

**Seven Sisters Regeneration
Media Briefing
May 2012**

Public survey demonstrates widespread support for Grainger's proposals for Seven Sisters

Prior to a new application for the Seven Sisters Regeneration being submitted on Tuesday 8th May, ComRes, an independent market research company, undertook a public survey of residents in the surrounding area.

The results of the survey demonstrate overwhelming support for the proposals as they were presented in 2010.

Key results include:

- Two thirds of residents stated that increasing the amount of investment is a priority for the area, and more than half say that increasing the range of shops is a priority
- After being shown images both of the site as it currently is, and of the potential redevelopment, as proposed in 2010:
 - o Three quarters (76%) of respondents stated that they wanted to see the mix of national and local shops and restaurants, the flats and increased amount of publicly accessible space and well as the new market hall and only one in five (19%) wanted the site to remain the same as it is now, including the market and current shops
 - o Residents of N15 5 (81%) and N15 6 (84%) are more likely than residents of N15 4 (63%) to say they prefer the potential redevelopment
 - o 7 out of 10 (69%) wanted the Wards Corner site to be replaced with new buildings and only a quarter (26%) wanted the current buildings to stay regardless
- Whilst there was a very high level of awareness of the proposal to redevelop the site (75%) at the start of the survey, only 40% realised the proposals included a new home for the market. 45% of people who prefer to see the redevelopment knew that it included a market hall, compared to just 29% of those who prefer the current site

ComRes concluded:

- [The results] would appear to suggest that the campaign opposing the redevelopment in the area so far has been largely conducted by a 'vocal minority' who oppose the proposed development and that there is an until now unheard 'silent majority' who tend to favour the proposals
- The greater favourability among N15 5 and N15 6 residents towards the proposal is encouraging, as the survey shows that residents from these areas currently use the shops in Seven Sisters less frequently than N15 4 residents. This indicates that the redevelopment has the potential to draw many locals to the area who have traditionally spent their money elsewhere

David Walters, Development Director at Grainger plc, commented:

"The Seven Sisters Regeneration project will play a crucial part in the Tottenham Regeneration Vision and it is heartening to learn from the recent survey carried out by ComRes that there is strong support for the redevelopment (76%) from the residents who live in South Tottenham. In addition to nearly 200 homes this new planning application provides a range of national and independent shops as well as a rejuvenated Seven Sisters Market. This project will create up to 600 new jobs in the next five years and on completion over £11 million every year of new spend in local shops.

We encourage everybody who wants to see this scheme delivered express their support to the Council so that their views are counted when the decision is made."

The long awaited Seven Sisters Regeneration, part of the Tottenham Regeneration Vision, will:

- Deliver £65m of investment into Tottenham and Seven Sisters
- Generate £11 million of new spend in local shops every year and support over 600 new jobs over the next 5 years
- Bring high street names back to Seven Sisters as well as provide new shops for independent businesses
- Provide a new, purpose built, long term home for Seven Sisters Market
- Create a safe and active public area and a new focal point for the community
- Show the world that the regeneration of Tottenham has begun

The changes made to the scheme since 2011 include:

- Simplification of the design of the corner of Seven Sisters Road and the High Road
- Removal of one storey of tallest building on the High Road (Block K)
- Reconfiguration of the public realm on the High Road including the introduction of clipped trees on the High Road elevation
- Redesign of the kiosks around the tube station entrances using salvaged windows from Wards Store to provide frame for 'memory panels' celebrating local history
- Replacing the proposed white render on Suffield Road with brick

Other key points to note:

- It's been 40 years since the Wards store became vacant and 5 years since Grainger started consulting on this proposal. In this time, no other viable alternative has come forward. If people want investment in the area then this is it.
- In a further report commissioned by Grainger, David Lewis, a conservation and heritage expert, concludes that the buildings in their current state actually damage the Conservation Area. He believes that the case for redevelopment of the whole site provides an opportunity to enhance the Conservation Area.
- David Lewis also concludes that the Wards building is NOT an early example of a steel framed building as has been claimed but rather is a building of traditional masonry construction with a façade designed to look like a steel framed building.
- Methodology note: ComRes interviewed 577 adults in the Seven Sisters area of Tottenham, using a face-to-face, door-to-door interview methodology between 10th and 18th April 2012. The area was determined as properties with postcodes that begin with N15 4, N15 5 and N15 6. For the full data tables please go to www.comres.co.uk