



**Statement of Community Involvement**

# **14a Hampstead Hill Gardens**

London Borough of Camden

August 2023

## Contents

<b>1. Introduction</b>	<b>2</b>
<b>2. Consultation requirements</b>	<b>3</b>
2.1 Our response to the consultation requirements	3
<b>3. Engagement</b>	<b>4</b>
3.1 Stakeholder engagement	4
3.2 Community letter	4
3.3 Local media	4
3.4 Contact details	5
<b>4. Response to key issues</b>	<b>6</b>
<b>5. Conclusion</b>	<b>7</b>
<b>6. Appendix</b>	<b>8</b>
6.1 Appendix 1 – previous SCI	8
6.2 Appendix 2 – stakeholder correspondence	8
6.3 Appendix 3 – councillor correspondence	9
6.4 Appendix 4 – resident correspondence	10
6.5 Appendix 5 – newsletter delivery scope	11
6.6 Appendix 6 – press release	12

## 1. Introduction

This Statement of Community Involvement (SCI) sets out the consultation and engagement that the applicant has undertaken with local residents and other stakeholders regarding the redevelopment of the site at 14a Hampstead Hill Gardens in the London Borough of Camden.

This document demonstrates how the applicant has met and exceeded pre-application consultation guidance contained in the National Planning Policy Framework and LB Camden's SCI.

This SCI gives an overview of all consultation activity undertaken prior to the submission of the planning application alongside outlining how the plans have responded to feedback from the local community and other stakeholders.

The applicant is committed to ongoing engagement and has ensured the community was made aware of the proposals and had the opportunity to respond to them and leave any feedback they had. The applicant is keen to keep all channels of communication open throughout the determination process and beyond.

This report has been prepared on behalf of the applicant by Meeting Place, a specialist in stakeholder engagement in relation to planning and development issues.

## 2. Consultation requirements

Community involvement is at the forefront of national planning policy and is noted in the revised version of the National Planning Policy Framework (July 2021).

The revised NPPF highlights that early engagement has *“significant potential to improve the efficiency and effectiveness of the planning application system for all parties”*. It also indicates that good quality pre-application discussion *“enables better coordination between public and private resources and improved outcomes for the community”*.

LB Camden’s Statement of Community Involvement outlines the council’s expectations on how the local community should be involved during the pre-application process.

The SCI emphasises the council’s desire to see all sections of the community shape new development proposals within the city and indicates that effective pre-application engagement and consultation is central to achieving this. Section 3.7 of the SCI states:

*“We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application.”*

This SCI will demonstrate that the applicant has adhered to, and exceeded, LB Camden’s requirement for community engagement at pre-application level.

### 2.1 Our response to the consultation requirements

The applicant had previously submitted a planning application on the site in 2020 and conducted a separate consultation with local residents at that time. The Statement of Community Engagement for this can be found in **Appendix 1**.

The applicant is seeking to demolish the existing residential garages on the site to provide a family home for personal use.

Following concerns from local residents and stakeholder groups about the previous application, the applicant recognised the importance of involving the community and ensuring they get an opportunity to engage with the project team. Below is a list of activities carried out to ensure residents were informed about the plans.

- Letters sent to 540 local addresses
- Emails sent to ward councillors for the area
- Emails sent to local community groups
- Meetings organised with community groups
- Dedicated email address, freephone telephone number and freepost address

### 3. Engagement

This section details the applicant's programme of engagement. The programme adheres to LB Camden's SCI and follows extensive engagement with LB Camden officers following the concerns raised about a previous application.

#### 3.1 Stakeholder engagement

The applicant is aware of a number of stakeholder groups in the community and sought to engage with them at an early opportunity following discussions with LB Camden planning officers regarding the suggested revision of the application.

Emails were sent to Hampstead Hill Gardens Residents' Association, Hampstead Forum and Heath and Hampstead to outline the changes to the new application in comparison to the previous one. The emails invited each group to meet with the project team to discuss the plans in further details. Meetings are currently being arranged with HHGRA and Hampstead Forum and we look forward to continued engagement with them. An example of the emails can be found in **Appendix 2**.

In addition to the community stakeholders, the applicant was keen to engage with local political representatives as well. Emails were sent to Cllr Linda Chung and Cllr Stephen Stark in their roles as Hampstead Town ward councillors. Further emails were sent to the councillors upon the submission of this application. An example of the emails can be found in **Appendix 3**.

#### 3.2 Community letter

A letter was sent to 540 residential and business addresses within close proximity to the site. These included addresses in Hampstead Hill Gardens, Pond Street, South End Road, Maryon Mews, Keats Grove, Heath Hurst Road, Downshire Hill and Rosslyn Hill.

The letter provided information on an update on the application and outlined the changes that the revised application had gone through. The letter also encouraged residents to get in touch with us using contact details provided within the letter. Should they have any questions.

A copy of the newsletter is available in **Appendix 4**, whilst a distribution scope for the letter can be found in **Appendix 5**.

#### 3.3 Local media

The applicant understood that the previous application had received local media interest, therefore wanted to engage with the local publication who had printed details of the previous story. The press release was sent to two addresses at the Camden New Journal

The press release issued to local media is available in **Appendix 6**.

### 3.4 Contact details

Ensuring people were able to get in touch with the team to ask any questions and make any comments was vital. The freephone telephone number also provided an important opportunity for people unable to access the online channels to engage.

The number, 0800 148 8911, and email address, [info@hampstead-hill.co.uk](mailto:info@hampstead-hill.co.uk) were staffed between 9.00am and 5.30pm from Monday to Friday. Both were answered and managed by a member of the Meeting Place team.

These methods of communication will remain open to any resident or stakeholder who wishes to ask any questions during the process of the planning application.

## 4. Response to key issues

All feedback has been reviewed by the team. This section details how the plans have responded to several key issues that were raised with the team during the consultation.

Key theme	Places for People Homes Limited's response
Height and scale	<p>A number of residents expressed concerns with the height and massing of the previous application.</p> <p>In response the applicant has significantly reduced the height from a three storey plus basement dwelling, to a two storey plus basement dwelling with a set back, pitched roof to match the eaves height of no. 12 Hampstead Hill Gardens. The design approach and reduced massing is supported by officers at London Borough of Camden and represents a contemporary design of exceptional quality which preserves the surrounding context.</p>
Building materials	<p>Residents also expressed concerns that the building materials suggested for the first application were not in keeping with the local area.</p> <p>In response the applicant has engaged in extensive negotiations with the Council which has resulted in an iterative design development process for the site and the newly proposed materials are considered by officers to be appropriate and respond to the surrounding context.</p>

## 5. Conclusion

The applicant is pleased to have been able to present an updated planning application for the site at 14a Hampstead Hill Gardens which addressed the concerns previously raised by local residents and other stakeholder groups.

This document has outlined the engagement process undertaken to ensure all stakeholders were well informed of the proposals and had the opportunity to contact the project team should they have any questions.

Residents who did contact the project team were responded to promptly by a member of the Meeting Place team, on behalf of the applicant, and were sent additional information should they have requested it.

The applicant is looking forward to continued engagement with stakeholder groups, such as HHGRA and Hampstead Forum as demonstrated by setting up meetings for September. The applicant is also keen to keep all lines of communication open throughout the planning application process, so that any resident who wishes to ask a question can do so.



## 6. Appendix

### 6.1 Appendix 1 – previous SCI

[26.03.21 Hampstead Hill Gardens SCI FINAL.pdf](#)

### 6.2 Appendix 2 – stakeholder correspondence



Dear Ms Mandela,

We are writing to you in your role within Hampstead Hill Gardens Residents Association (HHGRA), on behalf of the owner (Mr Alon Mekel) of the garage site at 14a Hampstead Hill Gardens, in respect of revised proposals for the development of the site.

We are aware that some considerable time has passed since you were last contacted in relation to the proposals for this site and we write to provide an update on progress.

During this time, the site owner and the consultant team have been in extensive discussions with planning and conservation officers at the London Borough of Camden. This collaborative design process has resulted in numerous iterative revisions for the design and scale of the proposed dwelling since the initial planning application was submitted in 2021.

The applicant and the design team have also taken on board all the useful comments and concerns received from residents and other interested parties in 2020 and 2021 in respect of the design and scale of the proposed family dwelling on the garage site.

As a result, the proposed dwelling has been substantially reduced in scale from a three storey plus basement dwelling, to a two storey plus basement dwelling with a set back, pitched roof to match the eaves height of no. 12 Hampstead Hill Gardens. The design approach and reduced massing is supported by officers at London Borough of Camden and represents a contemporary design of exceptional quality which preserves the surrounding context.

The principle of the proposal is considered by officers to be acceptable and represents effective and sustainable use of an underused site. This is in accordance with Camden and CLA guidelines and the Hampstead Neighbourhood Plan.

We would be happy to answer any questions you might have regarding this application and would be happy to arrange an online meeting should you and other members of HHGRA wish to discuss these plans with the consultant team.

Kind regards,  
Daniel

## 6.3 Appendix 3 – councillor correspondence



Dear Cllr XX,

We are writing to you on behalf of the owner (Mr Alon Mekel) of the garage site at 14a Hampstead Hill Gardens, in respect of revised proposals for the development of the site.

We are aware that some considerable time has passed since you were last contacted in relation to the proposals for this site and we write to provide an update on progress.

During this time, the site owner and the consultant team have been in extensive discussions with planning and conservation officers at the London Borough of Camden. This collaborative design process has resulted in numerous iterative revisions for the design and scale of the proposed dwelling since the initial planning application was submitted in 2021.

The applicant and the design team have also taken on board all the useful comments and concerns received from residents and other interested parties in 2020 and 2021 in respect of the design and scale of the proposed family dwelling on the garage site.

As a result, the proposed dwelling has been substantially reduced in scale from a three storey plus basement dwelling, to a two storey plus basement dwelling with a set back, pitched roof to match the eaves height of no. 12 Hampstead Hill Gardens. The design approach and reduced massing is supported by officers at London Borough of Camden and represents a contemporary design of exceptional quality which preserves the surrounding context.

The principle of the proposal is considered by officers to be acceptable and represents effective and sustainable use of an underused site. This is in accordance with Camden and CLA guidelines and the Hampstead Neighbourhood Plan.

We would be happy to answer any questions you might have regarding this application and would be happy to arrange a call, or an in-person meeting to discuss. I have sent a similar email to your ward colleague and would be happy to discuss with you together, or separately depending on your preference.

Kind regards,  
Daniel

## 6.4 Appendix 4 – resident correspondence

**Meeting Place**  
Whitefriars Business Centre  
2nd Floor, Whitefriars  
Lewins Mead  
Bristol  
BS1 2NT

Dear Resident,

I am writing to you on behalf of the owner (Mr Alon Mekel) of the garage site at 14a Hampstead Hill Gardens, in respect of revised proposals for the development of the site.

We are aware that some considerable time has passed since you were last contacted in relation to the proposals for this site and we write to provide an update on progress.

During this time, the site owner and the consultant team have been in extensive discussions with planning and conservation officers at the London Borough of Camden. This collaborative design process has resulted in numerous iterative revisions for the design and scale of the proposed dwelling since the initial planning application was submitted in 2021.

The applicant and the design team have also taken on board all the useful comments and concerns received from residents and other interested parties in 2020 and 2021 in respect of the design and scale of the proposed family dwelling on the site.

As a result, the proposed dwelling has been substantially reduced in scale from a three storey plus basement dwelling, to a two storey plus basement dwelling with a set back, pitched roof to match the eaves height of no. 12 Hampstead Hill Gardens. The design approach and reduced massing is supported by officers at London Borough of Camden and represents a contemporary design of exceptional quality which preserves the surrounding context.

The principle of the proposal is considered by officers to be acceptable and represents effective and sustainable use of an underused site. This is in accordance with Camden and CLA guidelines and the Hampstead Neighbourhood Plan.

We would be happy to answer any questions you and others living nearby may have regarding the revised proposals. If you do have any questions regarding this new application, then please do get in touch either via either of the contact methods below and we will arrange a call with the project team. We are also working on comparative CGIs to show the changes in the applications. Should you wish to be sent a copy when complete, please email the below address.

Email: [info@hampstead-hill.co.uk](mailto:info@hampstead-hill.co.uk)

Freephone: 0800 148 8911 (Lines open Monday-Friday 9am-5:00pm)

Yours faithfully,

Daniel Barry (on behalf of the owner)

6.5 Appendix 5 – newsletter delivery scope





## 6.6 Appendix 6 – press release



Media release

11 July 2023

[Embargo info]

### Hampstead resident plans to submit improved application

The owner of a two small garages at a site in Hampstead Hill Gardens is planning to submit a new and improved planning application for a new family home in Hampstead following concerns from residents about a previous plan.

Mr Alon Merkel, who is an existing Hampstead resident, has instructed a team of planners to pull together plans for a new application for what he hopes will be his 'forever home'.

The improved application is in response to concerns from residents and local groups within the area about a previous application. The applicant has listened carefully to these concerns and has made significant changes to plans as a result.

The applicant and the design team have taken on board all the useful comments and concerns received from residents and other interested parties in 2020 and 2021 in respect of the design and scale of the proposed family dwelling on the garage site.

As a result, the proposed dwelling has been substantially reduced in scale from a three storey plus basement dwelling, to a two storey plus basement dwelling with a set back, pitched roof to match the eaves height of no. 12 Hampstead Hill Gardens. The design approach and reduced massing is supported by officers at London Borough of Camden and represents a contemporary design of exceptional quality which preserves the surrounding context.

The principle of the proposal is considered by officers to be acceptable and represents effective and sustainable use of an underused site. This is in accordance with Camden and CLA guidelines and the Hampstead Neighbourhood Plan.

Faye Wright, from Forward Planning and Development, who is acting for Mr Merkel, said: "Mr Merkel and his family are Hampstead residents and are keen to remain in the area. They want to establish this new house as their forever home and become a full part of the existing community. The application has been thoroughly considered and is now vastly improved compared to the previous plans.

"Most notably the massing of the proposed dwelling has been significantly reduced and is considered appropriate by Camden officers. The design of the new proposal is exceptionally high and use materials that are appropriate to the surrounding area."

Before the application is submitted, the applicant is keen to address any outstanding concerns from local residents and has written to those living in neighbouring streets and the street's resident association and other community groups who expressed concerns previously.