

Workshop Q&As

ABOUT THE DEVELOPMENT

1. What is Holloway Park and who is leading the development?

Holloway Park is the redevelopment of the former Holloway Prison site in Islington. Peabody is leading the project, alongside award-winning architects AHMM for Phase 1, and Maccleanor Lavington and Haworth Tompkins for Phases 2 and 3. Exterior Architecture are working as landscape architects across all phases.

2. Didn't you already get planning permission?

Yes, planning permission was granted by Islington Council in April 2022 for the overall Holloway Park masterplan, to provide:

- 985 homes, 60% of which will be affordable and 60 of which will be specialist social rent homes for older people.*
- A unique and dedicated Women's Building linking to the site's history and previous use.*
- A new 1.4-acre public park with play spaces and a nature garden for all to visit and enjoy.*
- A new pedestrian route to Trecastle Way leading towards Tufnell Park which will improve connectivity through the area.*
- Approximately 1,800sqm of commercial space helping to bring new businesses and job opportunities to the area.*
- An on-site classroom/skills hub for local training and further education opportunities during the construction phase.*
- 51 construction apprenticeships, targeting 30% of these being completed by women.*

3. So why are you consulting again now?

Although we have planning permission (granted in 2022) and Phase 1 is underway, new challenges mean we've had to revisit the plans for Phases 2 and 3:

- New building regulations now require second staircases in buildings over 18 metres. We consider the best approach is to incorporate these early, which impacts building layouts and reduces floor space. In Phase 1, while there was no reduction in the number of homes provided, it did lead to the loss of bedspaces and wheelchair-accessible homes, which we plan to re-provide in later phases.*
- Rising construction costs and higher interest rates have made the project more challenging.*

To respond to these challenges, we need to build more homes and are consulting with the community on our revised plans.

4. Do the changes to Phases 2 and 3 mean you will be submitting a new planning application?

The S96A has now been agreed. It went to committee on 15th July where the non-material amendment was agreed.

We will be submitting a Section 73 amendment application to the London Borough of Islington later this year to vary the existing permission to secure the revised Phase 2 and 3 proposals. This application route is widely used across London and the rest of the country.

The Section 73 application will be accompanied by plans and a full suite of technical assessments like the original application submitted in 2021. All documents will be available for the public to view and there will be a formal 30-day statutory consultation period where residents and other stakeholders can share their feedback – the same as the original application. The Section 73 application can be heard and determined at planning committee.

Importantly, this application route will not affect the progress of Phase 1, which is already under construction.

PHASING AND PROPOSED CHANGES

5. What do these changes mean for Phase 1?

The overall vision for Holloway Park remains the same, and Phase 1 is already being delivered as planned and won't change as a result of this new planning application. This includes:

- *The Women's Building, which will provide support services to vulnerable women that were previously provided on-site when Holloway Prison was operational*
- *The majority of the 1.4-acre public park, which will be open and accessible for all, providing an area for people to meet up and come together*
- *429 new homes, comprising 215 social rent (including extra care), 18 shared ownership, and 196 private sale*
- *The new pedestrian route to Trecastle Way leading towards Tufnell Park*

So, while we are revisiting later phases to respond to new regulations and rising costs, Phase 1 remains unchanged and on track. The proposed changes relate to Phases 2 and 3 only.

6. What changes are you proposing to make to Phases 2 and 3?

Our focus at Holloway Park remains on delivering the much-needed affordable homes that were approved by Islington Council in 2022. We're working hard to ensure Holloway Park provides a high level of affordable homes, while also maximising green spaces and delivering new commercial space along Parkhurst Road. This will help to create a vibrant and welcoming neighbourhood.

To deliver the affordable homes and the other vital public benefits, we're proposing to increase the overall number of homes across the site. This is in response to rising construction costs, higher interest rates, and updated building safety standards. These changes are being carefully developed by our design team, in consultation with the community.

In April 2025, we presented two options with different mixes of affordable housing and tenure mix. These were:

- *An increase of 160 homes, with 60% affordable housing across the entire site.*
- *An increase of 128 homes, with 58% affordable housing across the entire site.*

You can find out more about these options, and the proposals for Phases 2 and 3 [here](#).

7. Are you re-providing the lost wheelchair and larger family homes from Phase 1?

Yes. In Phase 1, the introduction of second staircases in Plot C for fire safety meant that some homes had to become smaller to accommodate the additional staircase. Specifically, six 3-bedroom family homes became 2-bedroom homes, and seven wheelchair-accessible homes reduced in size and were no longer wheelchair-accessible. We are re-providing these homes in Phases 2 and 3 as part of our updated plans, to ensure the development continues to meet the needs of families and residents requiring accessible housing.

8. When will the new homes be delivered?

The homes being provided as part of Phase 1 will be delivered by the end of 2027. The homes being provided as part of Phases 2 and 3 are expected to be delivered by 2030.

9. What's changed since the original plans were approved, and how is Peabody responding?

Since the original planning approval in 2022, there have been significant shifts in market conditions, in addition to changes in building regulations. Rising construction costs, higher interest rates, and static sales values have all placed additional financial pressure on the delivery of Holloway Park.

To ensure we can continue to deliver the high level of affordable housing and the wider public benefits, including the park and Women's Building, we are proposing an increase in the number of homes across Phases 2 and 3. This helps to cross-fund key elements of the development and maintain its overall viability.

A full viability assessment will be submitted as part of the revised planning application and will be reviewed by the Council.

HOMES

10. Will there be a difference between the affordable homes and the homes for private sale?

All homes at Holloway Park, regardless of tenure, will be built to the same high-quality design standards, with access to shared spaces and amenities designed to create a well-integrated and inclusive neighbourhood. Peabody is committed to a tenure-blind design approach, ensuring there is no difference between homes for private sale, shared ownership, or social rent. This reflects Peabody's long-standing track record of delivering inclusive communities and high-quality affordable homes across London.

It is Peabody policy to give affordable tenure residents greater flexibility when it comes to using resident facilities, such as lounges and gyms. These residents have the choice to opt in to using these spaces, and if they choose not to, they will not pay the associated service charge. In addition, a shared space within the residents' facilities will be available free of charge one day a week to all residents, regardless of tenure.

11. What is affordable rent, and how is rent set for affordable homes?

Affordable rent is typically set at up to 80% of the local market rent, though the exact amount can vary depending on the housing scheme and location. This is distinct from social rent, which is generally lower, often around 40–50% of market rent, and calculated using a national formula that considers local income levels, property size, and broader rent policy.

For both types, the goal is to ensure housing is genuinely affordable for local people. All affordable rent units at Holloway Park will be provided at social rent levels

Affordability is also assessed by looking at whether rent and other housing costs are within a reasonable proportion of household income, usually no more than 30–40% of gross income.

12. What size will the homes be?

All new homes will be designed to meet or exceed London Plan space standards, which set out minimum requirements for internal space, room sizes and accessibility, especially important for larger households and those with specific mobility needs.

13. How can I get a home at Holloway Park?

The homes at Holloway Park will be allocated through Islington Council. It is anticipated that this will be done through their choice-based lettings system, Home Connections. Through this system if you have applied for council housing and have 120 points or more you can bid for council and housing association properties.

When we have social homes close to completion here, we will give Islington Council the details to advertise the properties.

More information about how to bid for properties is available through Islington:

<https://www.islington.gov.uk/housing/finding-a-home/council-housing/bid-for-housing>

14. Will you be providing an adequate number of accessible homes to meet local demand and how will you ensure access to Holloway Park is wheelchair-accessible?

The scheme will provide 10% wheelchair homes which aligns with Islington policy requirements. These homes are split across blocks and on different floors, to ensure there is equitable distribution to meet the needs and preferences of future occupiers.

Careful consideration has been given to the siting and organisation of blue badge car parking, and this has been located across the scheme, close to the building entrances where wheelchair homes are located. The parking provision accords with policy requirements to meet the needs of future users. In addition, the previous scheme also secured a financial contribution which the Council can use for investment in other inclusive transport measures.

All pedestrian routes into the site have been designed for use by all and will be step free.

15. How will you ensure that the homes are well ventilated and do not overheat?

All homes will also be built to modern energy-efficiency standards, with sustainability embedded in the design. This includes features like Air Source Heat Pumps (ASHPs), ventilation systems, enhanced insulation, and layouts that reduce the risk of overheating.

We recognise the importance of high-quality internal layouts, good ventilation and daylight. Where possible, homes will have windows on multiple sides, providing better daylight, ventilation, and views.

We're also exploring opportunities to include solar panels and other low-carbon technologies as part of the overall energy strategy for Holloway Park.

PUBLIC SPACES

16. If you are providing more homes, will there be a community centre on-site?

During the previous application process, Holloway Park was not identified as needing any further community facilities on site.

There are more than 10 existing community centres and the Cat & Mouse Library within a 30-minute walk of the site. This includes two community centres on Parkhurst Road (Holloway Estate Community Centre and Williamson Street Community Centre).

In relation to on-site residents' facilities, Plot D in Phase 1 provides a facility available for use by all residents of the proposed development, irrespective of tenure. This will also serve any additional homes delivered in the revised proposals for Phase 2 and 3.

17. What communal spaces and activities are being planned to help build a sense of community at Holloway Park?

Helping new residents feel connected and part of a wider community is a big priority for us at Holloway Park.

The new 1.4-acre public park and green courtyards across the site are being designed not just as places to pass through, but as spaces where people can meet, gather, and spend time together. These spaces will be flexible, welcoming and accessible for all ages, and suitable for everything from informal catch-ups to community events.

To support passive play and recreation, including supporting social interaction and cohesion, spaces have been developed in reference to 'Make Space for Girls' principles that focus on delivering an inclusive environment. Spaces such as communal seating areas, swings that can accommodate more than one individual, flexible areas such as lawns and other relaxing spaces offer greater variety of opportunity for young adults to sit, relax and socialise.

The larger play structure, forming part of Phase 1, has also been designed to be an engaging and exciting feature, providing play opportunities for all ages, including older children/young adults. The park also includes a micro court, table tennis and outdoor gym, to further enhance the 'active' play and recreation available to all ages.

As we work through the redesign of Phase 2 and 3, further enhancing this offer and providing inclusive spaces that support people of all ages and abilities is at the forefront of the landscape proposals.

Closer to completion, a resident engagement programme will be developed, working with future residents and local partners to help shape how these communal spaces are used, including the potential for programmed events and activities throughout the year.

18. How will the park and other communal spaces be managed? How will you manage motorbikes and issues with phone snatching?

Our dedicated neighbourhoods and caretaking team will manage these spaces including the removal of litter and abandoned hire bikes within Holloway Park. This team will make decisions on what type of bins are required in the park and other spaces where people can meet.

We will also have a landscaping team involved in the maintenance of the planting in these areas to keep the new park looking its best. Public WCs will not be provided but there will be some in the Women's Building and we will encourage any cafe to provide toilet facilities through the community scheme.

The development has been designed to minimise risks around crime through a combination of measures including open and well-lit routes, CCTV, good sightlines, and active frontages that ensure natural surveillance. The road has been designed to discourage high-speed driving while still allowing access for legitimate users.

19. How are you honouring the legacy of Holloway Prison?

Holloway Prison has a long and significant history, particularly in relation to women's rights. We're committed to ensuring this legacy is meaningfully reflected in Holloway Park through both design and community involvement. This includes:

- *A dedicated Women's Building, providing support services for women*
- *A Heritage Plan, including four public art commissions, to embed the site's history visually and verbally into the new neighbourhood.*
- *In partnership with Create London, women with lived experience of the criminal justice system are paid to help curate the public art, ensuring it reflects authentic voices and experiences.*
- *Working with Social Place, we are applying gender-aware design principles to help create a safer, more inclusive environment.*
- *Preserving historic artefacts from the prison, such as banisters and beds, for use in future artworks and exhibitions.*

20. Who will be managing the Women's Building and who will be able to use it?

The Women's Building will be provided as part of Phase 1 and seeks to re-provide some of the support services to vulnerable women that were previously provided on-site when the Prison was operational. Additionally, it will provide a welcoming space accessible for all women.

We continue to work closely with Islington Council, the Women's Building Joint Steering Group and a range of women's service providers and interest groups to discuss the future operation and management of the Women's Building.

Security will be the responsibility of the building operator and service providers, who will be best placed to determine the appropriate measures, given the use of the building.

Given the number of additional residents this development will bring to the local area, will you be providing a health centre or other local infrastructure?

The development will pay a Community Infrastructure Levy (CIL), which is effectively a tax on new development. The Council splits this money between projects in the ward, and the remainder on projects across the borough. This could be spent on improvements to local open spaces or park, health centres, libraries etc.

We will assess the impact of the development on local services, including healthcare, as part of the planning process. A Health Impact Assessment (HIA) is used to determine whether existing GP surgeries and other infrastructure can accommodate the additional residents. If the assessment shows that extra capacity is needed, we would typically contribute to the necessary improvements. This can be via financial contributions or by working with the Council to support service expansion. However, if local services have sufficient capacity, additional infrastructure may not be required.

We are delivering significant local infrastructure with the delivery of a new park, a Women's Building and creating new connections.

21. Will the courtyards be resident only or open to the public? Will you be providing dog-free green spaces?

We are currently exploring whether courtyards should be resident only (gated) or open for public use, and we want to hear your feedback on this.

At this stage, we do not have plans for a specific dog enclosed area as space is at a premium, but, again, we welcome your feedback on this.

COMMUNITY ENGAGEMENT

22. How can I get involved in the consultation?

We're committed to working openly with the community on these changes. Our consultation for Phases 2 and 3 is now underway, and we're encouraging residents, neighbours and local groups to share their views. This feedback will help us shape and refine the next phase of Holloway Park – a place designed to benefit both existing and future communities.

You can find full details of the proposals so far on our consultation website – www.hollowayparkcommunity.co.uk. You can also join our mailing list to stay updated on upcoming events, workshops and exhibitions by clicking [here](#).

As part of the consultation process, we've already hosted a public exhibition and design workshops, covering topics like movement, landscape and access. We're also working with Social Place to run workshops with women, girls and non-binary people focused on gendered experiences of housing and public spaces and applying them to Holloway Park to help create a safer, inclusive neighbourhood.

23. What happens to all the feedback you receive?

All feedback we receive, whether through workshops, consultation events, online surveys or emails, is carefully recorded and reviewed by the project team.

This input is shared directly with the design team, including architects and transport consultants, and plays an important role in shaping how the proposals evolve. It helps us test different options, understand priorities from a local perspective, and identify where adjustments or improvements may be needed.

DESIGN

24. How will you mitigate the impact of the proposed tall buildings?

Our approach is based around thoughtfully designed homes that are timeless, robust, and well-integrated into the surrounding area. Our proposals aim to minimise the impact of taller buildings by placing them towards the centre of the site, where they are furthest from neighbouring homes. Lower-rise buildings will be situated around the edges to create a more sensitive transition to the surrounding streets and help protect neighbouring properties from overshadowing and overlooking.

A full Daylight and Sunlight Assessment is being carried out to understand any potential impact and will be submitted with the planning application. Wind and privacy impacts are also being carefully considered as part of the updated design work.

The updated layout for Phases 2 and 3 has also been carefully planned to ensure appropriate spacing between buildings, helping to protect privacy, allow for natural light, and provide access to green spaces.

25. How will you ensure that any potential impacts on the existing community are identified?

The previous planning application was accompanied by a suite of technical studies which assessed the scheme on matters including daylight/sunlight, wind, socio-economics, sustainability, overheating, and transport. As part of the planning process for the new Phase 2 and 3, we will carry out updated assessments on these matters. This will include an Environmental Impact Assessment addendum (EIA) to consider both environmental and socio-economic impacts. The socio-economics considerations will cover areas such as healthcare and education. Once submitted, the planning application will be available online on the Council's website and the public will be able to review documents and make comments should they wish. The application will be assessed by Officers in collaboration with relevant statutory consultees.

In addition, the scheme will be liable to pay the Community Infrastructure Levy to the Council which can be used to fund local infrastructure works and improvements such as education, health, and open spaces.

26. How will you ensure that Holloway Park is safe and accessible for the whole community?

A key part of the vision for Holloway Park is to create vibrant, accessible, and well-connected public spaces that bring people together and support a strong sense of community. This will be supported by the new 1.4-acre public park, a network of pedestrian-friendly green routes, active ground-floor uses like shops and cafés, and the Women's Building, which will act as a welcoming and supportive space.

Creating a safe, welcoming and inclusive environment is a core part of the design approach at Holloway Park. The layout of buildings, streets and green spaces has been carefully planned to encourage passive surveillance, with active frontages, overlooked pedestrian routes, and clear sightlines throughout the development. Lighting and CCTV will also be used where appropriate, with a 24-hour presence and ongoing maintenance included as part of Peabody's estate management responsibilities.

We are also consulting with the community on the types of shops, services and spaces they would most like to see, to ensure that what is delivered is relevant, accessible, and well-used from the outset.

TRANSPORT & CONNECTIVITY

27. How are you engaging with neighbours and other estates to ensure that connections through and around Holloway Park are considered?

We understand that connections between Holloway Park and neighbouring estates are important to get right, and that residents have a range of views on access and security. Peabody is engaging directly with local estate communities, including Bakersfield and the City of London, to discuss potential connections and ensure that all perspectives are taken into account.

We are also consulting widely with the community around the site, and site connectivity was one of the key themes explored during a recent design workshop, where participants shared views on access, routes, and how to make the neighbourhood feel open yet secure. Feedback from this and future engagement will help shape final decisions on movement through the site.

28. Will the development still be car-free?

Yes. Holloway Park will be a car-free development, prioritising walking and cycling. Parking will only be available for Blue Badge holders.

29. How will you ensure that Holloway Park gives priority to sustainable travel rather than cars?

Holloway Park is being designed as a car-free development, with priority given to pedestrians, cyclists and people with access needs. This includes clear walking and cycling routes, designated delivery and servicing areas, and thoughtful site layout through narrow internal roads, low-speed design, and frequent crossings to minimise vehicle movements through residential areas.

To manage deliveries and servicing, the plans include five dedicated loading bays across Phases 2 and 3. These have been tested to ensure they meet demand and will be managed through a Delivery and Servicing Plan to minimise disruption. To minimise disruption from delivery vehicles, the aspiration is to deliver centralised concierge hubs where residents' parcels can be delivered.

The proposed supermarket will use a public loading bay on Parkhurst Road, with time restrictions in place via a Traffic Regulation Order. While not privately managed, measures will be taken to avoid congestion and ensure safe unloading.

Pedestrian safety is a key focus. Improvements are planned to crossings on Camden Road and Parkhurst Road, developed in coordination with TfL. These include widening footways and upgrading crossings to create safer, more direct routes. We will also explore ways to ensure routes are accessible for wheelchair users and pushchairs, while discouraging fast-moving cyclists and mopeds to improve safety.