

# ASDA PARK ROYAL

Phase I Engagement Report  
October 2024



## What we did

259

People engaged

89

Stakeholders emailed

590

Unique website visits

THREE

Community events

100+

Businesses engaged

THREE

Stakeholder meetings

39

Engagement surveys completed

ONE

Article in local paper

10,633

Leaflets distributed

ONE

Co-design workshop

37

Business surveys completed

## What we heard



### A Town Centre for Park Royal.

75%

of people feel that Park Royal would benefit from a new town centre.

High street services (56%), retail (53%) and F&B (50%) were perceived as the most important aspects for creating a new town centre by those surveyed.

One concern raised in several conversations was it was important to bring in **interesting occupiers** into the commercial units and ensure they are not left empty.

Many people mentioned their appreciation of the **large Asda store** and were happy that a similar-sized store is to be reprovided with **continuity of trade**.

### Create an environment which is safe and welcoming for all.



The Park Royal Women's Group identified

85%

of the areas around the Site as unwelcoming 'red zones'.

**Safety and Security** was identified as the top priority for creating new outdoor space in Park Royal by **70%** of survey respondents.

30%

of survey respondents wanted the new public space to be well maintained and cater to all ages and abilities.

### Support and strengthen the existing community.



63%

of survey respondents believed Park Royal would benefit from an affordable community space.

56%

of survey respondents noted the lack of community space in Park Royal as an issue.

Visitors at the engagement events wanted to see more facilities that catered to **local children, young people and families**.

Another point raised by many was to **ensure disruption during construction stages was minimal** for the existing residential and business communities.

### Tap into the local business and creative communities.



Respondents from the business survey and public engagement highlighted that the project presented a **wealth of opportunity to use local suppliers**.

Park Royal Women's Group and other stakeholders highlighted the **opportunities to partner with the local creative community** to deliver public art and other interventions.

Many people raised the opportunity for the scheme to **celebrate Park Royal's history and heritage**.

Between 4 October 2024 and 31 October 2024, AND London undertook the first phase of engagement for the Asda Park Royal redevelopment. The engagement presented the emerging, and still early stage plans, for the Asda site, which is located at 2-20 Western Rod, NW10 7LW. This Engagement Report documents the engagement activity undertaken and feedback received at this stage.

Feedback was gathered across a range of platforms including a separate public and business survey, live illustration, meetings and conversation. A full breakdown of all materials produced and feedback is provided in the appendices.



Asda and Barratt London are progressing proposals for the Asda Park Royal site, located at 2-20 Western Road, NW10 7LW. The site is currently home to the Asda superstore and its car park.

The project aims to deliver a new vibrant mixed-use town centre of around 1,500 new homes, with a target of 35% affordable housing. It will also feature commercial and community uses, public realm and open space alongside a new, similar-sized, flagship Asda superstore with car parking.

The Site sits within North Acton Ward in the London Borough of Ealing, on the border with the London Borough of Brent and opposite the Central Middlesex Hospital. The nearby area is predominantly industrial with a few small residential neighbourhoods, such as the Wesley Estate and the new developments occurring at North Acton, nearby. The Site's within 20-minute walking distance from North Acton, Harlesden and Park Royal stations.



**Site Owner**

Asda is a supermarket and petrol station chain and has the third-largest grocery market share in the UK. Asda is the sole owner of the Site.



**Development Partner**

Barratt London is one of the UK's market leading residential developer with over 30 years' experience delivering high quality homes in London.



**Architects**

Pollard Thomas Edwards is an architecture practice specialising in the design of homes, neighbourhoods and, public spaces.



**Planning Consultant**

Quod is a dynamic planning consultancy with expertise in regional and national planning and development economics.



**Public Realm & Landscape**



**Transport Consultant**



**Community Engagement**



**Environmental Consultant**



**Placemaking Consultant**



**Energy & Sustainability Consultant**



**Structural & Civil Engineer**

# Phase I Engagement Activity

## Communications & publicity

**Dates: 16 September - 4 October**

To maximise participation throughout the first phase of engagement, an extensive programme of outreach and publicity was undertaken.

**10,633**

leaflets delivered to all addresses within an agreed radius of the Site.

**590**

website visits.

**89**

stakeholders emailed.



Press release in **The Ealing Times**, organically shared by 3 local community groups on Facebook.

Emails sent to Councillors for **Stonebridge, North Acton & Hanger Hill** Wards.

## Community events

**Dates: 4 October, 5 October, 12 October**

Three community events were held outside the entrance to the Asda store on Friday 4, Saturday 5 and Saturday 12 October from 12:00 to 16:00. The purpose was to talk to both store users and staff. A full set of exhibition boards and the survey were available, and an illustrator was capturing feedback through visual minute-taking.

Members of the project team were in attendance to talk through the plans and answer any questions.

**12**

hours of engagement.

**259**

individuals engaged.

**600+**

leaflets handed out to members of the public.



## Survey & digital engagement

**Dates: 4 October - 31 October**

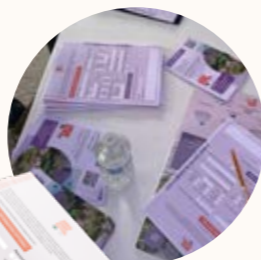
A survey was produced and was available at all community events and online through the website. A bespoke website was created and all information presented at Phase 1 made available on it, with an email and phone number also provided.

**39**

surveys completed.

**70%**

highly local survey responses from NW10 postcode area.



## Overview

AND London designed a hybrid engagement approach to ensure the process is inclusive, accessible, and enabled participation from a wide range of people. Extensive stakeholder mapping at the outside identified a number of underrepresented groups and other key stakeholder groups. A creative and innovative approach was taken to generate varied and meaningful participation and feedback.

## Park Royal Women's Group workshop

**Dates: 17 October**

A co-design workshop was held with the Park Royal Women's Group (PRWG) that explored how to ensure spaces on the future site feel safe and inclusive, particularly for women and girls. The workshop included a number of mapping activities and participants developed a checklist of key considerations to guide the design of equitable spaces within the scheme.

**10**

attendees.

**Two Hours**

of dynamic discussion.

**One**

checklist of Design Considerations.



## Business engagement

**Dates: 17 October**

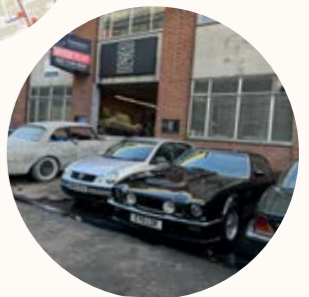
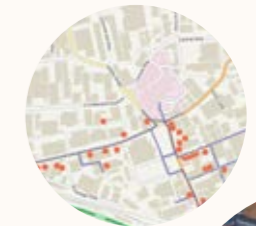
Five members of the engagement team undertook an extensive door-knocking process through the business and industrial park with a business-specific survey. The business community is a key stakeholder group and understanding business-specific feedback is vital.

**37**

business surveys completed.

**100+**

businesses visited.



## Other stakeholder engagement & door knocking

Emails were sent to all on-site Asda staff regarding the development and posters placed around the store. The team undertook door-knocking of close residential neighbours, specifically the homes along Coronation Road. The team held a stakeholder meeting with Grand Union Alliance, Wesley Estate RA, & Old Oak Neighbourhood Forum, and another meeting with West London Business.

**Six**

hyper local site neighbours visited in person.

**Three**

posters hung in Asda staff spaces.

**Two**

in-person key stakeholder meetings.

Emails sent to all Asda Park Royal store staff.





# Community events

Over 4 square metres of live illustrations.



**250 tote bags** printed by local business, FashTag and given away to members of the public.

In a separate, one-question survey, available at the community events, which asked 'do you support the plans at this stage', all **43 respondents answered yes.**

## Overview

The Community Events held outside the Asda store over three days allowed a wide range of members of the public to learn about the scheme and share their thoughts on it. For many visitors, this was the first they had heard of the scheme, demonstrating the event's ability to reach diverse groups who might not otherwise have been engaged. Attendees of all ages and backgrounds expressed interest in the plans for the new town centre and Asda store, with many particularly excited to see their feedback visually documented in real time.



**259 people** engaged and **600+ leaflets** distributed.

**10 team members** on hand to answer questions and dive into discussions.



**11** information boards.

**Free food & drink** for the public.

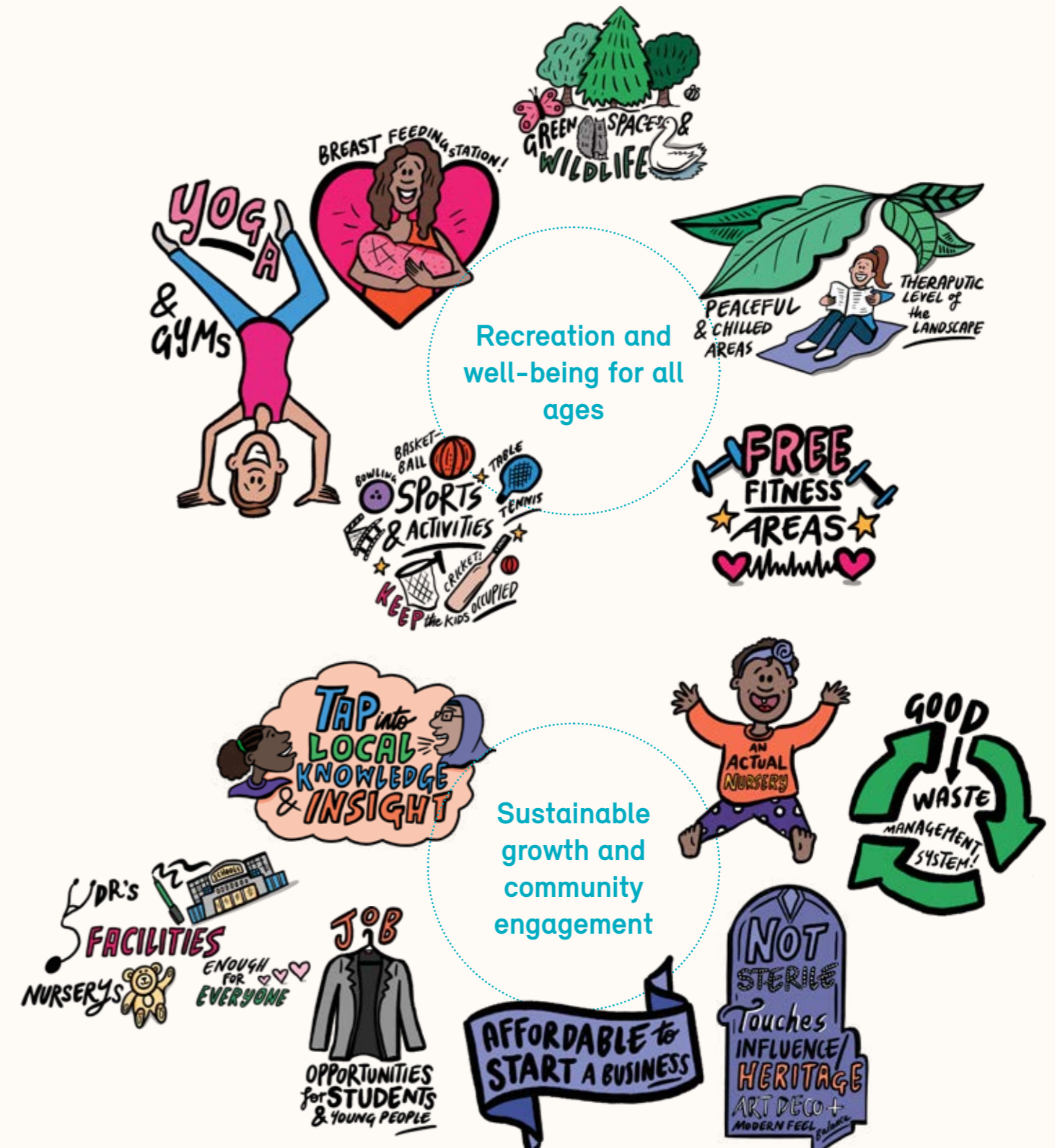


# Live illustration: key feedback



## Overview

During the three in-person events, a visual minute-taker captured feedback in real time. Many attendees provided verbal feedback directly to be included on the board. These illustrations dynamically documented the discussions, some key feedback is organised by theme below.





# Survey

## Perceptions of Park Royal

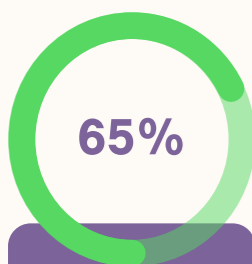
In general, perceptions of Park Royal were mixed. People overwhelmingly valued the area's access and connectivity above all else. However, many felt that community spaces, green spaces and the limited range of shops could be improved. Furthermore, the area's industrial nature, lack of lighting, and illegally parked cars contribute to a sense of uncleanliness and insecurity.



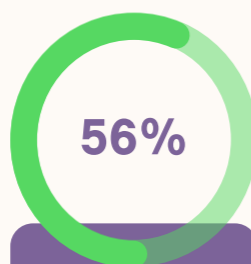
“ Not much to do, especially for young people, but really for everyone.”

“ I've lived here for 40 years, it's my home and somewhere I love.”

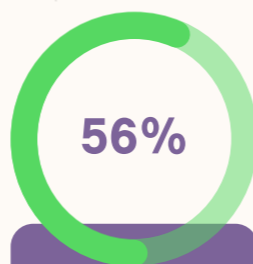
“ [Park Royal] is dilapidated, depressing and feels unsafe and grimy.”



valued the area's connectivity.



of people feel that there is a poor range of shops.



noted the lack of community space in Park Royal as an issue.

## Overview

The survey's purpose was to gather insights from local residents and give them an opportunity to shape the plans. Recipients were asked questions concerning their views on the current state of Park Royal, opinions on the emerging plans, and aspirations for the new town centre. Personal details were also gathered to enable us to understand whether a representative mix of people has responded to the survey.

## Emerging Masterplans

Respondents were largely supportive of the emerging plans. There was enthusiasm at the prospect of a new town centre, alongside a significant increase in public space across the development. Some residents were keen that the development focused on integrating with the wider area.

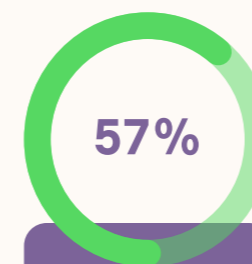


“ Buildings should reflect and improve upon community and culture that is already here.”

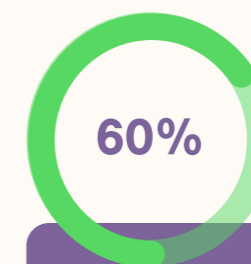
“ The focus on active travel and creating a community centre is fantastic.”



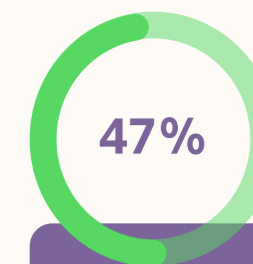
“ A nice public square with adequate seating and nice gardens is a must. An indoor workspace/community hub for non-residents would be even more beneficial. Public fitness studios would be fantastic.”



of respondents support the scheme.



were excited to see new retail options for the area.



support an increase in green spaces.

## Aspirations for a new Town Centre

The proposal for a new town centre was met with overwhelming positivity. The survey highlighted a clear demand for more amenities in Park Royal, and respondents felt that a new town centre full of interesting, independent businesses, anchored by the Asda, would address the current gaps in what the area offers.

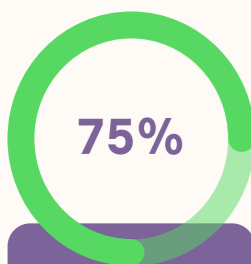
“ Definitely needs it. Closest Town Centre is Ealing Broadway or possibly Harlesden. **Is in the need for a modern change.**”



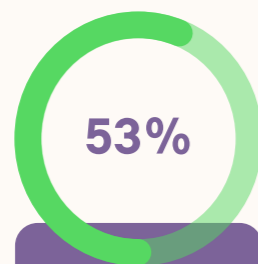
“ There is **nowhere to go or meet in the area.** Basically, no shops or places to eat.”



“ Care should be taken to **ensure** that the artists in the area are not priced out.”



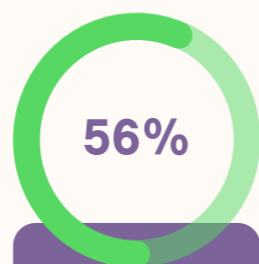
75% of all respondents think Park Royal would benefit from a new town centre.



53% believe the area needed more retail.



50% want more restaurants and cafés.



56% of individuals want high street services in the new town centre.

## Landscaping and public realm

The emerging landscape design garnered strong support, with respondents welcoming the increase in biodiversity. Locals want to see more seating and play spaces within the locality alongside improved pedestrianisation. Safety and security once again emerged as a key theme.

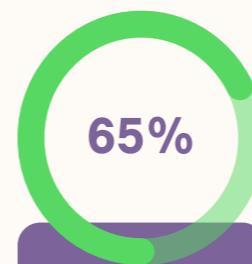


“ There is a joke in Park Royal that it is not royal, and there is no park. **At least we can have a park!**”

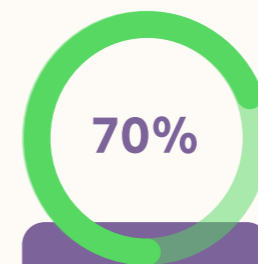


“ It looks good as long as it is well **maintained and kept safe.**”

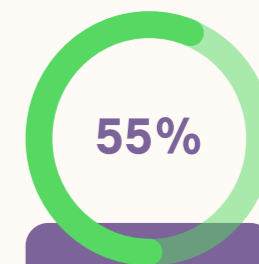
“ We need more **walking paths and cycling/ pedestrian routes.**”



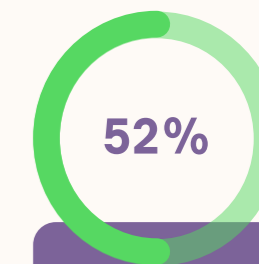
65% support the landscape plans.



70% want the new development to feel safe and secure.



55% of respondents want more places to sit and rest.

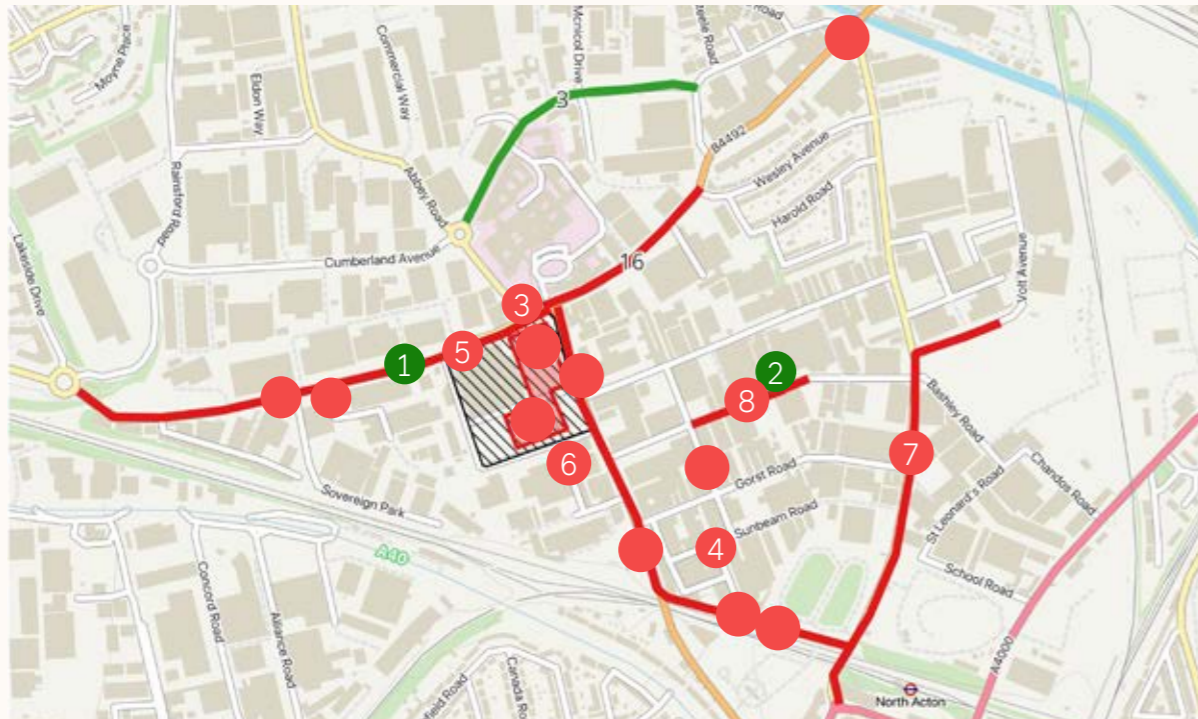


52% would like more spaces more spaces for children to play.



# Park Royal Women's Group Workshop

## Mapping safety in Park Royal



**1** Diverse range of businesses.

**2** **Levant Book Cafe:** A very welcoming spot however access to it is poor.



**3** Needs to be more pedestrian-friendly for all the people moving between Asda and the hospital.

**4, 5, 6** Poorly lit after dark.

**7** Constant loading/unloading due to industrial nature of businesses which clutters walkways and makes it hard to get around.

**8** Standard Road experiences fly tipping and poor visibility due to rubbish build up.

## Overview

During the workshop, participants identified green/red areas around the Site based in whether they found them welcoming/unwelcoming. This then led the group to collaboratively identify elements necessary to create a truly inclusive new town centre. These elements form the Developing Design Checklist.

## Inclusive space checklist

### SAFE

- Encourage passive surveillance.
- Ensure all walkways are well-lit, ideally featuring imaginative lighting.
- Design elements that discourage antisocial behaviour, including no hidden corners and seating areas.
- Ensure there is always a choice of routes which users can take.
- Include safe, clear cycleways that make pedestrians feel secure.



### WELCOME

- Manage the space and keep it clean.
- Incorporate multiple uses and ensure active play elements.
- Create, safe indoor and outdoor children's play areas.
- Design pockets of space that invite a sense of calm.
- Consider the outskirts and overspill of the Site to ensure it feels accessible and inviting.
- Ensure considerate construction practices.



### REPRESENTED

- Celebrate and reflect Park Royal's history and existing community.
- Create community spaces which cater to all – e.g. representing local food offerings through a market square and making space for a community garden.
- Providing shops and services that are genuine community resources.
- Deliver public art collaboratively with local artists, raising the profile of Park Royal's female artists in particular.



## Key takeaways

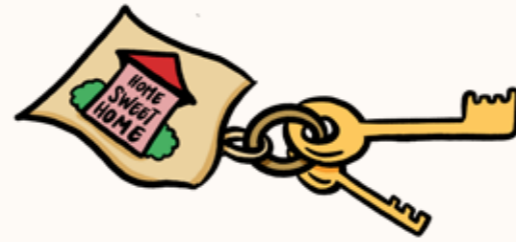
The feedback we received was clear: Park Royal does not feel safe for women. Many areas around the current Site are actively avoided by members of the PRWG; hence, safety should be a design priority. Nevertheless, the creation of an equitable, inclusive place requires going beyond safety, to create spaces that celebrate and raise women's profiles. The PRWG voiced a strong call for a new approach—one that's safe, inclusive and actively champions women.



# Business Engagement

## Increase in residential

Businesses that rely on foot traffic – such as cafés, bars, restaurant and retail stores – were positive about the development overall, viewing the influx of new residents as additional footfall. Those operating out of large warehouse units, however, had a more mixed view on the development. Some saw the potential of a larger local workforce, while others were concerned about the increase in traffic straining their already challenging logistics.



We asked:  
"To what extent would an increased residential population benefit you as a business?"

59%

expected to **benefit** from an increased residential population.

21%

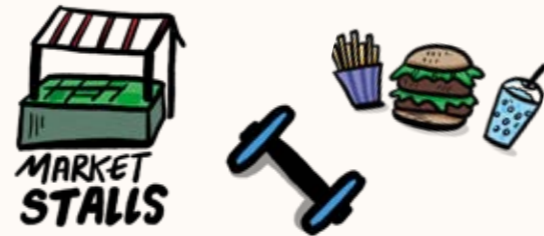
expected to see **no noticeable difference.**

21%

said an increased residential population would be **detrimental** to their business.

## Increase in amenities

The increase in amenities offered advantages to local employees, with more options for food and beverage and greater convenience from local gyms, retail outlets and high street services. This would, in turn, indirectly benefit businesses by making it easier to hire in the area.



We asked:  
"To what extent would more amenities in the locality benefit you as a business?"

58%

would expect to **benefit** from more local amenities.

27%

would expect to see **no noticeable difference.**

15%

said more local amenities would be **detrimental** to their business.

## Overview

Park Royal is home to a diverse and thriving business community that has grown over the past 50 years to include enterprises ranging from food production, wholesale, and logistics to bespoke manufacturing, artists, and film studios. The views of and feedback from local businesses have been captured through a business-specific survey carried out face-to-face in Park Royal.

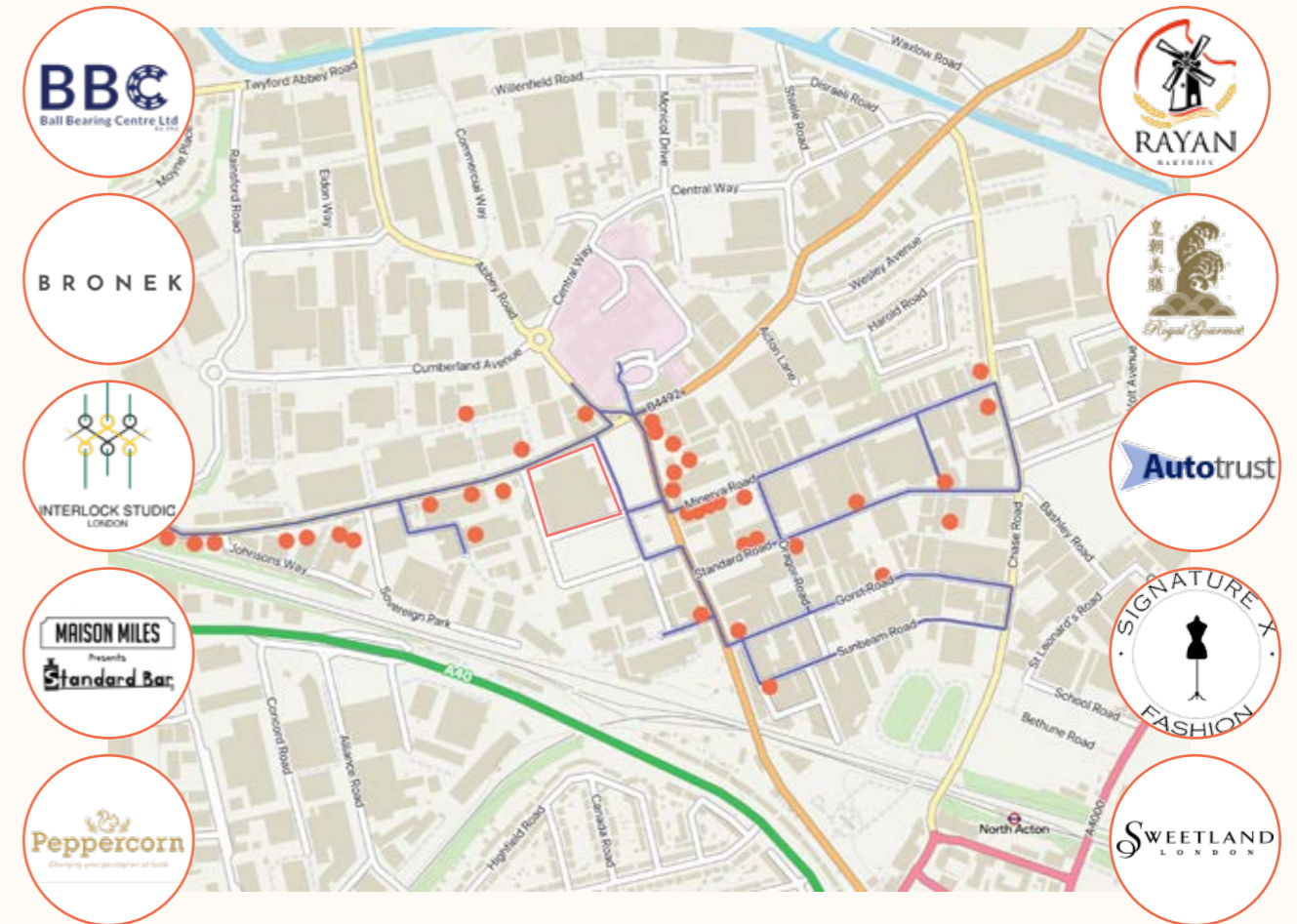


As a restaurant, it's a benefit to have more local customers

Our business sells daily essentials, so an increase in customers will potential help business

More businesses will start up in Park Royal and we might get more clients

Park Royal needs to be a more residential area, there is a high potential for people to live near their workplace



[More amenities would] bring more people in, more available workforce

Getting in and out of Park Royal is a **nightmare**

It would be great to **keep the area clean and tidy and improve security, reduce cost/parking/more visibility**

More shops, more footfall, more people



## Recommendations

### 1 Provide a dedicated cultural/community space, operated by a local VCSE.

- Affordable and flexible spaces available for booking.
- Gallery space celebrating the creative community of Park Royal.
- A community living room/library.

### 2 Pedestrianised public realm to be optimised for users of all abilities.

- Spaces to slow down, sit and relax.
- Clearly marked cycle lanes, separate from pedestrians and other road users.
- Improved connections into the Site.

### 3 Take measures to ensure that the new space is safe, welcoming and inclusive.

- Incorporating elements of the Developing Design Checklist.
- Facilities for families such as breast-feeding stations and childcare.
- Develop an effective strategy to discourage anti-social behaviour and promote positive alternatives.

### 4 A variety of recreational amenities distributed throughout the Site that cater to people of all ages, abilities and genders.

- Open space for flexible and creative active play alongside relaxation and conversation.
- Thoughtfully designed sensory and colourful play space that caters to neurodivergent children.
- Free, well-maintained outdoor fitness areas which are inviting to all.

### 5 Ensure the town centre is active and vibrant and that all units are filled.

- Design smaller, affordable units suitable for exciting, local small enterprises.
- Curate a diverse mix of retail, F&B and high street services.
- Meanwhile use strategy providing discounted spaces to local artist to prevent empty units.

### 6 Enhance Park Royal through improved access to green space.

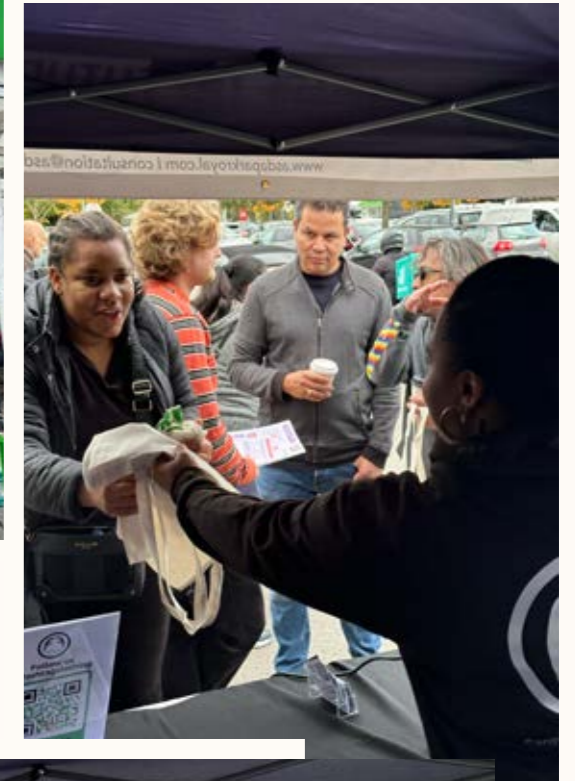
- Achieve significant biodiversity net gain.
- Protect mature trees where possible.
- Incorporate a comprehensive maintenance plan to ensure the space does not degrade.

### 7 Support the local economy and business community.

- Engage in partnerships with local suppliers through the construction phase and local creatives to deliver public art.
- Offer affordable commercial units for local start-ups/SMEs.
- Ensure the Asda Superstore remains a significant local employer and that there is a continuity of trade.

### 8 Continue to engage with local residents, community groups, and businesses.

- Continue to take a collaborative and open approach to the development of the Site.
- Replicate co-design workshops at later stages of the development.
- Maintain clear communication with stakeholders, working with them to minimise disruptions.



Produced by

**AND**