



# The London Tunnels

## 14. Statement of Community Involvement

30 November 2023





*An artist's impression on The London Tunnels experience*

## **CONTENTS**

1. INTRODUCTION .....	3
2. CONSULTATION AND FEEDBACK AT-A-GLANCE .....	6
3. THE SITE AND PROPOSALS.....	8
4. THE APPROACH .....	11
5. CONSULTATION ACTIVITIES .....	13
6. FEEDBACK.....	25
7. RESPONDING TO FEEDBACK .....	32
8. CONCLUSION .....	35



# 1. INTRODUCTION

This Statement of Community Involvement (SCI) is submitted on behalf of The London Tunnels PLC (hereafter referred to as 'the Applicant'). It accompanies a detailed planning application for the:

*Change of use of existing deep level tunnels (Sui Generis) to visitor and cultural attraction, including bar (F1); demolition and reconstruction of existing building at 38-39 Furnival Street; redevelopment of 40-41 Furnival Street, for the principle visitor attraction pedestrian entrance at ground floor, with retail at first and second floor levels and ancillary offices at third and fourth levels and excavation of additional basement levels; creation of new, pedestrian entrance at 31-33 High Holborn, to provide secondary visitor attraction entrance (including principle bar entrance); provision of ancillary cycle parking, substation, servicing and plant, and other associated works.*

This SCI demonstrates that a considered approach has been taken to consultation around these Proposals with local residents and community groups, as well as engagement with councillors and officers at the City of London Corporation and London Borough of Camden.

Specifically, it outlines the pre-application, public and stakeholder consultation strategy developed for this planning application, the activities and engagement that took place with key stakeholders and the local community, the comments that were received throughout the consultation period and how the Applicant sought to respond to the feedback raised by amending the Proposed Development.

The Applicant proactively sought to hold a variety of consultation activities and events, to ensure that the Proposals were widely promoted and everyone had a chance to comment. This engagement was held between September and October 2023, and included:

- **Six in-person consultation events** held in October 2023 at the St. Alban's Centre, Leigh PI, Baldwin's Gardens, London EC1N 7AB, attended by **119** members of the public and key stakeholders and staffed by members of the project team;
- **Special preview events** for both local residents living within the immediate vicinity of the site and local ward councillors, attended by a total of 11 people;
- The launch of a **consultation website** ([www.thelondontunnels.com](http://www.thelondontunnels.com)), providing a summary of the plans, link to display used at the consultation events and a digital survey for feedback, which has now been visited 94,084 times;
- A **paid-for social media campaign**, helping extend the reach of the consultation to a further 35,000 people;
- Further organic promotion via a media campaign that attracted over **130 bits of international coverage**; and,
- The delivery of **5,178 four-page, A4 newsletters** to residents in the local area, both summarising the plans and promoting the in-person events and consultation website.

This engagement has in turn promoted **222** surveys to be filled out online and in-person by those interested in the project, along with a further **48** emails and call received through the project's dedicated consultation feedback mechanisms, including the project email address ([londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)) and freephone number **0800 092 0485**.

The feedback received shows that by and large the plans have been received particularly well locally, **with 99% of call survey responses either positive or neutral about the plans** – with 47% of



comments overall demonstrating active support for the Proposals, the most frequent comment received.

It should be considered that the nature of comments received left little for the Applicant to respond to by way of material changes to the planning application. Instead, what the Applicant has sought to do within this document is clarify its response to the main themes arising from the feedback.

All engagement activities outlined in this document were undertaken by the Applicant and its core project team which included the lead architects Wilkinson Eyre, planning consultants Montagu Evans, project manager Gardiner and Theobald and community consultation specialists London Communications Agency ('the project team').

The consultation activities that have taken place are in accordance with the principles for consultation in the National Planning Policy Framework (2021) and also reflect the London Borough of Camden's and City of London Corporation's updated Statement of Community Involvement (both dated 2022) and Developer Engagement Guidance (2023).

Details of the engagement activities undertaken are provided later in section 5 of this document.



# 2. CONSULTATION AND FEEDBACK AT-A-GLANCE

## 2. CONSULTATION AND FEEDBACK AT-A-GLANCE

The Applicant's outreach to the local community has included:



**5,178**

Newsletters delivered locally promoting the consultation



**94,084**

Visits to the consultation website



**119**

Attendees to the six consultation events



**35,000**

People reached on social media



**742**

Tailored letters sent to local neighbours and key stakeholders



**222**

Pieces of written feedback received at the consultation events



**161**

Pieces of media coverage



**99%**

Survey respondents either positive or neutral (47% positive)



# 3. THE SITE AND PROPOSALS



## 3. THE SITE AND PROPOSALS

### THE SITE AND ITS CONTEXT

From a Second World War bunker to the home of 20<sup>th</sup> Century espionage and host of the telephone exchange that connected to the White House to the Kremlin during the Cold War, The Kingsway Exchange offers the 'Inside Story' of London's place in World history.

The Kingsway Exchange is comprised of 8,454m<sup>2</sup> of deep level bunkers that are up to 7.6m in diameter. The Tunnels are accessed via entrance points at 40-41 Fournival Street, EC4A 1JQ and 31-33 High Holborn, WC1V 6AX, which fall within the City of London and London Borough of Camden respectively.

The Site's history dates back to October 1940, when the UK Government approved construction of a system of deep-level shelters linked to the existing (at the time) tube stations, to protect the public from the London Blitz. Between 1944 and 1945, the Special Operations Executive, an off-shoot of MI6 was based in the Tunnels, which later became the inspiration for Ian Fleming's 'James Bond' and the famous 'Q Branch'.

Following the end of World War II, the Government expanded the size of the Kingsway Exchange, making it the largest subterranean structure ever built for people within a metropolitan area, which completed in 1952. By the late 1950s, the Kingsway Exchange held 5,000 trunk cables, transferring thousands of calls every day, including the famous 'hot line' directly connecting the United States and Russian presidents.

1981 saw British Telecom, under the 'British Telecommunication Act 1981', take over the Tunnels, up until recently before being purchased by the Applicant.

The history of the Tunnels and their location within central London and close proximity to a range of transport nodes, including Chancery Lane and Holborn London Underground stations, along with Farringdon and Blackfriars mainline train stations, provides an opportunity to make one of London's most sought-after experiences.





## THE PROPOSALS



*An artist's impression of the entrance at 40-41 Furnival Street*

The Proposed Development involves the re-development of the underground Kingsway Exchange and buildings: 38-39 Furnival Street and 40-41 Furnival Street, EC4A 1JQ, and 31-33 High Holborn, WC1V 6AX, to create a new cultural attraction.

The Proposals will:

- Invest an estimated £140 million into restoring the Tunnels, to preserve the part they played in history and give them a renewed sense of public purpose as an open-to-all experience;
- Create opportunities for a series of experiences dedicated to the Tunnels and their history, shared by people of all ages, abilities and backgrounds, along with those exploring topics in history, nature and the arts;
- Reinstate the deepest licensed bar in London, as an existing feature of the Tunnels dating back to the 1980s; and
- Deliver much-needed economic benefits to an area still rebuilding from the pandemic by increasing local spending by between £60-80 million a year, supporting 40 full-time jobs on site and presenting free educational opportunities for local school children.



# 4. THE APPROACH



## 4. THE APPROACH

LCA was appointed by the Applicant to lead a programme of consultation on the Proposals. This was undertaken alongside consultation with planning officers and statutory consultees.

The objectives of the consultation were:

- a. **To conduct a targeted consultation with the residents and businesses closest to the Site**, including community organisations and locally elected ward councillors.
- b. **To make it easy for a range of stakeholders to express their views** by creating various communications channels, including meetings, in-person events, a consultation website, digital and hard copy survey and freephone and email correspondence.
- c. **To clearly explain the aims behind the Proposals** and how they would benefit the area, exhibiting all the Proposals with as much detail as available at the time.
- d. **To be honest and up front**, not least about the issues that are known to be of interest to residents already, including increased visitors to the area and construction management.
- e. **To work closely with planning officers and councillors** so that they are aware of the proposed development, key consultation activities and outcomes.

### CONSULTATION TIMELINE





# 5. CONSULTATION ACTIVITIES



## 5. CONSULTATION ACTIVITIES

This section details all the consultation activities undertaken in advance of planning submission.

The City of London and London Borough of Camden have been consulted and involved in the design throughout the development of the Scheme and have been kept up to date on the public consultation.

This engagement was undertaken in two phases between June and November 2023. The first phase set out the Site's context and the Applicant's vision for the Site. The second phase presented the designs to the community. The consultation activities undertaken are set out below and detailed throughout this section.

In summary, across the two phases, consultation activities included:

- **Tailored letters** sent to local neighbours, ward members, designated MPs, GLA representatives and local community groups, inviting stakeholders to the consultation events event ahead of the public consultation (as seen in Appendix D and Appendix F).
- **Six in-person consultation events** to share and discuss the plans with the community:
  - Ward Member Preview Event – Thursday 5 October
  - Local neighbour Preview Event – Saturday 7 October
  - Public Exhibition (1) – Saturday 7 October
  - Public Exhibition (2) – Tuesday 10 October
  - Public Exhibition (3) – Thursday 12 October
  - Public Exhibition (4) – Saturday 14 October
- **A consultation website** – [www.thelondontunnels.com](http://www.thelondontunnels.com) – with detailed information about the Proposals and a digital survey to collect feedback (as seen in Appendix G).
- **A newsletter** delivered to 4,473 local residents, businesses and community groups, within the agreed consultation radius, introducing the project and with an invitation to the public exhibition events (as seen in Appendix C).
- **Social media advertising** reaching 35,000 people, which promoted the project and consultation (see in Appendix J).
- Organic press outreach, **promoting 161 pieces of media coverage** (the list of which seen in Appendix E).

## PHASE 1: EARLY BRIEFINGS WITH KEY STAKEHOLDERS – MAY TO AUGUST 2023

### STAKEHOLDER ENGAGEMENT

Given the scale of the Proposals and potential public profile, the Applicant sought to brief senior political stakeholders about its plans in June 2023. To this end, a letter was issued to the below on 16 May 2023 outlining the broad vision for the site and offering a meeting and/or site tour to view the Tunnels in person.

Name	Position
<b>Camden Council</b>	
Councillor Georgia Gould	Leader of the Council
Councillor Danny Beales	Cabinet Member for New Homes, Jobs and Community Investment
Councillor Sabrina Francis	Cabinet Member for Young People and Culture
Councillor Julian Fulbrook	Holborn and Covent Garden Ward Councillor
Councillor Awale Olad	Holborn and Covent Garden Ward Councillor
Councillor Sue Vincent	Holborn and Covent Garden Ward Councillor
<b>City of London</b>	
Councillor Christopher Michael Hayward	Chair of Policy and Resources Committee
Councillor Shравan Jashvantri Joshi	Chair of Planning and Transport Committee
Councillor Graham Packham	Deputy Chair of Planning and Transportation Committee
Councillor George Christopher Abrahams	Ward Councillor, Farringdon Without
Councillor John David Absalom	Ward Councillor, Farringdon Without (Deputy)
Councillor Caroline Kordai Addy	Ward Councillor, Farringdon Without
Councillor Gregory Jones QC	Ward Councillor, Farringdon Without (Alderman)
Councillor Gregory Alfred Lawrence	Ward Councillor, Farringdon Without
Councillor Edward Lord	Ward Councillor, Farringdon Without (Deputy)
Councillor Paul Nicholas Martinelli	Ward Councillor, Farringdon Without
Councillor Wendy Mead	Ward Councillor, Farringdon Without
Councillor Ruby Sayed	Ward Councillor, Farringdon Without
Councillor Oliver Sells QC	Ward Councillor, Farringdon Without
Councillor William Upton QC	Ward Councillor, Farringdon Without
<b>GLA</b>	
Deputy Mayor Justine Simons	Deputy Mayor for Culture
Deputy Mayor Jules Pipe	Deputy Mayor for Planning, Regeneration and Skills
Deputy Mayor Rajesh Agrawal	Deputy Mayor for Business
Mr David Bellamy	Chief of Staff
Mr Richard Watts	Deputy Chief of Staff
Ms Amy Lame	Night Czar
Mr Chris McQuiggin	Mayor's Senior Advisor
Mr Kirsten Dunne	Senior Manager, Cultural Infrastructure and Public Realm
Ms Anne Clarke AM	Barnet and Camden AM
Mr Unmesh Desai AM	City and East AM
<b>Camden Officers</b>	
Ms Tracy Caldwell	Managing Director, Camden Learning



Mr Martin Pratt	Deputy Chief Executive & Executive Director Supporting People
Mr Neil Vokes	Director of Development
Mr Jeremy Shapiro	Head of Community Investment and Regeneration
Mr Dan Pope	Chief Planning Officer
Mr David Burns	Director of Economy, Regeneration and Investment
Mr Richard Bradbury	Director of Environment and Sustainability
Mr Richard Limbrick	Planning Manager
Mr Elaine Quigley	Senior Planning Officer
Mr Martin Olomofe	Head of Property
Mr Rashid Ali	Youth Participation Officer
<b>City Officers</b>	
Ms Juliemma McLoughlin	Executive Director of Environment
Mr Gwynn Richards	Planning and Development Director

Figure 1: Stakeholders contacted in Phase 1.

Following the issue of this letter, meetings were held with the following stakeholders:

Stakeholder	Organisation	Type	Date
<ul style="list-style-type: none"> <li>Greg Jones, Alderman KC, Farringdon Without ward councillor</li> </ul>	City of London Corporation	In-person	6 July 2023
<ul style="list-style-type: none"> <li>Juliemma McLoughlin, Executive Director of Environment</li> </ul>	City of London Corporation		
<ul style="list-style-type: none"> <li>Shravan Joshi, Chair of Planning &amp; Transport Committee</li> <li>Graham Packman, Deputy Chair of Planning &amp; Transport Committee</li> <li>Gwyn Richards, Planning &amp; Development Director</li> </ul>	City of London Corporation	Site tour	27 July 2023
<ul style="list-style-type: none"> <li>Sue Vincent, Holborn &amp; Covent Garden ward councillor</li> </ul>	London Borough of Camden		
<ul style="list-style-type: none"> <li>Cllr Danny Beales</li> </ul>	London Borough of Camden	In-person	29 August 2023

Figure 2: Stakeholder meetings held in Phase 1.



## **PHASE 2: PUBLIC CONSULTATION – SEPTEMBER TO NOVEMBER 2023**

### **STAKEHOLDER ENGAGEMENT**

Following stakeholder engagement in Phase 1, letters were distributed via email in late September to key stakeholders– the full list of recipients can be found in Figure 1 and Figure 2. This stakeholder list was developed by the Project Team at the start of the project to ensure the widest possible consultation and was added to throughout the pre-application process in response to feedback from stakeholders.

#### **Ward Member Engagement**

The email sent to ward members at the start of the consultation is shown in Appendix D. The letter provided:

- An invite to a tailored consultation event, which acted as a preview especially for ward members, to discuss the Proposals with the project team;
- Information on the Site and Scheme, including the history of the Tunnels; and
- A link to the project website to learn more; and
- The community newsletter as an attachment (detailed below and in Appendix C).

The stakeholders within Figure 3, below, were the members of the wards which the Site is situated within.

<b>Ward</b>	<b>Name</b>
<b>LONDON BOROUGH OF CAMDEN: HOLBORN AND COVENT GARDEN WARD MEMBERS</b>	Cllr Julian Fulbrook
	Cllr Awale Olad
	Cllr Sue Vincent
<b>CITY OF LONDON: FARRINGDON WITHOUT WARD MEMBERS</b>	Cllr George Christopher Abrahams
	Cllr John David Absalom, Deputy
	Cllr Caroline Kordai Addy
	Cllr Gregory Jones QC, Alderman
	Cllr Gregory Alfred Lawrence
	Cllr Edward Lord, Deputy
	Cllr Paul Nicholas Martinelli
	Cllr Wendy Mead
	Cllr Ruby Sayed
	Cllr Oliver Sells QC
Cllr William Upton QC	

*Figure 3: List of Camden and City of London ward members contacted.*

#### **Local Community Partners, MP and GLA Engagement**

The letter sent to the local community groups, barristers chambers, MPs and the GLA at the start of the consultation is shown in Appendix D. The letter provided:

- Information on the Site and Scheme.
- A link to the project website.
- An invitation to the public exhibition events, attaching the newsletter that was issued locally.





The stakeholders within Figure 4, below, sets out the core local stakeholders which were reached out to.

<b>Group</b>	<b>Name</b>
<b>MEMBER OF PARLIAMENT</b>	Nickie Aiken MP – Cities of London and Westminster
<b>GREATER LONDON AUTHORITY</b>	Unmesh Desai AM – City and East
	Anne Clarke AM – Barnet and Camden
<b>LOCAL COMMUNITY GROUPS</b>	Bloomsbury Conservation Area
	Save Bloomsbury
	Bloomsbury Association
	The Chancery Lane Association
	Holborn Community Association
	Holborn District Management Commission
	Covent Garden Community Association
	Seven Dials Trust
	Friends of Red Lion Square
	Bourne Estate Leaseholders Group
	Friends of Leather Lane Market
	Hatton Garden Jewellers
Camden Council Market Team	
<b>LOCAL BARRISTER CHAMBERS</b>	The Honourable Society of Gray's Inn
	The Honourable Society of Lincoln's Inn
	Staple Inn Chambers
	9BR Chambers
	Tanfield Chambers
Field Court Chambers	

Figure 4: Local community partners, barrister chambers, MPs and GLA representatives contacted.

## PROMOTING THE EXHIBITION EVENTS

### Letter to neighbours

At the start of Phase 2, on Monday 25 September 2023, a tailored letter to close neighbours of the Site was distributed to 705 addresses. The targeted consultation radius can be seen in Figure 5 and in Appendix B.



Figure 5: Targeted consultation radius (Appendix B).

The aim of the letter was to inform residents and businesses nearby of the Applicant's intention to consult and introduce The London Tunnels project, inviting neighbours to attend a neighbour preview of the exhibition event. The letter was delivered with the community newsletter, to provide accompanying detail about the Proposals. The tailored letter can be in seen in Appendix F.

### Newsletter

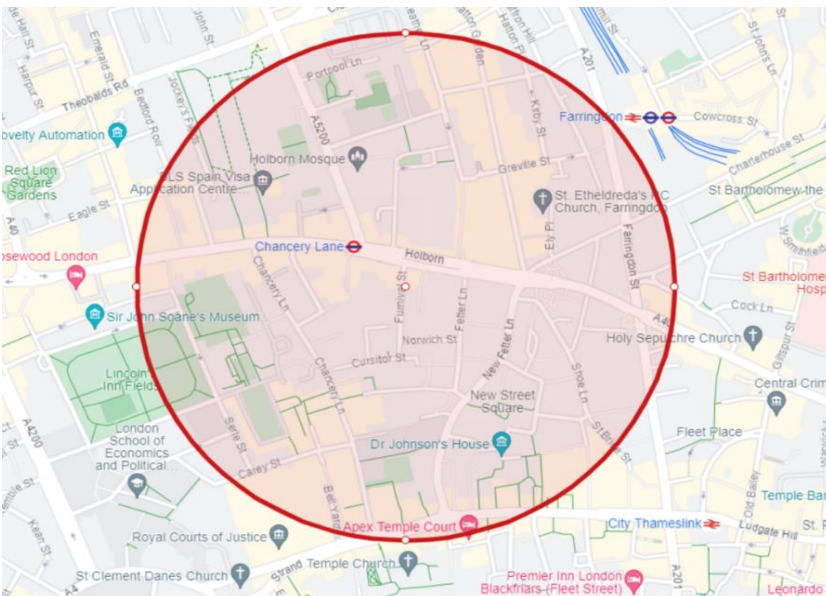


Figure 6: Wider distribution radius.

At the same time the letter was delivered, a four-page A4 newsletter was delivered to 4,473 local addresses around the Site. The distribution radius is shown in Figure 6 and in Appendix A.



The newsletter introduced the Site and the Scheme, including its history and the Applicant's vision for the Tunnels. It shared information on the Applicant and invited the public to attend the in-person public exhibition events to learn more about the Proposals. Contact details were clearly displayed for people to get in touch with the project team as well as a link to the consultation website where the digital survey was hosted. Content from the newsletter can be seen below, and the full publication available in Appendix C.

**Your chance to help shape a unique cultural experience**

We are embarking on a journey to open to the public a mile-long set of subterranean World War II tunnels underneath Chancery Lane tube station that have been kept secret for almost 70 years. Known as 'The Kingsway Exchange', these tunnels are without a doubt one of London's best kept secrets and a forgotten icon of the 20<sup>th</sup> Century.

This is your opportunity to help shape the experience, by giving us your feedback before a planning application is submitted later this year.

You can do this in a number of ways:

- [www.thelondontunnels.com](http://www.thelondontunnels.com)
- [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)
- 0800 092 0485
- In person (see event details on the reverse)

**Creating experiences worthy of the stories they aim to tell**

The history of these tunnels, along with their scale and location at the intersection of London's West End and the historic Square Mile, make The London Tunnels ripe to be one of the most exciting destinations for people the world over and one we expect could welcome two million visitors a year.

Our intention is to preserve these tunnels and give them a true public purpose by adaptively reusing them to host a series of experiences exploring their history, nature, science and the arts.

To do this, we will work in partnership with everyone from major technological and entertainment giants, to local artists and curators.

**Our ambition**

- Preserving The London Tunnels and the part they played in history by giving them a renewed sense of public purpose.
- Capturing the imaginations of people the world over, whilst respecting those who live and work here right now.
- Delivering tangible economic benefits to an area still rebuilding from the pandemic.
- Ensuring that The London Tunnels can be an experience shared by all ages, abilities and backgrounds.

To ensure that everyone, regardless of their economic circumstances, can enjoy this unique experience we are committed to offering free tickets to primary school children in Camden and the City of London and setting up a daily ballot for complimentary tickets.

**London's deepest licensed bar**

At one point, the Kingsway Exchange accommodated up to 200 staff, supported by self contained water and air conditioning systems, along with the "deepest licensed bar" in London with mock windows and a recreational room complete with snooker tables. We want to bring this bar back to working order.

[www.thelondontunnels.com](http://www.thelondontunnels.com) | [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk) | 0800 092 0485

Figure 7: Newsletter distributed to the local community (Appendix C).

## Press and media coverage

The project attracted media coverage, helping promote the consultation to a more wide-ranging audience. An exclusive story was arranged with Bloomberg which was published on Sunday 24 September 2023. 160 articles in further media outlets followed which helped promote the project and consultation locally, nationally and internationally.

## Bloomberg



Figure 8: Collage of media coverage of The London Tunnels Scheme (the full list found in Appendix E).



## Social media campaign

A paid-for social media campaign, including adverts in the format of posts and stories, on Facebook and Instagram (examples found in Appendix J) was created to promote the project and consultation widely online to a variety of audiences.

The social media campaign reached **35,000 people**.

## Consultation website

The consultation website for the Proposals, [www.thelondontunnels.com](http://www.thelondontunnels.com) was launched at the start of the consultation. It detailed information on the Site, the ambitions of the Applicant, a short history of the site as well as a digital survey for neighbours to submit their feedback to the Applicant and contact details for people to get in touch with the team. The materials displayed at the public exhibition events were added after they had taken place. The website can be found on the link above or in Appendix G.

The consultation website saw **94,084 visitors** in total throughout the consultation period.

## Email inbox and freephone line

At the launch of consultation in Phase 2, a freephone line (**0800 092 0485**) and an email address ([londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)) managed by LCA on behalf on the Applicant were set up, for the public to contact the project team about the Scheme at any time. The consultation inbox and freephone line were monitored to respond to any residents who got in touch with the project team and all feedback was recorded to help inform the Proposals' evolution. All consultation materials included these details to help make it as easy as possible for people to contact the project team with any questions or feedback.

The project team received a total of **48 emails** and **phone calls**.

## CONSULTATION EVENTS

### Ward Councillor Preview Event

The Ward Councillor Preview was held ahead of any public exhibition events. In addition to having an early preview of the Proposals, the event was an opportunity for local political representatives to meet the project team and ask any questions.

The event was held in the evening, ensuring attendees could attend after the working day.

Date	Venue	Time	Number of attendees
Thursday 5 October 2023	St. Alban's Centre, Leigh Place	5pm to 7pm	1

Figure 9: Details of the Ward Councillor Preview Event.

### Resident Preview Event

Ahead of the main public opening of the exhibition, the Applicant hosted an invite-only preview with the site's closest neighbours. The event was held on a Saturday to allow as many people living locally to attend as possible. Details of this event can be found below.

Date	Venue	Time	Number of attendees
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Saturday 7 October 2023	St. Alban's Centre, Leigh Place	10am to 11am	10
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Figure 10: Details of the Resident Preview Event.



Figure 11: Attendees at the Resident Preview Event.

## Public Exhibition

The in-person public exhibition events were held across four days on the times below. The Applicant purposefully held events on weekdays and weekends, in the daytime and the evening, to ensure as many people as possible would have the opportunity to attend.

Date	Venue	Time	Number of attendees
Saturday 7 October 2023	St. Alban's Centre, Leigh Place	11am to 2pm	35
Tuesday 10 October 2023		3.30pm to 7pm	27
Thursday 12 October 2023		3.30pm to 7pm	31
Saturday 14 October 2023		11am to 2pm	15
<b>Total</b>		13hrs	108

Figure 12: Details of the Public Exhibition





*Figure 13: Attendees at a Public Exhibition event.*

The exhibition was held at **St. Alban's Centre, Leigh PI, Baldwin's Gardens, London EC1N 7AB**. The venue is close to the Site and easy to get to for all nearby residents and stakeholders. Furthermore, the location was well signposted around the venue with an A-board and feather flag to direct people inside.

The venue (shown set up ready for consultation in Appendix L) was fully accessible to people with mobility issues and provide a large space for attendees to view the Proposals in detail, submit feedback, watch the fly-through video and sit and speak with the project team.

The Proposals were displayed on large banners, setting out in detail the Proposals and introducing the Site, its history, and the Applicant's vision and commitments. In addition, three separate models were created to show the proposed changes to the two entrance locations and another to show the extent of the Tunnels. The displayed materials are shown in Appendix I. Ahead of the exhibition a pdf of the banners was uploaded to the consultation website for the public to view online and download.

Printed copies of the newsletter and history booklets (shown in Appendix K) were provided at the events for people to take away with them, with feedback gathered through conversations, printed A4 feedback forms (seen in Appendix H) and tablets that hosted the digital survey.

**222 feedback forms** were returned (physically and online), throughout the consultation. A summary of this feedback can be found in Section 6.



The Applicant is continuing to engage with key stakeholders post-submission of the application and welcomes further meetings with the community.



*Figure 14: An attendee submitting feedback at the Public Exhibition event.*



# 6. FEEDBACK





## 6. FEEDBACK

This section includes a summary and analysis of all feedback received throughout the public consultation on the project.

Following the consultation, all comments received were analysed and fed back to the project team to inform the designs for the Site. In addition, any questions asked were responded to by the team.

Aside from the main consultation activities, feedback has also been received by phone and email. The Applicant has endeavoured to respond in detail to all comments and questions received.

### SURVEY RESULTS

A survey was created, featuring three questions which asked about people's connection to the area; the experiences they'd prefer to see in the Tunnels; and a free form comment box to share any further comments. A total of **222 surveys** were completed.

The feedback received shows that by and large the plans have been received particularly well locally, **with 99% of call survey responses either positive or neutral about the plans** – with 47% of comments overall demonstrating active support for the Proposals, the most frequent comment received.

The digital version of the survey was open on the consultation website throughout October 2023 and the physical feedback form was available at the consultation events or available to be posted on request. Below is a summary of the responses to each of the questions.

#### Question 1: How would you describe your connection to the area?

Many of the respondents either 'Live in London' or 'Work locally' (totalling 52%). Those who chose 'Other' referred to working in the Tunnels (7); being a researcher or historian (6); or being a planner or architect (3).

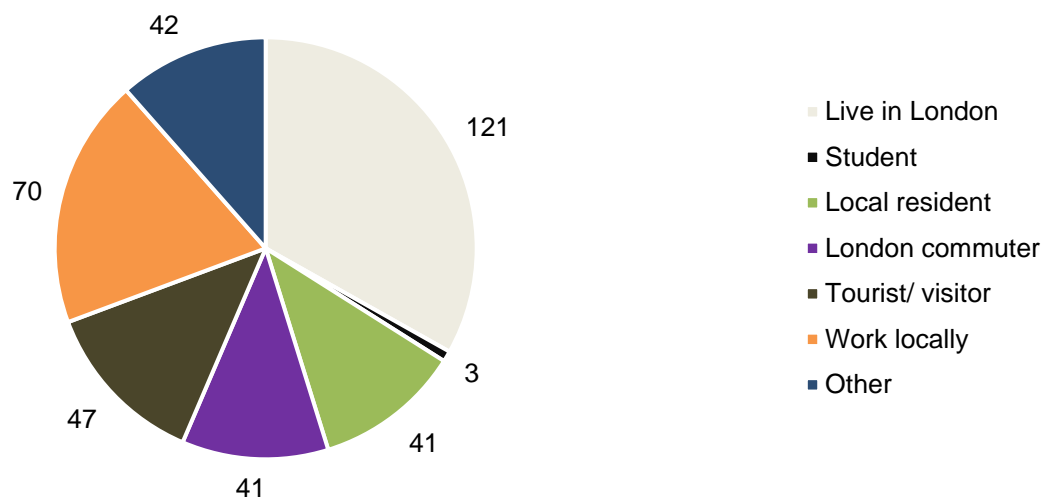


Figure 15: Responses to Question 1.



### Question 2: What sort of experiences would you like to see here?

History (205) and science and technology (168) tallied the most amount of votes which aligned with feedback throughout the consultation that people were supportive of preserving and celebrating the history of the Tunnels.

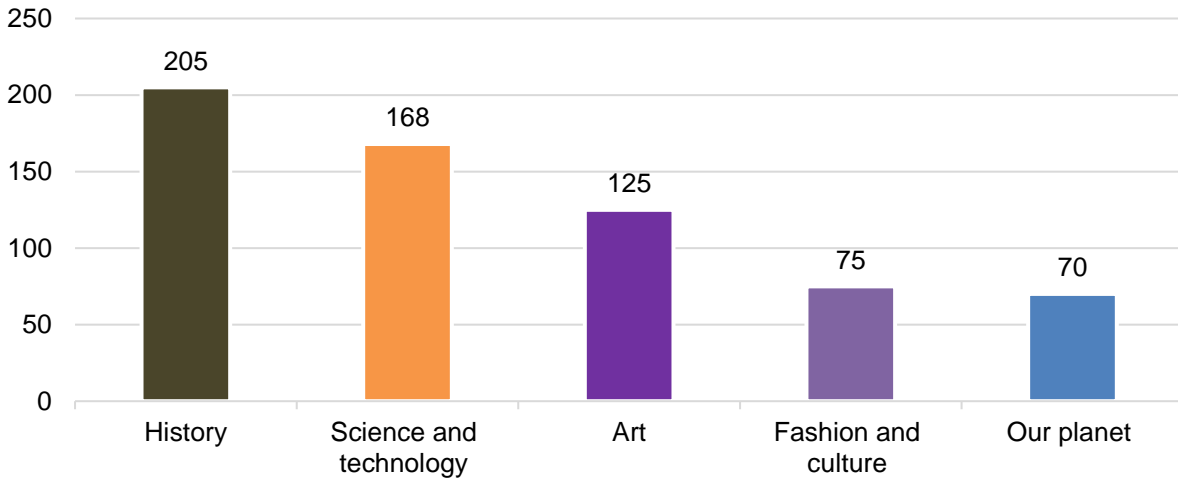


Figure 16: Responses to Question 2.

### Question 3: Do you have any other comments on the plans that you'd like to share at this stage?

147 of respondents used this freeform box to express general support for the Proposals, with a resident saying that the Proposal is an “amazing concept and vision to preserve a unique piece of history” and another consultee said they “cannot wait to experience it and like Battersea Power Station so nice to have existing structures reused & repurposed”.

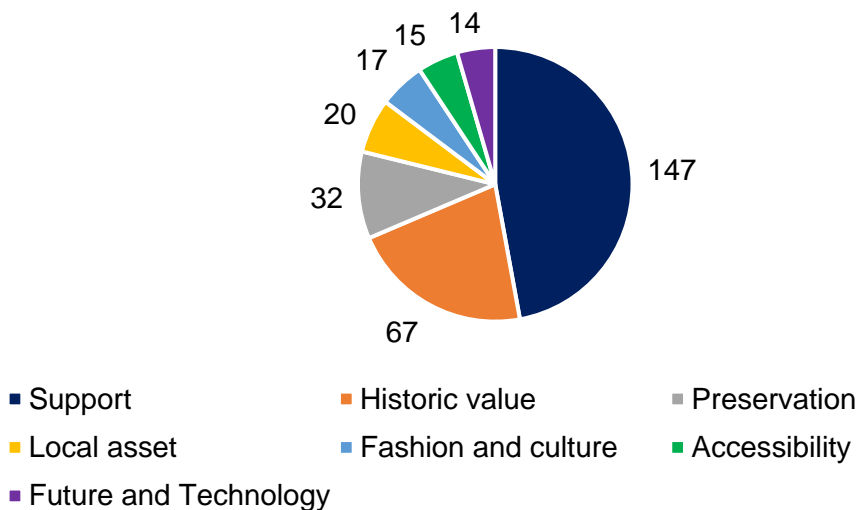


Figure 17: Responses to Question 3



The below table provides a snapshot of comments received in relation to each theme from Figure 17.

Theme	Quote
<p><b>Support</b></p>	<ul style="list-style-type: none"> <li>• “Really look forward to the project outcome, would have loved to be involved in this project.”</li> <li>• “This is a great opportunity to reuse an incredible piece of engineering. It would be an important tourist draw, too. I strongly support it.”</li> <li>• “Amazing concept and vision to preserve a unique piece of history.”</li> <li>• “Good luck sounds epic. Would love to visit this unique attraction.”</li> <li>• “Cannot wait to experience it and like Battersea Power Station so nice to have existing structures reused &amp; repurposed.”</li> </ul>
<p><b>Historic value and preservation</b></p>	<ul style="list-style-type: none"> <li>• I think the plan is fantastic and will be an extremely successful addition to London and the British people’s history and heritage.”</li> <li>• “The place has so many stories to tell it’s a shame to dilute its use with too much that’s unrelated to that history. Using it as an events space could also be an option when not open to the public.”</li> <li>• “I think the plan is fantastic and will be an extremely successful addition to London and the British people’s history and heritage.”</li> <li>• “I have been fascinated by subterranean London, including these Tunnels, for many years so would be delighted to see them opened up and people to be able to understand and experience the use they were created for.”</li> <li>• “Focus on being a unique historical and cultural centre, avoid becoming a retail centre.”</li> <li>• “Please don’t over-Disneyfy the site to appeal to the lowest common denominator. It’s a fascinating site and story in its own right. I strongly support what you are doing to allow access and provide an attraction which will benefit the whole area.”</li> <li>• “In the process of “doing up” the Tunnels, please don’t obliterate the state of the Tunnels as you found them. That in itself is part of their story.”</li> <li>• “Retain the authenticity without any sponsorship partners ruining the historical atmosphere.”</li> </ul>
<p><b>Accessibility</b></p>	<ul style="list-style-type: none"> <li>• “Too many attractions in London out of reach for many, so keep prices low to encourage access by and diversity in visitors.”</li> <li>• “Has to be accessible to all in terms of appeal and openness, not just another high end set of bars and venues that are exclusive and gatekept.”</li> <li>• “These Tunnels have an important story to tell and should be opened to a wider audience , this project would be a catalyst to achieve this .”</li> <li>• “It would be nice for this project not to exclude people who can’t afford to pay. Also, would be cool to be able to volunteer to help.”</li> </ul>
<p><b>Fashion, Art and Culture</b></p>	<ul style="list-style-type: none"> <li>• “Would love to see how this project develops further. The disused Tunnels are a great opportunity for the arts and culture sector.”</li> <li>• “Musical events? I love classical music and both chamber, orchestral and vocals might be great down there!!!”</li> <li>• “I would love to discuss the idea of exploring live orchestral performance in the Tunnels.”</li> </ul>
<p><b>Future and technology</b></p>	<ul style="list-style-type: none"> <li>• “Would be great to see it also being adapted to look at the future use of underground spaces given the development of technology (growing</li> </ul>



	<p>things, data centres) and life underground in response to climate change.”</p> <ul style="list-style-type: none"><li>• “It would be cool to see the future of Tunnels with new science and tech, like renewable heat etc.”</li><li>• “Like to see these re-opened. They could play an interesting role in educating people about science and technology (telephone to iPhone) as well as planet issues around the need to safeguard our future.”</li></ul>
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Figure 18: Table detailing quotes in response to Question 3



## VERBAL FEEDBACK

Below is a summary of the feedback that was heard and received throughout the consultation through conversations, emails and phone calls.



### History and preservation

- The historic value of the Tunnels was a highlight for many consultees, who were interested in their history and keen to see them restored and opened up for public use.
- A few attendees at the public exhibition events said they considered the Tunnels an educational asset.
- The historic images sparked memories for people who had a connection with the Tunnels whether that be through work or experience.
- Reuse of an existing structure was supported by many consultees, who saw the Tunnels as a unique piece of history.



### Local attraction

- Many people said they felt the Tunnels would be a unique local attraction, bringing benefits to the area, including an increase in spending by visitors, helping to revitalise the local economy.
- Many people were interested in how they could work with the Applicant to deliver different experiences and were excited about the potential to deliver a variety of experiences.
- Some people were concerned about the management of visitors and potential noise from the increase in footfall to the local area and wanted to understand what measures would be put in place to help manage this.



### Accessibility

- People were interested in the accessibility of the Tunnels – both physical accessibility, and price point on entry.



- The Tunnels were deemed a catalyst for educating wide audiences at the consultation, and the inclusivity of the attractions was a key factor in allowing visitors from different backgrounds to enjoy the new experiences.



### **Construction impact**

- Some people who worked or lived nearby were interested in how construction would affect local traffic and potential noise impacts, especially along Furnival Street which was cited as being very constrained already.



# 7. RESPONDING TO FEEDBACK AND DESIGN EVOLUTION

# 7. RESPONDING TO FEEDBACK

During the public consultation, LCA reported all feedback received back to the design team for review. The Applicant has considered the feedback from the community as it continued to develop its designs.

It should be considered that the nature of comments received left little for the Applicant to respond to by way of material changes to the planning application. Instead, what the Applicant has sought to do below is clarify its response to the main themes arising from the feedback.

Summary of common feedback theme	Applicant response
<p><b>History and preservation</b></p> <p>An expressed preference to preserve The London Tunnels and protect the wealth of history and materials already in place.</p>	<ul style="list-style-type: none"> <li>• It is considered that the Proposals already largely adhere to the feedback received in this regard.</li> <li>• Indeed, it is a priority for the Applicant to preserve the Kingsway Exchange Tunnels and the crucial part they played in history.</li> <li>• The Proposals are aimed at providing the Tunnels with a renewed sense of public purpose, whilst responding to the heritage which is inherent in the Site.</li> <li>• The intention is for there to be a permanent experience which is dedicated to the Tunnels' history with other space offered to partners to create a variety of different experiences. As part of this experience, original features will be retained and displayed.</li> <li>• The Applicant has already undertaken extensive digital mapping to capture the Tunnels as they are today and has committed to granting historians access to the Tunnels before any work begins.</li> </ul>
<p><b>Local attraction</b></p> <p>Comments suggesting that Applicant should carefully consider the site as a local asset, unique in it's opportunity to provide exclusive experiences and able to educate visitors on significant moments in Britain's history.</p>	<ul style="list-style-type: none"> <li>• Again, it is considered that the Proposals already largely adhere to the feedback received in this regard.</li> <li>• The Applicant understands and appreciates the Tunnels' importance within the community and in history.</li> <li>• The location and scale of the Site makes it an exciting destination for people all over the world, with the opportunity to educate national and global visitors on Britain's heritage through imaginative and immersive experiences with cutting-edge technology.</li> <li>• The Applicant is committed to offering free school trips for all primary schools in City of</li> </ul>





	<p>London and Camden to visit the Proposed Development, including subsidising their transportation, targeting one year at a time.</p> <ul style="list-style-type: none"><li>• Apart from the restoration of 'London's Deepest Licensed Bar', there will be no food or beverage offering in the Tunnel's, encouraging visitor to spend at existing businesses.</li></ul>
<p><b>Accessibility</b></p> <p>Comments expressing their desire for the proposals to be accommodating to all members of the public through appeal, openness and the price point.</p>	<ul style="list-style-type: none"><li>• Commitments have been made by the Applicant such as offering free school trips and discounts to those who need them most, to ensure that the attraction which is affordable for people of all backgrounds.</li><li>• The proposals have also been designed to ensure that the experiences delivered are accessible to all, in accordance with the guidance of Camden Council, the City of London Corporation and GLA. Further details can be found within the Statement of Community Involvement that was submitted with the application.</li></ul>

Figure 19: Table detailing the community's feedback and the Applicant's response.



# 8. Conclusion



## 8. CONCLUSION

The Applicant has undertaken a programme of consultation including pre-application discussions with the City of London Corporation and London Brough of Camden, as well as meetings with the Site's neighbours, political stakeholders, and the local community.

The Applicant has carried out a consultation using a range of methods, including face-to-face events and a dedicated project website. The project website was kept updated with the latest information on the Scheme and an email address and phone number to contact the project team. In-person consultation events were held at a range of different dates and times, to ensure that everyone had a chance to participate.

The consultation was well advertised with a mix of digital and physical promotion, including newsletters, letters sent via email, a wide range of national and media coverage. A newsletter on the proposals was distributed to 4,473 addresses in the local area, meaning that those not confident using the internet could find out more about the proposals and were able to give feedback over the phone, in written form or at the in-person public exhibition if they preferred.

Overall, the feedback received shows that there was a high level of support for the project, particularly the Applicant's commitment to preserve and celebrate the history of the Tunnels and ensure the attractions cater to a variety of audiences. There is a sense of real excitement around the future attractions the Tunnels will provide, with people interested in how they can be involved with organising or collaborating with partners to offer experiences to visitors.

The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the project team.



# 9. Appendices



## 9. Appendices

**Appendix A:** Wider consultation radius

**Appendix B:** Targeted consultation radius

**Appendix C:** Newsletter

**Appendix D:** Stakeholder letters

**Appendix E:** Press coverage list

**Appendix F:** Resident letter

**Appendix G:** Consultation website

**Appendix H:** Physical consultation feedback form

**Appendix I:** Exhibition display

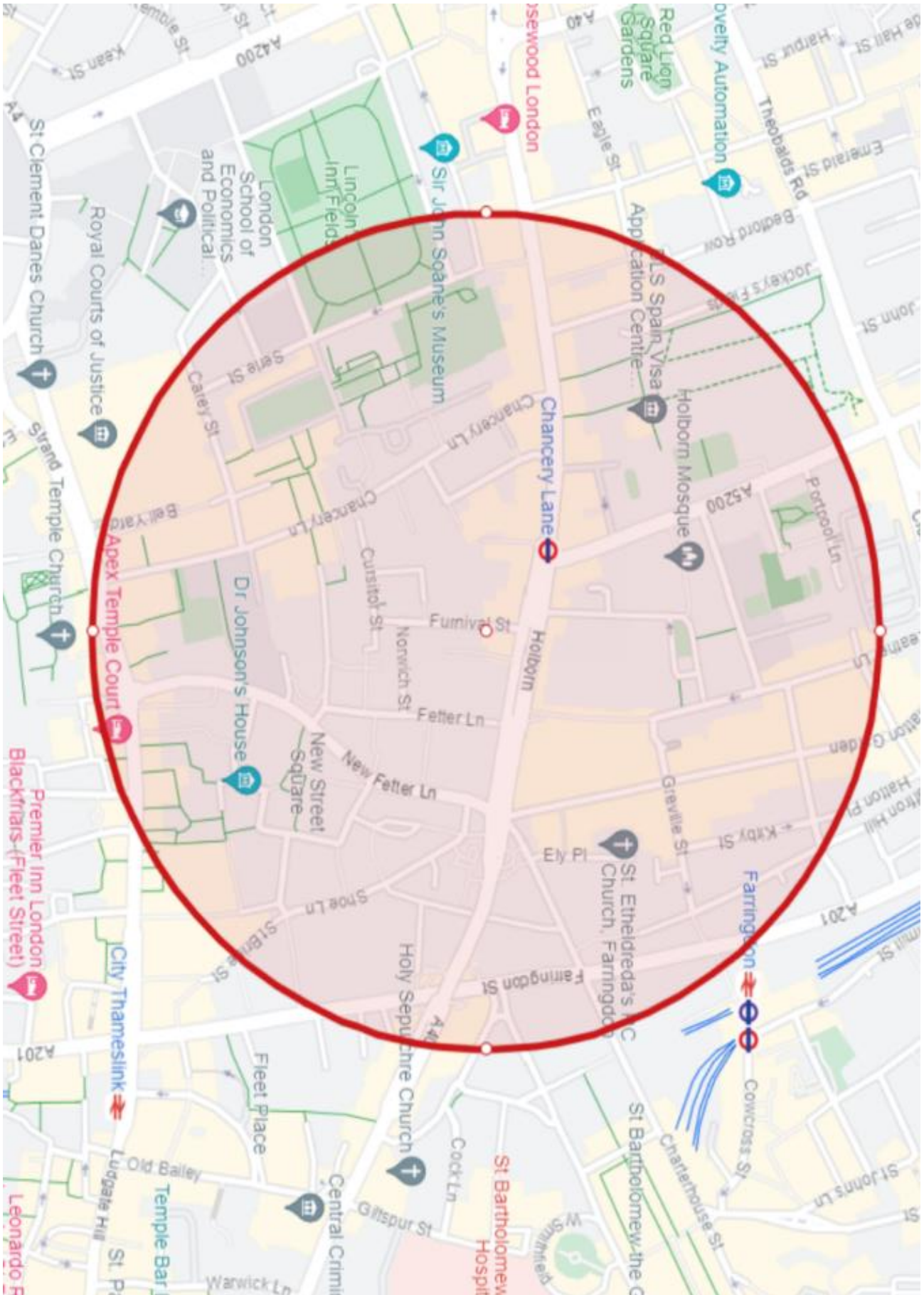
**Appendix J:** Social media advert

**Appendix K:** History booklet

**Appendix L:** Images of the consultation venue set-up

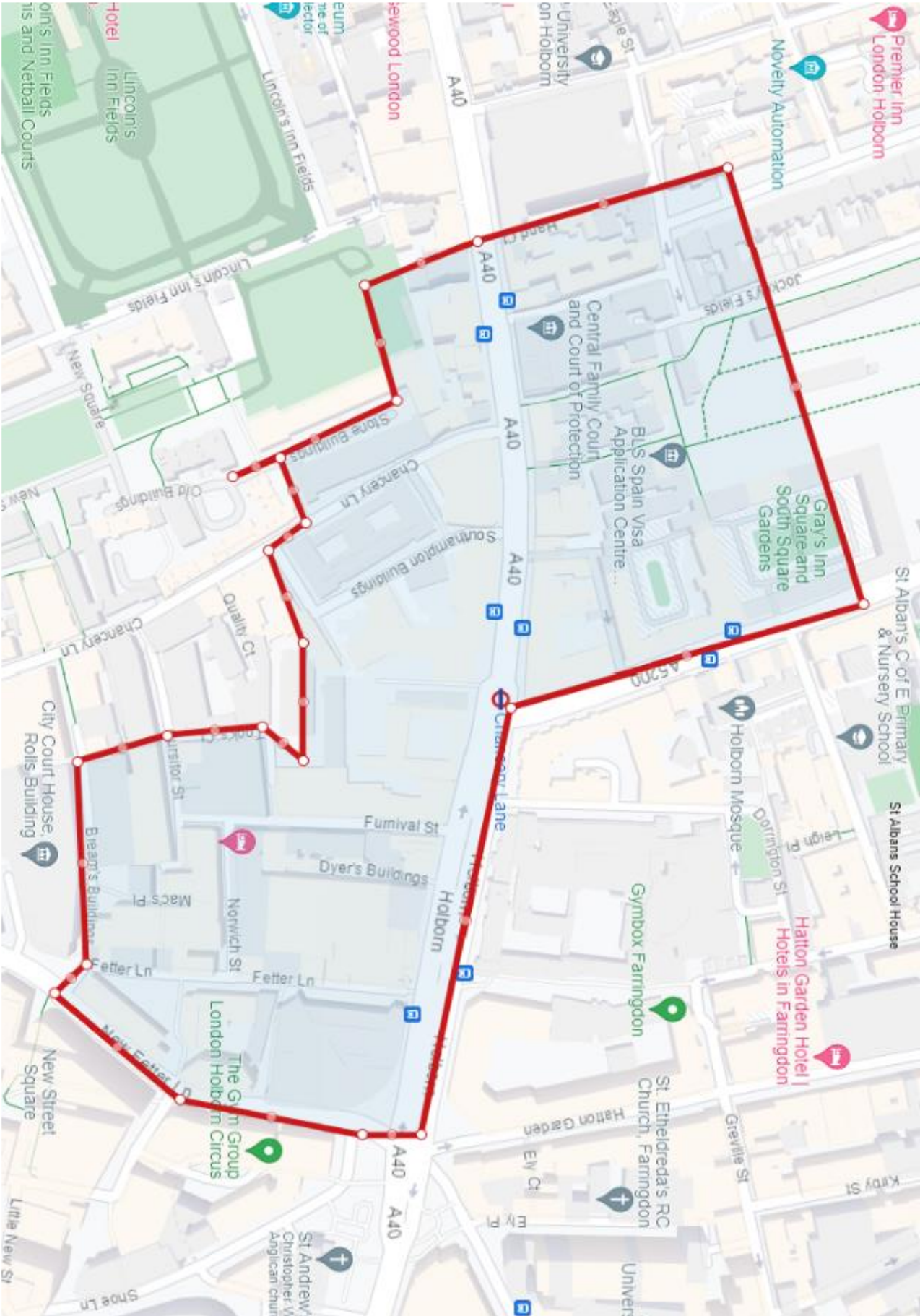


## Appendix A: Wider consultation radius





## Appendix B: Targeted consultation radius







## Appendix C: Newsletter



# Your chance to help shape a unique cultural experience


We are embarking on a journey to open to the public a mile-long set of subterranean World War II tunnels underneath Chancery Lane tube station that have been kept secret for almost 70 years. Known as 'The Kingsway Exchange', these tunnels are without a doubt one of London's best kept secrets and a forgotten icon of the 20<sup>th</sup> Century.

This is your opportunity to help shape the experience, by giving us your feedback before a planning application is submitted later this year.

You can do this in a number of ways:

 [www.thelondontunnels.com](http://www.thelondontunnels.com)

 [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)

 0800 092 0485

 In person (see event details on the reverse)

## History

**From a Second World War bunker, to the home of 20<sup>th</sup> Century espionage and the host of the telephone exchange connecting the White House to the Kremlin during the Cold War, the Kingsway Exchange Tunnels offer the 'Inside Story' of this corner of the capital and its contribution to London's place in world history.**

The Kingsway Exchange was built in the 1940s during the Second World War as an emergency bunker for people seeking refuge from the Blitz, although they were never actually used for this purpose. Instead, they became home to the Special Operations Executive, an offshoot of MI6.

At the start of the Cold War, the tunnels were dramatically enlarged by the British Government to serve as a secure and secret long-distance telephone exchange and operated the first Transatlantic telephone cable, TAT1 – the "hotline" between Moscow and Washington during the Cuban Missile Crisis.

Together, the Kingsway Exchange comprises a mile-long network of interconnected passageways, some as wide as 7.6 metres in diameter – or the width of three London buses.

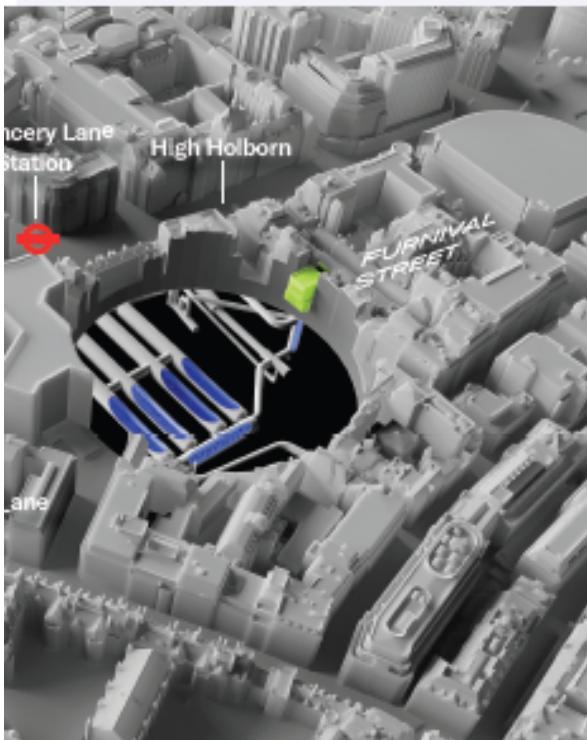


## The real life Q branch

It is believed that the Kingsway Exchange became the real-life location that inspired 'Q Branch' in Ian Fleming's James Bond novels, with the author posted there as the Admiralty's Liaison Officer during the 1940s.







## London's deepest licensed bar

At one point, the Kingsway Exchange accommodated up to 200 staff, supported by self-contained water and air conditioning systems, along with the "deepest licensed bar" in London with mock windows and a recreational room complete with snooker tables. We want to bring this bar back to working order.

## Creating experiences worthy of the stories they aim to tell

The history of these tunnels, along with their scale and location at the intersection of London's West End and the historic Square Mile, make The London Tunnels ripe to be one of the most exciting destinations for people the world over and one we expect could welcome two million visitors a year.

Our intention is to preserve these tunnels and give them a true public purpose by adaptively reusing them to host a series of experiences exploring their history, nature, science and the arts.

To do this, we will work in partnership with everyone from major technological and entertainment giants, to local artists and curators.

## Our ambition



Preserving The London Tunnels and the part they played in history by giving them a renewed sense of public purpose.



Capturing the imaginations of people the world over, whilst respecting those who live and work here right now.



Delivering tangible economic benefits to an area still rebuilding from the pandemic.



Ensuring that The London Tunnels can be an experience shared by all ages, abilities and backgrounds.

To ensure that everyone, regardless of their economic circumstances, can enjoy this unique experience we are committed to offering free tickets to primary school children in Camden and the City of London and setting up a daily ballot for complimentary tickets.

[www.thelondontunnels.com](http://www.thelondontunnels.com)

[londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)

0800 092 0485

## Who we are

The London Tunnels team is a group of investment specialists with a proven track record across a wide investment portfolio, including delivering sustainable conservation projects.

We are working with a wider project team comprising a range of experts across the arts, technology, architecture and business to create an immersive experience which protects the heritage of the tunnels by giving them a new sense of public purpose.

This includes, WilkinsonEyre, one of the UK's leading architectural firms and the practice behind the recent restoration of Battersea Power Station.



## Working in partnership with you

Right now, we're still developing the plans and want to hear from you.

We'll be speaking with our neighbours, key cultural institutions and businesses over the coming months to shape the proposals.



## Come meet us!

We will be hosting a series of drop-in events for people to come and see our proposals in person and meet the team. These events will be hosted at St Albans Centre, Leigh Place, Baldwin's Gardens, London, EC1N 7AB on:


Saturday 7 October | 11am – 2pm


Thursday 12 October | 3:30pm – 7pm

Tuesday 10 October | 3:30pm – 7pm

Saturday 14 October | 11am – 2pm

 [www.thelondontunnels.com](http://www.thelondontunnels.com)

 [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)

 0800 092 0485



## Appendix D: Stakeholder letters

### Letter to Camden and City of London ward councillors:

#### Subject Line: The London Tunnels – invitation to special preview for cllrs

Dear XX,

Following from earlier correspondence from Angus Murray relating to The Kingsway Exchange Tunnels under High Holborn, we are writing to update you on the proposals, and invite you to a preview event for our local ward councillors to find out more about the project.

As you are aware, the tunnels in question were first dug in the 1940s as emergency bunkers for the Second World War (although were never used for that purpose). They have since served as the home of Special Operations Executive (the real location which formed the inspiration for Ian Fleming's description of Q-Branch, in his James Bond novels), an international telecommunications exchange, and at one point the deepest licensed bar in London.

Together with a team of experts across the arts, technology, architecture, and business, we are developing a vision to give these tunnels a new sense of public purpose by opening them to the public for the first time. You can find out more about our plans within the attached newsletter which has today been distributed to the local area or on the project website - [www.thelondontunnels.com](http://www.thelondontunnels.com)

We will be holding a preview event for local ward councillors across Camden and the City of London at **St. Albans Centre**, Leigh Place, Baldwin's Gardens, London EC1N 7AB, on **Thursday 5 October** from **5pm to 7pm** to provide an opportunity for you to find out more about the project, meet the project team and ask any questions.

In the meantime, should you have any further questions or would like to meet with the project team at an alternate time, then please do contact us by email and we will make any necessary arrangements.

Kind regards,

**Sent on behalf of Angus Murray**

Director, The London Tunnels

Freephone: **0800 092 0485**

Email: [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)

Website: [www.thelondontunnels.com](http://www.thelondontunnels.com)





**Letter to local community partners, GLA and MP:**

**Subject Line: The London Tunnels – their history and their future**

Dear XX,

I am writing to notify you of our intention to consult in the coming weeks on a project to adaptively reuse The Kingsway Exchange Tunnel, a network of interconnected passageways below High Holborn (totalling circa 80,000 sqft), that have been kept in relative secrecy for now over 70 years.

By way of background, the tunnels were first dug in the 1940s as emergency bunkers for the Second World War (although were never used for that purpose). They have since served as the home of Special Operations Executive (the real location which formed the inspiration for Ian Fleming's description of Q-Branch, in his James Bond novels), an international telecommunications exchange, and at one point the deepest licensed bar in London.

Together with a team of experts across the arts, technology, architecture, and business, we are developing a vision to give these tunnels a new sense of public purpose by opening them to the public for the first time. You can find out more about our plans within the attached newsletter which has today been distributed to the local area or on the project website - [www.thelondontunnels.com](http://www.thelondontunnels.com)

At this early stage we would be happy to meet with you or members of your organisation so that we could brief you in person and get your views on the plans. Should this be of interest, or you have any further questions, then please do respond to this email and we will make arrangements.

Kind regards,

The London Tunnels Consultation Team

Freephone: **0800 092 0485**

Email: [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)

Website: [www.thelondontunnels.com](http://www.thelondontunnels.com)







## Appendix E: Press coverage list

Date	Publication	Region	Reach
25.09.23	Bloomberg	International	59,200,000
25.09.23	Times of India	India	79,100,000
25.09.23	The Straits Times	Singapore	17,900,000
25.09.23	Hindustan Times	India	137,700,000
25.09.23	Head Topics	Singapore	1,500,000
25.09.23	Media Fax	Romania	5,200,000
25.09.23	BNN Bloomberg	International	4,900,000
25.09.23	w6nnews.com	Jordan	42,400
25.09.23	Money Haat	International	4,000
25.09.23	Les Echos	France	19,000,000
25.09.23	EMEA Tribune	International	23,400
25.09.23	The Business Times	US	88,800
25.09.23	VN Explorer	International	194,900
25.09.23	Nouvelles-Dujour	France	35,700
25.09.23	The Times Nigeria	Nigeria	106,500
25.09.23	NY Times (Nigeria)	Nigeria	618,800,000
25.09.23	Evening Standard	UK	32,400,000
25.09.23	El Pais	Spain	122,600,000
25.09.23	Nairametrics	Nigeria	490,000
25.09.23	Sud Ouest	France	31,400,000
25.09.23	Knews.Media	UK	5,700
25.09.23	B2B Chief	India	21,300
25.09.23	Times Now	India	25,300,000
25.09.23	The Londonist	UK	1,300,000
25.09.23	Curly Tales	India	1,600,000
25.09.23	Time Out	UK	31,700,000



25.09.23	South China Morning Post	China	15,600,000
25.09.23	Evening Standard (print)	UK	302,976
25.09.23	City AM	UK	1,100,000
25.09.23	El Iberico	Spain	80,500
25.09.23	My London	UK	8,100,000
25.09.23	Origo	Hungary	29,800,000
25.09.23	DC Business	Romania	293,800
25.09.23	The Times	UK	32,500,000
25.09.23	The London Weekly	UK	17,800
26.09.23	EG	UK	47,000
26.09.23	Daily Mail	UK	427,000,000
26.09.23	Insider	US	50,000,000
26.09.23	Architects' Journal	UK	497,700
26.09.23	NY Breaking	US	519,200
26.09.23	Business Insider Africa	Africa	5,100,000
27.09.23	The Independent	UK	114,200,000
26.09.23	KION546	US	380,400
Pending	BBC Radio 4	UK	
01.10.23	E24	Norway	20,600,000
Pending	Daily Mirror	UK	126,700,000
26.09.23	CNN Travel	International	81,700,000
Pending	Adrian Burne (US journalist)	USA	
Pending	France Televisions (like the BBC)	France	2,300,000
26.09.23	Ian Visits	UK	823,700
26.09.23	Secret London	UK	1,600,000
27.09.23	Building	UK	196,700
Pending	The Guardian	UK	350,500,000





27.09.23	Travel Tempo	Indonesia	18,700,000
27.09.23	CNN International	International	81,700,000
27.09.23	The Jerusalem Post	Israel	11,900,000
26.09.23	The Sun	UK	95,700,000
26.09.23	WTOP News	US	5,600,000
27.09.23	Dagen PS	Sweden	3,300,000
26.09.23	London One Radio	UK	23,700
27.09.23	Tribun News	Indonesia	24,000,000
26.09.23	Adevarul	Romania	18,900,000
26.09.23	London on the inside	UK	84,900
27.09.23	Building Design	UK	186,300
27.09.23	React News	UK	183,900
Pending	Channel 9 Australia News	Australia	28,100,000
Pending	Jyllands-Posten	Denmark	4,300,000
27.09.23	Robb Report	US	4,600,000
27.09.23	Construction Wave	UK	20,200
Pending	RSI	Switzerland	3,000,000
Pending	Anadolu Agency	Turkey	9,700,000
27.09.23	Voice of Europe	Europe	3,500,000
30.09.23	Le Figaro	France	120,900,000
28.09.23	Folha de Pernambuco	Brazil	4,800,000
27.09.23	Data Center Dynamics	UK	539,500
Pending	New York Times	USA	618,800,000
28.09.23	O Globo	Brazil	80,200,000
28.09.23	Ouest-France	France	112,600,000
28.09.23	Camden New Journal	UK	72,300
29.09.23	Archinect News	US	691,600
29.09.23	New Civil Engineer	UK	363,300



30.09.23	Outdoor Enthusiast Magazine	US	33,500
30.09.23	CNN Portugal	Portugal	9,100,000
29.09.23	Engineering and Technology	International	202,000
15.10.23	Kurier Freizeit	Austria	395,300
02.10.23	The Malaysian Reserve	Malaysia	325,400
31.10.23	FC&A	UK	24,000
02.10.23	Euro CZ	Czech Republic	1,500,000
02.10.23	Novinky.cz	Czech Republic	111,600,000
01.10.23	Business Mirror	Philippines	505,900
30.09.23	Travel Pulse	US	596,500
02.10.23	RUS Tourism News	International	34,500
02.10.23	Lumi News	Malaysia	170,000
30.09.23	DIACAF	International	11,500
30.09.23	The Limited Times		237,500
30.09.23	Click!	Romania	7,400,000
29.09.23	DetikTravel		3,200,000
29.09.23	BotaShqip		10,600
29.09.23	Indonesia Posts English	Indonesia	84,700
29.09.23	G4Media.ro	Romania	10,400,000
29.09.23	India Posts English	India	1,600,000
29.09.23	Kompas.com	Indonesia	124,400,000
29.09.23	Italia Oggi	Italy	1,100,000
28.09.23	Huron Daily Tribune	US	158,700
28.09.23	GEO	France	15,400,000
28.09.23	Aventuras Na Historia		5,000,000
28.09.23	Financial Pupil		277
28.09.23	Wprost		1,300,000
28.09.23	News 18	India	128,900,000



28.09.23	India 07	India	61,900
28.09.23	LOG News		3,100
27.09.23	Nordot	Japan	24,700,000
27.09.23	Geek Week		17,600,000
27.09.23	El National.cat	Spain	33,400,000
27.09.23	Pentapostagma.gr	US, Greece	8,900,000
27.09.23	Lajmi I Fundit	Albania	1,700,000
27.09.23	Quanons Espana	Spain	1,900
27.09.23	Hoy Aragon	Spain	643,300
27.09.23	Newshub		10,614 followers
26.09.23	Radar	Greece	93,200
26.09.23	Business Insider Poland	Poland	36,100,000
26.09.23	Vigour Times	US	41,000
26.09.23	Dikla Akrat		189
26.09.23	This is Money	UK	8,400,000
02.10.23	Smithsonian Magazine	US	9,100,000
01.10.23	El Punto Critic	Mexico	26,100
02.10.23	Infobae	Argentina	276,100,000
03.10.23	London X London	US, London	2,300,000
03.10.23	NIT	Portugal	20,900,000
03.10.23	Pagina 100		17,200
04.10.23	Domus	Italy	422,900
06.10.23	Sciences Et Avenir	France	2,800,000
08.10.23	Robb Report Hong Kong	Hong Kong	13,900
09.10.23	Uncrate	US	1,700,000
09.10.23	UOL	Brazil	454,600,000
09.10.23	City-Data.com	US	5,500,000
09.10.23	CNN Brazil	Brazil	68,300,000



10.10.23	Dmarge	Australia	1,400,000
09.10.23	Latest Finance		7,800
10.10.23	Cool Material	US	824,800
10.10.23	Dezeen	UK	3,700,000
10.10.23	Tunnels and Tunnelling	UK	27,600
11.10.23	New Atlas	US	4,300,000
11.10.23	GARDINER & THEOBALD LLP	UK	46,300
03.10.23	The Gaze		43,300
11.10.23	Blooloop	UK	240,400
12.10.23	Outlook Traveller	India	350,000
13.10.23	Pour Femme	Italy	356,000
16.10.23	Lang Son	Vietnam	210,000
16.10.23	Quan doi nhan dan	Vietnam	5,600,000
14.10.23	Grunge	UK	2,500,000
08.10.23	The Manual	US	3,200,000
21.10.23	Syri	Albania	4,800,000
21.10.23	DITA	Albania	645,000
21.10.23	Java News	Albania	102,000
21.10.23	360 Grade AI	Albania	116,000
21.10.23	London Reviews	UK	27,000
24.10.23	Strange and Unusual	France	30,700
30.10.23	Luxebook	India	93,400
07.11.23	Conde Nast Traveler	US	2,300,000



## Appendix F: Resident letter

Monday 25 September 2023

Dear neighbour,

RE: Consultation on The London Tunnels

I am writing to notify you of our intention to consult in the coming weeks on a project to adaptively reuse The Kingsway Exchange Tunnel, a network of interconnected passageways (totalling circa 80,000 sqft) under High Holborn that have been kept in relative secrecy for now over 70 years.

By way of background, the tunnels were first dug in the 1940s as emergency bunkers for the Second World War (although were never used for that purpose). They have since served as the home of Special Operations Executive (the real location which formed the inspiration for Ian Fleming's description of Q-Branch, in his James Bond novels), an international telecommunications exchange, and at one point the deepest licensed bar in London.

Together with a team of experts across the arts, technology, architecture, and business, we are developing a vision to give these tunnels a new sense of public purpose by opening them to the public for the first time. A consultation has now launched as we seek people's feedback on our plans before a planning application is submitted. You should have also already received a newsletter about this process, and you can also find further details on our website: [www.thelondontunnels.co.uk](http://www.thelondontunnels.co.uk).

As one of our closest neighbours, we also wanted to invite you to a special preview event for local residents and businesses to provide an opportunity to find out more about the project, meet the project team and ask any questions. This will be held at St Albans Centre, Leigh Place, Baldwin's Gardens, London EC1N 7AB, on Saturday 7 October from 10am-11am.

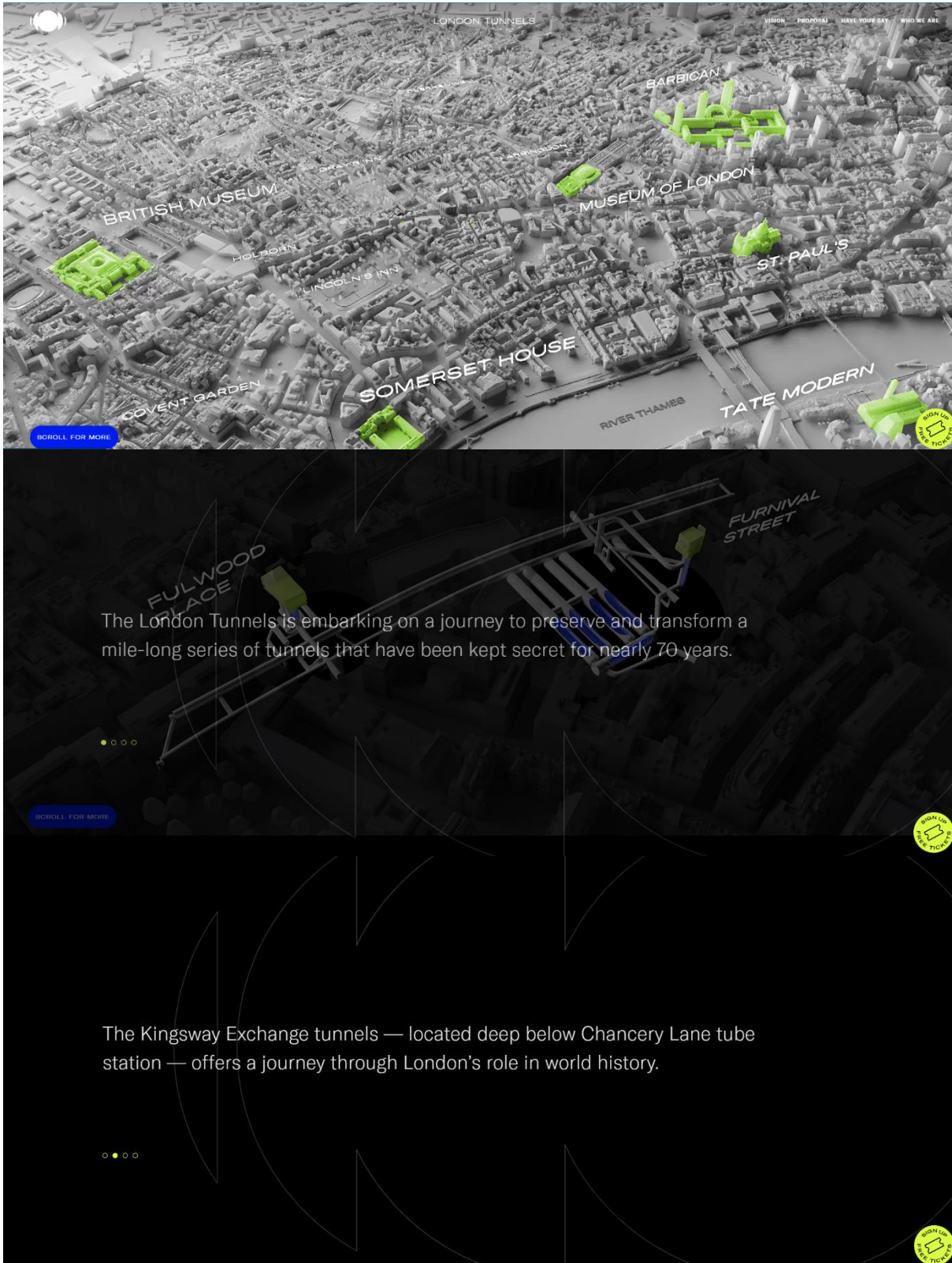
In the meantime, should you have any further questions then please do contact us by email: [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk) or via our freephone line: 0800 092 0485.

Kind regards,

Sent on behalf of Angus Murray  
Director, The London Tunnels



## Appendix G: Consultation website





Opening to the public for the first time, we will bring to life the history of the tunnels through experiences that inspire exploration and imagination. We want to honour and preserve the past, from exploring the challenges faced during the Blitz, to the telephone exchange that connected the Cold War 'hotline' between The White House and the Kremlin.



Help us shape the experience by taking part in our consultation.



VISION

Creating experiences worthy of the stories they aim to tell.

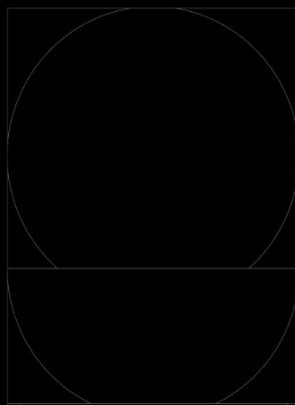
The London Tunnels experience would be curated by partnerships with leading names in entertainment and technology, to inspire exploration and imagination. It would become the destination for engaging stories about the capital, and its people throughout the 20th century.

Imagine being able to walk in the tunnels, built by the British in the 1940s and designed to protect Londoners during the Blitz. Envisage what it was like for past generations to have lived through this period of time, and the courage shown by the British people.

With their vast scale and long corridors, there is an opportunity to not only restore but recreate; allowing visitors to experience something truly unique, and to explore broader topics across the arts, nature and sciences.

Descend 40 metres below the streets of London.

This artist's impression takes visitors back in time to the Blitz, where a visual timeline reveals the tunnels' dynamic past.







**The real-life 'Q Branch':**

It is believed that the tunnels became the real-life location that inspired 'Q Branch' in Ian Fleming's James Bond novels, with the author having been posted there as the Admiralty's liaison officer during the 1950s.

At the start of the Cold War, the tunnels were dramatically enlarged by the British Government to serve as a secure and secret, long-distance telephone exchange. The site operated the first Transatlantic telephone cable, TAT-1 — the 'hotline' between The White House and the Kremlin.

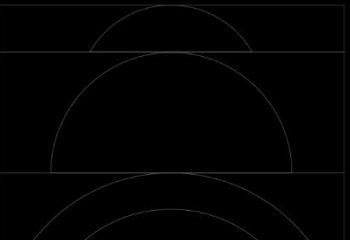
Many fascinating artefacts remain present in the tunnels, which we intend to carefully restore and showcase to the public for the first time. We envision visitors learning about the covert goings-on in 1950s-60s metropolitan London — by taking a phone call from Ian Fleming, eavesdropping on Presidents Eisenhower and Kennedy, and taking control of the Special Operations Executive command.

[LEARN MORE →](#) [Download our History Book](#)



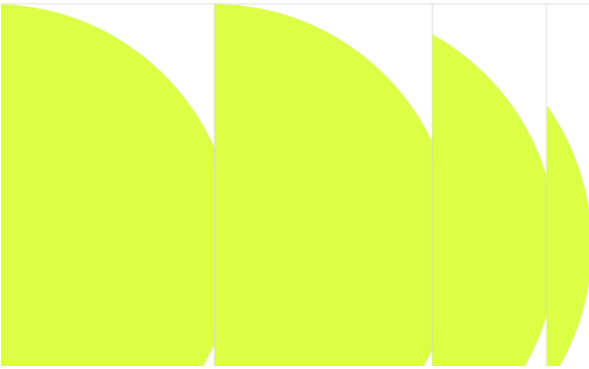
**London's deepest licensed bar.**

The London Tunnels could see the resurrection of Britain's 'deepest licensed bar'. Imagine feeling the London Underground thundering directly above you, where 'shaken, not stirred' Vesper Martinis could be served 40 metres below ground.



PROPOSAL

**An unparalleled project in Central London.**



The history of the tunnels, along with their scale and location at the intersection of London's West End and the historic Square Mile, could make them one of the most exciting destinations globally. They could also play a key part in helping further bolster the capital's cultural and heritage offer, attracting up to two million people each year.







## Our ambition for The London Tunnels:

1

Preserving the Kingsway Exchange tunnels and the part they played in history, by giving them a renewed sense of public purpose.

2

Capturing people's imaginations around the world, while respecting those who live and work in the neighbourhood.

3

Delivering tangible economic benefits to an area still recovering from the Pandemic.

4

Ensuring that The London Tunnels can be an experience shared by people of all ages, abilities and backgrounds.

LEARN MORE → Download our Consultation Pack

We have undertaken detailed digital mapping of the tunnels, to capture the site exactly as it was left when it was last occupied in the late 20th century.



HAVE YOUR SAY

### Current status

Our series of consultation events, which enabled people to find out more about our proposal and have their say, took place between 7 – 14 October, 2023.

We would like to thank everyone who took the time to attend and for sharing their important feedback with us.

If you were unable to join us, you can download the information shared at the events in the Proposal section of this website, and share your feedback by completing the form below.

If you have any questions, please get in touch with the team:

Email: [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)

Freephone: 0800 092 0485



## Your feedback

Help us shape the experience by taking part in our consultation.

Enter your details and tell us about yourself, what experiences you would like to see in the tunnels and any other thoughts you have about the project:

First Name

Last name

Postcode

Email

1. How would you describe your connection to the area? (select all that apply)
- Work locally     Live in London     London commuter
- Student     Local resident     Tourist / visitor
- Other (please state)

While the history of the tunnels is an important aspect of the project that we would like to bring to life, we also want to explore other ways that the vast, and largely empty space, could be used by our partners.

2. What sort of experiences would you like to see here? (select all that apply)
- History     Science and technology     Art
- Our planet     Fashion and culture

3. Do you have any other feedback? (Optional)

Please type here.

I consent to The London Tunnels Ltd processing my personal data for the purposes of The London Tunnels project and to contact me in accordance with the company's [Privacy Policy](#)



### WHO WE ARE

## Working with local stakeholders and residents to make this a reality.



The London Tunnels team is a group of investment specialists with a proven track record across a wide investment portfolio, including delivering sustainable conservation projects.

We are working with a wider project team with expertise across the arts, technology, architecture and business to create an experience, which protects the heritage of the tunnels with a future purpose.

The project team includes one of Britain's leading architectural firms, WilkinsonEyre, the practice behind the major restoration and repurposing of London's 'Battersea Power Station' and ambitious 'Gardens by the Bay' in Singapore.

"Our goal is to ensure that everyone, regardless of their economic circumstances, can enjoy this unique experience..."





As such, we are committed to offering free tickets to school children and setting up a daily ballot for complimentary tickets. We now wish to work with local stakeholders and residents to make this a reality and look forward to hearing their thoughts as we finalise a planning application.\*

**ANGUS MURRAY,**  
CHIEF EXECUTIVE OF THE LONDON TUNNELS LTD



**CONTACT**

[General Enquiries](#)  
[Media enquiries](#)

**INSTAGRAM**

**PRIVACY NOTICE**

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LONDON TUNNELS





## Appendix H: Physical consultation feedback form



LONDON  
  
TUNNELS

# Share your feedback



# The London Tunnels

Fill in our short feedback form to help shape a unique cultural experience.

Name \_\_\_\_\_ Postcode \_\_\_\_\_

Email address \_\_\_\_\_

**1) How would you describe your connection to the area? (Tick one)**

- Work locally                       Live in London                       Other  
 London commuter                       Student \_\_\_\_\_  
 Local resident                       Tourist / visitor

Please tick if you would like to be entered into a prize draw to visit the tunnels.

Please tick if you would like to be kept up to date with The London Tunnels consultation.

London Communications Agency (LCA) is collecting feedback on behalf of The London Tunnels, in relation to The London Tunnels consultation and in line with the terms of the LCA Privacy Policy [londoncommunications.co.uk/consultation-privacy-policy](http://londoncommunications.co.uk/consultation-privacy-policy)

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We believe the history of the tunnels is the most important and interesting aspect of the project, and that is why our main focus is to bring this to life with the use of modern exhibition technology.

However the tunnels are vast – over a mile in length and largely empty – and so we also want to explore other ways that they could be used by partners.

**2) What sort of experiences would you like to see here? (tick all that apply)**

- History                       Science and technology                       Art  
 Our planet                       Fashion and culture                       Other (please state)  
\_\_\_\_\_

**3) Do you have any other feedback?**

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**Appendix I: Exhibition display**





# Your chance to help shape a unique cultural experience



We are embarking on a journey to transform a mile-long series of tunnels that have been kept in relative secrecy for nearly 70 years, into a new world-class immersive experience, capable of welcoming up to two million people per year. Known simply as 'The London Tunnels', the experiences would be curated by partnerships from the biggest names in entertainment and technology, to inspire exploration and imagination and to tell the true 'inside story' of this corner of the capital and its contribution to London's place in world history.

This is your opportunity to help shape the experience by giving us your feedback before a planning application is submitted later this year. You can do this in a number of ways:

- Speaking to a **member of the team here today**
- Filling out a **feedback form**
- Visiting **www.thelondontunnels.com** to find out more
- Emailing **londontunnels@londoncommunications.co.uk**
- Or calling our freephone **0800 032 0445**

## Who we are

The London Tunnels team is a group of investment specialists led by Angus Murray, the founder of Art for Preventable Extinction and previous President of Macquarie Bank USA Inc. in New York.

The team has a proven track record of managing assets across various investment asset classes, including the not-for-profit Art for Preventable Extinction project, which is dedicated to preventing the extinction of the world's animal species. Art for Preventable Extinction works with globally recognised artists who allow their work to be used in helping with preventing the extinction of the world's animal species.

The London Tunnels Ltd will be working with a range of experts across the arts, technology, architecture, and business:



WilkinsonEyre



FUTURECITY

GT GARDINER & THEOBALD

MONTAGU EVANS



LONDON COMMUNICATIONS AGENCY





# History



From a Second World War bunker to home of 20<sup>th</sup> Century espionage and host of the telephone exchange connecting the White House to the Kremlin during the Cold War, The Kingsway Exchange Tunnels offer the 'Inside Story' of London's place in world history. They are without a doubt one of London's best kept secrets and a forgotten icon of the 20<sup>th</sup> Century.

Provided below is a snapshot of its history – or at least what we know of it, before we tell you our exciting plans for its future.

## The history of The Kingsway Exchange Tunnels

Together, the Kingsway Exchange Tunnels span an area of 8,000 sqm and stretch up to 7.6 meters in diameter, equal to the width of three London buses. They were kept virtually secret for nearly 70 years as part of the Government's Official Secret Act, and only removed from the register in 2007.

The 'Kingsway Telephone Exchange' is an intentionally misleading name to hide its true location under Chancery Lane tube station. It is one of 10 planned bomb shelters that were commissioned following the start of the London Blitz when the UK Government decided, in October 1940, to construct a system of deep-level shelters linked to existing tube stations (of which only eight were completed).

The tunnels became the inspiration for James Bond's 'Q Branch' following Ian Fleming's experience working as the Admiralty's liaison officer with the Special Operations Executive, which was located in the tunnels from January 1944 until May 1945.

Following the end of WW2, the Government recognised vulnerabilities on "long-distance terminals" and significantly expanded the size of the complex, with new tunnels added that made the largest subterranean structure ever built specifically for people within a metropolitan area. This work was completed in 1962.

By the late 1950s, the Kingsway Exchange was home to 5,000 trunk cables, capable of taking many thousands of calls each day, which were handled by 200 Post Office staff. In its peak, it dealt with 15% of London's trunk traffic and also housed the famous "hot line" that connected the United States and Russian presidents directly.

Under the British Telecommunication Act 1981, British Telecom took over the tunnels in the 1980s, creating the deepest licensed bar in London and a games room that included two snooker tables and a tropical fish tank, all for the enjoyment of its staff.











© DDX for The London Tunnels



# Creating experiences worthy of the stories they aim to tell

The London Tunnels will use the history hidden beneath our feet to deliver new experiences that inspire exploration and imagination.

Imagine being able to walk in the actual tunnels, built by the British and designed to protect Londoners during the Blitz of 1940. To be able to see and experience what it was like for our grandparents and their parents to have lived through this period of time and the courage shown by the British people to come together during this period.

There could, for example, be a full-size model of a Spitfire Plane in the tunnel with high resolution screens displaying the images of the bombs falling on London with the noise and vibrations – all brought back to life so we can better understand our own history, the history of generations previous, and those that gave their lives to save Britain.

With their vast scale and long, near empty corridors, there is an opportunity to not only restore but recreate; allowing people to experience things that they may never get to and to explore broader topics across the arts, nature and sciences.

## Bringing the experience to life

The history of these tunnels, along with their scale and location at the intersection of London's West End and the historic Square Mile, make them ripe to be one of the most exciting destinations for people the world over. They could also play a key part in helping further bolster the capital's cultural and heritage offer, attracting up to two million people each year.

In order to bring the tunnels, and their history, to life, the vision for the project is to transform the Kingsway Exchange into one of the world's most unique underground immersive experiences.

We can't say at this stage what exactly these technologies will be and what other experiences can be offered as we have some way to go before we open. For now, we know that the tunnels are capable of hosting expansive high-resolution large-scale curved immersive screens – with multi-sensory experiences, interactive structures, scent-emitting technology and hundreds of acoustic pinpoint speakers.

## Working with a range of partners to curate the experiences

Our plan is to work in partnership with everyone from major technological and entertainment giants, to local artists and curators, to create experiences exploring topics in history, science, nature and the arts. Owing to the scale of the tunnels, multiple experiences could be hosted at any one time.

What you see here today are just examples of the breadth of what is possible in these tunnels, with the experiences to be guided by the curators themselves.

We'll also look to partner with global cultural institutions as well as universities, schools and labs to share knowledge, test new technology and ideas and host events on the latest immersions.

## Connecting culture across the capital

The London Tunnels sit at the intersection between the City of London and Camden – two distinct boroughs, but both with significant and important cultural ambitions.

The project aims to collaborate with like-minded partners, museums and universities across both boroughs, to bring them together and act as London's underground connector between the different parts of the capital.

Artists impressions of the experiences that could be created here



## Our ambition for this project:

- 1 Preserving The London Tunnels and the part they played in history by giving them a renewed sense of public purpose
- 2 Capturing the imaginations of people the world over, whilst respecting those who live and work here right now
- 3 Delivering tangible economic benefits to an area still rebuilding from the pandemic
- 4 Ensuring that The London Tunnels can be an experience shared by people of all ages, abilities and backgrounds

# 03

© 2024 for The London Tunnels



# Preserving The London Tunnels and the part they played in history

We have already undertaken an extensive digital mapping exercise so that we can capture in detail the tunnels exactly as they were left when last occupied in the late 20<sup>th</sup> century.

Going forward, we will continue to work with heritage experts to preserve and bring to life many of the objects inside such as the telephone exchange, generators, and underground bar, which could all form an essential part of the experiences.

## We are committed to:

- Investing an initial estimated **£140 million** into restoring, preserving and fitting out the site, with a further £30 million allocated to installing the immersive technology
- Preserving objects that reflect the tunnels' history, including the **Trunk Exchange and Generators**
- Allowing **thorough exploration of the tunnels** by historical groups and societies before any modifications are made
- Having regular **experiences dedicated to the tunnels and their history**
- Reinstating **"the deepest licensed bar in London"** – an existing feature of the tunnels dating back to the 1980s – for everyone to enjoy as part of the experience



# 04



# Capturing the imagination of people around the world, whilst respecting those who live and work here

In an average year, we believe we could welcome around two million people to the tunnels. While naturally much of this activity will be below ground and unbeknown to those in the streets above, we are committed to ensuring that visitors are managed carefully to limit any impact on those living and working nearby.



## Managing visitors and entering the Tunnels

We are proposing a single main entrance to the tunnels on Funnival Street with a separate 'back of house' entrance at 31-33 High Holborn. A double decker lift would transport visitors down to the tunnels to begin their experience.

With only a limited food and beverage offering within the premises, it is our desire that they help to fill the existing range of bars and restaurants in the area rather than dwell and gather in and around the site.

A pre-paid booking system will limit any queuing along Funnival Street and we are also proposing street improvements for pedestrian comfort and safety.



## Travelling to and from the experience

The tunnels are fantastically well-located to a range of public transport options and will be a 'car free' experience, save for school trips who can be accommodated at an existing coach parking bay on High Holborn.

Chancery Lane, Holborn, Farringdon, City Thameslink and Blackfriars are all located within a 15-minute walk (or significantly less), meaning there are easy connections to tube lines and national overground services. This is further supplemented by local bus services and cycle-hire schemes, all just a stone's throw from the site itself on High Holborn.

Our operational hours will be mindful of peak travel times, opening to the public from 10am-8pm to avoid both morning and evening rush hour.



## A sensitive above-ground development

We want to make sure that the tunnels rich history, as well the character of the local area, is reflected in the design of the above-ground buildings.

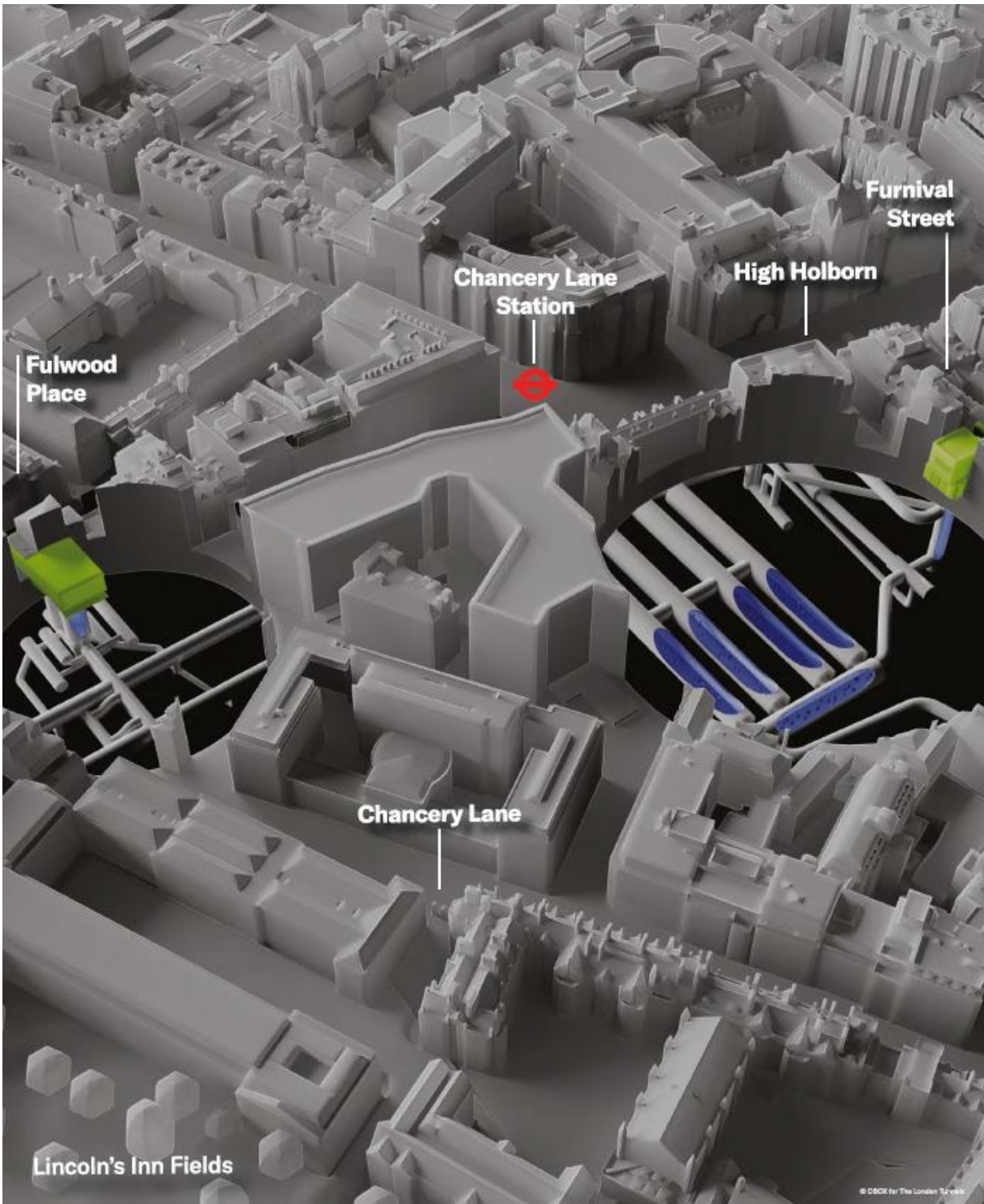
Our plans include the sensitive reinterpretation of 39 Funnival Street to provide a welcoming entrance for visitors as well as redevelopment of 40 Funnival Street to create the visitor exit.

We've drawn inspiration from the local area to develop a design for 40 Funnival Street that forms a counterpoint to the materials and colour palette at no.39, with a lighter and more open facade.



# 05







# Delivering tangible economic benefits to an area still rebuilding from the pandemic

The area around High Holborn was heavily affected by the effects of the pandemic, with shops, offices and cafés having to close over lockdown. Two years on and changing work patterns have meant footfall has not yet returned.

Our ambition is to drive footfall back to the area and provide a much-needed boost to the local economy. Making the tunnels a place to share and develop skills and knowledge, and for local partners and business to collaborate, will ensure that this prosperity is shared by all.

Provided below are just some of the tangible social and economic benefits that could be delivered by this scheme:

-  Increasing local spending by between **£60m and £80m** per year.
-  Supporting at least **40 jobs onsite**, at a range of skill levels.
-  Maximising opportunities to **support local jobs and apprenticeships**, working with Camden and the City of London to advertise job opportunities locally and plan for future jobs and training.
-  Paying all staff the **London Living Wage**.
-  Offering **free school trips** for all 10,000+ primary school children in Camden and the City of London.
-  Hosting work experience placements for **local schools**.
-  Working in partnership with **local community centres and groups**.

## Bringing direct local benefit to Camden, the Square Mile and beyond

The retail and local businesses in this part of London are struggling, especially when compared to the neighbouring West End and financial district in the City of London. This is most obvious on the weekend as offices close and footfall drops.

In line with the principles of the City of London's Destination City ambitions and its Cultural Strategy we consider that this project will play a vital role in breathing new life into the neighbourhood, attracting a more diverse range of audiences, for more of the week, and driving investment that can spur further development and boost its position as a destination.

Going forward we would be looking to work with local Business Improvement Districts (BIDs), to create bespoke programmes that will help to encourage better collaboration and networking between local business to ensure that this prosperity is shared by all.

## Skills and educational opportunities

We are keen to explore how we could work with local educational partners to bring forward bespoke and specialised training opportunities on new ideas and technologies within the immersive field – which the tunnels will be at the forefront of.

This would facilitate skills and knowledge transfer to the local workforce with some of these opportunities reserved for those living and working nearby. This will in turn provide a further boost to the local economies here and across Camden and the City of London.





# An experience that can be shared by all

It is our ambition that everyone, regardless of their economic circumstances, is able to enjoy such a significant London landmark. We are therefore committed to offering free tickets to school children through schools and setting up a daily ballot for complimentary tickets. We also hope that students can then experience the many other cultural attractions nearby as a full day out.

## Our commitments:

- 1** Offering **free tickets** for all primary school children in Camden and the City of London.
- 2** Exploring opportunities for **discounts to those who need them most**, such as Universal and Pension Credit holders, emergency service workers and carers, teachers, students and young people.
- 3** Exploring **partnerships with local, UK-wide and global cultural partners** to create cost-saving packages for visitors.
- 4** Discounts to those who **live and study nearby**.

## The importance of accessibility

We are committed to ensuring that the Tunnels are fully accessible, including to wheelchair users or parents with prams, and the safety of these groups has been a key part of our design work so far.

All experiences will also be multi-sensory and designed to be enjoyable to those with learning difficulties or sensory impairments. Staff will also all receive equality, diversity and inclusion training.



# 07





© GSD&P for The London Tunnel



# What comes next?

Thank you for taking the time to review our ambitious plans for The London Tunnels. We are committed to working closely with you on our proposals as they continue to develop.

We believe this is a once in a lifetime opportunity to deliver this exciting project – bringing the Tunnels back into use with a new sense of purpose and capturing the imagination of people around the world.



## Leave your feedback

We'd love to know your thoughts based on what you've seen today and would appreciate it if you could take the time to complete our feedback form so that we can consider your thoughts before we submit a planning application later this year.

This is your opportunity to help shape a unique cultural experience by giving us your feedback before a planning application is submitted. You can do this in a number of ways:

Speaking to a **member of the team** here today

Filling out a **feedback form**

Visiting [www.thelondontunnels.com](http://www.thelondontunnels.com) to find out more

Emailing [londontunnels@londoncommunications.co.uk](mailto:londontunnels@londoncommunications.co.uk)

Or calling our freephone **0800 092 0455**





**Thank you**





## Appendix J: Social media advert

The London Tunnels  
Sponsored

We're opening a series of secret tunnels underneath Chancery Lane station to the public for the first time

[Learn more](#)

The London Tunnels  
Sponsored

Help shape the experience

TAKE PART IN THE CONSULTATION





## Appendix K: History booklet





## Appendix L: Images of the consultation venue set-up









