



Statement of Community Involvement

ESCP Business School

June 2023
(Updated August 2023)



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1.0 Executive Summary

1.1 Statement of Community of Involvement

This Statement of Community Involvement (SCI) has been prepared by Built Environment Communications Group (BECG) on behalf of ESCP Business School (hereafter referred to as 'the Applicant'), to accompany a full planning application for proposals to expand within the site. This report provides details of the programme of community engagement undertaken by the Applicant in relation to the proposed development of the Site and forms part of the application to the London Borough of Camden (hereafter referred to as 'the Council').

1.2 Engagement overview

The Applicant devised a comprehensive engagement plan to consult as widely as possible with the local community, taking the form of an online consultation in May 2023 to present the emerging plans and understand any concerns of local residents, accompanied by an online public exhibition. The Applicant also contacted the ward councillors for the site of the development (Fortune Green), the councillors for the neighbouring ward (Frognal), other key political stakeholders, and local groups. The Applicant was able to engage effectively with the community and stakeholders through a combination of innovative digital engagement, and traditional methods:

Consultation website: The Applicant created a consultation website (Appendix C) that was central to engagement with the community. The website featured an introduction to the proposals, an online consultation page, a feedback page and information on how to contact the project team.

The website can be found here:

escpconsultation.co.uk and has been visited by 61 users since it was launched on the 25th of May.

Webinar: The ESCP residents' webinar was held on Tuesday 30 May from 6pm to 7pm via the online webinar service Airmeeet. The webinar consisted of two parts: first, the project team presented the schools' proposals through a PowerPoint presentation; second, participants had the opportunity to ask the project team questions directly.

Public exhibition events: The exhibition event (Appendix D) was held on Thursday 1 June from 3pm to 7pm at the ESCP Campus. Neighbours as well as political and community stakeholders were invited to join the event from 3pm, and the wider community was invited from 6pm. The event included consultation on the Construction Management Plan, as per the expectations of Camden Council.

Feedback: The feedback forms (Appendix E) were simple and easy to access on the website and gave the opportunity for the community to document their thoughts directly to the project team. Paper copies of the feedback form were available at the public exhibition events and could also be requested by contacting the project team.

Information line and email: For those who did not want to use the website or wanted more direct contact, a phone number and email address were made available to directly contact members of the project team. This facilitated feedback being provided by the community as well as an opportunity to have questions answered.

Invite: An invitation was posted to a total of 1,320 residential and business addresses surrounding the site. This contained information on the consultation, including the dates of the public exhibition events and the various ways residents could learn more and provide their feedback, in person and online.

1.3 Feedback received & our response.

Overall, 30 items of feedback were received in response to the consultation. This is summarised in the document and responses to the main issues raised have been provided.

2.0 Introduction

2.1 The Site & Proposed Development

ESCP Business School is located in the London Borough of Camden, on Finchley Road. The proposal for the site includes the installation of two single-storey modular buildings to the rear of the building, adjacent to the existing car park. This expansion will include the installation of modular buildings, which will provide two classrooms of 80 seats each. It is anticipated that construction of the modular classrooms will take a total of 6 working weeks. The application is temporary in nature and will have an expiration attached to the planning permission of circa three years.

The Site is not locally or statutory listed, nor does it lie in close proximity to any listed buildings. In addition, the Site does not sit within or adjacent to a conservation area. The Site is located in Flood Zone 1. The whole of the borough is designated as an Air Quality Management Area (AQMA).

The proposed development is in accordance with relevant policy.

2.2 BECG

To assist with the community consultation and communications around the project, the Applicant appointed BECG, a specialist communications consultancy, to form part of its project team for the proposed development. BECG has produced this report to clearly and concisely outline the process followed and the feedback received.

2.3 Approach to Consultation

The Applicant's community engagement strategy was prepared and discussed with the Council as part of the pre-application discussions and was agreed prior to implementation.

The Applicant has complied with the Government's National Planning Policy Framework (NPPF) which states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."* The NPPF also highlights that *"good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."*

The Council's Statement of Community Involvement – most recently updated in 2016 – makes the following recommendations in relation to consultation surrounding developments:

- *"Most smaller-scale proposals where no relevant planning objections have been received and most refusals of permission can be decided by powers delegated by the Council to the Director of Culture and Environment."*
- *"Pre-application consultation provides an opportunity for neighbours, local communities and stakeholders to discuss any proposals with the applicant so any issues can be raised directly with the applicant and influence their proposals."*
- *"As part of pre-application discussions we expect the applicant / agent to agree the extent and type of pre-application consultation with us to make sure that the consultation process proposed is suitable. Whilst the consultation will be undertaken by the applicant Council officers will recommend suitable methods, such as Development Forums/Exhibitions."*

Government guidance and Camden Borough Council's SCI encourage pre-application discussions and community involvement. Therefore, prior to submitting the formal planning application for the Site, the Applicant undertook a detailed programme of community consultation, as outlined in the following documentation.

The Applicant sought to incorporate each of these points into its engagement program.

Government guidance and the Council's SCI encourages pre-application discussions and community involvement. As a result, the public consultation programme had a number of key objectives, including:

- To encourage as much input as possible from the local community, including residents, interest groups, councillors and businesses;
- To provide the community with a genuine opportunity to provide feedback on the plans;
- To identify and consider any issues raised by the local community and stakeholders.

The Applicant has adhered to the guidance provided by the Council and has delivered a comprehensive consultation which has sought to engage with a wide variety of potential stakeholders.

3.0 Engagement

3.1 Consultation Summary

Public Engagement Activities

ESCP Business School held a public consultation from 1st June to 15th June to engage with the Camden community regarding their temporary planning application.

The consultation consists of extensive community engagement including an online webinar for immediate neighbours, a consultation website, consultation contact details including a freephone line as well direct stakeholder outreach and an in-person public exhibition event.

The exhibition event was held on Thursday 1 June from 3pm to 7pm at the ESCP Campus. The event included consultation on the Construction Management Plan.

11 individuals attend the in-person public exhibition event. Feedback forms could be submitted in person at the exhibition event or subsequently by freepost reply envelope or by email. There was also an online feedback form available for completion at escpconsultation.co.uk/get-involved/

BECG has received three feedback forms.

A stakeholder meeting with Cllr Danny Beales and Daniel Pope was held on Monday 22nd May. On top of this, an online webinar was held with neighbours of ESCP on Tuesday 30th May.

Feedback

BECG has received three feedback forms and one email. The feedback from the feedback form including feedback raised during the online webinar and the public exhibition event has been included into this Statement of Community Involvement.

The most frequent comments raised by public consultation participants were:

- Concerns over the appearance of the temporary structure
- Concerns over the proximity to the ends of neighbouring gardens
- The potential of greening of the site
- Concerns of construction noise
- Concerns of noise from students using the new facility
- Enquires about the long-term plans i.e., the permanent extension.

3.2 Construction Management Plan

All steps in the consultation process were taken with the Construction Management Plan in mind, as per the recommendations of Camden Council.

During the in-person exhibition, as detailed in Appendix D, there was explicit consultation on the Construction Management Plan. This detailed that we expect the piling and boring process to begin in late Autumn of this year, to coincide with the delivery of the temporary modular building. In addition to this, the plan included details of the installation of a crane, to help complete the installation, which will occupy car parking spaces on the adjoining Parsifal Road.

The robust and detailed construction management plan was made available in hard copy at the event, which residents were encouraged to take a look at, engage with and detail their responses in a feedback form (see Appendix E).

Given the effort to make the Construction Management Plan explicitly available at the exhibition event and the support ranging from neutral to outright support, it can be assessed that the Construction Management Plan was deemed acceptable by local residents.

3.3 Consultation Website and Virtual Exhibition

The dedicated consultation website, escpconsultation.co.uk, was central to the Applicant's engagement with the community. The website featured an introduction to the proposals, an area to view the consultation boards online, a feedback page and information on how to contact the project team. The website has been visited by 61 users since it was launched on the 25th of May.

3.4 Online Webinar

The ESCP residents' webinar was held on Tuesday 30 May from 6pm to 7pm via the online webinar service Airmeet. The webinar consisted of two parts: first, the project team presented the schools' proposals through a PowerPoint presentation; second, participants had the opportunity to ask the project team questions directly. The webinar was attended by four participants.

3.5 Invitation flyer

The consultation and virtual exhibition -including details of the website - was promoted via a double sided A4 flyer (Appendix B) that was posted to residents and businesses near by the site.

The invite introduced the proposals and provided information on how to access the project website and contact the project team. The flyer included details regarding:

- Date, time and location of consultation
- The Proposals
- The Applicant
- Invitation to an in-person exhibition event
- Information on on-line exhibition and feedback
- Contact information
- Website details

3.6 In-person exhibition

The exhibition event was held on Thursday 1 June from 3pm to 7pm at the ESCP Campus. Local community stakeholders were invited to join the event from 3pm, and the wider community was invited from 6pm. The event included consultation on the Construction Management Plan. Exhibition Boards are provided in Appendix D.

- 11 individuals attended the in-person public exhibition event held on Thursday 1 June at the ESCP Campus in Camden from 3pm to 7pm.
- Feedback forms could be submitted in person at the exhibition event or subsequently by freepost reply envelope or by email. There was also an online feedback form available for completion at escpconsultation.co.uk/get-involved/
- BECG has received three feedback forms.

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- Concerns of noise from students using the new facility
- Enquires about the long-term plans i.e., the permanent extension

3.7 Feedback form

A feedback form (Appendix E) allowing residents to direct their thoughts to the project team was available at the in-person consultation events and online via the consultation website. Those without access to internet were also able to request a paper copy of the feedback form to be sent to their home address.

BECG has received three feedback forms.

3.8 Stakeholder Engagement

Ward councillors and community groups were sent personal invites to meet with the project team and information on the proposals and community engagement. The following community groups were contacted to meet the applicant:

- The Belsize Society
- Friends Of Hampstead Cemetery
- St Mary's School
- Shomrei Hadath Synagogue
- West End Conservation Area Advisory Committee
- Emmanuel Church, West Hampstead
- Cholmley Gardens Limited
- Friends of Fortune Green

The project team also contacted several politicians and local stakeholders. These have been laid out in the table below:

Councillor Name	Party	Position
Cllr Georgia Gould	Labour	Leader of the Council
Cllr Danny Beales	Labour	Cabinet Member for New Homes, Jobs and Community Investment
Cllr Lorna Greenwood	Labour	Fortune Green Ward councillor
Cllr Nancy Jirira	LibDems	Fortune Green Ward councillor Deputy Leader of the Opposition
Cllr Richard Olszewski	Labour	Fortune Green Ward councillor Cabinet Member for Finance and Cost of Living
Cllr Andrew Parkinson	Conservatives	Frognal Ward councillor / Planning Committee
Cllr Gio Spinella	Conservatives	Frognal Ward councillor / Leader of the Conservative Group

The project team met with several stakeholders through the pre-submission stage to discuss the proposals. Virtual meetings were held with the following stakeholders:

- A stakeholder meeting with Cllr Danny Beales and Daniel Pope was held on Monday 22nd May (see meeting minutes).

These meetings provided the Applicant with an excellent opportunity to better learn about the needs of the local area and understand what community groups thought of the proposals and the existing site. There was

general recognition of the value of new and affordable homes in the area given the ongoing lack of new and affordable homes in the area and nationally.

4.0 Community feedback

4.1 Feedback Received

In total the consultation received three response from residents via hard copy feedback from and via email.

The feedback form, Appendix E, asked residents to answer several set questions with an open question at the end, allowing residents the opportunity to elaborate on their answers and offer any other thoughts they had on the proposals more generally.

The questions asked can be seen in Appendix E and are as follows:

1. Do you recognise the need for the expansion of teaching space at ESCP Business School? (Yes, No, Neutral, Unsure)
2. Do you have any comments on the installation of a temporary, single-storey, modular building on the site of the underutilised car park?
3. Are you in favour of the cedar/brick cladding vinyl wrap design, to be in-keeping with neighbouring buildings, with grey roof fascia for the temporary classroom building? (Yes, No, Neutral, Unsure)
4. Do you have any comments on the proposed construction methodology?
5. Do you recognise how the community will be benefiting from ESCP's proposed developments? (Yes, No, Neutral, Unsure)
6. Do you support the overall proposals for redevelopment of ESCP Business School? (Yes, No, Neutral, Unsure)
7. Do you have any further comments regarding the proposals?

ESCP has received one feedback email.

The email inquired if the permanent extension would impact light rights on an adjacent property of the site and expressed the wish to not dig into the ground before installing the single-storey modular building to minimize structural risks (see webinar questions in 4.3).

4.2 Response Summary

The results of the three feedback forms received can be viewed below, broken down by question.

Q1: Do you recognise the need for the expansion of teaching space at ESCP Business School? (Yes, No, Unsure)

Two respondents stated "No", One respondent stated "Yes".

Q2: Do you have any comments on the installation of a temporary, single-storey, modular building on the site of the underutilised car park?

One respondent had no comments.

The other respondents stated that the site is adjacent to a conservation area and does not need additional development. Respondents also stated that the modular building should be placed further away from the site boundary closer to Parsifal Road. One respondent raised concerns over noise.

Q3: Are you in favour of the cedar/brick cladding vinyl wrap design, to be in-keeping with neighbouring buildings, with grey roof fascia for the temporary classroom building? (Yes, No, Neutral, Unsure)

Two respondents marked "Neutral". One respondent said "Unsure".

Q4: Do you have any comments on the proposed construction methodology?

Two respondents had no comment while one respondent reiterated its suggestion to construct the modular building closer to Parsifal Road on the car park.

Q5: Do you recognise how the community will be benefiting from ESCP's proposed developments? (Yes, No, Neutral, Unsure)

One respondent stated "No", one was "Unsure" and one respondent stated "Neutral".

Q6: Do you support the overall proposals for redevelopment of ESCP Business School? (Yes, No, Neutral, Unsure)

One respondent supported the overall proposals for redevelopment of ESCP Business school, two respondents stated "No".

Q7: Do you have any further comments regarding the proposals?

Two further comments were received. Respondents reiterated that the site is located adjacent to a conservation area and raised concerns over loss of privacy and the proximity of the proposed modular building to the site boundary. One respondent stated that there has been no showing that the development will contribute to the community and expresses disappointment over a lack of communication with site neighbours.

4.3 Webinar Q&A

Feedback was also received during the online webinar session, which has been summarised and tabulated below. This includes the comments made by a member of the project team in response to the question.

Resident's Question	Answer
How do you feel you currently contribute to the local community?	<i>As a business school, ESCP regularly organises community projects or social impact projects where our students work with local business, charities, and other community groups to provide support, tutorship and help them in terms of their business. The school has previously invited these local stakeholders to the ESCP campus to support them on their business needs. ESCP has designed further outreach activities including workshops and wider engagement with local schools. The school is also in the process of launching merit or access-based scholarships for Camden based students. ESCP students are our ambassadors who play an important role in the Camden community. Students regularly volunteer, for example at food banks, homeless shelters, cloth collection, tree planting and much more. Furthermore, we have partnerships with local gyms, sport clubs, cinemas, food partnerships with local restaurants to further strengthen our relationship with the Camden community.</i>
Is that part of their course requirements or is that volunteer work?	<i>Usually, the course requires students to work with global companies and organisations, but occasionally working with local companies can also be part of our curricula. Generally, community work is done on a voluntary basis. As ESCP aims to</i>

	<i>educate the leaders of tomorrow, voluntary, social and community engagement plays an important role in the philosophy of our school and in the development of our students.</i>
How many scholarship students do you have at the moment?	<i>ESCP is proud to have an extensive need and merit-based scholarship program with over £1m to support our students from Camden and around the world. The school offer approximately £200,000 worth of scholarships for students the school is recruiting locally.</i>
What will be the height of the temporary building proposed?	<i>The temporary building will have a standard height of 3.52 metres.</i>
With the temporary solution, what percentage of the teaching will be done online and why can't the school make more use of online teaching as a solution?	<i>Most of our programs do consist of online teaching features, however, for the benefit of our students and to be able to provide the highest teaching standards, especially after the disruption caused by Covid-19, in person teaching as well as in person workshops, group and teamwork are required and represent the main part of our co-creational learning delivery methodology. This is in line with the standard in most higher and primary education institutions and is expected by our students.</i>
Are there any details you could share on the permanent application?	<i>ESCP is currently in the process of appointing and architect and putting together extensive plans for our permanent application. We can therefore not put forward any detailed plans of our anticipated permanent application at this moment in time. Our idea is to provide additional teaching facilities such as classrooms and lecture theatres as well as open spaces for the wider community to access. We take our role as member of the community very seriously and will inform and collect feedback from community stakeholders prior to finalising any plans and submit our application. A second round of consultation is envisaged later this summer regarding our upcoming plans to permanently extend our facilities. At this stage everything is still under consideration, and we welcome all input from the community.</i>
Long term, is the plan to continue growing student numbers beyond 1,000? If so, would that mean further extension works to the site?	<i>Our proposed expansion plans are primarily to meet our teaching standards for the current number of students. However, the expansion plans will also allow us to slightly increase our student numbers. It is not in the school's interest to exhaust every inch of our facilities and increase student</i>

	<i>numbers to the limit. Any student population growth will be done with consideration for the quality of teaching, the student experience and the impact on the wider community.</i>
Are you planning to dig down to the level of the carpark before constructing, or will you be building on top of the raised pebbled area? – (This question was also received via email)	<i>The single storey temporary building does not require extensive drilling; minor drilling activities are expected to secure the foundations of the building. A fence will minimise any visual impact on the surrounding area. Further drilling could be part of our permanent application, subject to community feedback and constructional feasibility.</i>

5.0 Conclusion

The Applicant has sought to engage extensively with residents and local stakeholders to seek feedback on the emerging proposals.

This SCI demonstrates the engagement that has taken place. During this consultation, online engagement has been complemented by more traditional methods of engagement with the community, such as in-person exhibition events.

Two objections and one approval to the proposals were raised by immediate neighbours of the site. There were no other objections to the proposed expansion of the site from stakeholders and the wider community.

Obtaining the support of the community is an essential objective for bringing forward a scheme that can serve new residents and the existing community. The Applicant remains committed to continuing communicating and working with the local community and local stakeholders during the determination period of the planning application and post planning. The proposed development is also in accordance with relevant policy.

6.0 Appendices

Appendix A – Distribution Area



Appendix B – Invitation Flyer

ESCP's proposal to extend its Camden campus

Issue nb. 1 – 23 May 2023

About ESCP Business School

ESCP is the first world Business School founded in 1819 in Paris with the mission to educate talented future entrepreneurs and corporate executives. The school grew from strength to strength over the 19th and 20th centuries, opening campuses in Germany, Spain, Italy and other countries. ESCP first came to the UK in 1974 opening a campus in Oxford.

In 2004 ESCP (which is a registered Charity) relocated to Camden and has since then established strong connections with local and international businesses, playing an integral role in the delivery of the European model of ESCP and welcoming cohorts of students from 100 nationalities. It also quickly became an essential part of the local community and continues to create links with the local businesses, charities and networks of the West Hampstead vicinity.

Engaging with the community

We are reaching out because we want to hear your thoughts. We know that a successful development is one that works for all. In order to accommodate students during the next academic year, ESCP will be submitting to Camden later this month and as a first step of its expansion plans, a planning application for a temporary modular building to be installed at the back of its premises. We are keen to hear the thoughts of the local community and we are committed to understanding your views on the emerging proposals.

With this in mind, we are creating a dedicated project website with information about the scheme, which will be updated as the project evolves. We are also holding an in-person public exhibition shortly to give you a chance to meet the project team and ask any questions you may have.

Proposed site for temporary extension

Get Involved:

- escpconsultation@escp.com
- 020 3396 1594
- escpconsultation.co.uk

About the proposals

As ESCP Business School continues to experience growing rates of demand, the school is looking to expand to improve facilities and deliver more teaching space. The current building site has been optimized requiring the school to expand in order to continue to deliver the best possible education for the students.

As a result, ESCP has devised short- and long-term proposals that seek to address this problem, whilst keeping the concerns of the community, students and the local area firmly in mind.

The short-term proposal is to cater for students in the next academic year. The short-term proposal is as follows:

- Install a single-story temporary modular building, providing two classrooms of 80 seats each at the rear of the building.
- The application is temporary in nature and will have an expiration attached to a planning permission in circa three years.
- The temporary structures need to be on site and operational by 15 December 2023 to cope with the needs of the new student cohort in January 2024.

Aside of the temporary plans, the School is working on its long-term expansion scheme which will aim to provide for:

- Additional teaching space;
- Improved studying facilities including quiet study, collaborative and conference areas; and
- Improved community, student and staff recreational facilities with extended garden space, additional catering facilities and internal meeting hubs.

The ambition around the permanent extension works will be not only to improve the quality of the teaching delivered to ESCP students but most importantly, to enrich the experience of the campus and users, be they local neighbours, wider Camden community or ESCP staff and students. This will be strengthening the existing links between the School and the wider Camden ecosystem as well as future-proof ESCP flagship and much-loved campus for the next 15 years.

Indicative shape of temporary extension

Public Exhibition

We are pleased to invite you to our public exhibition event where we will be presenting our proposals and where you will have the opportunity to talk to members of the project team and leave your feedback.

Join us on our ESCP campus for our public exhibition:

Thursday 1st June
6.00pm to 7.00pm
827 Finchley Road, NW3 7BC

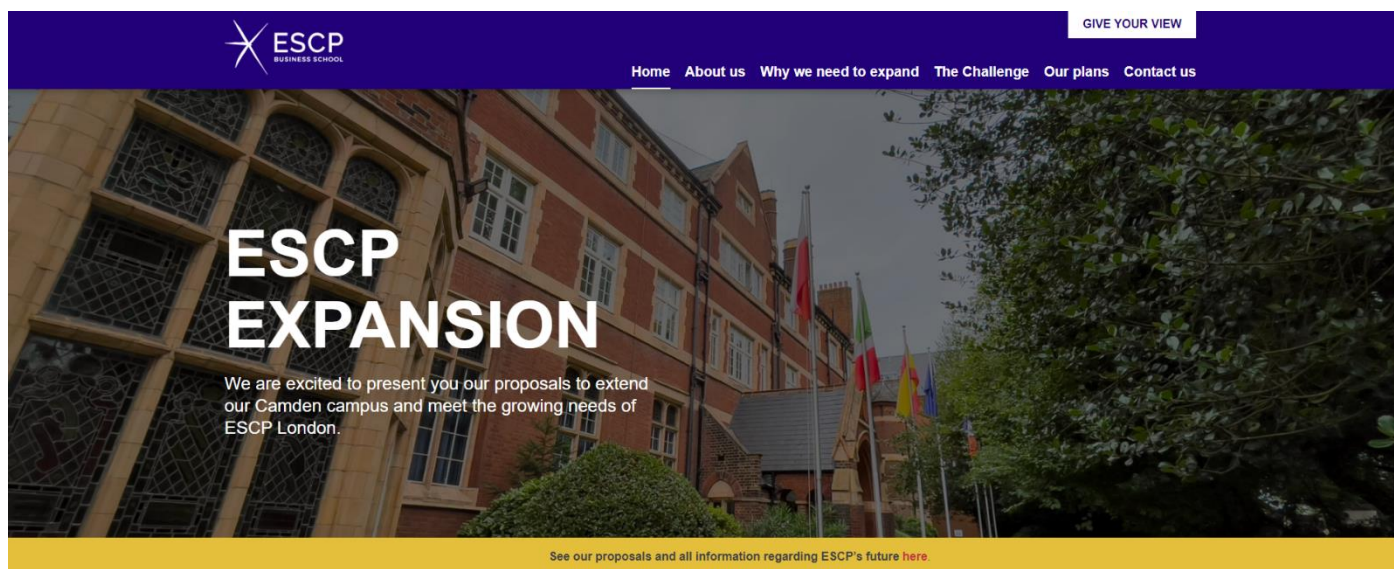
Feedback

We are keen to hear your feedback on our proposals. If you would like to share your views with us you can do so via our website at escpconsultation.co.uk. Or visit our public exhibition where you can complete a feedback form.

Get Involved:

- escpconsultation@escp.com
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Appendix C - Website



GIVE YOUR VIEW

[Home](#) [About us](#) [Why we need to expand](#) [The Challenge](#) [Our plans](#) [Contact us](#)

ESCP EXPANSION

We are excited to present you our proposals to extend our Camden campus and meet the growing needs of ESCP London.

See our proposals and all information regarding ESCP's future [here](#).

ABOUT ESCP LONDON

ESCP is the first world Business School founded in 1819 in Paris with the mission to



GIVE YOUR VIEW

[Home](#) [About us](#) [Why we need to expand](#) [The Challenge](#) [Our plans](#) [Contact us](#)

[Welcome](#) [The need for expansion](#) [Our Ambitions](#) [Our Proposals](#) [Upcoming Construction Works](#) [Community Outreach Pledge](#) [Next Steps](#)

WELCOME

Introduction

Welcome to the consultation for our proposals to expand the ESCP Business School Camden Campus.

The team has prepared a series of exhibition boards displaying our ambitions for the site and how we have come to develop these initial proposals.

Please take the time to read all the information shown and please let us know your comments via the paper feedback forms at the consultation events or using the online form at escpconsultation.co.uk

Who we are

ESCP was founded in Paris in 1819 and is one of the most respected business schools in the world. We have campuses in Berlin, London, Madrid, Paris, Tunis and Warsaw, moving from Oxford to Camden in 2004. We have been at home in the community ever since.


Over the years, ESCP has developed a diverse student body with grants and scholarships to support all needs. We reinforced this last year through the introduction of emergency grants directed to our students from Eastern Europe. We also created an additional 10 grants representing 100% of tuition fees for new Ukrainian students who can join ESCP free of charge next September.



Appendix D – Exhibition Boards

The Exhibition Boards contained detail information about the Construction Management plan (see Board “Upcoming Construction Works”)

WELCOME



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THE NEED FOR EXPANSION



As ESCP Business School continues to experience growing level of demands, the school is looking to expand to continue to deliver the best possible education for its students.

Our student body has grown in recent years. Currently, around 1,000 full-time equivalent students per annum study at the campus up from 400 full-time equivalent students per annum in 2012. Whilst significant investment has already been targeted at improving the existing facility, less than 30% of the site can be used as teaching space.

ESCP is in a strong financial and reputational position, and we are keen to stay a part of the Camden community and expand on our recent successes.

Since 2012, ESCP has invested in the retrofitting of existing buildings to better adapt to changing needs. This has involved significant internal works that have made sure that we maximise every square metre of our existing site, with the last of these works taking place over the summer.

As a result, ESCP now feels that an expansion is necessary in order to continue to provide an outstanding education and personal development for the students.

Challenges without expansion:

- The existing campus will shortly no longer meet the needs of its students.
- Difficult to attract new recruits without adequate provision.
- Potential decline in students wishing to study in Camden.
- Loss of graduate talent staying in London and contributing to the local economy.
- Inability to provide much-needed scholarships to worthy applicants.
- Incapacity to meet its charitable objectives.

Opportunities of expansion:

- Continuing to provide an outstanding education to more students.
- Development of a local scholarship programme.
- Retain Camden's reputation for being home to some of the best educational institutions in the UK.
- Secure ESCP's place in the community for years to come.



OUR AMBITIONS



At ESCP, our concern is always what is best for our students and our community. This is why, when we started looking at an expansion, we identified six ambitions for the expansion:

- Future-proof the site for the next generation of ESCP students.
- Add to Camden's growing reputation as a place of world-class education.
- Foster community spirit at our campus.
- Provide a wider scholarship programme.
- Ensure sustainability is central to our development and our teaching.
- Bring graduate talent to London.

The next phase of ESCP

In order to secure ESCP's future in Camden and to keep providing an excellent education for our students, ESCP has devised a short- and long-term solution. We have devised a series of proposals that will ensure we can stay in Camden and continue meeting the needs of current and future students.

The short-term solution involves a single-storey modular building to provide two 80-seat classrooms for the upcoming academic year. This will be a temporary structure located at the rear of the site, adjacent to an underutilized area of car parking.

Whilst the temporary application will work for the next few academic years, we need to look into the future. ESCP is considering options to permanently extend the buildings on site to the side and to the rear. This will future-proof the campus to ensure continued delivery of excellent education. As we develop these proposals, we will maintain a close dialogue with the local community.



Temporary Application

ESCP has devised a short-term proposal that seeks to cater to students in the next academic year. This proposal includes a temporary application for a single-storey modular building, which is capable of providing two 80-seat classrooms in the coming academic year.

This building will be situated in the south western corner of the site, in place of an open section of hard standing and car park. The proposed modular building will be in place for three years and will provide a floor area of 273 sqm.

This will provide additional teaching space and be made available for exam purposes. The spaces will be used during working hours and will be closed over the weekend to minimise any noise disruption to neighbours.

We expect that the design will be cedar or brick cladding vinyl wrap, with a grey roof fascia; all chosen to be in keeping with the existing school buildings and subject to consultation.



Proposed site for temporary extension



Indicative image of single-storey modular building

Permanent Application

- Long-term solution to extend to the side and to the rear.
- ESCP is currently in the process of appointing an architect.
- The school is aiming to increase its pool of teaching facilities by adding new lecture theatres. It also aims to improve its offer of student collaborative and quiet study spaces as well as recreational areas (internal cafeteria refit).
- Exploring opportunities for greater public benefit, welcoming existing community into the facilities on site.



Indicative image of single-storey modular building

UPCOMING CONSTRUCTION WORKS

Construction Management Plan

In line with the expectations of Camden Council, ESCP will be engaging in a neighbourhood consultation process on the draft Construction Management Plan (CMP).

As part of our upcoming works, we are anticipating work for piling and boring to commence in late Autumn. This will coincide with the targeted delivery of the temporary modular building, provided planning permission is secured.

In order to undertake these works, a crane will be used which is due to be erected outside the entrance to the business school. We will therefore be required to occupy some of the parking space on Parsifal Road.

A robust and detailed CMP will be put in place to ensure disruption is kept to a minimum. You can find copies of the CMP available at the exhibition; please do review the proposals and share your thoughts via the feedback form.

Works to ESCP

As part of our Summer construction plans, ESCP will be performing an internal refit across two floors. This is designed at addressing both student and staff needs.

During these internal works, ESCP is looking to make the following additions to the existing facilities:

- Student society spaces.
- Blue Factory.
- Quiet working facilities.
- Collaborative working areas.
- Pods for private study or calls.
- New ExEd offices.
- Meditation/Multifaith room for use by students and staff.
- Staff shower to encourage cycling to work.



COMMUNITY OUTREACH PLEDGE



With new extended facilities (subject to design and planning consent), ESCP's vision is to increase its community outreach and numerous local partnerships that the school has already formed for the greater benefit of the immediate Camden community.

We are committed to continuing and expanding our outreach offer in Camden. ESCP is looking to do this in a number of ways, including:

- Offering ESCP facilities (cafeteria, library and lounge) to suitable community groups.
- Welcoming first-generation students and students coming from underrepresented minorities to the school's premises and providing them with onsite assistance around their aspiration to continue their education.
- Holding workshops in cooperation with local schools on themes such as responsible management and leadership, entrepreneurship, and finance.
- Covering part of the tuition fee for two Camden resident students applying to our Bachelor programme, based on merit.

Key Benefits

- Local scholarship programme.
- Foster community spirit.
- More students mean more customers for local business.
- Bringing graduate talent to London.
- Securing Camden's place as a hub of world class education.
- Ensure sustainability is central to our development and teaching.



NEXT STEPS



Have your say

Thank you for taking the time to visit our exhibition and review our consultation materials.

The proposals will enable ESCP to continue to provide the highest academic standards for its students and increase the schools positive impact on the Camden community.

ESCP welcomes commentary on the areas displayed in this consultation. Feedback forms are provided to record views. This can either be done by filling out a hard copy at the event or by sending it via the free reply envelopes available.

Alternatively, the form is also available online at: escpconsultation.co.uk



Timeline


- May 2023** Consultation on temporary application
- June 2023** Submission of the temporary application
- July 2023** Community Engagement
- Q4 2023** Consulting on the permanent application
- Q2 2024** Submission of the permanent application

Get in touch:

escpconsultation@becg.com 020 3398 1594



Appendix E – Feedback Form



Feedback Form

Thank you for taking the time to view our proposals for the redevelopment of ESCP Business School. Please let us know your thoughts by filling out this feedback form. Please return your completed feedback form no later than **Monday 12th June**.

For more information, please contact us via:
Phone: **020 3398 1594** Email: **escpconsultation@becg.com**

About You

Note - If you choose not to fill in all parts of this section, then due to General Data Protection Regulation (GDPR) requirements, we will be unable to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13

13-17

18-24

25-34

35-44

45-54

55-64

65-74

75-84

85+

Address:

Telephone:

Email:

Your Contact Details

We will use these details to contact you and update you on the proposals. You do not have to fill in this section if you would rather not be contacted.

1. Do you recognise the need for the expansion of teaching space at ESCP Business School?

Yes ☐ No ☐ Neutral ☐ Unsure ☐

2. Do you have any comments on the installation of a temporary, single-storey, modular building on the site of the underutilised car park?

Comments:

3. Are you in favour of the cedar/brick cladding vinyl wrap design, to be in-keeping with neighbouring buildings, with a grey roof fascia for the temporary classroom building?

Yes ☐ No ☐ Neutral ☐ Unsure ☐

4. Do you have any comments on our proposed construction methodology?

Comments:

5. Do you recognise how the community will be benefiting from ESCP's proposed developments?

Yes ☐ No ☐ Neutral ☐ Unsure ☐

6. Do you support the overall proposals for redevelopment of ESCP Business School?

Yes ☐ No ☐ Neutral ☐ Unsure ☐

7. Do you have any further comments regarding the proposals.

Comments:

Privacy Statement

By filling in this form, you are agreeing that Built Environment Communications Group ("BECG") can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the project team for planning evaluation purposes.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and the project team will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask more about the comments you've made.

BECG acts on behalf of Downing to run public consultation activities.

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 02042 883 895 / data.protection@becg.com.

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