

# The Mount Pleasant Neighbourhood Forum

web: [mountpleasantforum.wordpress.com](http://mountpleasantforum.wordpress.com)

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30 September 2015

**Judith Dainton**

22a Calthorpe Street,  
London,  
WC1X 0JS

## Application for a Neighbourhood Forum

Dear Sir/Madam,

Please find attached the relevant documentation pertaining to the application for the designation of the Mount Pleasant Neighbourhood Forum.

This application contains:

1. Our proposed name
2. The name of the proposed neighbourhood area
3. A map of the proposed neighbourhood area boundary
4. Contact details
5. The Forum's aims
6. Statement of legitimacy
7. Membership
8. Distribution of committee members
9. Community engagement
10. Community activities
11. Appendix

Please do not hesitate to contact me if you have any further queries.

We look forward to hearing from you in due course.

Kind regards,

Judith Dainton

*On behalf of the Mount Pleasant Neighbourhood Forum*

### **1. Proposed name:**

The Mount Pleasant Neighbourhood Forum

### **2. Name of proposed Neighbourhood Area:**

Mount Pleasant

### 3. The Mount Pleasant Neighbourhood Area Boundary (red dotted line) 1:2000 scale

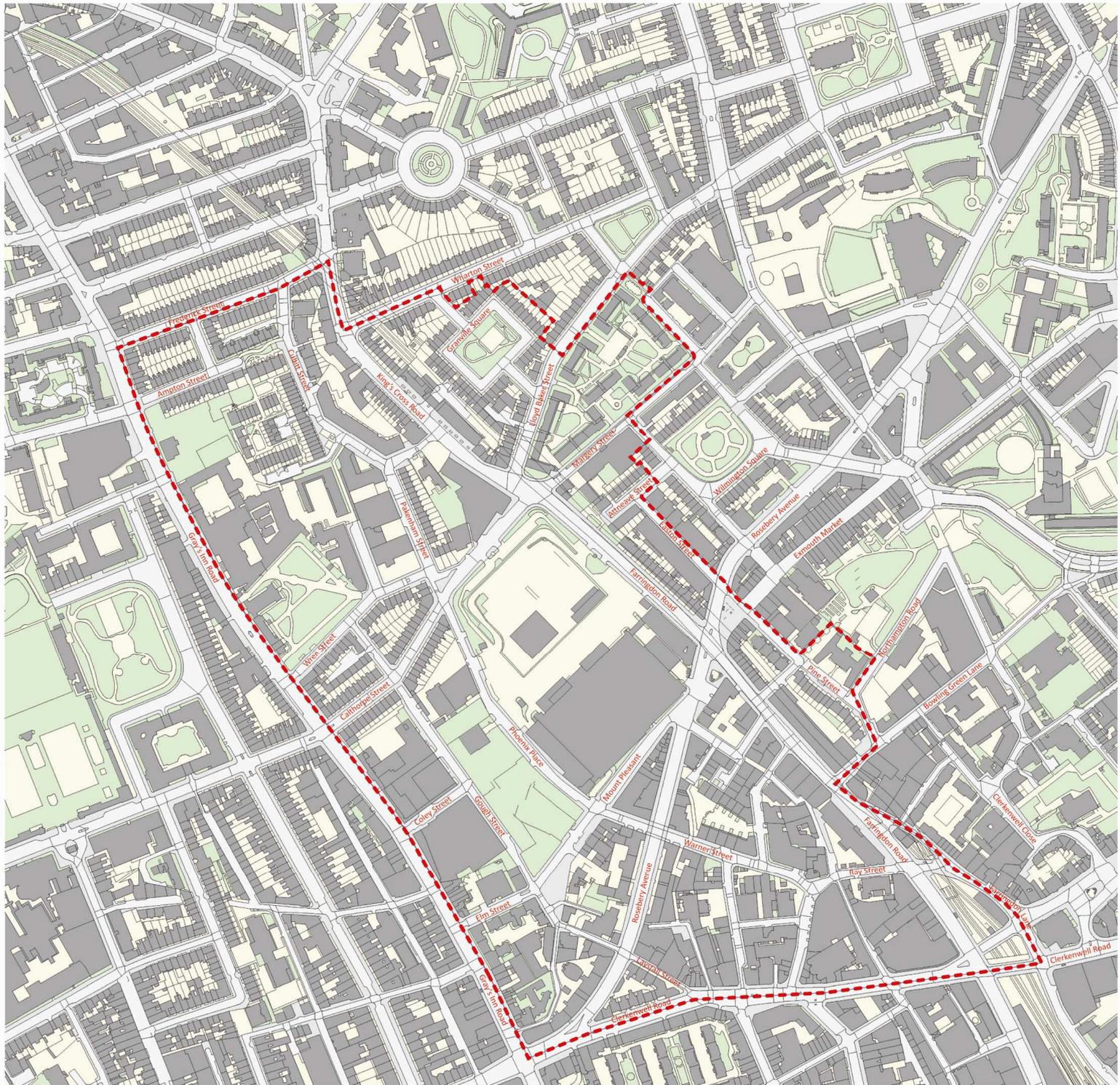


Fig 1: The Mount Pleasant Neighbourhood Area Boundary

#### 4. Contact Details:

The Mount Pleasant Neighbourhood Forum

email: [mountpleasant@email.com](mailto:mountpleasant@email.com)

web: [mountpleasantforum.wordpress.com](http://mountpleasantforum.wordpress.com)

twitter: @MtPleasantForum

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## **5. AIMS OF THE MOUNT PLEASANT NEIGHBOURHOOD FORUM**

5.1 The Forum is established for the express purpose of promoting and improving the social, economic and environmental well-being of individuals living and working in the area including promoting the carrying on of trades, professions or other businesses, primarily through the development and implementation of a Neighbourhood Plan and such other purposes as the Forum may from time to time decide.

5.2 Our neighbourhood is facing unprecedented pressure from development that threatens the social fabric of our communities, the physical and historic character of our built environment and the health and well-being of local residents. Situated between Kings Cross St Pancras (one of Europe's largest transport hubs and its connections to the continent) and Farringdon (the hub for Crossrail (east-west) and the upgraded Thameslink (north south)), the Mount Pleasant area and its various local communities are confronting unparalleled change brought about by these major infrastructure projects and an unprecedented rise in land values in central London. Major developments in our proposed neighbourhood area include: the NCP Car Park (hotel and commercial) and the former Guardian offices (commercial) on Farringdon Road; the former Clerkenwell Fire Station (residential) on Rosebery Avenue; the former Serious Fraud Office building (commercial) on Elm Street; Panther House (commercial and residential) on Mount Pleasant; and the Mount Pleasant development proposed by the Royal Mail Group (residential and commercial).

5.3 Our aim is to ensure that local residents are properly engaged in the planning process and get a fair deal from development in our neighbourhood.

5.4 Membership is open to:

- individuals who live in the neighbourhood area concerned,
- individuals who work there (whether for businesses carried on there or otherwise), and
- individuals who are elected members of a county council, district council or London borough council any of whose area falls within the neighbourhood area concerned.

5.5 Membership of the Committee includes a minimum of 21 individuals each of whom—

- lives in the neighbourhood area concerned,
- works there (whether for a business carried on there or otherwise), or
- is an elected member of a county council, district council or London borough council any of whose area falls within the neighbourhood area concerned.

## **6. STATEMENT OF LEGITIMACY**

6.1 The Mount Pleasant Neighbourhood Forum was born out of the Mount Pleasant Association, which was established in 2012 as a cooperative group of individuals, communities and businesses concerned with the Royal Mail Group's proposals for the redevelopment of the Mount Pleasant site.

6.2 We believe that the Mount Pleasant Association meets the conditions contained in section 61(F) of the Town and Country Planning Act 1990 and is a relevant body capable of being designated as a Neighbourhood Forum.

6.3 Mount Pleasant Association is a well-established and publically recognised community group of diverse local residents and stakeholders living in and working around Mount Pleasant established to promote and / or improve the social, economic and environmental well-being of individuals living and working in the area; to promote sustainable development in the area; to help create, maintain and foster good relations between all the stakeholders which share the area; and to help to preserve and enhance the integrity of the conservation areas.

6.4 The Mount Pleasant Association has stood up for the neighbourhood in public meetings and forums, including deputations at Camden (28 February, 2014) and Islington (10 March, 2014) Town Halls and the Great London Authority (3 October, 2014), communication with Members of Parliament, and the Greater London Authority, and voiced the views of the neighbourhood through a wide range of media outlets, including BBC London News, London Live, *The Guardian*, *The Evening Standard*, *Camden New Journal*, *Islington Tribune*, *Islington Gazette*, Monocle Radio, *Building Design*, and the *Architects' Journal*.

6.5 Given the extreme challenges facing our neighbourhood, the Mount Pleasant Association has been responsible for the constitution of different organisational structures to deal with specific tasks. The first of these new structures was the Mount Pleasant Association Ltd, which was established in September 2014 to oversee the Community Right to Build project awarded to the community by the GLA. The second structure will be the Mount Pleasant Neighbourhood Forum, which will be responsible for overseeing and managing the Neighbourhood Plan. It is anticipated that when this is formally recognised it will become a separate structure from the Mount Pleasant Association, but until then the two bodies can be treated as combined. Our objective is to establish three independent but inter-related and cooperative bodies with their own specific tasks, as illustrated in the Fig 2 below:

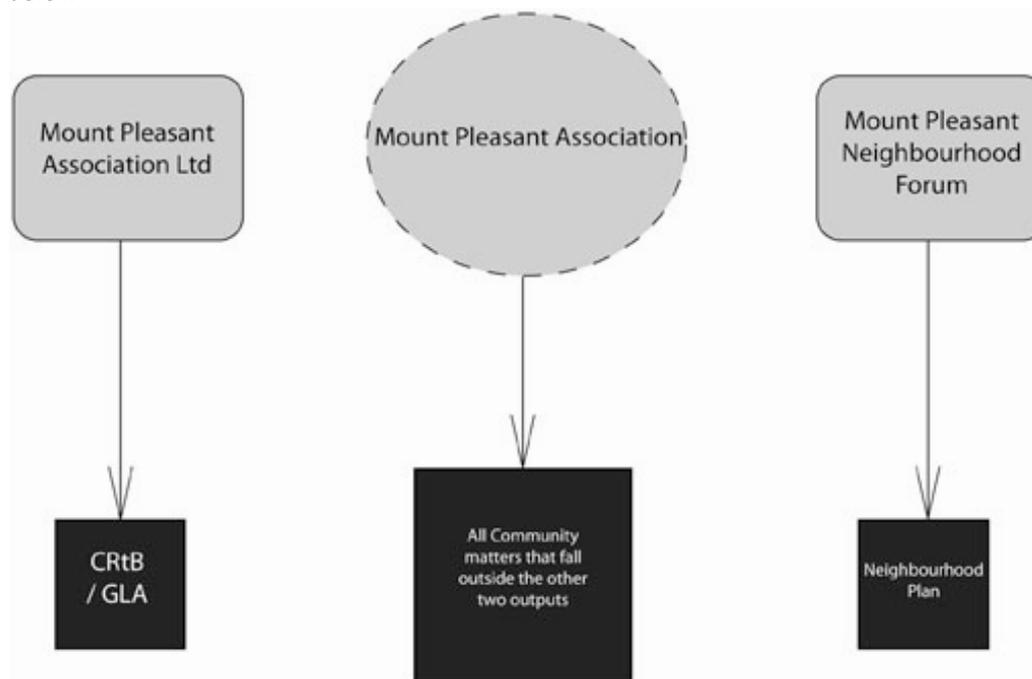


Fig 2: Proposed organisational structure of the MPA Ltd, MPA and MPNF

6.6 The endeavours of the Mount Pleasant Association and its associated bodies have the support of our two local Members of Parliament, GL Assembly Members and our local Ward Councillors (in Holborn/Covent Garden, Kings Cross and Clerkenwell Wards), some of whom are represented on our proposed Neighbourhood Forum Committee. We have always encouraged a healthy and respectful public debate about the potential and future of our neighbourhood using a wide range of public events and traditional and social media.

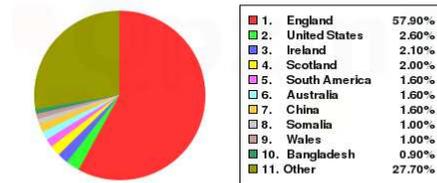
6.7 We have held many public meetings attended by local residents and business owners, Council Planning Officers, Ward Councillors and local members of Parliament, as well as other stakeholders in the area, including representatives of the Royal Mail Group and their consultants (July, 2014). We aim to host a public meeting approximately every quarter, though this fluctuates depending on the frequency of impending events. Details of some of these meetings, including minutes, can be found on our website under the MPA Meetings tab or via this address: [www.mountpleasantforum.wordpress.com/mpf-minutes-of-meetings](http://www.mountpleasantforum.wordpress.com/mpf-minutes-of-meetings). See Section 9.1 for a summary of the meetings and their purpose.

## **7 MEMBERSHIP**

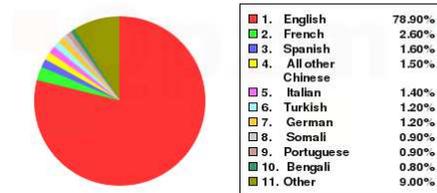
7.1 The Mount Pleasant Neighbourhood Forum is a public forum open to all, including protected characteristics as defined in the Equalities Act. We have an active and diverse membership of individuals and other stakeholders from across the neighbourhood and in surrounding communities that is representative of the area's demographic character. We have engaged with people of all ages, from young pupils at Christopher Hatton Primary School to older people, and of all ethnic groups, who are mostly fairly represented on their respective residents' associations.

7.2 See *Fig 3* below for the ethnic and demographic composition of the three wards in which our proposed Neighbourhood Area is situated.

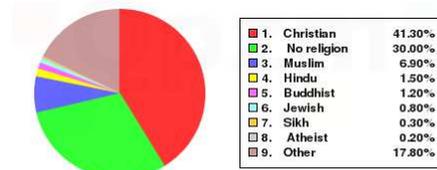
57.9% of people living in Clerkenwell were born in England. Other top answers for country of birth were 2.6% United States, 2.1% Ireland, 2.0% Scotland, 1.6% South America, 1.6% Australia, 1.6% China, 1.0% Somalia, 1.0% Wales, 0.9% Bangladesh.



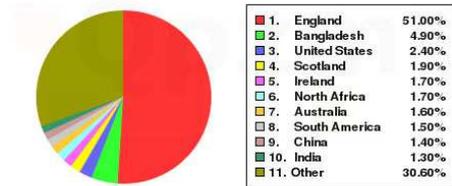
78.9% of people living in Clerkenwell speak English. The other top languages spoken are 2.6% French, 1.6% Spanish, 1.5% All other Chinese, 1.4% Italian, 1.2% Turkish, 1.2% German, 0.9% Somali, 0.9% Portuguese, 0.8% Bengali.



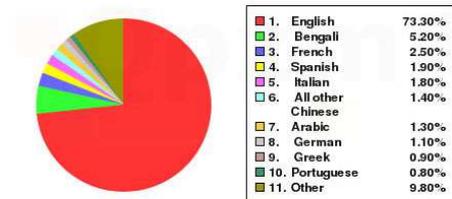
The religious make up of Clerkenwell is 41.3% Christian, 30.0% No religion, 6.9% Muslim, 1.5% Hindu, 1.2% Buddhist, 0.8% Jewish, 0.3% Sikh, 0.2% Atheist. 1,951 people did not state a religion. 40 people identified as a Jedi Knight.



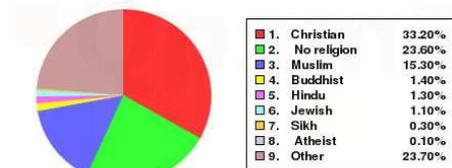
51.0% of people living in Holborn and Covent Garden were born in England. Other top answers for country of birth were 4.9% Bangladesh, 2.4% United States, 1.9% Scotland, 1.7% Ireland, 1.7% North Africa, 1.6% Australia, 1.5% South America, 1.4% China, 1.3% India.



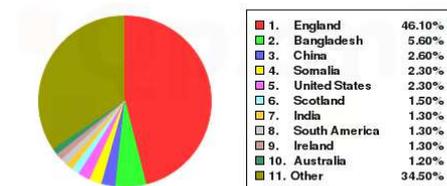
73.3% of people living in Holborn and Covent Garden speak English. The other top languages spoken are 5.2% Bengali, 2.5% French, 1.9% Spanish, 1.8% Italian, 1.4% All other Chinese, 1.3% Arabic, 1.1% German, 0.9% Greek, 0.8% Portuguese.



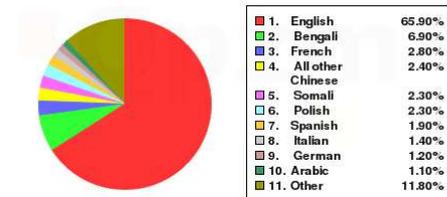
The religious make up of Holborn and Covent Garden is 33.2% Christian, 23.6% No religion, 15.3% Muslim, 1.4% Buddhist, 1.3% Hindu, 1.1% Jewish, 0.3% Sikh, 0.1% Atheist.



46.1% of people living in King's Cross were born in England. Other top answers for country of birth were 5.6% Bangladesh, 2.6% China, 2.3% Somalia, 2.3% United States, 1.5% Scotland, 1.3% India, 1.3% South America, 1.3% Ireland, 1.2% Australia.



65.9% of people living in King's Cross speak English. The other top languages spoken are 6.9% Bengali, 2.8% French, 2.4% All other Chinese, 2.3% Somali, 2.3% Polish, 1.9% Spanish, 1.4% Italian, 1.2% German, 1.1% Arabic.



The religious make up of King's Cross is 30.0% Christian, 24.2% No religion, 18.0% Muslim, 2.0% Buddhist, 1.7% Hindu, 0.8% Jewish, 0.4% Sikh, 0.2% Atheist.

2,564 people did not state a religion. 35 people identified as a Jedi Knight.

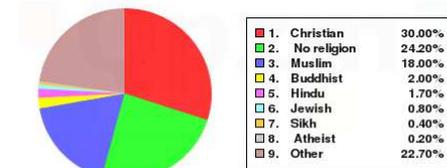


Fig 3: Ethnic Composition of Clerkenwell Ward (top) and Holborn and Covent Garden Ward (bottom left) and Kings Cross (bottom right), the three pie charts in each of which illustrate country of birth (top); first language (middle); and religious make up (bottom) based on 2011 Census data.

7.3 Obviously the total breakdown for the three wards is not a perfect simulacrum for the Mount Pleasant area but the combined breakdown of the Clerkenwell, Holborn & Covent Garden and King’s Cross Wards by age and ethnicity is as follows:

*Combined population of three wards split by age*

Age	Residents	%	% (not inc. children)
0-18	6,089	17%	-
19-39	18,058	50%	60%
40-59	7,816	21%	28%
60-79	3,549	10%	12%
>80	844	2%	3%
<b>TOTAL</b>	<b>36,356</b>	<b>100%</b>	<b>100%</b>

Source: 2011 Census

*Combined population of three wards split by ethnicity*

Ethnicity	Residents	%
White (all groups)	21,978	60%
Mixed (all groups)	1,964	5%
Asian (all groups)	7,862	22%
Black (all groups)	3,344	9%
Other (all groups)	1,208	3%
<b>TOTAL</b>	<b>36,356</b>	<b>100%</b>

Source: 2011 Census

7.4 We strongly suspect (though are not able to prove) that the very local population within our area boundary is slightly less diverse than the wider area (which includes the more ethnically varied large council holdings such as the Bourne Estate and those around Cromer Street) – probably more in line with the Clerkenwell specific details where <30% of the local population is non-white.

7.5 We believe our wider membership to be broadly aligned to these breakdowns of both age and ethnicity though we are not able to do a formal analysis. Our committee of 34 members is broadly aligned:

- 30 are of working age (88%, exactly in line with 88% of total population of non-children)
- 4 are retired (12% compared with 15% of total population of non-children)

- 6 are of non-white ethnicity (18% as opposed to estimated 29% for the Mount Pleasant Area)

7.6 The Forum is and will continue to be as inclusive as possible and we will continue to work to identify diverse members of our community who may be “hard-to-reach”, and develop opportunities to make the forum approachable and inclusive for them. In some instances where it has proven particularly difficult to get proper engagement with local residents, notably the Council-owned buildings lining Rosebery Avenue, we have leafleted, put posters on nearby lamp-posts, and engaged through shared local services, such as our area’s only primary school (Christopher Hatton) and nurseries (Christopher Hatton and 1A).

7.7 For the past three years our members have very effectively communicated through a combination of:

- public meetings (*see Section 9.1*);
- email groups (*see Section 7.5. People can sign up via the form on our website’s Contact page: [www.mountpleasantforum.wordpress.com/mpf-contact](http://www.mountpleasantforum.wordpress.com/mpf-contact)*);
- public exhibitions (*e.g. 8 June, 2015. See Appendix*);
- public events (*e.g. 17 Sept event (see Section 9.1) and Summer Fair (see Section 9.6)*);
- public notices (*see Area application Appendix for posters publicising our proposed Area*);
- targeted outreach with individual groups and organisations (*e.g. meeting local groups, attending TRA meetings and four presentations to the Holborn and Covent Garden Area Action Group meetings in Coram’s Fields since 2013*);
- and the Mount Pleasant Association website ([www.mountpleasantforum.wordpress.com](http://www.mountpleasantforum.wordpress.com)) and other forms of traditional and social media (*e.g. local and national newspapers and Twitter*).

7.8 The group’s email forum which is disseminated through individuals and through members of local residents’ groups (*see list below*) and businesses, such as the James Hartnoll Commercial Estate. In addition to the 150+ individuals signed up to our email list, many members communicate and disseminate information through their respective neighbourhood groups, networks and organisations, reaching thousands of individuals across the area from all ethnic and socio-economic backgrounds. These groups include:

**Tenants’ and Residents’ Associations:**

- Calthorpe Street (86 members)
- Churston Mansions (27 residential units)
- Granville Square (45 houses, many subdivided)
- Holsworthy Square (65 residential units)
- Laystall Court (30 residential units)
- Margery Street Estate (225 residential units)
- Mullen Tower (33 residential units)
- New Calthorpe Estate Tenants’ and Residents’ Association (100+ residential units)
- Warner Building (23 residential units)

**Residents /Members of:**

- The Amwell Society (231members)
- Calthorpe Project
- Cubitt Street
- Farringdon Road

Farringdon Lane  
Frederick Street  
Holborn Community Association  
Holborn School Campaign (650 subscribers)  
Holborn Voice (250+ subscribers)  
Lloyd Baker Street  
Pakenham Street  
Pine Street  
Rosebery Avenue  
Warner Street  
Wharton Street  
Wren Street  
St George the Martyr Primary School (210 pupils)  
and Christopher Hatton Primary School (210 pupils, plus nursery)

7.9 The Forum is committed to working closely and collaboratively with adjacent neighbourhood forums and other organisations on matters and areas of mutual interest.

7.10 The Forum and its committee members aim to follow the 'Nolan Principles' of public life and are committed to equality of opportunity and maintains and applies an Equal Opportunities Policy in all of its activities.

7.11 A full list of the Mount Pleasant Neighbourhood Forum's 34 Committee Members has been provided separately to ensure the confidentiality of members' details. Our wider membership fairly represents the diverse demographic character of our area with reasonably representative membership from all major ethnic groups, male/female, old/young, long/short-term resident, private owners/council tenants. This is in turn reflected in our committee which is broadly representative between Camden/Islington, Kings Cross/Holborn & Covent Garden/Clerkenwell Wards, male/female, old/young, long/short-term resident, private owners/council tenants (*see 7.12 for details*), as well as containing immigrants, disabled people, people of faith, members of the LGBT community, and business owners. Of the 34 Committee Members, 18 are female and 16 are male; 8 represent Kings Cross ward, 14 represent Holborn & Covent Garden ward and 12 represent Clerkenwell ward; 26 are local residents; five are local councillors (three in Camden and two in Islington); 13 work/do businesses within the area boundary; six are of non-white ethnicity; and four are retired.

**7.12 Tenants' and Residents' Associations:**

Calthorpe Street – (combination of council tenants, housing association tenants, leaseholders and freeholders)  
Churston Mansions – (leaseholders)  
New Calthorpe Estate – (combination of council tenants and leaseholders)  
Granville Square – (combination of council tenants and leaseholders)  
Holsworthy Square – (housing association tenants)  
Laystall Court – (combination of council tenants and leaseholders)  
Margery Street Estate (combination of council tenants and leaseholders)  
Mullen Tower – (combination of council tenants and leaseholders)  
Warner Building (leaseholders)

**Other Organisations/Civic Groups**

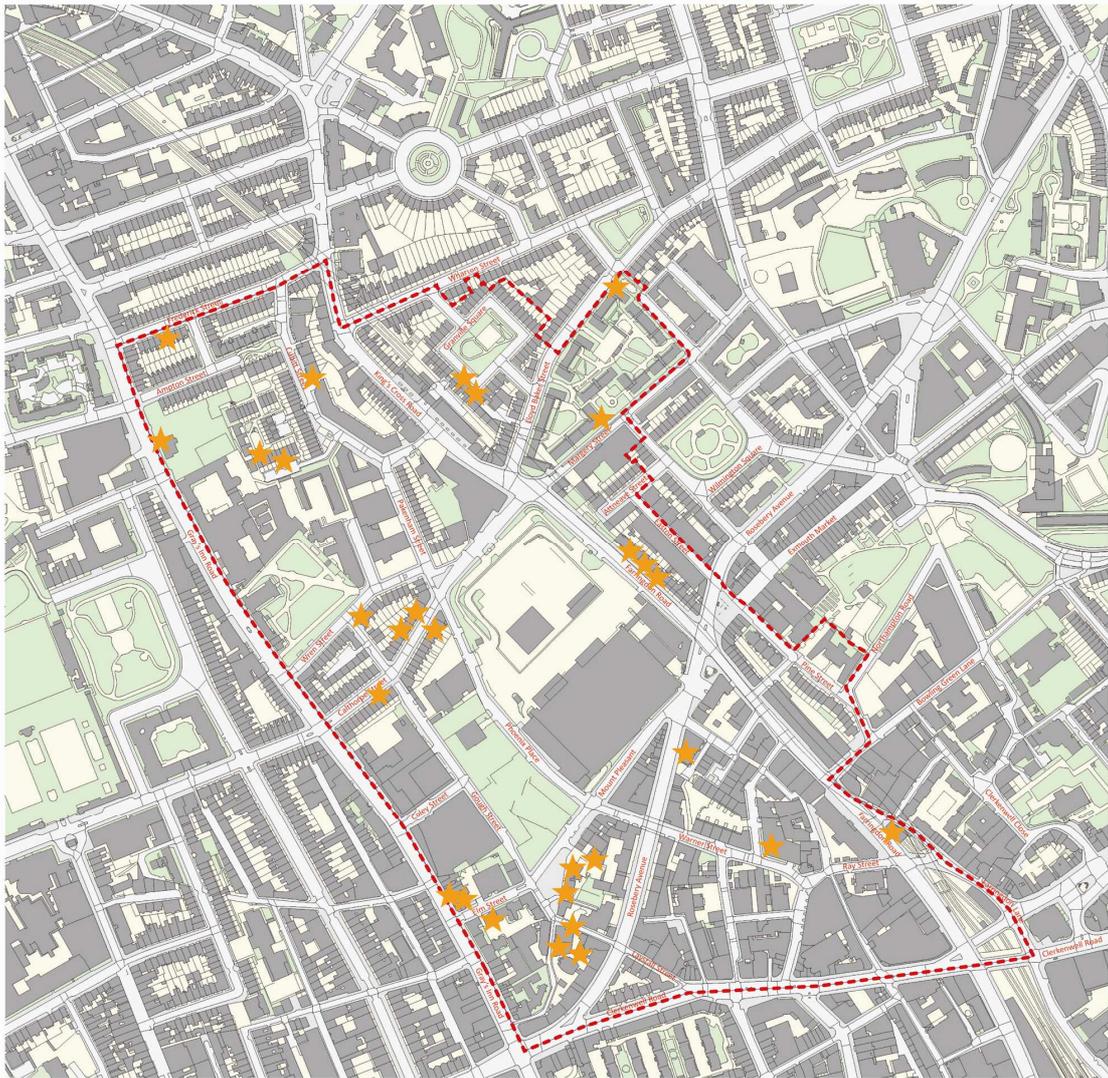
The Amwell Society

The Calthorpe Project  
Camden Council (Sue Vincent, Julian Fulbrook and Awale Olad)  
Holborn School Campaign  
Holborn Voice  
Islington Council (Alice Donovan and Raphael Andrews)  
James Hartnoll Commercial Estate  
The Mount Pleasant Association Ltd

## **8 Distribution of Committee Members (excluding Ward Councillors) within our neighbourhood boundary:**

8.1 Every effort has been made to achieve an even geographical distribution of Committee Members across the area representing the various different residential types and demographic groups. This has been done through extensive public consultations and meetings, poster campaigns (especially in under-represented areas), and an online presence through our website. Given the diversity of building typologies in the area, the distribution we have achieved is well balanced.

8.2 The only relative paucity is in the extreme south which can be explained by its relative distance from the centre of our Neighbourhood and the distance from the affects of the Mount Pleasant development that have galvanised other residents. To mitigate this, additional posters have been on display in these areas and attempts have been made to communicate with residents' groups. Similar efforts were made in 2014 following the under-representation of members in the northern part of our Neighbourhood, with the result that the Calthorpe Project expressed a desire to be included in our Neighbourhood Area. This caused the minor amendment to the northern boundary (see **Area Description and Explanation** section 2.8 in the Neighbourhood Area application) from that which is illustrated in our posters (see **Appendix** in the Neighbourhood Area application).



*Fig 4: Map of Neighbourhood Boundary showing distribution of Committee Members (excluding Ward Councillors)*

## 9 Community Engagement

9.1 Engagement with members is maintained primarily through regular email updates and public meetings (approximately every quarter). Consultation meetings are advertised by email, through our website and via local community groups (See Section 7.5). A page on our website – MPA Meetings – is dedicated to past and upcoming public meetings (see: [www.mountpleasantforum.wordpress.com/mpf-minutes-of-meetings](http://www.mountpleasantforum.wordpress.com/mpf-minutes-of-meetings)). See below for a summary:

**17 September 2015 – 6.30-8.30pm:** Public event to present the MPA’s Community Right to Build proposal followed by a debate about community participation in development with panel members including Sue Vincent (Ward Councillor), Peter Rees (Prof of Places, The Bartlett), Nick Perry (Hackney Society) and Michael Ball (Waterloo Community Development Group). The event was sold out and attracted widespread attention in local and national media (see the News page on the MPA website for details).

**8 September 2015 7-9pm:** Meeting arranged by the MPA for the local community to discuss Panther House with the developer (Dukelease) and their architects (AHMM).

**8 June 2015 from 9.30am – 8pm:** A full day's public consultation and exhibition to present the community's draft submission for the Community Right to Build scheme. It was our best attended event yet, with over 100 local residents turning up throughout the day and a full community hall in the evening for presentations by Karen Sullivan of Islington Planning Department, Create Streets, and the Mount Pleasant Association.

**25 February 2015 at 6.30pm:** a public meeting attended by over 50 local residents to explain the progress the Mount Pleasant Association and our partners Create Streets have made on the Community Right to Build project funded by the GLA and progress with the Neighbourhood Plan.

**21 and 22 November 2014:** a two-day public workshop as part of the Community Right to Build project. Attended by ~90 local residents.

**30 September 2014:** public meeting to prepare for the Public Hearing at the GLA on 3 October. Attended by 30 local residents. The actual public hearing on October 3<sup>rd</sup> was attended by over 200 supporters in the public gallery of the Great London Authority – a point that was noted and commented on by the Mayor.

**7 May 2014:** public meeting to introduce the 'Alternative Plan' to the community. Attended by 35 local residents.

**12 February 2014:** public meeting to propose pursuing a Neighbourhood Plan and becoming constituted as a Neighbourhood Forum, which received unanimous agreement. Attended by 32 local residents.

**29 September 2013:** special meeting to give Ward Councillors, Planning Officers and Planning Committee Members the opportunity to meet local residents before the planning application was due to be heard in Council on 17 Oct 2013. Attended by ~30 local residents.

**10 July 2013:** Second public meeting to discuss a wide range of issues, but in particular what individuals and groups could do to comment on and engage with the impending planning application.

**14 January 2013:** First public meeting and formal constitution.

9.2 The Forum actively engages with individual community groups so that they can regularly consult with and update their respective members at their respective group meetings (*see Section 7.5 for a summary of membership*). Wider publicity is also obtained through posters in the local community (*see Appendix 2 in the Area application*), the local and national press ([www.mountpleasantforum.wordpress.com/mpf-news](http://www.mountpleasantforum.wordpress.com/mpf-news)), and online via the MPA website ([www.mountpleasantforum.wordpress.com](http://www.mountpleasantforum.wordpress.com)) and social media.

9.3 Members regularly and actively participate in the free press by contributing to local and national newspapers and by engaging a global audience through our website and Twitter feeds. Every published article or letter that appears in the local or wider press relating to Mount Pleasant will be posted in the News section of our website, which has

become an invaluable resource and archive now used by university courses, students, and other campaigns: [www.mountpleasantforum.wordpress.com/mpf-news](http://www.mountpleasantforum.wordpress.com/mpf-news)

9.4 Our website ([www.mountpleasantforum.wordpress.com](http://www.mountpleasantforum.wordpress.com)) is an important resource for disseminating news and information. Over the past 19 months, it has received over 8,000 visitors and over 23,000 views. It has an archive containing all news items relating to our neighbourhood, as well as responses to planning applications by members of our neighbourhood, information on the Neighbourhood Plan, and the minutes of our public meetings (*see Appendix for images from public meetings and consultations*). The website also contains three films that we have produced that explain the problems and challenges facing our neighbourhood to a public audience. Collectively, these have had over 6,000+ views.

9.5 The Mount Pleasant Association has worked hard to communicate with all sections of the community inside and outside our designated area. Chiesa Italiana San Pietro on Clerkenwell Road is the only church in our area and once served the large Italian community, which has largely moved outside our area. There are Church of England parish churches within the vicinity of our designated borders (including Holy Redeemer at Exmouth Market, St James's, Clerkenwell, St Albans off Leather Lane and Holy Cross off Cromer Street) and these congregations have been contacted informally. However, the main community hubs in our designated area are pubs, cafes and the local primary school and nursery. Consequently, we have focussed attention on these to gain access to often 'hard to reach' groups. For example, the Calthorpe Arms, the Betsy Trotwood and the Pakenham Arms (before it closed) have been important supporters. So too has the Calthorpe Project Community Garden, the 1A Children's Centre and Christopher Hatton Primary School, where the student population of 210 speaks 36 different languages and reflects the ethnic diversity of our area: Bangladeshi 27%, White British 21%, White other 17%, Somali 13%, mixed heritage 13%, Other 9%. We have raised awareness among parents and pupils of the potential for development to improve their neighbourhood and encouraged participation through a range of events over the last two years. This includes presenting to parent groups and to classrooms and engaging in specific projects (*see: [www.mountpleasantforum.wordpress.com/2014/06/19/camden-new-journal-kids-its-mount-unpleasant](http://www.mountpleasantforum.wordpress.com/2014/06/19/camden-new-journal-kids-its-mount-unpleasant)*), including a Year 3 planning exercise in 2014 and the amazing film the Year 6 pupils made for the London Mayor, Mr Johnson, sponsored by the Camden Cleaner Air Fund. To watch the film, visit this link: <https://videocentralhd.lgfl.org.uk/Play.aspx?id=opqyWaJpw26iTm>

9.6 The Mount Pleasant Association joined the school at the 2014 Summer Fair (*see Fig 5 below or go to: [www.mountpleasantforum.wordpress.com/2014/06/18/mount-pleasant-association-summer-fair-our-mount-pleasant-saturday-28-june-12-5pm](http://www.mountpleasantforum.wordpress.com/2014/06/18/mount-pleasant-association-summer-fair-our-mount-pleasant-saturday-28-june-12-5pm)*) to host an exhibition of the community's work and to screen the school's video (*see Appendix for photographs of the event*). We also provided and ran the bouncy castle for the day. Over 150 people attended the stall and 60 filled in our survey.

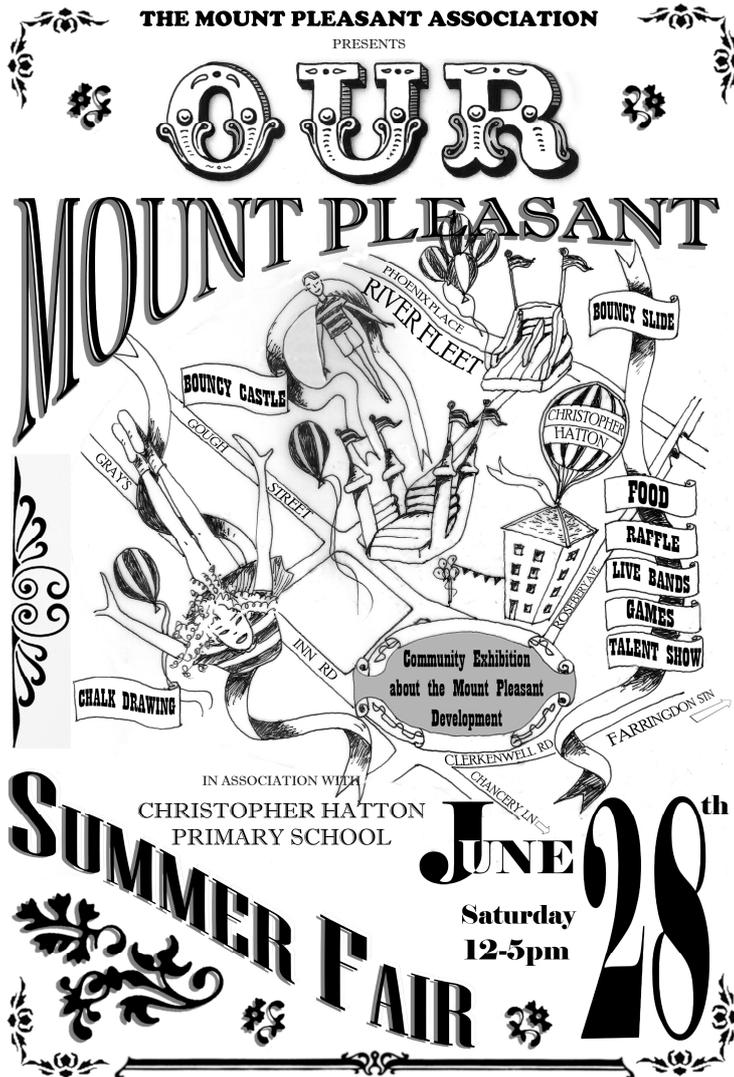


Fig 5: Poster advertising the MPA's Mount Pleasant Summer Fair on 28 June 2014, in association with Christopher Hatton Primary School.

## 10 Community Activities

10.1 One of the most important activities in which the Mount Pleasant Association has been engaged is achieving a redesign for the Mount Pleasant site. Our long-term objective, irrespective of what is built on the Mount Pleasant site, is to make our neighbourhood a more enjoyable, a more liveable and a more attractive place for those that currently live here and for the growing number of people moving into the area.

10.2 In September 2014, the Mount Pleasant Association established the Mount Pleasant Association Ltd to pursue the Community Right to Build project awarded by the GLA. The purpose of this funding was to develop an alternative planning application for this site based on the wants and needs of the community. By reconfiguring the urban planning and architectural design, this large site in the centre of our neighbourhood can provide more socially-rented housing units and become a new and thriving heart of our community rather than a fortress-like luxury development that turns its back on its neighbours. Put simply, we aspire to encourage the sustainable development of our neighbourhood and are in the

middle of that process with the intention of submitting our scheme for planning later in the year.

10.3 Between 28 June and 13 July 2014 we questioned 258 local residents on their views on what development should take place at the Mount Pleasant site. We received 99% support for our alternative scheme.

## 11 Appendix

*Photographs from various recent neighbourhood meetings and consultations*

Mount Pleasant Association meeting on 8 June, 2015, to present the Community Right to Build project. Over 100 people attended the day-long event:



Mount Pleasant Association meeting on 7 May, 2014 to introduce the alternative plan:



The Mount Pleasant Summer Fair in conjunction with Christopher Hatton Primary School  
28 June 2014:



Mount Pleasant Association meeting in association with Create Streets on 21 November, 2014 to discuss alternative plan:



Mount Pleasant Association workshop with Create Streets on 22 November, 2014 to discuss alternative plan:

