



M A R E N G O
C O M M U N I C A T I O N S

Statement of Community Involvement

101 Bayham Street, Camden

September 2023

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1. Introduction

- 1.1 Railpen (the Applicant) appointed Marengo Communications, an independent specialist public consultation company, to undertake the pre-application community and stakeholder consultation for the proposed refurbishment of 101 Bayham Street, Camden Town.
- 1.2 This document provides a record of the pre-application community and stakeholder engagement carried out on the proposals for the site during September 2023. This consultation was undertaken with local residents and businesses, as well as ongoing engagement with Councillors and Officers.
- 1.3 This report details the public consultation the Applicant has undertaken which has been carried out in accordance with national and regional policies.

Policy Framework

- 1.4 The National Planning Policy Framework (updated in 2023) identifies the role of local authorities in encouraging high quality pre-application consultation by applicants and developers. Local authorities should “encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications”, where this would be beneficial. Paragraph 128 also states that “Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.” This report has been written in accordance with national and local planning policy regarding community engagement and involvement.
- 1.5 The Localism Act received Royal Assent in November 2011 and makes pre-application consultation a statutory obligation. It also requires developers to bring their proposals to the attention of nearby residents and businesses.

2 Consultation methods and approach

- 2.1 The pre-application consultation has been underpinned by national and local planning policy regarding community engagement and involvement.
- 2.2 The objective of the consultation process was to engage with direct neighbours, community representatives and interested parties, raising awareness of the consultation and proposals, providing opportunities for people to ask questions, and inviting feedback ahead submitting a planning application to Camden Council.
- 2.3 The consultation programme included issuing of a community letter to over 135 resident and business addresses, alongside holding meetings with direct neighbours if they wanted to meet.

Pre-application discussions with Stakeholders and Neighbours

- 2.4 Prior to the application being submitted, local ward councillors and immediate residents and businesses were offered the opportunity to a meeting with the team to discuss the proposals for the site at a time and date which was most convenient to them.

The stakeholder consultation methods outlined here are focused on the political and community consultation process and therefore do not detail pre-application meetings which took place with Camden Council Officers (please see the planning statement).

The stakeholders contacted to offer a meeting to discuss the proposals were:

- Cllr Patricia Callaghan – Camden Town ward Councillor (Site ward)
- Cllr Richard Cotton – Camden Town ward councillor (Site ward)
- Immediate neighbours

Camden Town councillors appreciated the offer of a meeting and a briefing to discuss the refurbishment proposals for 101 Bayham Street, but were happy to write that they supported what the Applicant was looking to do at the site rather than meet in person. **(See Appendix 1 for the email to the ward councillors).**

- 2.5 All neighbours to the site were sent a consultation letter as part of the community mailing informing them about the proposals and offering the opportunity for a meeting. Neighbours who requested a 1:1 meeting at their property to discuss specific aspects of the proposals were visited by the project team on 20 September 2023. The overall feedback from these meetings was supportive of the Applicant's refurbishment and environmental proposals.
- 2.6 All meetings that took place allowed the project team to talk through the proposals, answer questions and listen to any concerns.

Publicising the consultation

- 2.7 A letter was issued on 8 September 2023 and delivered on 11 September to over 135 resident/business addresses surrounding the site, with delivery via Royal Mail. The mailing area is shown below.



The objective of the letter was to make the community aware of the plans and to raise awareness of feedback mechanisms. The letter invited anyone who wanted to find out more or meet the team to discuss the proposals to get in touch via the feedback mechanisms as outlined below. (A copy of the letter can be found in **Appendix 2**. The list of all the addresses issued a letter can be found in **Appendix 3**.)

Feedback could be submitted via email info@marenocomms.com or by calling a dedicated telephone number (0800 689 5209) which was available throughout the process. It was managed by Marengo Communications on behalf of The Applicant, providing further information to residents, businesses and stakeholders on request.

3. Summary of feedback on the proposals

3.1 The summary of feedback presented in this report is drawn from the stakeholder engagement carried out in September 2023 prior to submission of the application. This feedback came from the stakeholder meetings, feedback received through emails and calls to the project phone number:

- Meeting with immediate neighbours 2
- Email feedback/enquiries 3
- Telephone enquiries 1

3.2 Summary of feedback/enquiries from email and Freephone

Within the emails/calls received, many comments were from close neighbours to the site and most comments centred around access to the service yard, which is shared by a number of businesses next to the site, and disruption during any construction.

3.3 Summary of feedback from meetings with immediate neighbours and councillors

The Project team visited two neighbours at their home addresses to talk them through the refurbishment proposals and all the improved environmental features which will form part of the application. The overall feedback was positive, especially in relation to the new environmental features, which includes solar panels. Residents were pleased to know that no basement works would be undertaken as part of the refurbishment and were pleased to see the building being reused and refurbished rather than knocked down and replaced.

The ward councillors were happy to support the refurbishment proposals as they stand and no other comments or requests for a meeting have been received.

4. Conclusion

- 4.1 In conclusion, the Applicant has undertaken a consultation in relation to their refurbishment proposals for 101 Bayham Street allowing anyone who wanted to meet to discuss the proposals or who had any questions to get in touch prior to an application being submitted.

This consultation has met the requirements laid out as part of the NPPF, the Localism Act, and although consultation was not a requirement for this application it does also meet Camden Council's Statement of Community Involvement (July 2016).

The feedback received has only been supportive of the refurbishment proposals, so the Applicant has not made any changes following the feedback received during the pre-app consultation with residents and stakeholders.

The Applicant is committed to ongoing consultation throughout the lifetime of the project, continuing to meet with residents and community stakeholders and keeping them informed and involved throughout the statutory consultation process.

Appendix 1 – Email to ward councillors

Good evening Councillor Callaghan and Councillor Cotton,

I hope you are both keeping well and as cool as you can be in this heat.

As ward councillors, I would like to introduce you to our client, Railway Pension Investments Limited (Railpen), who owns 101 Bayham Street to let you know about their plans to refurbish the office building which sits in the Camden Town Conservation Area.

Railpen is one of the largest and longest established pension funds. Railpen is responsible for the safe keeping and investment of a circa £37 billion fund on behalf of its 500,000 members who are connected to the railway industry. Railpen's property portfolio plays an important role in securing the best long-term outcomes for our pension scheme members. Railpen also believe that the heritage of looking after the pension needs of the rail industry and its employees – with the average member taking home £138 a week – gives Railpen a unique outlook and long-term view towards investment.

The refurbishment of 101 Bayham Street seeks to extend the usable life of the 1930s office building through the delivery of high quality, future proofed office space to meet modern occupational demand. As a result, the proposals will promote both growth in the number of jobs and generate greater investment in the local area.

The proposals will sensitively refurbish the façade to preserve and enhance the character of the Conservation Area, while simultaneously tidying up the roofscape through the screening of the plant area. The overall environmental performance of the building will be significantly enhanced through fabric, and system improvements. Please find attached the existing and proposed external view.

A lot of the refurbishment will take place internally to allow for a modern and vibrant office space which is fit for purpose and environmentally efficient. We are hoping to achieve a minimum of BREEAM excellent as part of the refurbishment works that will take place.

Before a planning application is submitted to Camden Council, we would welcome the opportunity to meet with you as ward councillors in the next week or two to talk you through the proposals and answer any questions you may have. Please find attached a copy of a letter we will be issuing to our neighbouring residents in the next 24 to 48 hours to let them know about the proposals. We would be happy to meet anyone who would like to discuss the proposals further or may have any questions.

If you would like to meet on site or have any questions, please do not hesitate to get in touch.

I look forward to hearing from you.

Kind regards,

Dawn

On behalf of Railpen

Appendix 2 – Letter to residents and businesses

RAILPEN

8 September 2023

Dear Resident,

Re: 101 Bayham Street – refurbishment proposals

As local residents who live close to 101 Bayham Street, we wanted to let you know about our plans to refurbish the out-of-date office building, built in the 1930s, which sits in the Camden Town Conservation Area.

The refurbishment seeks to extend the usable life of the building through the delivery of high-quality, future-proofed internal office spaces to meet modern occupational demand.

The proposals will also sensitively refurbish the façade to preserve and enhance the character of the Conservation Area, while simultaneously tidying up the roofscape through the screening of the plant area, which has been an eyesore for years. The overall environmental performance of the building will be significantly enhanced through internal fabric and system improvements.



101 Bayham Street, existing external view



101 Bayham Street, proposed external view

Before a planning application is submitted to Camden Council, we wanted to give you the opportunity to ask us any questions on the proposals or if you would prefer, arrange a time to meet with us in person to discuss the proposals in more detail.

You can contact us by emailing info@marengocomms.com or calling 0800 689 5209 (during office hours). Please contact us no later than Monday 18 September if you have any questions or would like to meet.

Yours sincerely,

Dawn Larmouth

On behalf of Railpen

Appendix 3 – List of properties

101 Bayham Street Immediate Neighbours Address List

Contact	Address 1	Address 2	Address 3	Address 4	Town	Postcode
The Occupier	1 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	2 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	3 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	4 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	5 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	6 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	7 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	8 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier	9 St. Martins Almshouses	Bayham Street	Camden		LONDON	NW1 0
The Occupier		81a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 1	81a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 2	81a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 3	81a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 4	81a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 5	81a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 6	81a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 1	83a Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat 2	83a Bayham Street	Camden		LONDON	NW1 0
The Occupier		93a Bayham Street	Camden		LONDON	NW1 0
The Occupier		108 Bayham Street	Camden		LONDON	NW1 0
The Occupier		110 Bayham Street	Camden		LONDON	NW1 0
The Occupier		110a Bayham Street	Camden		LONDON	NW1 0
The Occupier		110c Bayham Street	Camden		LONDON	NW1 0
The Occupier		112 Bayham Street	Camden		LONDON	NW1 0
The Occupier		112a Bayham Street	Camden		LONDON	NW1 0
The Occupier		112b Bayham Street	Camden		LONDON	NW1 0
The Occupier		112c Bayham Street	Camden		LONDON	NW1 0
The Occupier		114 Bayham Street	Camden		LONDON	NW1 0
The Occupier	Flat	1-3 Pratt Street	Camden		LONDON	NW1 0
The Occupier		5 Pratt Street	Camden		LONDON	NW1 0
The Occupier		5b Pratt Street	Camden		LONDON	NW1 0
The Occupier	Flat 1	5b Pratt Street	Camden		LONDON	NW1 0
The Occupier	Flat 2	5b Pratt Street	Camden		LONDON	NW1 0
The Occupier	Flat 3	5b Pratt Street	Camden		LONDON	NW1 0
The Occupier	Flat 4	5b Pratt Street	Camden		LONDON	NW1 0
The Occupier	Flat 5	5b Pratt Street	Camden		LONDON	NW1 0
The Occupier	Flat 6	5b Pratt Street	Camden		LONDON	NW1 0
The Occupier		11a Pratt Street	Camden		LONDON	NW1 0
The Occupier		13 Pratt Street	Camden		LONDON	NW1 0
The Occupier		13a Pratt Street	Camden		LONDON	NW1 0
The Occupier		13b Pratt Street	Camden		LONDON	NW1 0
The Occupier		13c Pratt Street	Camden		LONDON	NW1 0
The Occupier		15 Pratt Street	Camden		LONDON	NW1 0
The Occupier	Ground Floor Flat	15 Pratt Street	Camden		LONDON	NW1 0
The Occupier	First Floor Flat	15 Pratt Street	Camden		LONDON	NW1 0
The Occupier	Second Floor Flat	15 Pratt Street	Camden		LONDON	NW1 0
The Occupier	Third Floor Flat	15 Pratt Street	Camden		LONDON	NW1 0
The Occupier	Flat 1	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 2	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 3	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 4	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 5	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 6	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 7	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 8	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 9	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier	Flat 10	Brehon House	17-19 Pratt Street	Camden	LONDON	NW1 0
The Occupier		21a Pratt Street	Camden		LONDON	NW1 0
The Occupier		23 Pratt Street	Camden		LONDON	NW1 0
The Occupier		23a Pratt Street	Camden		LONDON	NW1 0
The Occupier	First Floor Flat	23 Pratt Street	Camden		LONDON	NW1 0
The Occupier	Second Floor Flat	23 Pratt Street	Camden		LONDON	NW1 0
The Occupier		25 Pratt Street	Camden		LONDON	NW1 0
The Occupier		25a Pratt Street	Camden		LONDON	NW1 0
The Occupier		27 Pratt Street	Camden		LONDON	NW1 0
The Occupier	First Floor Flat	27 Pratt Street	Camden		LONDON	NW1 0

Contact	Address 1	Address 2	Address 3	Address 4	Town	Postcode
The Occupier	Second Floor Flat	27 Pratt Street	Camden		LONDON	NW1 0
The Occupier		29 Pratt Street	Camden		LONDON	NW1 0
The Occupier		29a Pratt Street	Camden		LONDON	NW1 0
The Occupier		9 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Penthouse 1-2	10 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 1	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 2	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 3	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 4	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 5	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 6	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 7	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 8	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 9	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 10	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 11	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 12	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 13	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat 14	16 Greenland Street	Camden		LONDON	NW1 0
The Occupier	Flat	106 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Flat A	106 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Flat B	106 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Flat C	106 Camden High Street	Camden		LONDON	NW1 0
The Occupier		114-118 Camden High Street	Camden		LONDON	NW1 0
The Occupier		122 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Unit 1a	120 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Unit 1b	120 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Unit 1c	120 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Unit 1d	120 Camden High Street	Camden		LONDON	NW1 0
The Occupier	Unit 1e	120 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Daphne Restaurant	83 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Warner Associates Solicitors	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	World Of I T Ltd	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Archergas Ltd	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Essential Escapes Ltd	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	F C L London Ltd	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Speedy Parcel Post Ltd	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Susan Caplan	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Harley Street Hearing LLP	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	In2clean Ltd	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Leonard Lowy & Co Solicitors	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Oasis Serviced Offices	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Goldman Bailey Solicitors	85-87 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Wright & Wright Architects	89-91 Bayham Street	Camden		LONDON	NW1 0
The Owner / Manager	Variety The Children's Charity	Variety Club House	93 Bayham Street	Camden	LONDON	NW1 0
The Owner / Manager	The Camden Head	100 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	City Slots	108-110 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Jenningsbet	108-110 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Post Office	112-114 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Post Office	124 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Specsavers Opticians	126 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Waterstones Booksellers Ltd	128-130 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Mad House	132-134 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	Burger King (UK) Ltd	136-138 Camden High Street	Camden		LONDON	NW1 0
The Owner / Manager	The Hope Lease Ltd	7 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	A O D P R Ltd	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	Backstreet International Merchandise Ltd	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	C B M A	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	City Securities Ltd	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	Earache Records Ltd	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	Traffic Marketing Ltd	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	Qumin Ltd	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	Juno Records	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	Mercieca Ltd	10 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	K S R Architects	14 Greenland Street	Camden		LONDON	NW1 0
The Owner / Manager	ilsafugo Tapas Bar	1-3 Pratt Street	Camden		LONDON	NW1 0

Contact	Address 1	Address 2	Address 3	Address 4	Town	Postcode
The Owner / Manager	Osbornes Solicitors LLP	7-9 Pratt Street	Camden		LONDON	NW1 0
The Owner / Manager	Ocean Field Ltd	11 Pratt Street	Camden		LONDON	NW1 0
The Owner / Manager	Shogun Realty	21 Pratt Street	Camden		LONDON	NW1 0
The Owner / Manager	All Ages Records	27a Pratt Street	Camden		LONDON	NW1 0