

Subject **The Brentford Project**
From Martin Case <martin@brentfordvoice.co.uk>
To <jmulryan@ballymoregroup.com>
Copy <smulryan@ballymoregroup.com>, <chair@brentfordcc.org.uk>
Date 2020-06-01 08:15



Dear Mr Mulryan,

I write to you on behalf of the Brentford community, in my capacity as Chair of Brentford Voice (a local community group with over 600 supporters), and also Vice Chairman of Brentford Community Council which specialises in planning issues.

As you're aware The Brentford Project on the south side of Brentford High St is now well underway, and will hopefully be completed near to the planned timetable, and with a warm welcome from the Brentford community at large.

However, it's fair to say that the relationship between Ballymore and our community has not been an easy one. Unfortunately this has been brought about through several reasons, but essentially the main driver has been poor communications from Ballymore across many stages of the development.

Yes, that situation has improved slightly over recent months through published newsletters, however these have very limited circulation, and the content whilst welcome has not been overly informative. There was a presentation with a question-and-answer session in June last year instigated by the community, however, we've had nothing similar since. I'd also add that whilst your programme of events throughout last summer were welcome, they didn't really address creating meaningful dialogue with the majority of the community, but merely acted as a distraction.

We are now entering a critical phase of the development whereby the site has been cleared and groundworks have commenced prior to construction. There are pressing issues that concern our community which haven't been addressed through normal channels, therefore we're very keen to explore other avenues of communications.

The Brentford Project sits at the very heart of our town and community and will have significant far reaching effects on the shape and future of Brentford, well beyond the envelope and lifespan of this development build. After many years of delay there are high expectations accompanying this project, which hopefully will become a transformational stage in Brentford's very long history, of which our community is immensely proud and protective.

Therefore, Brentford Voice would like to instigate better and stronger relations with Ballymore through forming a representative liaison group made up of an assembly of key stakeholder groups from across our community. The purpose of the group would be to meet with Ballymore's senior management team, ideally yourself, and representatives from your architects, planners, retail consultants and archaeology team with the aim of creating an informative channel of communications to create a harmonious pathway for both Ballymore and the wider community.

We very much want to work with your company so the product that Ballymore delivers is one that can be supported by the community, which is why we've selected a stakeholder group who can help and advise. In particular, we do have concerns about keeping retail in the High St as it stands currently, so by working closely with Ballymore we would hope to make the town centre vibrant and attractive not only for new retailers but the existing ones as well.

What would be desirable would be to meet every quarter, and continue meetings throughout the life of the development phases, to ensure that the project can be developed in an amenable and responsive course. We would hope that this opportunity is seen not only for the benefit of the local community, but also for Ballymore as a demonstration of how to create and integrate a successful project in the very heart of an existing community.

I would welcome your thoughts, and do hope you'll be receptive to the creation of The Brentford Project Liaison Group.

Finally, John I hope you don't mind but you'll notice I've copied in your father as he was very supportive at our outset and most encouraging of our endeavours. Therefore, as a courtesy we just would like to keep him up to speed in our continued efforts to work with you and your company.

You'll also note I've copied in the Chair of Brentford Community Council who we work very closely with, and would be a key stakeholder in the proposed liaison group.

Kind regards,

Martin Case,

Chair, Brentford Voice

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