

**Seven Sisters Regeneration**  
**19 June 2012**

## **PUBLIC SHOWS ITS SUPPORT FOR GRAINGER'S SEVEN SISTERS PROPOSALS**

Since the launch of the project website [www.sevensistersregeneration.co.uk](http://www.sevensistersregeneration.co.uk) on 15<sup>th</sup> May, 130 people have registered their support for the Seven Sisters Regeneration proposals (18 June 2012).

In addition a local trader has organised a petition and has collected over 55 signatures in support of the proposals. The Seven Sisters Regeneration project team has just submitted this petition on their behalf, along with a detailed table of online support, to Haringey planning department as part of the statutory consultation process.

The widespread support for the proposals reconfirms the findings of a public survey of over 570 residents in the surrounding area conducted in April 2012. The survey, undertaken by independent market research company ComRes, found that 76% of respondents stated that they wanted to see the mix of development proposed.

David Walters, Development Director at Grainger plc, commented:

*"The support so far shown towards the proposals highlights an acknowledgment of the benefits the long awaited Seven Sisters Regeneration will deliver. It demonstrates that, in spite of some opposition to the development locally, there is support from other local residents and traders who do want this £65m of investment into Tottenham and Seven Sisters. It also shows that they do want the £11m of new spend in local shops that this project would deliver each year and that there is support for the provision of a new, purpose built, long term home for Seven Sisters Market.*

*"If local people do want to see this investment for their area, we encourage them to continue to register their support ahead of the forthcoming committee, via the project website."*

The new application for the Seven Sisters Regeneration was submitted to Haringey Council in May this year, with the committee date set for 7pm Monday 25<sup>th</sup> May, to be held at the Haringey Civic Centre.

### **Notes**

An Economic Benefits Report of the project was completed by GL Hearn and submitted as part of the application.

ComRes survey:

- Methodology note: ComRes interviewed 577 adults in the Seven Sisters area of Tottenham, using a face-to-face, door-to-door interview methodology between 10<sup>th</sup> and 18<sup>th</sup> 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](http://www.comres.co.uk)

- Participants were questioned about the proposals presented as they were in 2010. Key results included:
  - 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:
    - 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
    - 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
    - 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 that 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.