.00	

5.1.3 Proposed changes

- i It is proposed to have 4 slots per weekday plus an extension to 2pm on Saturdays (see below). We will trial a bespoke appointment system based on a time that suits the customer rather than a time to meet the repair target date. How this will work in practice is being developed with the Repairs Working Group (RWG).

	AM	Avoid the School run	PM
Weekdays	8:00-9:00 (arrival) 9:00-13:00	10.00 to 14.00	13.00 to 18.00
Saturdays (Gas only)	8.00 to 14.00		

- ii The extra staff resource needed for the first 9 months has been identified by Mitie. Officers and Mitie will monitor demand and resources closely to ensure additional appointment slots are not at the expense of failing to attend appointments.

5.2 Rant N Rave

5.2.1 Discussions in 2015/16 involving Mitie, officers, customers and the Cabinet Member for Commercial Revenue and Resident Satisfaction led to a change of contractor doing customer satisfaction surveys. The information is more useful in driving service improvement.

5.2.2 Mitie commissioned Rant N Rave on our behalf and covered the cost of developing the service and running costs for a 1 year pilot.

5.2.3 From the pilot, it is clear Rant N Rave does offer additional benefits such as:

- real time data – enabling quicker resolution of service issues;
- faster processes – encouraging customers to feedback sooner;
- a feedback model (SMS survey) which can capture and analyse customer sentiment to inform learning and continuous improvement.

5.2.4 The key findings from the pilot are:

- responses tend to be triggered by experiences at either end of the response spectrum – i.e. very satisfied or very dis-satisfied, with less responses from experiences in the middle;
- the system piloted is only available to mobile phone users and applicable to responsive repairs;
- to make the service more accessible we would need to sign up to additional modules to allow people to use their home phones to give feedback and to get feedback on planned work.

5.2.5 This work will be progressed with the RWG who support the continued use of the service and the additional modules.

5.3 Bi-annual condition surveys 2017-2019

5.3.1 Condition surveys inform asset management decisions and we have data from previous inspections. By moving to bi-annual surveys we can save an annual £361k but still ensure we have adequate data to inform our asset management strategy and the development of our capital works programmes.

5.3.2 To remove this service completely would incur risks to both ourselves and Mitie and Mitie could legitimately re-negotiate the price per property, due to potential additional repair demand.

6 CONSULTATION

6.1 The RWP and Communications Group have been involved in helping to develop and drive the initiatives in this report and with officers and Mitie staff will take forward the development work on Rant N Rave.

6.2 The Housing Representatives Forum has received updates on the work being undertaken, and we have taken their comments on board.

7. EQUALITY IMPLICATIONS

7.1 The adoption of additional functionality for Rant N Rave will improve accessibility, by enabling residents such as older people who may not use SMS or mobile phones, to be able to give their feedback on their service experience from their home phones.

8. LEGAL IMPLICATIONS

8.1 The Council's works contract with MITIE Property Services (UK) Limited (MITIE) under which MITIE provides housing repairs and maintenance works to the Council dated 01 November 2013 (the "Contract") commenced on 01 November 2013 for a period of 10 years with an option for the Council to extend the term of the Contract for a further period of five (5) years. The proposed changes to the Contract should comply with Regulation 72 of the Public Contracts Regulations 2015, and formalised by way of a variation agreement. Legal Services will be available to assist with finalising the legal documentation.

Legal implications completed by: Kar-Yee Chan, Acting Principal Solicitor, Shared Legal Services, 020 8753 2772

9. FINANCIAL IMPLICATIONS

9.1 As set out in the exempt report on the exempt Cabinet agenda.

10. IMPLICATIONS FOR BUSINESS


10.1 In terms of the Mitie contract, the implications are as follows:

- Mitie has been involved each year in the council led Meet the Buyer events.
- Mitie spend over £2 million per year with local suppliers.
- In 2015/16 Mitie invested £12,220 in social enterprises within the borough.
- Mitie employs over 40 Hammersmith and Fulham residents on the contract and advertises vacancies locally.
- Mitie engage with local business recommended by the council through their programmes.

11. BACKGROUND PAPERS USED IN PREPARING THIS REPORT

None.

Agenda Item 14

London Borough of Hammersmith & Fulham		 hammersmith & fulham
CABINET 10th July 2017		
GARAGES AND PARKING SPACE LETTINGS, CHARGING POLICY CHANGE AND GARAGES STOCK REFURBISHMENT		
Report of the Cabinet Member for Housing – Councillor Lisa Homan		
Open Report		
Classification: For Decision Key Decision: Yes		
Consultation: Commercial Services Department.		
Wards Affected: All		
Accountable Director: Nilavra Mukerji, Director for Housing Services		
Report Author: Paul Danek, Central services and Improvement Manager Valdrin Rexha, Parking, Garages and Ancillary Premises Manager	Contact Details: Tel: 0208 753 1925 / 4699 Paul.Danek@lbhf.gov.uk Rexha.Valdrin@lbhf.gov.uk	

1. EXECUTIVE SUMMARY

- 1.1. Hammersmith and Fulham has 1,209 garages, of which currently, 876 are occupied and 333 are unoccupied (void). This report recommends changes to the existing garage licence agreement, and changes in the lettings policy for garages and secure residential car parks, to enable greater take up of empty garages, and generate increased revenue from the current portfolio. Council tenants and leaseholder will continue to be prioritised under the new licence as they are now, followed by private residents of the borough.
- 1.2. The recommendations in this report were developed as an outcome of the Garage team's service improvement programme, which included a lettings drive aimed initially at council tenants and leaseholders, followed by private borough residents, the introduction of discounts (OAP and Blue Badge holders), improvements to our procedures and our website to make applications simpler, profiling of all sites to identify potential customers, an in house stock condition survey and development of a refurbishment programme to improve the stock.

1.3. The actual gross annual income for 2016/17 from the occupied garages was £935,000¹. The budgeted annual income of £1,025,000² for 2017/18 is the minimum income expectation providing the recommendations outlined below are approved. By 2021/22, it is expected that the income generated per annum will be £1,658,000¹ after a capital investment of c£1.2m. After allowing for the additional investment required, the recommendations are expected to result in an additional net cash inflow to the Housing Revenue Account of £1,385,000 over the five years to March 2022.

2. RECOMMENDATIONS

- 2.1. To amend the garage licence to allow garages to also be used for storage. The existing garage licence agreement allows the storage of a car or a motorbike only.
- 2.2. To increase charges for private borough residents from £23.08 to £35 per week and to allow lettings to non-borough customers on garages sites where demand from our own residents is low. The proposed weekly rental charge for customers who do not live in Hammersmith and Fulham is £50 per week. (see appendix 3 for revised charges).
- 2.3. To agree the Procurement Strategy for garage refurbishment work, as set out in appendix 7, with contract performance reviewed each year and new contract awards to be approved by the Cabinet Member for Housing, subject to overall approval of the Council’s HRA Capital Programme by Cabinet
- 2.4. To approve proposals to rent surplus parking spaces in secure underground car parks such as Walham Green Court and Woodmans Mews to customers who don’t live in the block. The is proposal to keep charges for those who live in the block the same at £3.07 per week but charge non block residents £23.08 per week.

3. REASONS FOR DECISION

Proposal	Reasons
<p>1) Amend the garage licence to allow garages to be used for general storage as well as vehicle storage, subject to conditions in 4.6 and appendix 8.</p>	<ul style="list-style-type: none"> a. Demand for vehicle storage from residents is insufficient to let our current supply of garages. b. There is a steady demand from residents and non-residents wanting to use garages for storage. (see appendix 4). c. Storing goods in a garage would help residents who need more space in their homes and would expand the customer base to include customers who don’t have a vehicle. d. The storage incentive would generate additional lettings and more income whilst keeping rental charges for LBHF residents the same. e. Most nearby councils are renting garages for storage (see appendix 1) for benchmarking with nearby Councils. f. A process for identifying potential sites for Hidden Homes has been undertaken and potential sites already identified. Further sites may

¹ Subject to the audit of the 2016/17 statement of accounts

² before repairs expenditure, section 9 of this report provides full details of predicted income and direct repair costs

	<p>be identified in future, but these are unlikely to have significant impact on current voids.</p> <p>g. Whilst alternative uses e.g. community use can be explored for unused assets, in the context of financial pressures on the HRA, the proposals in this report if agreed, would both make garages more accessible, and generate much needed revenue.</p>
<p>2) Introduce a new rental charge for private LBHF customers of £35 per week. The new charge applies to new lettings only. Amend the licence and introduce a new charge for customers who don't live in Hammersmith and Fulham, of £50 per week.</p>	<p>a. The new £35 per week rental charge for private LBHF residents will apply to new lettings only. 305 private residents who are existing licence holders will continue paying the current charge of £23.08. The new charge remains highly competitive when compared to market rates (see appendix 2).</p> <p>b. Demand from LBHF residents for garages located on the borders of the borough i.e. Edward Woods Estate, Woodmans Mews is very low.</p> <p>c. The change will increase demand for these garages and would generate additional income by charging non-residents £50 per week</p> <p>d. There is a steady demand from non-residents wanting to rent garages (see appendix 4 for demand analysis).</p> <p>e. LBHF residents will always be prioritised over non-residents.</p> <p>f. Most nearby councils are renting garages to non-residents at higher premiums (see appendix 1 for benchmarking with nearby Councils).</p>
<p>3) To agree the Procurement Strategy for garage refurbishment work with a review of performance each year.</p>	<p>a. Many garages are in poor condition due to a historic underinvestment making them unlettable.</p> <p>b. Investment in the stock is necessary to make garages more desirable and to prevent further degradation.</p> <p>c. Works will be targeted on garage sites where demand is evidenced to both bring these back into use and recoup the refurbishment expenditure quicker.</p> <p>d. Tendering the works could help LBHF attract contractors who specialise in garage refurbishment and deliver better performance and value for money.</p> <p>e. An annual review of performance will enable us to ensure performance and value is being delivered, and capture any learning.</p>
<p>4) Make surplus parking spaces in secure underground car parks available to customers who don't live in the block and charge £23.08 per week, the same as a garage.</p>	<p>a. The secure car parks are underused and we are currently losing revenue on the surplus parking spaces. For example, Waltham Green Court has a total capacity of 86 spaces but only 45 are leased by residents.</p> <p>b. Rental charges for residents will remain the same and they will be given allocation priority over non-residents.</p> <p>c. The change will help generate revenue by renting unused parking spaces at higher premiums.</p> <p>d. The proposed charge of £23.08 per week represents good value for money. By comparison the Fulham Broadway Centre are charging £57 per week for a parking space.</p>

4. PROPOSAL AND ISSUES

- 4.1. Through implementation of revised procedures; improved performance monitoring; increased publicity, including poster advertising targeted to tenants and leaseholders; and simplifying the application and sign up process, the garage void rate has dropped from 35% in October 2015 to 27% in April 2017. In this period, we received 492 expressions of interest, from which 133 resulted in lettings. In real terms this increased lettings by 59 garages as 74 existing customers terminated their licence during the same period.
- 4.2. The lettings rate remains low in comparison to the level of interest received, and we were unable to accommodate 282 potential customers as they either wanted to use the garage for storage, or lived outside the borough, or withdrew interest because the garage was in poor condition (see appendix 4). Where garage stock is available in a lettable condition, such as Clem Attlee Estate, the demand for goods storage is higher than the demand for vehicle storage.
- 4.3. The proposals to amend the licence and invest in maintaining the garage stock have proved successful with neighbouring Councils as is evidenced by the local authority benchmarking exercise (appendix 1). Analysis of private market rental costs (appendix 2) confirms our rental prices are highly competitive, and analysis of garage enquiries received from October 2015 to March 2017 confirms there is demand for storage and demand for garages from non-residents, which under the terms of the current licence we are unable to meet.
- 4.4. The proposal to rent garages to non-residents is designed to increase the potential customer base and generate additional revenue. However, in all cases Hammersmith and Fulham Council tenants and leaseholders will be given first preference, followed by disabled residents of the borough, followed by other residents of the borough. Lettings to non-residents of the borough will be limited to garages sites where demand from our own residents remains insufficient to cover the supply.
- 4.5. It is expected that several garage sites will be taken out of use over the next five years. Up to 212 garages may be affected, either through land sale or redevelopment of sites. These are listed in (appendix 5). It is therefore essential that the rental of the remaining stock is maximised.
- 4.6. Should the proposal to allow storage be agreed, the licence agreement terms and conditions will be updated so they are suitable for goods storage. The conditions will prohibit the storage of flammable materials, other explosive or inflammatory oils or substances, perishables, animals, plugged in electrical equipment. The conditions will also detail the Council can enter and inspect the garage without notice at all reasonable hours. The proposed conditions are contained in appendix 8.

5. OPTIONS AND ANALYSIS OF OPTIONS

- 5.1. The following options along with their advantages and disadvantages were considered before making the recommendations.

Options	Advantages and Disadvantages	
Option One Continue with the current policy.	Advantages <ul style="list-style-type: none"> • No capital investment required. 	Disadvantages (Option 1 and 2) <ul style="list-style-type: none"> • Failure to make maximum revenue from garage stock. • More voids through the continued degradation of garage stock.
Option Two Change the lettings policy without additional investment.	<ul style="list-style-type: none"> • Some reduction in the void rate through take up for storage, where garages are in a fit condition to let. • No capital investment required. 	<ul style="list-style-type: none"> • Increase in demand for reactive repairs and office resources to manage customer complaints. • Continued degradation will lead to garages requiring more than basic planned maintenance in the coming years.
Option Three (Recommended) Changing the policy supported by investment in the stock.	Advantages <ul style="list-style-type: none"> • Stock is more desirable and the need for reactive repairs is reduced. • The void turnover due to repairs issues is reduced. • We can target refurbishment in high demand areas to recover investment quickly. Disadvantages <ul style="list-style-type: none"> • Investing in the stock will require increased spending in the short term. 	

6. CONSULTATION

- 6.1. The proposals in this report were discussed at the Borough Forum on the 25th May and once the proposals are agreed we will do a briefing for the TRA's and offer to meet them.
- 6.2. There is no legal requirement to carry out formal consultation with Council residents on the proposed changes to the garage licence and charging as garages are an open resource available to all.
- 6.3. There is no legal requirement for formal leaseholder consultation, because the garage refurbishment works are not rechargeable. There will be an informal engagement with residents on estates where refurbishment is being done and by writing to all occupiers to update them on the scope and timescales for the works before the works begin works, and through attending Residents Association meetings.
- 6.4. Residents living on estates that have exclusive use of secure undercover parking spaces will be consulted before any changes to the lettings policy are formalised.

7. EQUALITY IMPLICATIONS

- 7.1. Changing the garage licence to allow storage will benefit residents.

8. LEGAL IMPLICATIONS

- 8.1. As set out the report, garages are currently underused and Council tenants, leaseholders and the disabled will be given priority over other residents of the

borough and non- residents. In view of this it is not necessary to carry out formally consult with secure tenants who will not be substantially affected by the proposal.

- 8.2. The new licence for storage should prohibit business use to avoid creating a secure business tenancy which would make it difficult to recover possession.
- 8.3. Implications completed by: Janette Mullins, Senior Solicitor (Housing Litigation, Tel 020 8753 2744)

9. FINANCIAL IMPLICATIONS

- 9.1. Amending the garage licence agreement to allow the garages to be let for storage and by out of borough residents; together with refurbishing 1,130 of the 1,209 garages over a five-year period is expected to generate a significant increase in income for the Housing Revenue Account. By 2021/22, net revenue income is expected to be £1.628m (not including other running costs, overheads and capital refurbishment costs), £723,000 more than the net income for 2016/17. After allowing for the additional investment required the recommendations are expected to result in an additional net cash inflow of £1,385,000 over the five years to March 2022.
- 9.2. The total refurbishment budget is anticipated to be up to £1.2m over the five years (2016/17 – 2020/21). This consists of circa £100,000 for 2016/17 funded from the Housing Capital Programme approved in 2016, plus £500,000 for 2017/18, £300,000 for 2018/19 and indicative budgets of £200,000 and £100,000 for 2019/20 and 2020/21 from the Housing Capital Programme 2017/18 – 2020/21 approved by Cabinet in March 2017.
- 9.3. The table below sets out the predicted increased lettings and the forecast revenue position before deducting the cost of other services such as electricity and water, staff costs and overheads. It also shows the profile of the capitalised refurbishment works and available funding.

GARAGE UNITS, REVENUE, CAPITAL PROJECTIONS AND FUNDING						
	FY16/17	FY17/18	FY18/19	FY19/20	FY20/21	FY21/22
GARAGE UNITS	Actual±	Budget	Projection	Projection	Projection	Projection
Projected Lettings	876	956	1,036	1,116	1,180	1,180
Projected Voids	333	253	173	93	29	29
Total Garage Units	1,209	1,209	1,209	1,209	1,209	1,209
Projected Number of Garages Refurbished	-	66	430	700	970	1,130
REVENUE	£000s	£000s	£000s	£000s	£000s	£000s
Income from In-borough Lettings	935	1,147	1,243	1,339	1,416	1,416
Additional income from charging private residents £35 pw (£11.92 pw more) ²	-	9	15	28	46	68
Additional income from lettings to non-residents ²	-	12	48	84	108	174
Reactive repairs expenditure	30	30	30	30	30	30
NET income after reactive repairs if recommendations are implemented (excl discounts)³	905	1,138	1,276	1,421	1,540	1,628
NET current budgeted Income after reactive repairs	985	995	995	995	995	995
NET additional revenue surplus / deficit as a result of recommendations in report (excl discounts) *	80	143	281	426	545	633
CAPITAL	£000s	£000s	£000s	£000s	£000s	£000s
Refurbishment Expenditure (capital)	71	493	300	200	100	-
Housing Capital Programme Funding (approved)	100	500	300	200	100	-

Notes

²Assumes 10% or 120 garages will be let to non-borough residents by 2021 and 110 voids will be rented by private residents at £35 per week.

³Includes gross income less repairs expenditure. The effect of discounts on the income projections is negligible

* the 2016/17 deficit is not because of the report recommendations but because there were more empty garages in the year than predicted when the budget was prepared

± actual subject to the audit of the 2016/17 Statement of Accounts

- 9.4. The projections assume a third of projected voids will be leased to private residents at £35 per week by 2021/22. This is based on current trends in actual lettings and applications received from private residents. The increase in rental charges for private residents is projected to generate an additional annual cash inflow of £68,000 by 2021/22.
- 9.5. There are several risks to the projections including the potential for up to 212 garages to be developed for affordable housing. This could reduce the projected net revenue surplus by up to £250,000 per annum.
- 9.6. Finance officers will be closely involved with the tendering and appointment of a refurbishment contract and ensuring the associated financial implications can be managed within the approved budget envelopes.
- 9.7. This report also recommends renting surplus parking spaces to non-residents and the analysis demonstrates that this will generate additional income.
- 9.8. Implications completed by: Danny Rochford, Head of Finance, 020 8753 4023.

10. IMPLICATIONS FOR BUSINESS

- 10.1. The client manager for the appointed contractor will ensure that economic and community benefits will be clearly identified and detailed in the new contract and

will be monitored by the client management team and reported back to Members on a regular basis.

- 10.2. Contracts will include SMART targets relating to social value, local economic and community benefit. This will include in particular, support for the Council's enterprise programme and support for small businesses through LBHF's 'Brilliant for Business' events.
- 10.3. Implications verified/completed by: Antonia Hollingsworth, Economic Development Learning & Skills. Telephone 020 8753 1698

11. COMMERCIAL IMPLICATIONS

- 11.1. This proposal to refurbish the garage stock and deliver improved income and rentability of garages and parking spaces is supported by the Commercial Revenue Team. A reduced short term investment over a five-year period below earlier investment estimates delivers a beneficial return to the Council.
- 11.2. This programme is to run over five years and it needs strong project and contract management to deliver the benefits. It is suggested that some benefits profiling be developed in the first year of the refurbishment to be able to map the proposed increased income and give an income profile against which to monitor progress.
- 11.3. Implications verified/completed by: Simon Davis, Head of Commercial Management, Tel 07920 503651.

12. PROCUREMENT IMPLICATIONS

- 12.1. The Corporate Procurement Team has been consulted on the procurement arrangements and will provide support throughout the processes.
- 12.2. Implications completed and verified by: Allan Perry, Interim Head of Procurement (Commercial and Procurement Services, Tel 020 8753 2581).

13. OTHER IMPLICATIONS PARAGRAPHS

- 13.1. The rental agreement should contain sufficient legal protections stipulating the user is liable for any damage caused by their negligence and the Council take no legal liability for damage to property inside the Garage by any cause whatsoever i.e. we are not offering a guaranteed dry and damp proof building. I would be happy to review rental agreements and liaise with Legal.
- 13.2. Implications verified/completed by: (Ray Chitty, Head of Insurance Service, 07739315565)

14. BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
	Equality Impact Assessment	Valdrin Rexha	HRD

LIST OF APPENDICES:

Appendix 1 - Local authority benchmarking

Appendix 2 - Private market analysis

Appendix 3 - Revised charges

Appendix 4 - Demand Analysis

Appendix 5 - Garage Sites Referred for alternative uses

Appendix 6 - Proposed FY2016-2017 and FY2017-2018 refurbishment programme

Appendix 7 - Procurement Strategy Report

Appendix 8 - Proposed Licence Conditions Specific to Storage in Garages

APPENDIX 1 LOCAL AUTHORITY BENCHMARKING

1. INVESTIGATIONS AND FINDINGS

1.1. We conducted a benchmarking exercise with nearby Councils with a view to identify best practices and trends to facilitate service improvements in our own garage service. The key findings were as follows:

1.1.1. Councils which rent garages to out of borough customers and permit lettings for storage have considerably lower void rates than those who don't. All Councils that allow storage changed their policy in recent years as part of a void reduction strategy, and all confirmed their lettings increased as a result.

1.1.2. All Councils that allow storage also let garages to private sector customers but in all cases Council tenants and leaseholders are given priority.

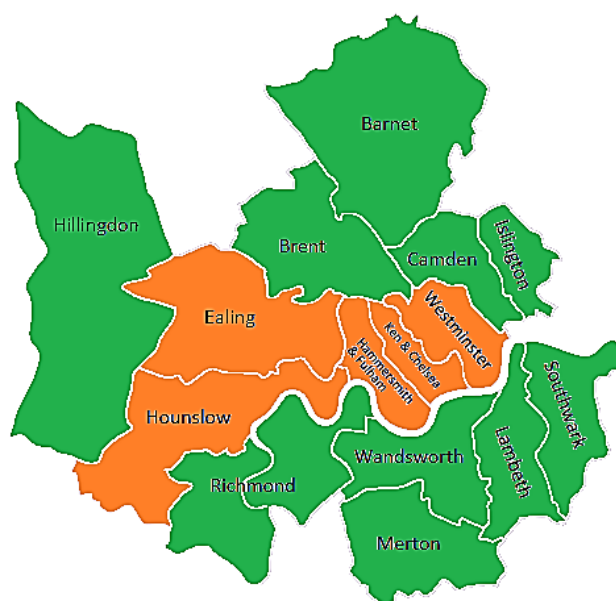
1.1.3. All performing Councils actively advertise their voids, invest in their stock, promptly repair garages, and are proactively redeveloping or selling garage sites where occupation levels are low or the site is in disrepair.

1.1.4. All performing Councils have a good online offering geared towards lettings with online application forms and eGis mapping showing the location and availability of their sites.

1.1.5. Most Councils that allow storage have also simplified the rental charges. The majority have one standard price for their garages irrespective of size. This has helped reduce waste in managing complicated pricing structures.

1.1.6. All performing Councils have a dedicated in house repairs resource for minor repairs, lock changes and clearances. This has helped reduce the timescales involved in making vacant units available to rent again.

1.2. The map below provides a visual representation of nearby Councils which are leasing garages for storage and leasing garages to out of borough customers. The boroughs highlighted in green all rent garages for storage and to out of borough residents. Those highlighted in orange including Hammersmith and Fulham Council don't.



**APPENDIX 1
LOCAL AUTHORITY BENCHMARKING**

2. BENCHMARKING DATA

Hammersmith and Fulham Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
1209	27%	No	No	£23.08 £35.00
When compared to those boroughs that do not let garages for storage LBHF is performing relatively well with a 27% void rate, but the benchmarking exercise has shown that amending the policy to permit storage and lettings to out of borough customers will reduce the void rate further. The proposal to charge non-residents £50 per week to rent a garage is also comparable to inner London Councils.				

Kensington and Chelsea				
Stock	Void %	Storage	Non-Borough	Rental Prices
400	5%	No	No	£19.00 £57 Private
RBKC stock is in a reasonable condition. They repair/replace doors as and when required. They have no void reduction or refurbishment plans in place because the borough is affluent and demand for garages is very high.				

Ealing Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
2481	61%	No	No	£13 Council £13 Private
Ealing is redeveloping some sites but they have no void reduction or refurbishment plans in place.				

Hounslow Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
2500	50%	No	No	£12 Council £30 Private
Hounslow has no void reduction or refurbishment plans in place but are looking to redevelop some of their freestanding sites.				

Lambeth Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
2258	1%	Yes	Yes	£12 Council £30 Private
Lambeth were running at a 60% void rate. To reduce the void rate, they changed the policy to permit storage, invested in the stock and hired a dedicated repairs/clearance in house resource. This helped reduce voids from 60% to 1%.				

Southwark Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
7900	27%	Yes	Yes	£19 Council £27 Private
Southwark underwent a major garage refurbishment programme which reduced the void rate considerably. A large proportion of their voids are in the Aylesbury Estate area which is currently being redeveloped. Southwark attribute the high lettings to the added security brought forward using side hung steel doors in place of the traditional up and over door.				

**APPENDIX 1
LOCAL AUTHORITY BENCHMARKING**

Camden Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
2500	27%	Yes	Yes	£12 Council £36-£50 Private
Camden is undergoing a major refurbishment programme replacing up and over doors with side hung steel doors. They have also developed a fully integrated website whereby customers can identify and apply for a void garage online. This has helped release back office resources by channelling demand online.				

Wandsworth Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
2700	32%	Yes	Yes	£22 Council £22 Private
Wandsworth actively invest in their stock and are redeveloping areas where there is low lettings or high disrepair.				

Barnet Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
2500	%50	Yes	Yes	£18 Council £18 Private
Barnet changed their policy to storage two years ago. Demand for garages has been on the rise since and are now considering investing the stock as well as redeveloping low letting and disrepair sites.				

Richmond Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
1200	35%	Yes	Yes	£18 Council £35 Private
Richmond rents over 55% of their garage stock to private customers. Their garages are inspected on a regular basis and any major works are added to the yearly refurbishment programme. A large proportion of their voids are in sites which are earmarked for redevelopment.				

Islington Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
2900	30%	Yes	Yes	£30 Council £30 Private
Islington changed the policy to allow storage four years ago. They leased 200 garages for storage in year one and say demand for storage is rising.				

Merton Council				
Stock	Void %	Storage	Non-Borough	Rental Prices
5000	50%	Yes	Yes	£31 Council £31 Private
Merton are in the process of amending the licence agreement to allow storage. They are also selling and redeveloping under occupied sites.				

APPENDIX 2 PRIVATE MARKET ANALYSIS

1. PRIVATE SECTOR COMPANIES

1.1 Amending the policy on secure parking spaces and storage would place LBHF in competition with private sector companies offering storage, garages, and parking spaces in the borough. Information in the tables below summarises offers from private sector companies.

2.1 The findings are summarised below:

- A garage is typically 170 square feet or more. When compared to the largest storage unit available privately, a garage is almost twice the size and can be used to either store a vehicle or goods.
- The proposal is to charge LBHF residents £23.08 weekly and non-residents £50 weekly to rent a garage.
- LCP is the only private company advertising garages in the borough. They have 29 units on Colwith Road but are priced considerably higher at £69 per week.

LBHF proposed offer vs Private companies

Company Name	Location	Service Provided	Unit Size (square feet)	Costs (weekly)
LBHF	Boroughwide	Garages (Tenants and Leaseholders £23.08)	170 (average)	£23.08
LBHF	Boroughwide	Garages (Private Residents £23.08)	170 (average)	£35.00
LBHF	Boroughwide	Garages (Non-Residents £50.00)	170 (average)	£50
Big Yellow Storage	Hammersmith	Storage	100	£102
Safe Storage	Hammersmith	Storage	35	£72
Access Storage	Fulham	Storage	100	£83
Shurgard	Kensington	Storage	100	£90
NCP Car Park	Shepherds Bush	Parking Spaces	N/A	£63
LCP Garages	Hammersmith	Garages	220	£69
Fulham Broadway Centre	Fulham	Parking Spaces	N/A	£57

2. GUMTREE

3.1 Information in the table below summarises offers from private sector individuals advertising parking spaces or garages in Hammersmith and Fulham on Gumtree.

LBHF proposed offer vs Private individuals

Search	Total Adverts	Cheapest (weekly)	Dearest (weekly)	Average Price (weekly)
Parking Spaces	17	£25	£107	£49

**APPENDIX 2
PRIVATE MARKET ANALYSIS**

Garages	13	£50	£75	£61
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Appendix 3
Revised charges

1. Revised charges

- 1.1. Garage rental charges for Council tenants and leaseholders will remain the same, currently £23.08 per week. The proposal is to increase rental charges for private borough residents from £23.08 to £35 per week. Secure parking space charges for Hammersmith and Fulham tenants and leaseholders will also remain the same, currently charged £3.07 per week.
- 1.2. Some undercroft garages suffer from leaks due to cracks and other defects on the surface areas above, which may make the garage unsuitable for storage. In some cases, it is necessary to relay large surface areas which are otherwise in an acceptable condition only to repair a leak into garage. In these instances, repairing the leaks is not economically viable because the repair costs outweigh the garage income.
- 1.3. Protection against water penetration and additional security can be achieved through the installation of a secure storage container within garages. The cost of installing a secure container in a garage is £1,550 per garage (£1300 for the unit and £250 for assembly). The containers are delivered flat packed and can be dismantled to be reused in other garages.
- 1.4. The storage container is an optional extra and it is proposed to charge Council tenants and leaseholders £30 per week to reflect the increased security and to recover the costs of installation. This rate would receive the cost of a container within 4 years.

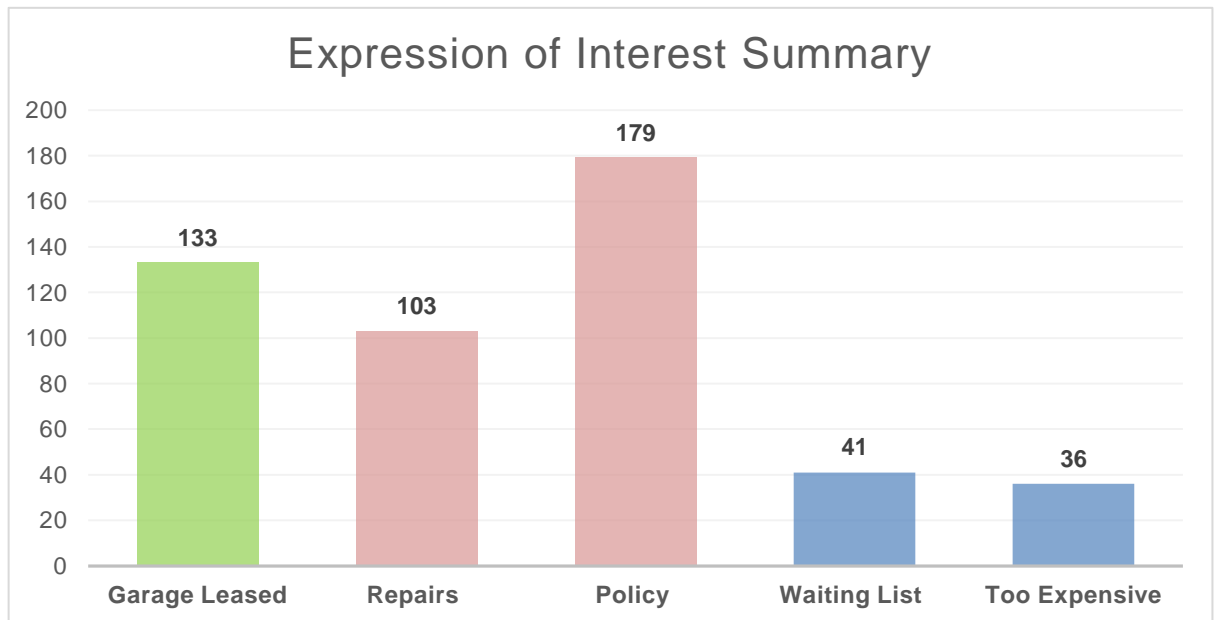
The complete list of proposed charges excluding VAT are set out below:

	Applies to:	Unit Type	Charges (weekly)
Current Charges	All Council Tenants and Leaseholders	Standard Garage	£23.08
	Hammersmith and Fulham Block Tenants and Leaseholders	Secure Parking Space	£3.07
	LBHF Private Residents	Standard Garage	£35.00
New Charges	Non-LBHF Customers	Standard Garage	£50.00
	Non-LBHF Customers LBHF Private Residents	Secure Parking Space	£23.08
Optional Extras	Council Tenants Leaseholders LBHF Private Residents	Garage & Storage Container	£30.00
	Non-LBHF Customers	Garage & Storage Container	£60.00

Appendix 4, Demand Analysis

1. DEMAND ANALYSIS

- 1.1. All enquiries from customers interested in renting a garage have been recorded since October 2015. The team recorded 492 enquiries in total (average 1.5 per working day).
- 1.2. The enquiries were analysed and grouped into common outcomes to generate the chart shown below.



- 1.3. Enquiries from customers wanting to use the garage for storage and those from non-LBHF residents wanting to rent a garage are grouped under "Policy". These potential lettings were all turned down because the garage licence does not permit storage or lettings to non-LBHF residents.
- 1.4. Enquiries grouped under "Repairs" typically progressed to the viewing stage but on seeing the garage customers did not follow-up on their initial interest. This is predominantly because the void garage or the site is often in a poor condition.
- 1.5. A small proportion of customers said the garages were too expensive and some were placed on a waiting list due to their preferred garage site being fully occupied.

Appendix 5

POTENTIAL DISPOSAL AND OTHER ALTERNATIVE USE OF GARAGE SITES

1. POTENTIAL DISPOSAL AND OTHER ALTERNATIVE USE OF GARAGE SITES

1.1. Social housing redevelopment projects at two sites, Becklow Gardens (20 garages) and The Springvale Estate, Brangwyn Court (10 Garages) have passed the planning stage. These garages have been taken out of use and will be demolished. Therefore, they are not included in any figures within the report. 28 garages at Jepson House and 10 garages at The Grange are included in the garage figures as these sites have not yet been closed. Garages listed on the below have either been sold or the site is being considered for social housing redevelopment.

1.2. Should a decision to proceed with other sales/social housing projects be taken, lead in times for planning permission, issuing contracts and commencement of work, are likely to be 18 months to three years. This would depend on the size and complexity of the proposed social housing redevelopment. During this period garages would continue to be let and generate income. Sites under consideration are detailed below:

Lettings Area	Garages In Scope	Status	Comments
Aintree Estate	36	Planning Permission Stage	Planning permission sought to demolish 36 garages to improve the environment on the estate while also creating an open air carpark.
Jepson Bulow Court Sandilands	28	Planning Permission Stage	Planning Permission agreed to demolish garages 1-28 and 16 parking spaces to build social housing. The site containing garages 29 – 46 is now also under feasibility study for development into social housing.
March Bank Road and West Kensington Estate	56	Land Sold	The site has been sold under the Earls Court regeneration project. Due for demolition (date to be agreed).
Hemlock Road	29	Feasibility Stage	
Linacre Court	26	Feasibility Stage	
Samuel Richardson Lytton Estate	14	Feasibility Stage	
The Grange	10	Feasibility Stage	Planning Permission agreed to demolish garages and develop site for social housing.
Burlington Place	9	Feasibility Stage	
Farm Lane	4	Feasibility Stage	
Total	212		

Appendix 5
POTENTIAL DISPOSAL AND OTHER ALTERNATIVE USE OF GARAGE SITES

Appendix 6
Year One and Two Garage Refurbishment Works

Summary of works

Programme Year	Estate Name	Total	Void	Void %	Income Shortfall	Estimated Cost	Lighting Costs	FOB Access Costs	Recovery Years (excluding lighting and FOB access)	Recovery Years Total
2016/2017	Thackery Court	20	10	50%	£12,002	£19,518	£0	£0	2.2	2.2
2016/2017	Sulgrave Gardens	13	5	38%	£6,001	£23,583	£0	£0	5.7	5.7
2016/2017	Flora Gardens Estate	13	6	46%	£8,401	£7,607	£0	£0	0.9	0.9
2016/2017	Forbisher Court	20	12	60%	£14,408	£26,240	£0	£0	1.8	1.8
Year 2016/2017	4 Sites	66	33	49%	£40,812	£76,948	£0	£0	2.6	2.6
2017/2018	Derwent Court	17	5	29%	£6,000	£17,703	£0	£0	3	3.0
2017/2018	Woodmans Mews	20	7	35%	£8,401	£7,438	£3,785	£0	0.9	1.3
2017/2018	Charecroft Estate	122	42	34%	£50,428	£110,350	£28,350	£0	2	2.8
2017/2018	Edward Woods Estate	116	61	53%	£73,241	£191,858	£0	£0	2.6	2.6
2017/2018	Linacre Court	26	12	46%	£14,402	23,415	£0	£0	1.5	1.5
2017/2018	Wood Lane Estate	63	38	60%	£45,606	£65,614	£2,665	£42,000	1.4	2.4
Year 2017/2018	6 Sites	364	165	43%	£198,078	£416,378	£34,800	£42,000	1.9	2.3
Sub Total	10 Sites	430	198		£238,890		£588,182		2.2	2.4

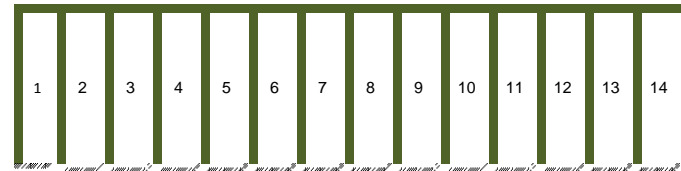
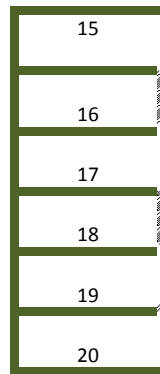
Appendix 6
Year One and Two Garage Refurbishment Works

Thackeray Court, Blythe Road, London, W14 0PW



Page 368

- //// mesh partition
- brick wall partition
- doors

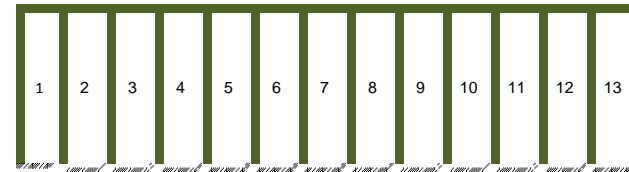


Appendix 6
Year One and Two Garage Refurbishment Works
Sulgrave Gardens, London, W6 7RA



Page 369

- //// mesh partition
- brick wall partition
- doors



Appendix 6
Year One and Two Garage Refurbishment Works

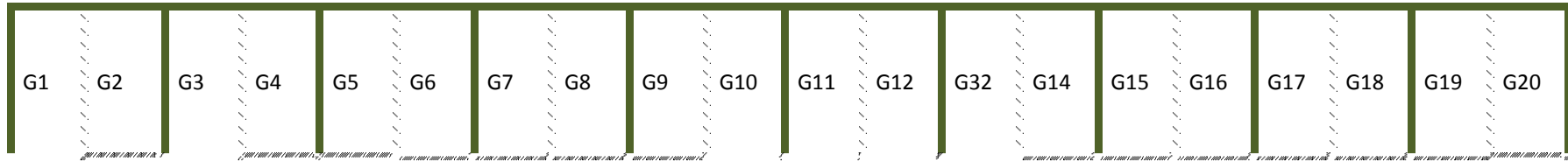
Flora Gardens, London, W6 0HR



Appendix 6
Year One and Two Garage Refurbishment Works
Woodmans Mews, London, W12 0HU



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----- mesh partition

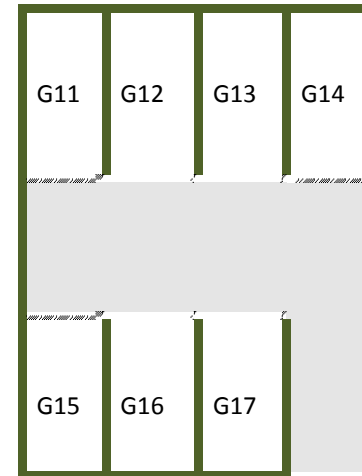
———— brick wall partition

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Appendix 6
 Year One and Two Garage Refurbishment Works
 Derwent Court,1 Ravenscourt Park, London, W6 0TT



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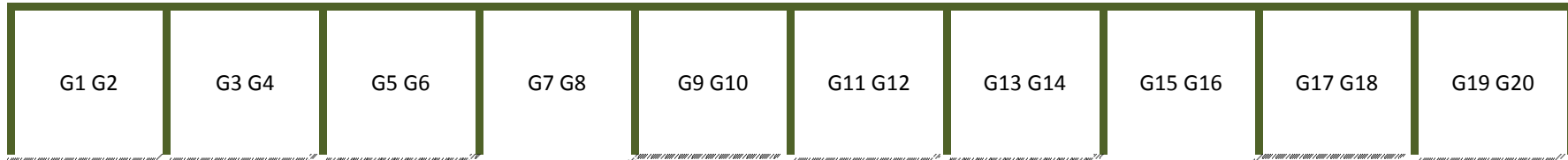


- //// mesh partition
- brick wall partition
- doors

Appendix 6
 Year One and Two Garage Refurbishment Works
 Frobisher Court, 60 Lime Grove, London, W12 8ED



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//// mesh partition

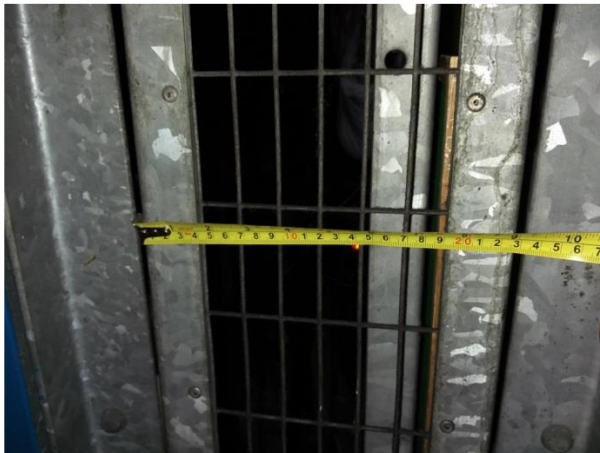
— brick wall partition

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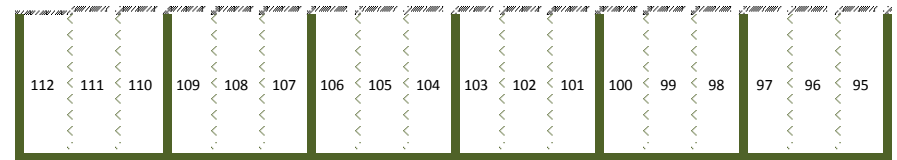
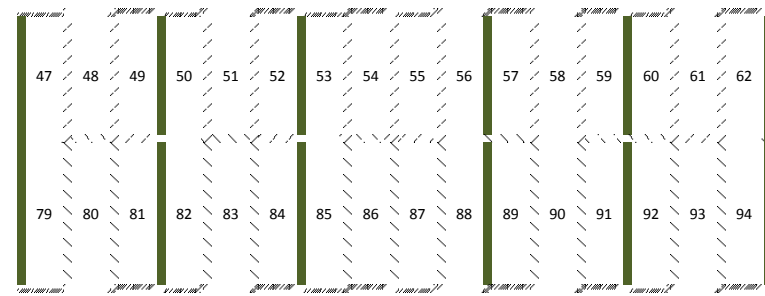
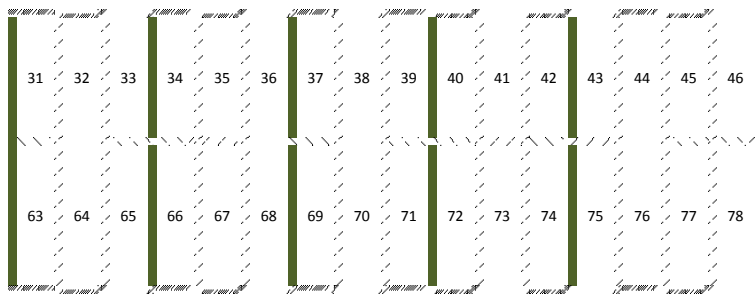
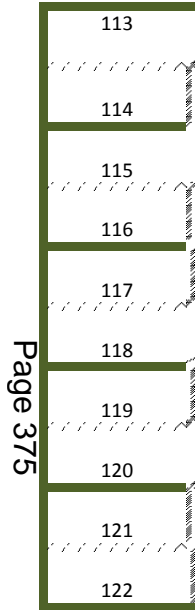
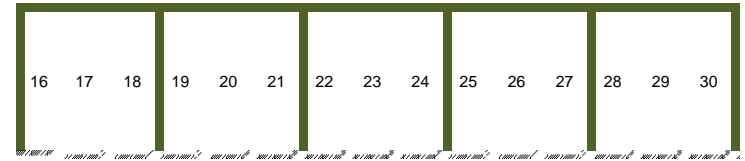
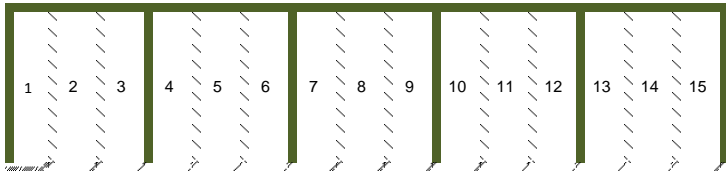
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Appendix 6
Year One and Two Garage Refurbishment Works

Charecroft Estate, Woodford Court, 33 Shepherd's Bush Green, London, W12 8QY



Appendix 6 Year One and Two Garage Refurbishment Works



..... mesh partition

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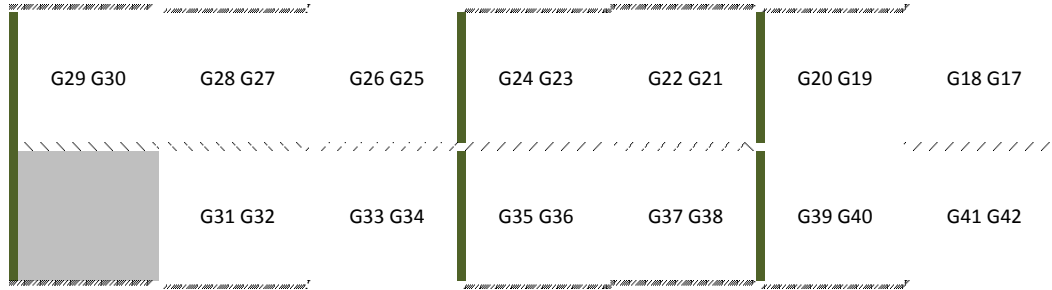
Appendix 6
Year One and Two Garage Refurbishment Works

Edward Woods Estate, Queensdale Crescent, London, W11 4TP



Appendix 6
 Year One and Two Garage Refurbishment Works

Hume House



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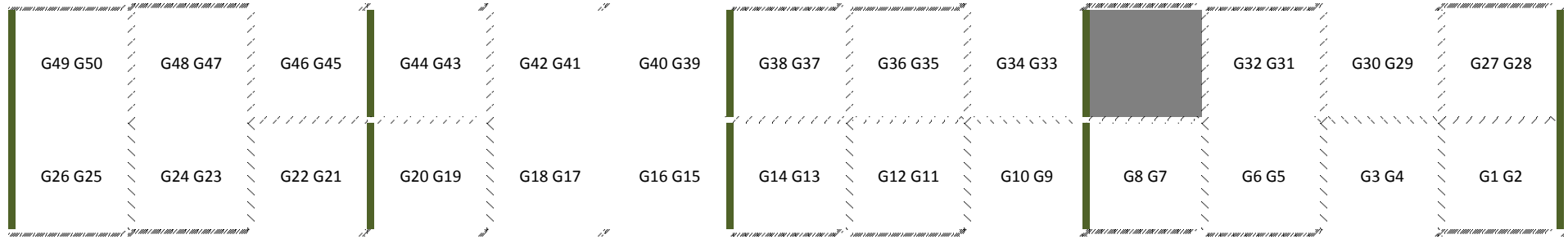
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Appendix 6
 Year One and Two Garage Refurbishment Works

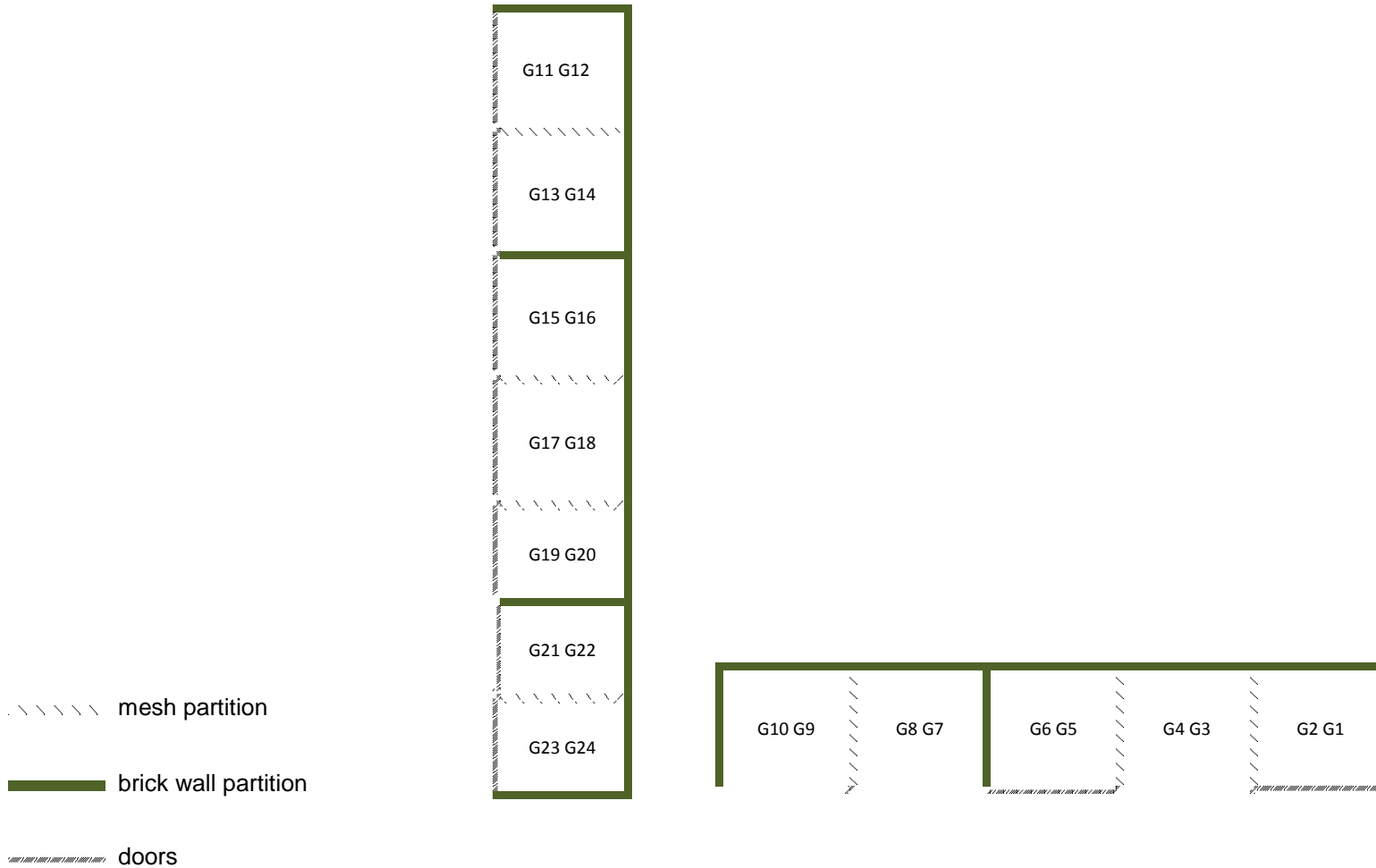
Boxnoor House



- mesh partition
- brick wall partition
- doors

Appendix 6
Year One and Two Garage Refurbishment Works
Mortimer House

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Appendix 6
Year One and Two Garage Refurbishment Works

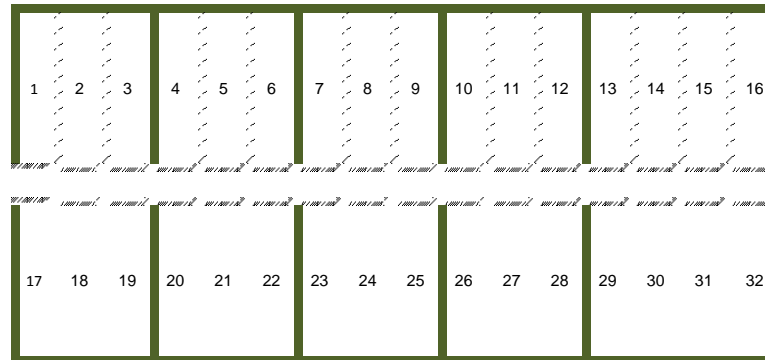
Wood Lane Estate, London, W12 7EE

Exhibition Close



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- mesh partition
- brick wall partition
- doors



Appendix 6
Year One and Two Garage Refurbishment Works

White City Close

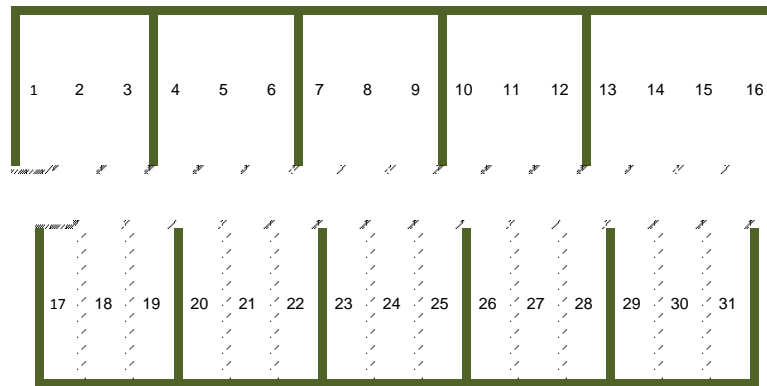


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mesh partition

brick wall partition

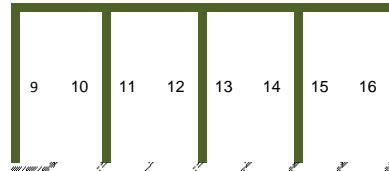
doors



Appendix 6
 Year One and Two Garage Refurbishment Works
 Linacre Court, Great Church Lane, London, W6 8DE



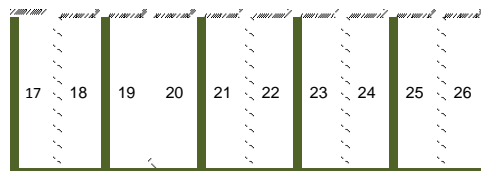
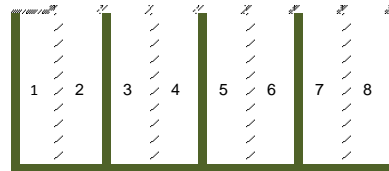
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..... mesh partition

———— brick wall partition

===== doors



APPENDIX 7 PROCUREMENT STRATEGY REPORT

1. BUSINESS CASE – WHY THE PROCUREMENT IS NEEDED

- 1.1. The garage stock needs refurbishment to achieve its income potential. There are currently 333 unoccupied garages, of which, 264 have been void between 2 - 5+ years mainly due to dilapidation. The intention is to improve garages through refurbishment to increase desirability and generate more income through additional lettings.
- 1.2. Customer demand for garages is steady but we are unable to meet it because garages are in a poor condition. A large proportion of customers, although initially interested, don't proceed with leasing a garage because they're dissatisfied with its condition or the condition of the garage site in general.

2. FINANCIAL INFORMATION

- 2.1. Funding to refurbish garages is contained within the Housing & Regeneration Capital Programme. Budgets for FY17/18 and FY18/19 were approved in the The below table provides details of the budget allocation for FY16/17 and the following four financial years.
- 2.2. The contract for the FY16/17 budget was advertised for tender and a contractor was appointed after the Cabinet Member for Housing approved the Most Economically Advantageous Tender (MEAT). The value of the contract was £71,000.
- 2.3. The proposal is to tender the refurbishment works in each Financial Year to the value of the budget and, as with FY16/17, seek approval to accept the MEAT through a Cabinet Member Decision.
- 2.4. The contract performance for the refurbishment programme in FY16/17 and FY17/18 will be monitored, as will lettings performance on refurbished sites prior to committing to further tendering for refurbishment works in the following years.

Budget Table

Financial Year	FY16/17	FY17/18	FY18/19	FY19/20	FY20/21
Budget Amount	£100,000	£500,000	£300,000	£200,000	£100,000
Approved / Indicative	Approved December 2016	Approved March 2017	Approved March 2017	Indicative	Indicative

3. OPTIONS APPRAISAL

- 3.1. The options appraisal are detailed as follows:

APPENDIX 7 PROCUREMENT STRATEGY REPORT

1	Manage the portfolio with incremental improvement using revenue resources only.	<p>a. This option would sustain the current loss of income and more expenditure through continued degradation and increase demand for reactive repairs.</p> <p>b. The Council has also made a prior commitment to refurbish garages after charges were increased 2013.</p>
2	Award the works to MITIE.	<p>a. Officers considered awarding the works to MITIE however their costs were not competitive.</p>
3	Request for quotes - RFQ).	<p>a. Officers considered selecting a contractor based on quotes alone without having to go through a tendering exercise, but this option carried a risk, in that the Council's tendering portal would not give officers the functionality to check the organisation's status or its staff when using a request for quote.</p> <p>b. Requesting quotes via the portal does not allow officers to ask for anything other than price.</p>
4	Go out to tender using the Capital eSourcing Portal.	<p>a. This option provides the Council the opportunity to publish a tender opportunity in the portal for wider coverage.</p> <p>b. With this option, the Council could give tendering opportunity to organisations both within and outside the borough and evaluate contractor's finances and performance by asking questions that are relevant to the service through a list of method statements.</p>

3.2. The preferred option chosen would be to undertake a competitive tender process on the Capital eSourcing Portal.

4. THE MARKET

4.1. Learnings from benchmarking with other Councils have helped shape the refurbishment specification. Councils who have upgraded their garage doors have leased more garages and have experienced less antisocial behaviour on their estates.

4.2. The refurbishment specification is mostly centred around renewing garage doors; however, some garage sites require roofing, lighting, partitioning, and general decorating work. The market for this type of building work is well-developed which should ensure LBHF receive maximum value for money through complete tendering.

APPENDIX 7 PROCUREMENT STRATEGY REPORT

5. CONTRACT PACKAGE, LENGTH AND SPECIFICATION.

- 5.1. **Contract Package:** The contract will be based on the terms and conditions of the JCT Standard Building Contract. All relevant performance & delivery measurements will be included in the contract. The contract will be reviewed and amended, if necessary, by legal prior to publication of opportunity.
- 5.2. **Length of contract:** The contract length is dependent on the number garages to be refurbished in each FY. The expectation is works on all garages prioritised for refurbishment will be tendered and completed within the corresponding Financial Year.
- 5.3. **Specification:** The works specification for FY17/18 has been finalised and is attached in Appendix 7. The garage priority list and the corresponding works specification for FY18/19 will be determined nearer to the time.

6. SOCIAL VALUE, LOCAL ECONOMIC AND COMMUNITY BENEFITS

- 6.1. In every tranche of procurement, potential contractors will be asked questions and scored on areas relating to social value. The responses from contractors in respect of social value should provide an estimated percentage against the total value of the contract.
- 6.2. Each tender will request certain social value information and commitments from those bidding. The Contractor's Proposals will seek the response to at least two questions:
1. Do you have a social responsibility policy for your company and how will this be implemented within Hammersmith and Fulham?
 2. What is your intended support in percentage terms of the overall value of the tendered sum to the local economy in terms of either direct spending or through supporting local businesses through the supply chain? You may consider such matters as catering services for staff when delivering the programme of works, the disposal of waste by local businesses, the use of local suppliers (including, where it is otherwise unavoidable, the use local outlets of major chains). These are just examples and you may be able to suggest other solutions. The Council is looking at the cost of the economic benefits in terms of the added value the proposed added benefits in support to the local economy. Please express the value as a percentage and explain how the Council will be able monitor your commitment.

7. STAKEHOLDER CONSULTATION

- 7.1. There is no requirement for a leaseholder consultation, because the refurbishment works are not rechargeable. However, we will be engaging with residents by attending TA meetings and will be writing to all occupiers to

APPENDIX 7 PROCUREMENT STRATEGY REPORT

update them on the scope and timescales for the works and to make arrangement for access.

8. PROCUREMENT PROCEDURE

- 8.1. The procurement process will be carried out using the Open Procedure via the Capital eSourcing Portal, as the tender values are below the OJEU procurement threshold for works, it will not be a regulated procurement, however, the Council will ensure the process is fully compliant with the principles of openness and transparency.
- 8.2. The Open Procedure involves a one stage process with no pre-selection stage. Any organisation can apply through the Council's e-tendering system for a full tender pack and they will have an opportunity to submit a tender. The evaluation will be carried out for all tender submitted.
- 8.3. Under the Open procedure, there is the opportunity to check tenderers eligibility, however, all evaluation (eligibility & tender), will be done in a one stage process and at the same time. The benefit of an open procedure, is that it reduces the procurement timeline.
- 8.4. Tenders will be formally evaluated by a Tender Appraisal Panel (TAP). Individual panel members will score the tenders independently. After the scoring has been completed, a moderation meeting will be arranged for the TAP to agree the final moderated scores. The successful bid will be based on the tenderer scoring the highest for both quality and price.

9. CONTRACT AWARD CRITERIA

- 9.1. Tenderer bids will be evaluated based on their quality submission (method statement) and price (commercial) submission. The award criteria will be 40% quality and 60% Price. Tenderers will be scored based on their responses to the following:
- Performance & Quality Control
 - Resourcing
 - Health & Safety
 - Customer care
 - Environmental
 - Social Value
- 9.2. The works aren't considered specialist in nature so more weight is given to price over quality. All contractors expressing interest would have to pass the eligibility and financial checks during the exercise. The table below outlines the quality criteria and weighting that will be used to score the quality section of the tender:

Quality criteria	Weighting
Price	60%
Performance & Quality control	7.5%

APPENDIX 7 PROCUREMENT STRATEGY REPORT

Resourcing	5%
Health & Safety	5%
Customer care	10%
Environmental	7.5%
Social value	5%
Total	100%

10. PROJECT MANAGEMENT AND GOVERNANCE

- 10.1. A project board comprised of managers within the Regeneration, Planning and Housing Services Department will be set up to oversee the procurement process for every procurement tranche. The proposal is for the project board to meet monthly to discuss any issues, identify risks and recommend and approve options as and when needed.
- 10.2. A tender appraisal panel, comprising procurement, service owners, property services and finance will be set up to undertake the evaluation of tenderers submission. Any risk identified by procurement will be escalated to the project board for decision.

11. CONTRACT MANAGEMENT

- 11.1. The service owner (Property Services) will be responsible for the day to day management of the contract.

Appendix 8

Licence conditions specific to storage in garages.

1. PROPOSED LICENCE CONDITIONS SPECIFIC TO STORAGE IN GARAGES

- 1.1. The licensee shall observe and comply with the provisions of the Petroleum (Consolidation) Act 1928 and of any other law relating to the storage and use of petroleum and other explosive or inflammatory oils or substances.
- 1.2. The licensee shall not take into or keep in the garage any motor fuel or lubricating oil (apart from such as is inside the tank and engine of a vehicle) without written permission obtained from the Council.
- 1.3. The licensee shall take all reasonable and proper precautions against fire occurring in the garage and the licensee indemnifies the Council in respect of any damage to the Council's property. The licensee also indemnifies the Council in respect of any loss, damage, or injury sustained as a result or in connection with the use of the garage by the licensee.
- 1.4. The Council shall not be held responsible in respect of any damage (however occasioned) to any property brought on to any premises of the Council under the terms or as a result of this licence and shall not be held responsible for the entry of unauthorised persons into the premises or any loss or damage occasioned by such persons.
- 1.5. The licensee shall not run the engine of a vehicle whilst stationary in the garage except so far as may be necessary for entering or leaving the garage.
- 1.6. The licensee shall not use the premises for any purpose of trade or business or sublet the premises but as a private garage only to accommodate one vehicle or storage of items. Failure to comply will result in the licence being terminated.
- 1.7. The Council shall be at liberty by its agents, officers, or contractors to enter and inspect the premises without notice at all reasonable hours of the day.
- 1.8. The licensee must, on or before the expiry of the notice, remove the car and any other property from the garage. Any property remaining after expiry of the notice may be disposed of by the Council without further notice. If the garage is repossessed, the licensee shall be charged for the cost of forced entry to the garage, and for the disposal of any goods therein. The Council shall not be liable for any loss or damage to property following expiry of the notice.
- 1.9. The licensee shall not use the premises to keep animals or store perishable goods such as fruit, vegetables, meat, or keep any plugged in electrical equipment such as refrigerators or freezers.

NOTICE OF CONSIDERATION OF A KEY DECISION

In accordance with paragraph 9 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, the Cabinet hereby gives notice of Key Decisions which it intends to consider at its next meeting and at future meetings. The list may change between the date of publication of this list and the date of future Cabinet meetings.

NOTICE OF THE INTENTION TO CONDUCT BUSINESS IN PRIVATE

The Cabinet also hereby gives notice in accordance with paragraph 5 of the above Regulations that it intends to meet in private after its public meeting to consider Key Decisions which may contain confidential or exempt information. The private meeting of the Cabinet is open only to Members of the Cabinet, other Councillors and Council officers.

Reports relating to key decisions which the Cabinet will take at its private meeting are indicated in the list of Key Decisions below, with the reasons for the decision being made in private. Any person is able to make representations to the Cabinet if he/she believes the decision should instead be made in the public Cabinet meeting. If you want to make such representations, please e-mail Katia Richardson on katia.richardson@lbhf.gov.uk. You will then be sent a response in reply to your representations. Both your representations and the Executive's response will be published on the Council's website at least 5 working days before the Cabinet meeting.

KEY DECISIONS PROPOSED TO BE MADE BY CABINET ON 10 JULY 2017 AND AT FUTURE CABINET MEETINGS UNTIL APRIL 2018

The following is a list of Key Decisions which the Authority proposes to take at the above Cabinet meeting and future meetings. The list may change over the next few weeks. A further notice will be published no less than 5 working days before the date of the Cabinet meeting showing the final list of Key Decisions to be considered at that meeting.

KEY DECISIONS are those which are likely to result in one or more of the following:

- Any expenditure or savings which are significant (ie. in excess of £100,000) in relation to the Council's budget for the service function to which the decision relates;
- Anything affecting communities living or working in an area comprising two or more wards in the borough;
- Anything significantly affecting communities within one ward (where practicable);
- Anything affecting the budget and policy framework set by the Council.

The Key Decisions List will be updated and published on the Council's website on a monthly basis.

NB: Key Decisions will generally be taken by the Executive at the Cabinet.

If you have any queries on this Key Decisions List, please contact

Katia Richardson on 020 8753 2368 or by e-mail to katia.richardson@lbhf.gov.uk

Access to Cabinet reports and other relevant documents

Reports and documents relevant to matters to be considered at the Cabinet's public meeting will be available on the Council's website (www.lbhf.org.uk) a minimum of 5 working days before the meeting. Further information, and other relevant documents as they become available, can be obtained from the contact officer shown in column 4 of the list below.

Decisions

All decisions taken by Cabinet may be implemented 5 working days after the relevant Cabinet meeting, unless called in by Councillors.

Making your Views Heard

You can comment on any of the items in this list by contacting the officer shown in column 4. You can also submit a deputation to the Cabinet. Full details of how to do this (and the date by which a deputation must be submitted) will be shown in the Cabinet agenda.

LONDON BOROUGH OF HAMMERSMITH & FULHAM: CABINET 2017/18

Leader:	Councillor Stephen Cowan
Deputy Leader:	Councillor Sue Fennimore
Cabinet Member for Environment, Transport & Residents Services:	Councillor Wesley Harcourt
Cabinet Member for Housing:	Councillor Lisa Homan
Cabinet Member for Economic Development and Regeneration:	Councillor Andrew Jones
Cabinet Member for Health and Adult Social Care:	Councillor Ben Coleman
Cabinet Member for Children and Education:	Councillor Sue Macmillan
Cabinet Member for Finance:	Councillor Max Schmid

Key Decisions List No. 56 (published 9 June 2017)

KEY DECISIONS LIST - CABINET ON 9 JUNE 2017

The list also includes decisions proposed to be made by future Cabinet meetings

Where column 3 shows a report as EXEMPT, the report for this proposed decision will be considered at the private Cabinet meeting. Anybody may make representations to the Cabinet to the effect that the report should be considered at the open Cabinet meeting (see above).

* All these decisions may be called in by Councillors; If a decision is called in, it will not be capable of implementation until a final decision is made.

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (other relevant documents may be submitted)
10 July 2017				
Cabinet	10 Jul 2017	<p>Garages and Parking Space Lettings/Charging Policy Change and Garages Stock Refurbishment</p> <p>Summary of recommendations</p> <p>1. To amend the garage licence to allow garages to be used for storage.</p> <p>2. To amend the garage licence so garages can be leased to customers who do not live in Hammersmith and Fulham.</p> <p>3. To agree a procurement strategy for garage refurbishment work.</p> <p>4. To approve proposals to rent surplus parking spaces in secure underground car parks such as Walham Green Court and Woodmans Mews to non-residents.</p>	Cabinet Member for Housing	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Affects 2 or more wards		Ward(s): All Wards	
Cabinet	10 Jul 2017	<p>Parking Projects and Policy Programme 2017/18</p> <p>This report outlines the key parking priorities for the council and presents the parking projects and policy programme that will support these objectives. The report seeks approval for these proposals to be designed, consulted on, and implemented during the 2017/18 financial year.</p>	Cabinet Member for Environment, Transport & Residents Services	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000		Ward(s): All Wards	

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (<i>other relevant documents may be submitted</i>)
		The key priorities set out in the proposals for the 2017/18 financial year relate to maintaining and improving existing parking provision, improving local air quality, helping to reduce CO2 and NOx emissions, and reducing congestion. These priorities are in line with the commitments outlined in the councils manifesto regarding parking and moving traffic, and the recommendations of the Air Quality commission.		
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Carers Award Report Award of the Carers Hub Service Contract for an organisation to deliver a range of information, advice, guidance and support and assessments to carers within Hammersmith and Fulham.	Cabinet Member for Health and Adult Social Care Ward(s): All Wards Contact officer: Ben Gladstone Ben.Gladstone@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Contract Award Decision to appoint the construction contractor for the redevelopment of the Bridge Academy site for the provision of a range of young people services Following a procurement exercise over the summer 2016 this decision will be to award the contract to the successful contractor PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in	Cabinet Member for Children and Education Ward(s): Palace Riverside Contact officer: Dave McNamara david.mcnamara@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (<i>other relevant documents may be submitted</i>)
		maintaining the exemption outweighs the public interest in disclosing the information.		
Cabinet	10 Jul 2017 Reason: Affects 2 or more wards	E services Inter Authority Agreement Requesting entering into an Inter Authority Agreement for participating in the pan London sexual health E services provision PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.	Cabinet Member for Health and Adult Social Care Ward(s): All Wards Contact officer: Gaynor Driscoll Tel: 0207 361 2418 gaynor.driscoll@rbkc.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Award report from Genito-Urinary Medicine The report recommends award to the winning tenderer following procurement process. PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.	Cabinet Member for Health and Adult Social Care Ward(s): All Wards Contact officer: Helen Byrne, Gaynor Driscoll, Nicola Lockwood Tel: 0207 361 2418, Tel: 020 8753 5359 Helen.Byrne@lbhf.gov.uk, gaynor.driscoll@rbkc.gov.uk, Nicola.Lockwood@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (<i>other relevant documents may be submitted</i>)
Cabinet	10 Jul 2017	Advocacy Services (Professional and Self-Advocacy) - Direct Award of Reports	Cabinet Member for Health and Adult Social Care	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000	The report seeks approval to direct award three professional advocacy contracts and one self-advocacy contract to two incumbent providers. This will ensure that the Council meets its statutory requirements under the Care Act 2014 and the Mental Health Act 2007.	Ward(s): All Wards	
Contact officer: Steven Falvey Tel: 020 8753 5032 Steven.Falvey@lbhf.gov.uk	Cabinet	10 Jul 2017	Database Management & Tracking NEET	
Reason: Income more than £100,000		<p>Report to outline and seek agreement to extend Hammersmith & Fulham's current contractual arrangements for the provision of tracking young people not in education, employment or training.</p> <p>PART OPEN PART PRIVATE</p> <p>Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.</p> <p>Information relating to the financial or business affairs of any particular person (including the authority holding that information)</p>	Ward(s): All Wards	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Contact officer: Rachael Wright-Turner Tel: 020 7745 6399 Rachael.Wright-Turner@rbkc.gov.uk	Cabinet	10 Jul 2017	The Establishment of a Growth and Innovation Partnership with Imperial College London	
Reason: Budg/pol framework		The establishment of a contractual joint venture partnership with	Ward(s): All Wards	A detailed report for this item will be available at least five working days before the date of the meeting and

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (<i>other relevant documents may be submitted</i>)
		LBHF and imperial college london.	Contact officer: David Burns David.Burns@lbhf.gov.uk	will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Affects 2 or more wards	Industrial Growth Strategy A strategy to promote growth in Hammersmith and Fulham	Cabinet Member for Economic Development and Regeneration Ward(s): All Wards Contact officer: David Burns David.Burns@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Offsite Records Storage Service (ORSS): Re-procurement Strategy ORSS re-procurement options paper with officer recommendation PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.	Cabinet Member for Finance Ward(s): All Wards Contact officer: Ciara Shimidzu Tel: 0208 753 3895 Ciara.Shimidzu@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Affects 2 or more wards	Update on water arrangements Clarification on the Thames Water Contract. PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it	Cabinet Member for Housing Ward(s): All Wards Contact officer: Kathleen Corbett Tel: 020 8753 3031	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (<i>other relevant documents may be submitted</i>)
		contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.	Kathleen.Corbett@lbhf.gov.uk	and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Phoenix Fitness Centre And Janet Adegoke Swimming Pool Strategic Procurement Decision The Janet Adegoke swimming pool and the linked gym facility at Phoenix High School is a dual use facility. During school hours Phoenix and other schools have priority use of shared areas, and outside these hours both facilities are open to the public. The public use of the site is part of the Leisure Services Contract with Greenwich Leisure Limited (GLL).	Cabinet Member for Environment, Transport & Residents Services Ward(s): Wormholt and White City Contact officer: Ullash Karia Tel: 07958 017901 Ullash.Karia@rbkc.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Affects 2 or more wards	West London Alliance hospital discharge Joint Working Agreement Information governance agreements drawn up amongst WLA partners to underpin on-going alignment and integration of the hospital discharge service. This will build on the current hospital discharge model that operates across the three boroughs and will initially extend to Brent and Ealing hospital discharge services. The agreements facilitate the move to a hosted model and allow joint working across the boroughs including representation of WLA partners at multi-disciplinary meetings on hospital wards, communication with patient's and families who are admitted to WLA hospitals and completing assessments as part of the hospital discharge process on	Cabinet Member for Health and Adult Social Care Ward(s): All Wards Contact officer: Robert Skipwith Tel: 020 8753 5450 Robert.Skipwith@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (<i>other relevant documents may be submitted</i>)
		behalf of WLA partners.		
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Procurement of Variable Data Printing Services This report seeks approval for re-procuring variable data print services for the revenues and benefits service, housing, and electoral services, managed corporately through Hammerprint.	Leader of the Council Ward(s): All Wards Contact officer: Simon Paterson, Louise Raisey Tel: 020 8753 4283, Tel: 020 8753 2012 simon.paterson@lbhf.gov.uk, Louise.Raiseey@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Affects 2 or more wards	Proposed Fulham Broadway Business Improvement District To ask Cabinet to delegate authority to the Director of Regeneration, Planning and Housing Services, in consultation with the Cabinet Member for Economic Development and Regeneration, to review the documents that make up the BID Proposal and complete any necessary legal agreements and arrangements both prior to and post the BID ballot.	Cabinet Member for Economic Development and Regeneration Ward(s): Fulham Broadway; North End; Parsons Green and Walham Contact officer: Antonia Hollingsworth, Mark Brayford Tel: 020 8753 1698, Tel: 020 8753 4159 Antonia.Hollingsworth@lbhf.gov.uk, Mark.Brayford@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Affects 2 or more wards	Adoption of Conservation Area Character Profiles and designation of Conservation Area extensions and boundary amendments Adoption of Conservation Area Character Profiles for Bradmore, Lakeside/Sinclair/Blythe Road and Barclay Road Conservation Areas. Designation of Conservation Area extensions and boundary amendments to Lakeside/Sinclair/Blythe Road, Brook Green, Melrose, Barclay Road and Walham Green Conservation Areas.	Cabinet Member for Environment, Transport & Residents Services Ward(s): Avonmore and Brook Green; Addison; Hammersmith Broadway; Ravenscourt Park; Town Contact officer: Paul Goodacre, Adam O'Neill Tel: 020 8753 3314, paul.goodacre@lbhf.gov.uk,	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (<i>other relevant documents may be submitted</i>)
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Recommendation for the future provision of HR, Payroll and Finance services The paper will set out a recommended option for the future provision of HR, Payroll and Finance services PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.	Cabinet Member for Finance Ward(s): All Wards Contact officer: Hitesh Jolapara, Matt Caswell Tel: 020 8753 2501, Tel: 020 8753 2708 hitesh.jolapara@lbhf.gov.uk, Matt.Caswell@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Highway Works Contracts 2017 The report seeks approval to access the RBKC Framework Contract 2017-22 for highway maintenance work.	Cabinet Member for Environment, Transport & Residents Services Ward(s): All Wards Contact officer: Arif Mahmud, Ian Hawthorn Tel: 020 7341 5237, Tel: 020 8753 3058 arif.mahmud@lbhf.gov.uk, ian.hawthorn@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Corporate Property Services Framework The report outlines revised LOTS to ensure external advice can be secured on a wide range of property advice to ensure the administrations outcomes on assets are delivered	Cabinet Member for Finance Ward(s): All Wards Contact officer: Nigel Brown Tel: 020 8753 2835 Nigel.Brown@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.

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Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	<p>Procurement of new School Admissions Software</p> <p>To request authorisation to enter into a mini-competition via the Commercial Service Local Authority Software Applications Framework.</p> <p>PART OPEN PART PRIVATE</p> <p>Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.</p>	Cabinet Member for Children and Education Ward(s): All Wards Contact officer: Wendy Anthony Tel: 020 7745 6440 Wendy.Anthony@rbkc.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	10 Jul 2017 Reason: Affects 2 or more wards	<p>Resolution to appropriate land at Edith Summerskill House and Watermeadow Court from housing to planning purposes</p> <p>The report requests approval for delegated authority to grant resolution to appropriate rights affecting Edith Summerskill House and Watermeadow Court in order to deliver new housing.</p> <p>PART OPEN PART PRIVATE</p> <p>Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.</p>	Cabinet Member for Economic Development and Regeneration Ward(s): Fulham Broadway; Sands End Contact officer: Matthew Doman Tel: 02087534547 Matthew.Doman@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.

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Cabinet	10 Jul 2017	Treasury Outturn Report 2016/17 This report presents the Council's Outturn Treasury Report 2016/17 in accordance with the Council's treasury management practices.	Cabinet Member for Finance	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Affects 2 or more wards		Ward(s): All Wards Contact officer: Peter Carpenter, Halfield Jackman pccarpenter@westminster.gov.uk, Halfield.Jackman@lbhf.gov.uk	
Cabinet	10 Jul 2017	Mitie Service Review The report seeks approval for amendments to the expenditure profile for the review of the Mitie contract that delivers the repairs service. This will enable enhancements to the Rant and Rave customer satisfaction system and an improved and better resourced customer appointment arrangements.	Cabinet Member for Housing	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Affects 2 or more wards		Ward(s): All Wards Contact officer: Wendy Reade Tel: 020 8753 4375 wendy.reade@lbhf.gov.uk	
4 September				
Cabinet	4 Sep 2017	Procurement of Transport Fuel The council currently buys diesel fuel for fleet and contracted service vehicles from Harvest Energy. The contract was procured in 2016 through an energy procurement framework, hosted by the Laser Energy Buying Group (who act on behalf of a number of authorities and central government departments). The current contract expires on 30/09/2018. As such, a retender exercise will need to be undertaken, again through Laser Energy Buying Group for a new 24 month fuel supply contract to run from 01/10/18 to 30/09/20. PART OPEN PART PRIVATE Part of this report is exempt from	Cabinet Member for Environment, Transport & Residents Services	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000		Ward(s): All Wards Contact officer: Alistair Ayres alistair.ayres@lbhf.gov.uk	

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		<p>disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.</p> <p>Information relating to the financial or business affairs of any particular person (including the authority holding that information)</p>		
Cabinet	<p>4 Sep 2017</p> <p>Reason: Affects 2 or more wards</p>	<p>Procurement Of Contract Framework For The Planned Refurbishment And Upgrade Of Communal Or District Heating Plant Rooms, Boilers, Controls, Pipework And Associated Plant</p> <p>This report establishes the rationale for going out to procurement for a contractual framework to carry out the councils planned programme of replacement and upgrade of communal or district heating plant rooms serving housing properties.</p>	<p>Cabinet Member for Housing</p> <p>Ward(s): All Wards</p> <p>Contact officer: Henrietta Jacobs Tel: 020 8753 3729 Henrietta.Jacobs@lbhf.gov.uk</p>	<p>A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.</p>
Cabinet	<p>4 Sep 2017</p> <p>Reason: Affects 2 or more wards</p>	<p>Procurement Of Contract Framework For The Planned Upgrade Of Existing Controlled Access Systems Serving Housing Properties And The Provision Of New Systems</p> <p>This report establishes the rationale for going out to procurement for a contract framework to carry out the council's planned programme of replacement and upgrade of controlled access systems serving housing properties and the provision of new systems.</p>	<p>Cabinet Member for Housing</p> <p>Ward(s): All Wards</p> <p>Contact officer: Henrietta Jacobs Tel: 020 8753 3729 Henrietta.Jacobs@lbhf.gov.uk</p>	<p>A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.</p>

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (other relevant documents may be submitted)
Cabinet	4 Sep 2017	2016/17 Outturn Report To report the Council's 2016/17 provisional revenue outturn position for the General Fund and the Housing Revenue Account and the provisional capital outturn position.	Cabinet Member for Finance	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Budg/pol framework		Ward(s): All Wards	
Cabinet	4 Sep 2017	2017_18 Corporate Revenue Monitoring Month 2 Revenue Forecast at Month 2 & Virement Request	Cabinet Member for Finance	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000		Ward(s): All Wards	
Cabinet	4 Sep 2017	Single Homeless Accommodation Services Procurement Strategy The Procurement Strategy for 3 supported accommodation services for single homeless people and rough sleepers. PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.	Cabinet Member for Health and Adult Social Care	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000		Ward(s): All Wards	

Decision to be Made by (Cabinet or Council)	Date of Decision-Making Meeting and Reason	Proposed Key Decision Most decisions are made in public unless indicated below, with the reasons for the decision being made in private.	Lead Executive Councillor(s), Wards Affected, and officer to contact for further information or relevant documents	Documents to be submitted to Cabinet (other relevant documents may be submitted)
Cabinet	4 Sep 2017 Reason: Budg/pol framework	<p>60 Benworth Road - educational capital investment</p> <p>Capital investment in the schools largely funded by the Academy with a capital receipt from an asset of the caretakers house next to the school to allow.</p> <p>PART OPEN PART PRIVATE</p> <p>Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.</p>	<p>Cabinet Member for Finance</p> <p>Ward(s): North End</p> <p>Contact officer: Nigel Brown Tel: 020 8753 2835 Nigel.Brown@lbhf.gov.uk</p>	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	4 Sep 2017 Reason: Budg/pol framework	<p>Community Asset transfer - Talgarth Road</p> <p>Next phase of Community Asset transfer.</p> <p>PART OPEN PART PRIVATE</p> <p>Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.</p>	<p>Cabinet Member for Social Inclusion</p> <p>Ward(s): North End</p> <p>Contact officer: Nigel Brown Tel: 020 8753 2835 Nigel.Brown@lbhf.gov.uk</p>	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	4 Sep 2017 Reason: Expenditure more than	<p>CAPITAL PROGRAMME MONITOR & BUDGET VARIATIONS, 2016/17 (OUTTURN)</p> <p>This report provides a summary of</p>	<p>Cabinet Member for Finance</p> <p>Ward(s): All Wards</p>	A detailed report for this item will be available at least five working days before the date of the meeting and

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	£100,000	the Council's Capital Programme out-turn for the financial year 2016-17.	Contact officer: Christopher Harris Tel: 020 8753 6440 Harris.Christopher@lbhf.gov.uk	will include details of any supporting documentation and / or background papers to be considered.
9 October				
Cabinet	10 Jul 2017 Reason: Expenditure more than £100,000	Hestia Housing & Support Floating Support Contract Variation Variation to a floating support contract providing support to vulnerable people in the community. PART OPEN PART PRIVATE Part of this report is exempt from disclosure on the grounds that it contains information relating to the financial or business affairs of a particular person (including the authority holding that information) under paragraph 3 of Schedule 12A of the Local Government Act 1972, and in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.	Cabinet Member for Health and Adult Social Care Ward(s): All Wards Contact officer: Julia Copeland Tel: 0208 753 1203 julia.copeland@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
Cabinet	9 Oct 2017 Reason: Expenditure more than £100,000	2017_18 Corporate Revenue Monitoring Month 3 Corporate Revenue forecast as at Month3	Cabinet Member for Finance Ward(s): All Wards Contact officer: James Arthur Tel: 020 8753 2562 James.Arthur@lbhf.gov.uk	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.

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Cabinet	9 Oct 2017	CAPITAL PROGRAMME MONITOR & BUDGET VARIATIONS, 2017/18 (FIRST QUARTER) This report provides a financial update on the Council's Capital Programme and seeks approval for budget variations as at the end of the first quarter, 2017/18.	Cabinet Member for Finance	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000		Ward(s): All Wards	
Cabinet	9 Oct 2017	TfL funded integrated transport investment programme 2018/19 This report refines and details the councils integrated transport programme to be delivered in 2018/19, which forms part of the councils 2011-2031 Transport Plan [also known as the Local Implementation Plan or LIP2] and is funded entirely by Transport for London [TfL]. This report seeks the approval of the submission of the programme to TfL and the design, consultation and implementation of various elements of the programme. It further seeks delegation of the construction of the capital programme.	Cabinet Member for Environment, Transport & Residents Services	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000		Ward(s): All Wards	
6 November				
Cabinet	6 Nov 2017	2017_18 Corporate Revenue Monitoring Month 4 Corporate Revenue Forecast as at Month 4	Cabinet Member for Finance	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000		Ward(s): All Wards	
			Contact officer: James Arthur Tel: 020 8753 2562 James.Arthur@lbhf.gov.uk	

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4 December				
Cabinet	4 Dec 2017	2017_18 Corporate Revenue Monitoring Month 5	Cabinet Member for Finance	A detailed report for this item will be available at least five working days before the date of the meeting and will include details of any supporting documentation and / or background papers to be considered.
	Reason: Expenditure more than £100,000	Corporate Revenue Forecast as at Month 5	Ward(s): All Wards	
			Contact officer: James Arthur Tel: 020 8753 2562 James.Arthur@lbhf.gov.uk	