100 Chalk Farm Road

Economic Regeneration Statement and Employment and Training Strategy

Prepared by

Submitted on behalf of Regal Chalk Farm Ltd

January 2024

100 Chalk Farm Road

Economic Regeneration Statement and Employment and Training Strategy

January 2024

volterra.co.uk

Regal Chalk Farm Limited

Contents

The economic importance of students

- **London HE institutions contribute £27 billion in economic output to the UK economy, largest of all regions.**
- **HE institutions are a crucial catalyst for innovation. In 2020/21, more than 4,530 graduate start-ups were created in England.**
- **Students engage in their community: 6% of PBSA tenants volunteer in food banks and for charities.**
- **Student spending is important for local businesses: 20% of turnover in some local areas.**

8 HE institutions in LBC, including UCL – the **2nd largest university in the UK.**

Since 2014/15, the number of students that undertake their studies **in LBC has grown by approximately 26%.**

Since 2014/15 the number of international students in the UK has grown by 54%, compared to a 17% growth in domestic students.

This growth means that overseas students in the UK have risen from 19% of total students to **24% since 2017/18.**

International students are 124% more likely to live in purpose-built student accommodation than domestic students.

International students in LBC

- **One fifth of London's HE students attend institutions in LBC**, indicating its desirability as a location to study.
- LBC has the highest proportion of international students of all local authorities – **2.6 times the national average**.
- Within London, LBC has the **third highest absolute number of international university students** residing in it.

HESA, 2024. Where do they come from?

HESA, 2024. Students

The need for purpose-built student accommodation (PBSA)

25,000 students live in Camden

Ranking it as the **4th highest student population of all London authorities**.

71,300 additional student beds needed in London

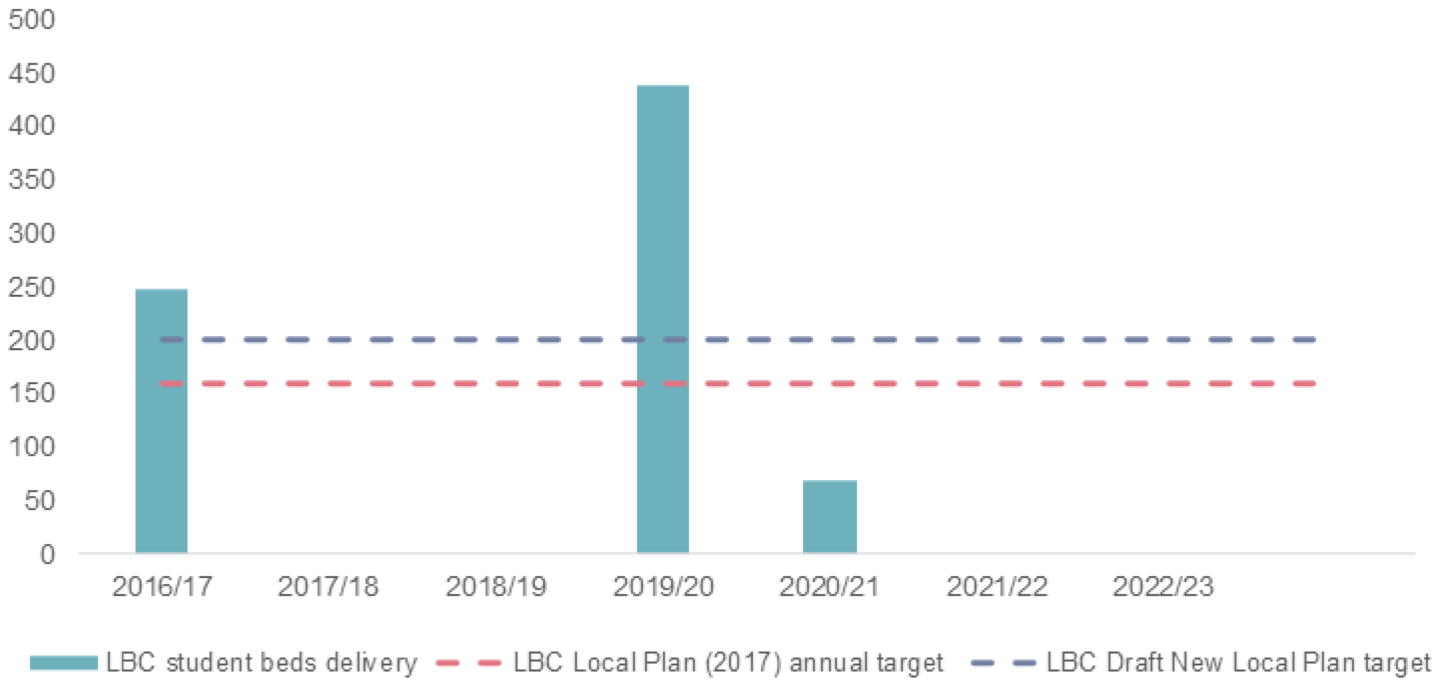
There is a net requirement for an additional 71,300 student beds across London to 2041, based on the London Strategic Housing Market Assessment.

5.9

Full-time students per bed space in Camden

With 13,000 student bedspaces in LBC, the student per bed ratio in Camden is higher than geographical comparators of London (4.6) and the UK (3.5).

Unmet demand for PBSA



- The Camden Local Plan (2017) outlines a target of 2,400 additional student beds over the period 2016/17 - 2030/31, equating to **160 student beds per annum.**
- LBC delivered 756 new student beds over the first seven years of this period, equivalent to just **108 beds per annum**.
- To meet the Local Plan target over the remaining period, LBC would need to **deliver 205 beds per annum** over the remaining eight years.
- Reflecting this shortfall and increased demand, the Draft Local Plan increases the annual target to **200 beds per annum.**
- LBC's historic delivery had therefore been significantly below identified need on any measure.

LBC, 2017. Camden Local Plan

HESA, 2024. Students

GLA, 2017. London Strategic Housing Market Assessment

Need for affordable housing

30%

LBC have never met their London Plan target of 1,038 net additional dwellings per annum, with average delivery 30% below the target.

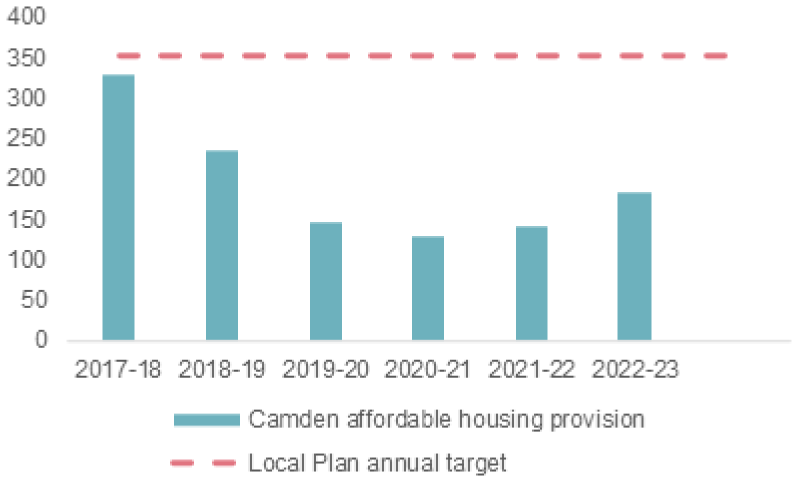
19x

House prices in LBC are 19 times higher than average earnings. The London house price to earnings ratio is 13 times.

3rd

Third most unaffordable borough in London (excluding the City of London) in terms of house price to earnings ratios.

LBC net additional affordable dwellings since 2011-12



Average house prices 2013-2023

Geography	2013	2023	Percentage increase
LBC	£425,000	£770,000	81%
London	£265,000	£535,000	102%
England and Wales	£172,000	£285,000	66%

Affordability crisis

37% Average affordable housing delivery since the start of the Local Plan, is only **37% below the target of 353 additional affordable homes per year**.

LBC have **not met their annual affordable housing delivery target** since the implementation of the affordable homes target in the LBC Local Plan (2017).

Average house prices in LBC are **44% higher than average house prices across London.**

The monthly one-bedroom median rental value **is 26% higher across LBC than it is in London.**

LBC, 2017. Camden Local Plan

GLA, 2021. The London Plan

MHCLG, 2023. Households on Local Authority Waiting List, Borough

MGCLG, 2023. Live tables on affordable housing supply

ONS, 2023. House price to residence-based earnings ratio

Economic impacts

Construction phase

- The 2-year and 9-month construction period is expected to bring **economic benefits.** These benefits relate to construction jobs and the worker spend associated with these jobs.

210 construction jobs

- There is expected to be an average of approximately **210 construction jobs** over the 2-year and 9-month construction period.

£1.5m construction worker spend

- **Total construction worker spend of £1.5m** over the construction period. This equates to approximately **£550,000 annually.**

Operational phase

There will be permanent long-term economic impacts that will come in the operational phase of the Proposed Development. These include jobs (direct, indirect & induced), GVA and tax contributions and worker and residential expenditure generated by the Proposed Development.

Direct employment uplift of 50-65 FTEs (60-85 jobs)

These direct employment estimates are based on three possible employment scenarios at the Proposed Development.

£5.5m per annum

Of combined additional residential and student expenditure, of which £3.1m will be retained in LBC.

£4.0m-£10.4m

Additional economic activity (GVA) generated by the uplift in jobs in the operational phase of the Proposed Development.

Net additional employment of 105-125 FTEs (130-155 jobs)

Once accounting for the indirect & induced employment supported by the supply chain and new worker & resident spending, further jobs will be supported. Based on existing commuting patterns around 10 jobs might be taken by LBC residents.

£62k - £94k per annum

In annual worker expenditure generated in the operational phase of the Proposed Development in the local area.

£1.6m-£4.2m

Of expected annual tax contributions to HM Treasury.

ONS, 2022. Business Register and Employment Survey

ONS, 2021. Regional Gross Value Added

ONS, 2011. Census 2021: WU03UK – Location of usual residence by place of work.

GLA Economics, 2021. CAZ Analysis Briefing Note

LBC, 2013. Camden Retail and Town Centre Study

Contribution of the Proposed Development

265 student beds, ~16% of remaining target

The Proposed Development will provide up to **265 high-quality student rooms** – approximately up to **16% of the total remaining LBC target** of 1,640 additional student beds to 2030/31 and 1.33 years of delivery based on the emerging target of 200 bedspaces per annum.

Reduced demand

The Proposed Development would reduce the projected students per PBSA bedspace in 2026/27 in LBC from 6.8 to 6.7.

24 affordable homes

The Proposed Development will provide 24 affordable homes – equivalent **to up to 7% of the Local Plan annual affordable homes target of 353 net additional affordable homes per annum.**

13% contribution

Across the student accommodation and affordable homes combined, the Proposed Development will contribute **13% of the London Plan housing target for LBC of 1,038 new homes per annum.**

Community benefits

Students and new residents at the Proposed Development will support spending in the local area.

- Students at the Proposed Development are estimated to spend **between £1.8m and £2.0m in LBC per annum, which will help to support local businesses and generate community benefits.**
- This includes cafes, restaurants, music venues and other recreational and leisure venues, including the Roundhouse located next door to the Proposed Development.
- Students serve an important role as volunteers for local charities. If rates of volunteering here are similar to other PBSA schemes, we might expect that 15-20 students will engage with local charities, at food banks or in charity shops, for example.
- The Proposed Development will also include a publicly accessible café, that can be used by the local community in its out-of-operation hours as well as onsite affordable workspace to be used to be local businesses.

LBC, 2017. Camden Local Plan 2017.

LBC, 2019. Camden Planning Guidance – Student Housing.

Employment and skills

Aligning employment and skills provision to local need

Identified local issues

Local employment

Whilst LBC has high levels of employment, it also has high rates of unemployment and economically inactive residents seeking work – this suggests a skills mismatch. Local Area residents have even poorer outcomes.

Skills and education inequality

LBC residents on average have high skill levels, but residents of the Local Area have relatively lower levels of qualifications. Furthermore, apprenticeship start rates in LBC are some of the worst in London.

Promoting equitable outcomes

At the borough level, LBC performs strongly on a number of socio-economic indicators. However, this masks a high variance of outcomes across the borough and within the Local Area.

Employment and skills commitments

23
Construction apprenticeships

14
Construction work experience placements

Financial contribution towards local employment and training opportunities

25
Construction jobs advertised through local employment vehicles

10%
Of total construction value procured locally (£7m)

20% of the commercial floorspace will be provided at **50%** of comparable market values

Local partnerships

Partnership with Kings Cross Construction skills center to deliver a construction-related skills programme

Partnership with the Roundhouse Trust to enhance the creative opportunities for young people in the Local Area

2. Introduction

2.1 This combined Economic Regeneration Statement and Employment & Skills Strategy has been prepared by Volterra Partners LLP (‘Volterra’) on behalf of Regal Chalk Farm Limited (‘the Applicant’) for the redevelopment of 100 Chalk Farm Road (‘the Proposed Development’) at NW1 8EH (‘the Site’), which falls in the London Borough of Camden (LBC). The vision of the Applicant is to deliver Purpose Built Student Accommodation (PBSA), alongside affordable homes, commercial space, improvements to the public realm, and open space.

Introduction to the Site

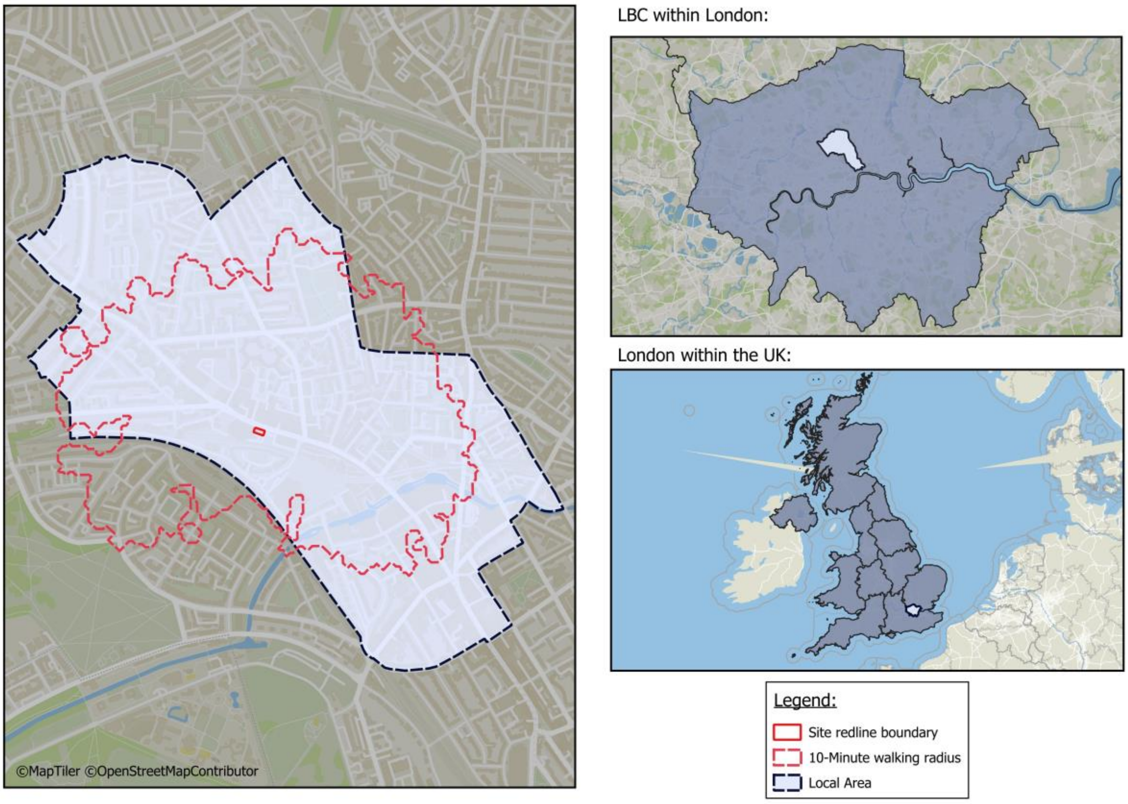
2.2 The Site is located on the south-western side of Chalk Farm Road and borders the mainline railway into Euston, with the Juniper Crescent Housing Estate to the south. It lies within the Regents Canal Conservation Area. To the west, the site is adjacent to the Grade II* listed Roundhouse theatre and live music venue. Beyond that, to the north-west is Chalk Farm Underground Station. To the east is the Petrol Filling Station site, which forms part of the Camden Goods Yard development and is currently in use as a temporary supermarket.

2.3 The Site is located on the border of Haverstock and Camden Town wards. Considering that collectively these wards broadly represent a 10-minute walking radius of the Site, they represent the Local Area for this assessment. The assessment geographies are laid out in **Table 1.**

Table 1 – Study areas

Assessment area	Geography
Local Area	Camden Town and Haverstock wards
Borough	LBC
Region	London
National	England and Wales

Figure 1 – Site context



Introduction to the Proposed Development

2.4 The description of the Proposed Development is as follows:

"Demolition of existing buildings and redevelopment of the site to provide two buildings ranging in height from [6] to [12] storeys containing purpose-built student accommodation (PBSA) with 265 rooms, associated amenity and ancillary space (Sui Generis), 24 affordable residential homes (Class C3), ground floor commercial space (Class E) together with public realm, access, servicing, and other associated works "

Key policy documents

2.5 Policy documents, guidance and crucial strategies, along with evidence base of LBC Council (occasionally referred to as 'the Council' throughout this report for ease) is referenced throughout the report. Key policy documents utilised in this report are listed below:

- **LBC Council, 2017 Camden Local Plan** – The LBC Local Plan is used to inform crucial targets set by the Council, relating to employment floorspace, education and skills, business and housing.
- **LBC Council, 2024 Draft New Camden Local Plan** – LBC's Draft New Local Plan is in consultation and includes updated targets, relating to housing and student housing delivery. Whilst these targets are not yet in practice, they are indicative of LBC's latest position on demand for this type of provision.
- **LBC, 2019**. **Camden Planning Guidance on Student Housing** – this guidance supports the policies in the Camden Local Plan (2017) on student housing.
- **Greater London Authority (GLA), 2021. The London Plan** – The plan is used to set the GLA's objectives for London, which include LBC. Crucial targets in the plan relating to employment floorspaces, housing and education are referenced in this report.
- **Mayor of London, 2023 London Plan Guidance on Purpose-built Student Accommodation** – this plan supports the London Plan policy H15: Purpose-built student accommodation – setting out the role of student accommodation and how to optimise its impact on policy objectives.

Report structure

2.6 The remainder of the report is structured as follows:

- **Student baseline**: this section presents the economic importance of students and higher education institutions as well as a comprehensive student baseline for LBC's current student population.
- **The need for PBSA**: assesses the need for PBSA within LBC and the Local Area specifically, as well as looking at the supply of the current PBSA in LBC and pipeline developments to understand whether there is enough supply of PBSA to meet projected growth in students.
- **The need for housing**: this section identifies the supply of housing in LBC against local policy targets, affordability of said housing, and how these factors compare against other areas. The section will consider the challenges that local people face with regard to housing, and how the development contributes towards mitigating these difficulties.
- **Economic impacts:** sets out the socio-economic benefits and estimates the additional economic impacts that will occur during both the construction and operational phases of the Proposed Development.
- **Community benefits:** assess the contribution of the Proposed Development in helping to build mixed and inclusive neighbourhoods as well as the community benefits of commercial space.
- **Employment and training strategy:** highlights the key employment and skills commitments of the scheme, in the context of the current local labour market in LBC.

3. Student baseline

Economic importance of students

3.1 **Higher education (HE) is an important contributor to the UK economy** and is a vital industry providing skills and qualifications for an individual, which enable both personal and professional development. Students further strengthen the knowledge-based economy and serve as a platform to enable ground-breaking research, which in turn boosts the economy:[1]

In 2021/22, is it estimated that universities in the UK support 768,000 jobs and contribute £130 billion to the UK economy.

3.2 **Of all the regions, London HE institutions contribute the greatest to the UK economy, with £27 billion in economic output and supporting 126,000 jobs in total**. For context, the South East was the second highest HE contributor to the UK economy, supporting £17 billion in economic output and supporting 95,400 jobs.

3.3 HE institutions are a crucial catalyst for innovation through knowledge-sharing and advanced research by staff and students. Some graduates go on to be entrepreneurs and start-up companies that can spin out of these institutions. **In 2020/21, more than 4,530 graduate start-ups were created in England, 16% more than the previous year (3,980 start-ups).**[2] Universities encourage the commercial use of their intellectual property through the creation of spin-out companies, approximately 170 of which were set up across the UK in 2020/21.

3.4 Students support induced jobs through their spending. A recent survey undertaken by the Royal Bank of Scotland (RBS) assesses data on student spending by popular university locations and spending category.[3] Collating spending categories by housing costs (rent and bills) and living costs (leisure, groceries and other outgoings), it is estimated that a **London-based student spends an average of around £12,700 a year** (across all housing tenures not including tuition fees). The student expenditure estimated is carried forward in this assessment (used in **Chapter 6**)

3.5 Students also support the local economy beyond spending. **A recent survey by National Student Money found that 62% of UK students work part time**.[4] They contribute to business turnover whilst acquiring a series of transferable skills and work experience. This provides students with more experience when they go into working life, meaning that training does not need to be delivered at the same level for students who have never had a part time job. Student volunteering also generates economic impacts. Volterra's primary research suggests that around **6% of PBSA tenants assist local charities or work at food banks and charity shops.**[5] By supporting the activities of charitable organisations through their work, they allow those bodies to expand their capacity and operations.

[1] London Economics, 2023. The impact of the higher education sector on the UK economy.

[2] HESA, 2022. Intellectual property, start-ups and spin-offs

[3] RBS, 2022. Student Living Index

[4] Kate Paterson, 2023. How to balance a job and study at university

[5] Volterra, 2020. 2 Trafalgar Way Economic Statement. Application number: PA/20/01402/A2, London Borough of Tower Hamlets.

Student population in LBC

3.6 As of 2020/21 a total of approximately 92,000 students study at universities located within LBC.[6] The Draft New Camden Local Plan[7] states that approximately **one fifth of London's HE students attend institutions in LBC, indicating it's desirability as a location to study.**

3.7 A total 25,000 students currently reside in LBC. This ranks **LBC as the London authority with the 4th highest residential student population** behind only Tower Hamlets, Newham, and Southwark.[8]

3.8 Based on the latest Census data, LBC has the highest proportion of students living in communal establishments, which includes PBSA. The gap between students studying and residing in LBC suggests there is still a demand for PBSA bedspaces in the borough, especially for those students wanting to live near to where they study.

3.9 It is evident that there is a lack of PBSA delivery across LBC, which is forcing students to turn to the Private Rented Sector (PRS) as the Draft New Camden Local Plan states:[9]

> **"The interest in developing student accommodation in the borough appears to have diminished since adoption of the previous Camden Local Plan (…) the Council considers that the provision of purpose-built student accommodation can help to limit additional pressure on the wider private rental market."**

Growth in LBC students

3.10 LBC has long been an appealing choice for university students seeking an exciting and culturally rich place to live. According to the LBC 2025 Vision, the borough's commitment to nurturing creativity, diversity, and innovation has fostered an environment that resonates with the interests and aspirations of young individuals pursuing higher education.[10]

3.11 Since 2014/15, there has been a significant growth in students that study in LBC. **The rate of student growth in LBC historically outpaced comparators, however in recent years growth across London has caught up with LBC (26% in LBC compared to 25% across London)**. This demonstrates the historic popularity of LBC's higher education institutions within London, which has remained above the London average.

[6] HESA. 2023. Who's studying in Higher Education

[7] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

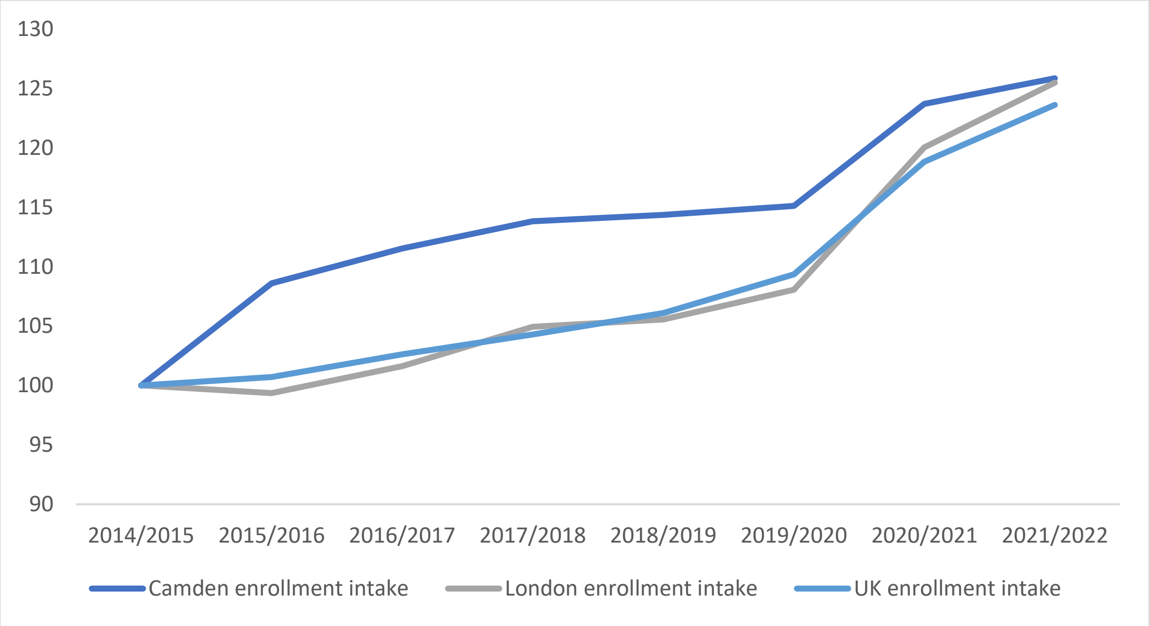
[8] ONS, 2021. Census 2021 Create a custom dataset

[9] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

[10] LBC, 2018. Camden 2025

Figure 2 – The number of students studying in LBC historically outpaced comparators, however in recent years growth across London and the UK has caught up

Index of higher education student numbers across relevant geographies (2014/15 – 2021/22) (2014/15=100)



Source: HESA, 2 022. Higher Education Student Data 2021/22

3.12 **This growth in student numbers is fuelled by the main eight higher education institutions that are located within LBC**, mostly University College London (UCL) which ranks as the second largest university in the UK.

Table 2 – Within LBC higher education institutions specifically, there has been a substantial growth in enrolment

Student population growth at LBC higher education institutions since 2014/15

Institution	Student number 2014/15	Student number 2021/22	Percentage change
UCL	29,945	46,830	56%
University of Arts London	17,775	22,455	26%
The Royal Veterinary College	2,145	2,590	21%
The Royal Central School of Speech and Drama	995	1,085	9%
The School of African and Oriental Studies (SOAS)	5,910	6,295	7%

Institution	Student number 2014/15	Student number 2021/22	Percentage change
London School of Hygiene and Tropical medicine	1,245	1,125	-10%
The Conservatoire for Dance and Drama	1,260	1,105	-12%
Birbeck College	13,935	10,660	-24%
Total	**73, 210**	**92,145**	**26%**

Source: HESA, 2022. Higher Education Student Data 2021/22. NB: we understand the Central School of Speech and Drama and Institute for Advanced Legal Studies are also located in LBC, however due to data unavailability they are not included in this list.

3.13 **Since 2014/15, the number of students that undertake their studies in LBC has grown by approximately 26%**. Five out of the nine institutions located in LBC have experienced a considerable growth in their student roll.

The importance of international students

3.14 The demand for PBSA in London has witnessed a substantial surge, largely driven by the increasing influx of international students. This trend can be attributed to several factors. First and foremost, London's status as a global educational hub continues to attract students from all corners of the world. **Its renowned universities, diverse culture, and robust job market create a magnetic appeal for international students seeking a high-quality education and a truly international experience.**

3.15 Since 2014/15, the number of international students studying in the UK has grown at a much faster rate than the growth of domestic students. **Between 2014/15 and 2021/22, the number of international students in the UK has grown by 54%**. This compares to a growth rate in the number of domestic students in the UK of approximately 17%. **Similarly, since 2017/18, the proportion of overseas students in the UK has risen from 19% of total students to 24% of total students.**[11]

Table 3 – Since 2014/15, the proportion of international students in the UK has been growing rapidly

Total growth in overseas and domestic students in the UK since 2014/15

Student origin	2014/15 Students	2021/22 Students	% Increase
Overseas	442,000	680,000	54%
Domestic	1,873,000	2,183,000	17%

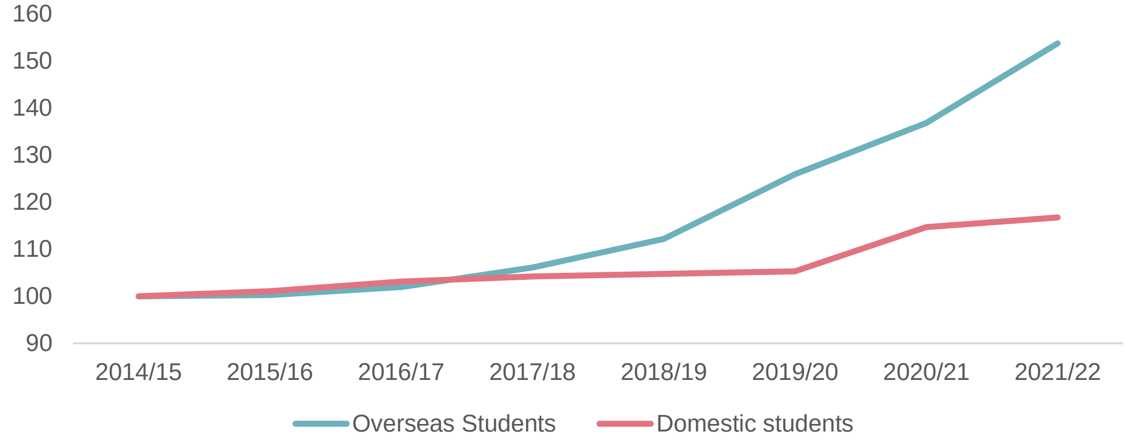
Source: HESA, 2022. Higher Education Student Data 2021/22

3.16 Error! Reference source not found. illustrates the rate of growth of international students in the UK relative to domestic students in this time period. There is a clear gulf in the growth rate of international students compared to the domestic students undertaking higher education at UK universities.

[11] HESA, 2022. Higher Education Student Data 2021/22.

Figure 3 – There has been a disproportionate growth in overseas students in the UK relative to domestic students since 2014/15

Index growth of international students and domestic students in the UK (2014/15- 2021/22) (2014/15 = 100)



Source: HESA, 2022. Higher Education Student Data 2021/22

3.17 Intrinsically, international students are much more reliant on PBSA than domestic students. International students do not have the option to commute from home and are also less likely to secure a residence through the PRS prior to their arrival in the UK. PBSA represents an appealing alternative for international students moving to a new country. **Studies show that international students are 124% more likely to live in PBSA than domestic students**.[12]

3.18 The comfort, convenience, and security offered by PBSA providers have made them the preferred choice for international students. PBSA typically includes modern amenities, 24/7 security, and a supportive community that caters to the specific needs and preferences of international students.

3.19 **According to the most recently available data, 33% of the UK's international students reside in London, London's rate of international students is 1.8 times higher than the national rate.**[13] **In fact, in terms of resident students, LBC has the highest proportion of international resident students out of all local authorities in England – 2.6 times the UK average. Of all London boroughs, LBC has the third highest number of international students residing in the borough.**[14]

Future growth in students

3.20 LBC acknowledges anticipated future growth in students. For example, UCL is LBC's largest higher education institution and aims to provide guaranteed student housing places to all first-year undergraduate and postgraduate students. The university grew by almost 17,000 students from 2014/15 to 2021/22 (see **Table 10)**. UCL is one of the main HE institutions within LBC's Bloomsbury Campus – the Campus projects growth of 50% in its staff and students up to 2036 which is also reflected in LBC's new higher student

---

[12] HESA, 2022. Higher Education Student Data 2021/22

[13] ONS, 2021. Census 2021 International student population, England and Wales

[14] ONS, 2023. The international student population in England and Wales, Census 2021; NB: The ONS acknowledge differences between it's student data and HESA's. For this reason, the absolute values from the ONS data is not presented here and the relative measure is used as a proxy for the relative prevalence of international students in the UK.

bedspace target of 200 bedspaces per annum in their draft Local Plan[15] (compared to 160 bedspaces in the current Camden Local Plan).[16]

3.21 Whilst there are not published projections for students studying in LBC, projecting forward student numbers based on the last five years of growth (2017/18 – 2021/22) seen across LBC, sees **the number of students and full-time (FT) students studying in LBC rise to approximately 104,400 and 91,000 by 2026/27, respectively**. This represents a 13% growth in students across LBC over the next five years. Some of these new students in LBC will also want to live in LBC and specifically PBSA, indicating growing demand.

[15] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

[16] LBC, 2017. LBC Local Plan

4. The need for Purpose Built Student Accommodation (PBSA)

Why PBSA

4.1 Purpose Built Student Accommodation (PBSA) is comprised of both university-owned accommodation, and privately owned supply. PBSA which is privately owned rather than owned by universities tends to be higher quality whilst still reasonably priced. The design of private PBSA benefits students to a greater extent as there is more space for work and typically better amenities provided.

4.2 The specialist nature of PBSA boasts several advantages for students over the PRS:[17]

- **Study and specialist features** – PBSA is (designed to?) catered to accommodate students and their needs;
- **Lifestyle** – students value the opportunity to live in high quality accommodation with other students;
- **Safety and security** – staff and security procedures ensure tenants' security; and
- **Ease of booking** – booking through one party and everything is included in the bill. This makes it easier for students to manage their finances.

4.3 PBSA provides a greater level of certainty to students that require accommodation. Finding accommodation can be difficult and therefore stressful for students. More and more students are looking towards PBSA in order to secure accommodation in advance of their next academic year.

4.4 Universities are a major source of PBSA provision, but increasingly private providers are moving into the market, often in partnership with universities**. In 2023/2024 academic year, the private sector will provide 72% of the new student beds in the UK**.[18] While private providers initially focused on a higher quality offering for more affluent students (with a high proportion of studio beds), a gradual narrowing of the rental gap is taking place.

4.5 Competition is not just lowering prices but delivering better quality housing for students. A study found that the room quality in privately owned PBSA was generally rated higher than university-owned PBSA.[19] Universities have found that their own student accommodation is behind in terms of quality.

---

[17] Cushman and Wakefield, 2018. Student Accommodation Report 2018/19

[18] Knight Frank, 2023. Student investment volumes rebound as development stalls

[19] Cushman & Wakefield, 2018. Student Accommodation Report 2018/19

Table 4 - The quality of rooms provided by private owners is better than what is provided by universities

En-suite room quality (2018/19)

	Room quality	Amenity quality
University	1.54	2.25
Private	2.15	2.99

Source: Cushman & Wakefield, 2018. Student Accommodation Report 2018/19. Note: One represents the lowest quality and five represents the highest quality.

4.6 Another reason why PBSA is often the preferred accommodation option for students is that the current stock of PRS is poor quality. For a home to be considered 'decent' under the Decent Homes Standard it must:[20]

- Meet the statutory minimum standard for housing under the Housing Health and Safety System (HHSRS);
- Provide a reasonable degree of thermal comfort;
- Be in a reasonable state of repair; and
- Have reasonably modern facilities and services.

4.7 **The English Housing Survey for 2021-22 found that in the PRS 23% of homes are of 'Non-Decent' quality**.[21] This is compared to 13% classed as non-decent among owner occupied homes. A HHSRS Category 1 hazard is the most severe type of hazard, defined as causing a serious and immediate risk to a person's health and safety failing to meet the statutory minimum standard for housing in England.[22] Due to the pandemic, not all data could be collected, so DLUHC modelled the results instead. It found **14% of PRS had a HHSRS Category 1 hazard**, in comparison to 10% in owner occupied homes.

4.8 A 2021 Citizens Advice report found that two in three tenant voice panellists experienced some sort of disrepair, including dangerous hazards.[23] This illustrates the poor quality of homes within the PRS, failing to meet the basic requirements.

4.9 Tuition fees are continuing to rise, and with this comes higher expectations for the entire university experience. Students are looking more closely at the role that the location, course, reputation, and student accommodation plays in the entire university experience. **The UCAS Student Accommodation Survey found that 78% of students living in PBSA were satisfied with their accommodation**.[24] A lower proportion (71%) of students in the PRS were satisfied, indicating that PBSA offers a higher quality experience for students.

4.10 Traditionally, PBSA has been viewed as an expensive option. However, when additional costs such as utility bills are taken into consideration, PBSA offers a comparatively cost-effective option for students in comparison to the PRS.[25]

---

[20] DCLG, 2006. A decent home: definition and guidance for implementation

[21] DLUHC, 2022. English housing survey 2021 to 2022: headline report; NB: Some data could not be collected, however, it has been modelled by the DLUHC.

[22] DLUHC, 2022. English housing survey 2021 to 2022: headline report; NB: Some data could not be collected, however, it has been modelled by the DLUHC.

[23] Citizens Advice, 2021. Tenants Voice report March 2021

[24] UCAS, 2020. Student Accommodation Survey

[25] Knight Frank, 2022. PBSA vs PRS: which is best for students as cost of living rises?

An accommodation shortage

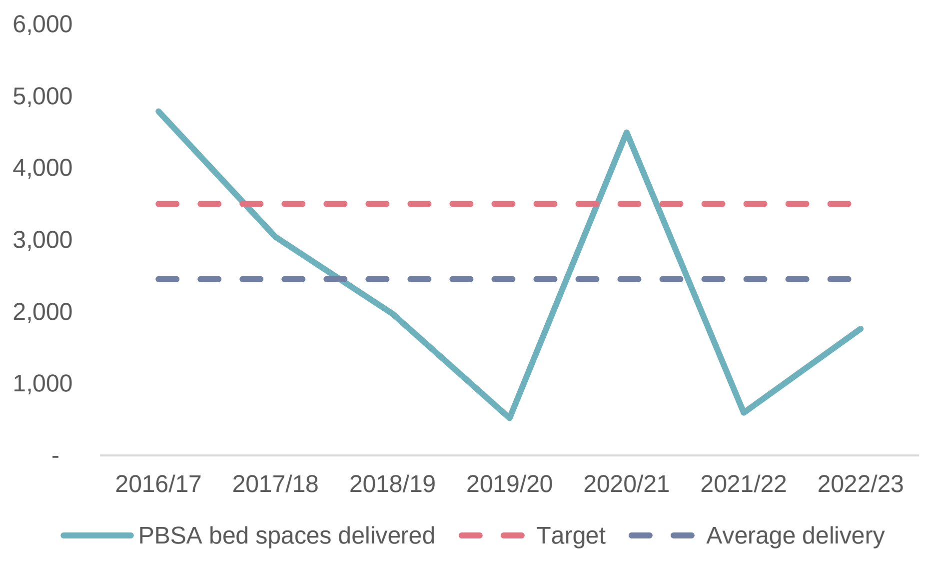
4.11 **It is well documented that the UK is currently going through a housing crisis, with the country consistently failing to meet the 300,000 annual homes target.**[26] This is affecting students who actively seek housing in multiple occupation (HMOs) accommodation in the PRS, as there is now more fierce competition for rooms.[27] HMOs, which are commonly used by students, are houses or flats which are shared by several different tenants who are not related. This has resulted in HE students couch surfing and in extreme cases, homelessness.[28] In response to this, there is a need for more student accommodation, specifically PBSA to mitigate current struggles of finding accommodation in the PRS, not to mention the projected growth of students nationally.

4.12 The London Strategic Housing Market Assessment (2017) reports that there is a **need for 88,500 additional PBSA bed spaces between 2016 and 2041 in London, equivalent to 3,500 per year**.[29] Accounting for the PBSA bed spaces delivered from 2016 to-date, sees an updated version of the need for additional PBSA bed spaces across the region stand at 71,300 bed spaces.[30]

4.13 Between the period, 2016/17 to 2022/23, London has been averaging 2,454 new student bed spaces per year of delivery. **Therefore, London has only been delivering approximately 87% of its annual target for student bedspaces**. London's delivery from 2016/17 to 2022/23 is 4,065 bed spaces short of where it should be against the annual target. There is clearly a significant need for PBSA at the London level.

Figure 4 – London is currently behind on its bedspace delivery target

London completed student bed spaces against annual targets



[26] UK Parliament, 2023. Tackling the under-supply of housing in England.

[27] Guardian, 2022. UK student housing reaching 'crisis point' as bad as 1970s, charity warns

[28] Guardian, 2022. Homeless students on rise in UK amid cost of living crisis

[29] Mayor of London, 2017. London Strategic Housing Market Assessment

[30] GLA, 2023. Residential completions dashboard.

Source: Mayor of London, 2017. London Strategic Housing Market Assessment; Mayor of London, 2023. Residential pipeline dashboard

4.14 Student housing supply has already failed to keep up with demand. This will only worsen if the availability of PRS student accommodation further diminishes. In 2023, the Telegraph reported that the choice of landlords to sell their properties had left almost 250,000 students across the UK without a room.[31]

4.15 The 2019/20 academic year saw 511,000 HMOs in England which dropped to 497,000 in the following year – a 3% decrease.[32] **Specifically, London saw a 13% decrease in student HMOs over this same period**. This puts further strain on the demand for housing, exacerbating the shortage of bed spaces for students in London.

Current PBSA supply

4.16 The Draft New Camden Local Plan states:[33]

> **There are approximately 13,000 bedspaces available in PBSA in Camden.**

4.17 The current LBC Local Plan also identifies a target of 2,400 additional student beds over the plan period (2016/17 – 2030/31). **This equates to annual target of 160 student beds per annum**. Completions data shows that since the start of the Plan period, LBC has only met this target on two out of seven years (total delivery of 756 student bedspaces)– indicating a historic lack of supply which is failing to meet projected demand.

4.18 **In fact, average delivery since the beginning of the plan period, is 33% below LBC target of 160 new student beds per annum.** This equates to an average delivery of 108 new student beds per annum, which is largely concentrated in two years of delivery. In order to meet the Local Plan target over the remaining period, LBC would need to deliver 205 beds per annum over the remaining eight years of the plan period.

4.19 The lack of delivery of PBSA since the LBC Local Plan is acknowledged in the Draft New Camden Local Plan[34] as a result of schemes benefitting from planning permission but have failed to progress to completion. **The Draft New Camden Local Plan[35] now sets a higher target of 200 additional student bedspaces per year as the minimum borough requirement**.

4.20 Whilst this target is not formally in practise, it shows a more recent picture of PBSA need in LBC, which has grown since the current LBC Local Plan (2017).

4.21 This target is based on the proportion of LBC resident students that make-up London's resident students (5.7%) and applying this proportion of the London-wide requirement for 3,500 additional PBSA bedspaces annually over the London Plan period (**paragraph 4.12).**

[31] The Telegraph, 2023. Russell Group students face 'most competitive ever' race to find housing

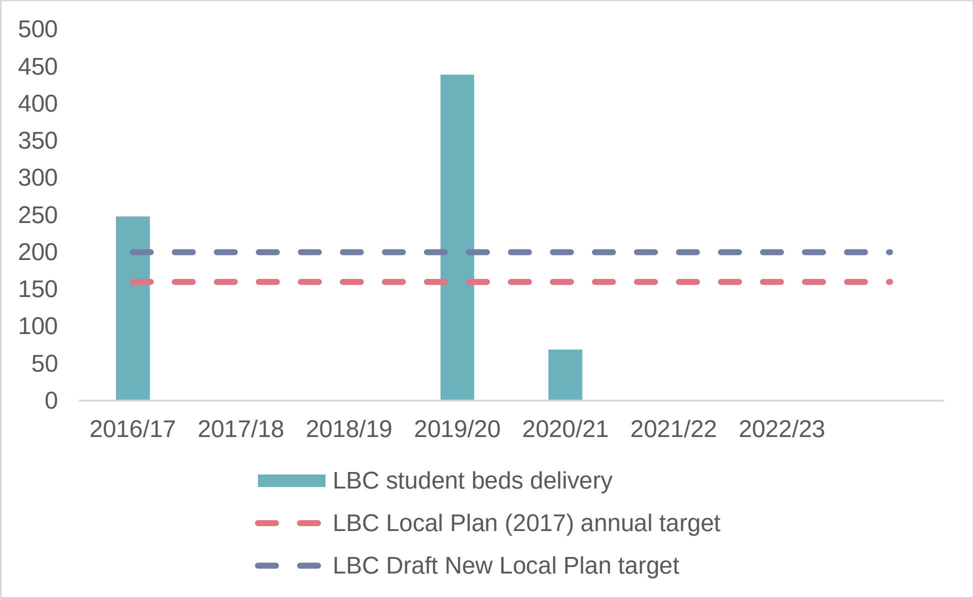
[32] Erin Sutcliffe, 2022. Lack of Student Accommodation Pushing Up Demand

[33] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

[34] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

[35] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

Figure 5 – LBC have only met their student beds target twice, since the beginning of the plan period.



Source: GLA, 2023. Residential approvals and completions dashboard. LBC, 2017. Camden Local Plan. LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

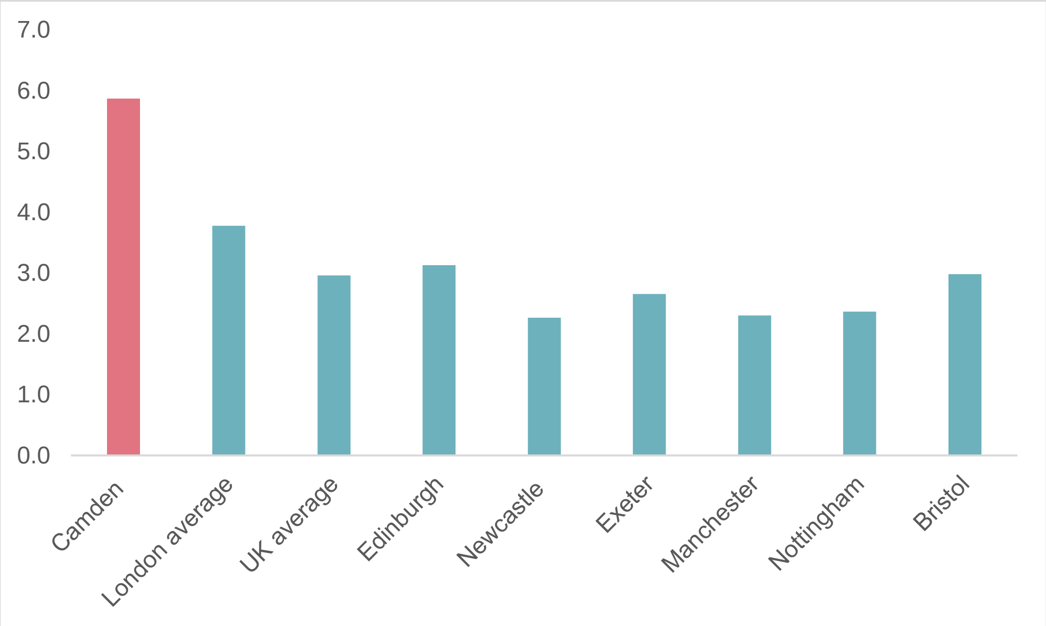
PBSA supply relative to comparators?

4.22 A student to bed space ratio indicates the number of students studying in a certain geography per one PBSA bed available. A higher student per bedspace ratio, indicates more students competing for one PBSA bedspace and therefore a greater demand for PBSA relative to supply. As well as this, given the geography of London, there are also likely students living in neighbouring boroughs who commute across borough boundaries.

4.23 **Figure 6** shows the students per bed space ratio of students across major UK university hubs. It is clear that when looking at the local authority level, the number of students per PBSA bedspace in LBC is significantly higher than rates recorded across the rest of London. **The student per PBSA bedspace in LBC is 5.9, this compares to a London rate of 3.8, and a national rate of 3.0.** The student per PBSA bedspace ratio in LBC is over 50% higher than the ratio recorded across London and almost double the national rate.

Figure 6 – The student to bedspace ratio in LBC is significantly higher than what is seen across other major student hubs

Student to bedspace ratio across UK student hubs



Source: Mayor of London, 2023. Residential pipeline dashboard; ONS, 2023. TS062 - NS-Sec; Knight Frank, 2023. Demand study: Purpose built accommodation.

PBSA pipeline

4.24 **Table 5** presents data from the GLA residential approvals dashboard[36], which estimates that there are **344 PBSA bedspaces within the pipeline in LBC across five schemes –** that is those schemes that have either been approved or have commenced construction and therefore are expected to come forward in the future. Considering that not all of the pipeline schemes will come forward in the same year, the pipeline would be below LBC's Draft New Local Plan target of 200 new student bedspaces per year.[37]

4.25 Only one of these pipeline schemes falls in the Local Area, coming forward with seven bedspaces and is an expansion of the existing The Stay Club student accommodation also located on Chalk Farm Road.

Table 5 – There is a small pipeline of PBSA in LBC

Pipeline of PBSA across LBC

Name	Approved bed spaces
93 - 103 Drummond Street and 63 Cobourg Street London NW1 2HJ	112

[36] GLA, 2023. Residential approvals dashboard.

[37] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

Name	Approved bed spaces
36-45 Tavistock Square, WC1H 9EX	10
Axo Camden, Bartholomew Road, NW5 2BJ	9
The Stay Club, 34 Chalk Farm Road, NW1 8AJ	7
17-37 William Road, NW1 3EN	206
Total	**344**

Source: Mayor of London, 2023. Residential pipeline dashboard

Future demand for PBSA

4.26 When accounting for the potential pipeline, the student per bedspace ratio in LBC **marginally decreases from approximately 5.9 students per bedspace to approximately 5.7 students per bedspace, which is still significantly above comparators.**

4.27 Further to this, considering the projected rise in full-time students to 2026/27 (**para** Error! Reference source not found.) studying in LBC and the pipeline for PBSA bedspace, **the student per bedspace ratio in LBC rises to 6.8**, suggesting a growing need for new PBSA bedspace across the borough as the growth in bedspaces is not keeping up with the growth in students.

Table 6 – Students per bedspace is expected to significantly rise across LBC

Projected student per bedspace

Scenario	FT students	PBSA spaces	Student per PBSA bedspace
Baseline	76,290	13,000	5.9
Baseline + pipeline PBSA bedspaces	76,290	13,344	5.7
Baseline + pipeline PBSA bedspace + growth in FT students (2026/27)	91,085	13,344	6.8

Contribution of the Proposed Development

4.28 The Proposed Development will provide 265 new high quality student rooms – 42 cluster bedrooms, 157 studios and 66 larger studios - providing accommodation in a prime and desirable location for students in close proximity to some of London's biggest HE institutions. Communal kitchens, living and dining spaces are provided throughout the student building, as well as a social courtyard garden, gym and rooftop amenity spaces. **The Proposed Development would provide 1.66 years of LBC's Local Plan target of 160 new student bedspaces per year or 1.33 years of LBC's Draft New Local Plan target of 200 new student bedspaces per year.**

4.29 There is a clear need for PBSA in LBC, with student numbers rising and the limited PBSA pipeline. **The Proposed Development would reduce the projected students per PBSA bedspace in 2026/27 in LBC from 6.8 to 6.7.**

4.30 As well as meeting student demand, PBSA provision can also help relieve pressures on the conventional housing market as noted in the LBC Draft New Local Plan. [38]As students will be moving to high quality PBSA, some properties that would have otherwise been used to house students can instead go back to their standard residential market use, helping to free up space for LBC residents. To estimate the equivalent number of homes which comes about from the student bedspaces at the Proposed Development, 2.5 is divided by 265 bedspaces at the Proposed Development, which aligns with London Plan methodology.[39]This is equivalent to 106 potential homes in the PRS that could be freed up. Multiplying this by the proportion of students which live in PRS in London (50%)[40] **provides an estimate of the number homes that would be freed up across London – equivalent to 53 homes.**

4.31 Further to this, students at the Proposed Development will be located in an area that benefits from a plethora of restaurants, shops pubs and cafes **(Figure 7**) and music venues like the Roundhouse on their doorstep, which will have clear benefits for local businesses. It will likely be the students main location for spending on convenience goods as well as leisure and recreation. In such occasions, student expenditure can comprise a significant proportion of local businesses' turnover. For example, **a survey of Urbanest properties (a London-based PBSA provider) found that their spending power in the local area comprised on average 20% of turnover for many local businesses.**[41]

4.32 In fact, the latest LBC Retail and Town Centre Study (2013)[42] shows that Zone 2 residents – that is the retail Zone which the Site lies within – spend approximately 91% and 38% of their convenience and comparison expenditure within LBC, respectively. This shows how students are likely spend a high proportion of their expenditure within the borough. Student expenditure resulting from the Proposed Development is discussed in further detail in Section 6: **Student and residential expenditure.**

---

[38] [38] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

[39] Mayor of London, 2023. The London Plan.

[40] HESA, 2023. Where do HE students study?

[41] Volterra, 2020. 2 Trafalgar Way Economic Statement. Application number: PA/20/01402/A2, London Borough of Tower Hamlets.

[42] LBC, 2013. Camden Retail And Town Centre Study.

Figure 7 – There is a plethora of local amenities and businesses around the Proposed Development where students will spend

Local amenities around the Site

5. Need for housing

Historic delivery across LBC

5.1 **In 2022-23, LBC delivered a total of 358 net additional dwellings, which is significantly below the Camden Local Plan (2017)[43] of 1,120 new homes per annum.** The London Plan (2021)[44] also sets targets for housing delivery by borough, for LBC this equates to 1,038 dwellings per annum, which LBC have never met since the target has been in practise. Average housing delivery over the last decade in LBC has equated to 723 net additional dwellings, which is 35% below the latest LBC target or 30% below the London Plan target.[45] In fact, LBC have only met this target once since the target has been in place, as shown in **Figure 8**.

5.2 Additionally the previous housing delivery target set by LBC in their outdated Core Strategy (2010)[46] of 595 net additional dwellings per annum, was only met in two of the years it was in place. This shows that LBC has been consistently failing to meet its challenging annual housing delivery target, which is concerning given the higher existing target of 1,120 homes per annum.

5.3 The Camden Local Plan (2017)[47] establishes a target of 16,800 additional homes from 2016-17 to 2030-31. Based on average delivery over the last decade, LBC would deliver approximately 11,150 new homes over the plan period, representing a **shortfall of 34% compared to the LBC total housing target of 16,800 homes.**

[43] LBC, 2017. Camden Local Plan.

[44] Mayor of London, 2021. London Plan 2021.

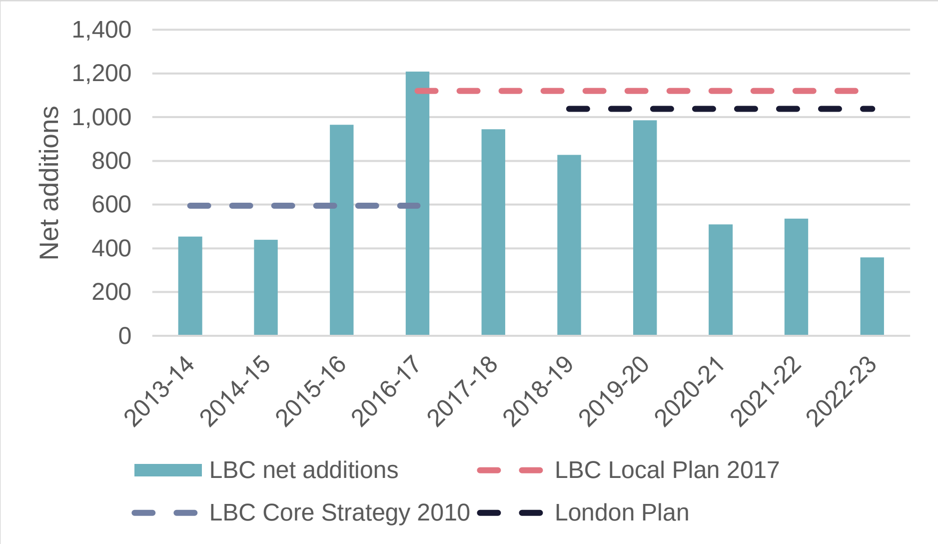
[45] DLUHC, 2023. Live Tables on housing supply: net additional dwellings.

[46] LBC, 2010. Camden Core Strategy (2010-2025).

[47] LBC, 2017. Camden Local Plan.

Figure 8- LBC has only met its housing target twice over the last decade

Housing delivery in LBC against target (2013-14 to 2022-23)



Source: DLUHC, 2023. Live Tables on housing supply: net additional dwellings.

5.4 Whilst not yet in practise, it is worth acknowledging that the Draft New Camden Local Plan (2023)[48] sets a housing requirement of 11,550 additional homes over the 15-year plan period from 2026 to 2041, equivalent to 770 homes per year. This is a slightly lower target, however based on LBC's latest housing delivery of an average of 723 homes per annum, current delivery is still below this target.

5.5 Further to this, looking at LBC's 5-year housing land supply, Camden have sufficient deliverable housing land supply to meet requirements for 5.2 years**. However, in the latest 2022 Housing Delivery Test, LBC only delivered 69% of the housing required** over the past three years and therefore must apply a 20% buffer to it's annual housing target to reflect this – taking the annualised London Plan target from 1,038 to 1,246 additional homes per annum, and reducing Camden's housing land supply to 4.4 years.[49]

Affordable housing delivery

5.6 The Camden Local Plan (2017)[50] has a total affordable homes target of 5,300 additional affordable homes over the 15-year plan period, equivalent to 353 affordable homes per annum, or 32% of the borough's total housing target. As shown below, **this target has never been met, with the latest year of delivery equating to 184 additional affordable homes, significantly below the target.** [51]

5.7 Over the last decade, **affordable housing delivery has averaged 222 homes per year, which is 37% below the current target**, indicating a significant under-delivery and need for more affordable homes.

[48] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version.

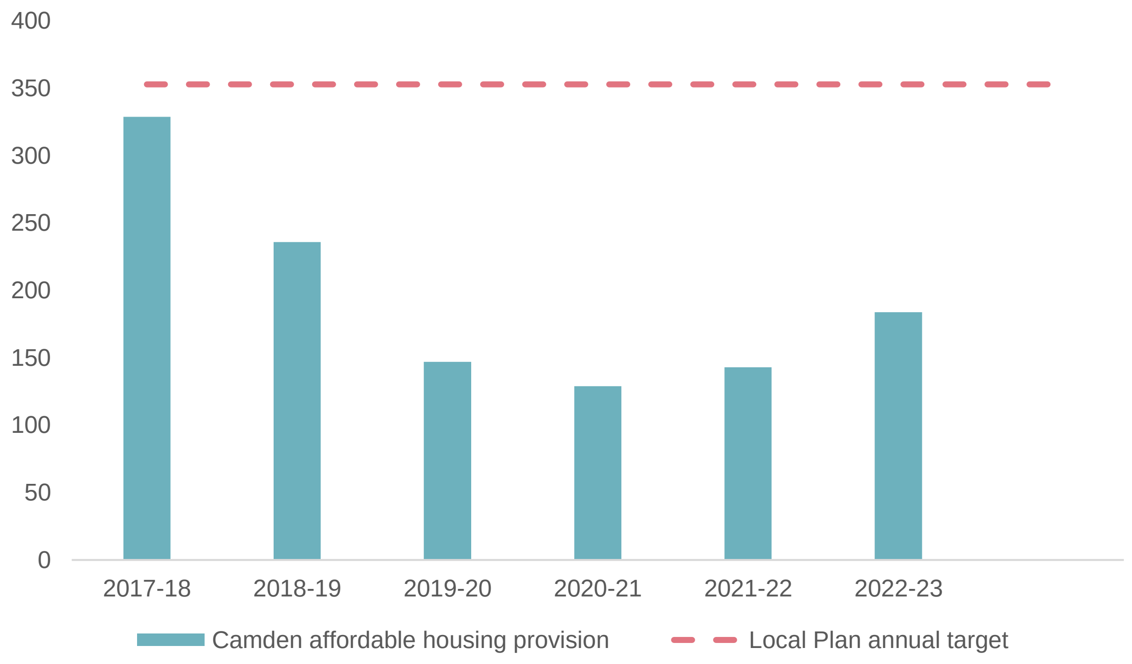
[49] LBC, 2023. Authority Monitoring Report 2018/19, 2019/20 and 2020/21.

[50] LBC, 2017. Camden Local Plan.

[51] DLUHC, 2023. Live tables on affordable housing supply.

Figure 9- LBC have never met their affordable homes target

Affordable housing delivery in LBC relative to targets



Affordability

5.8 In terms of housing affordability, the cost of buying a house in LBC is far above comparators. House price to earnings (HPE) can be used as a proxy for the affordability of housing for an area. It measures how much greater house prices are compared to relative annual earnings.

5.9 **As of 2022, in LBC the HPE is 18.0 – that is, average house prices are 18.0 times higher than average earnings.** This is significantly higher than both the London average of 12.5 and over twice as high than the England and Wales average of 8.2.[52] Out of all 317 local authorities, LBC ranks as the 10th most unaffordable in the country concerning HPE.

5.10 Over the last decade, median house prices in LBC have increased substantially. **Table 7** illustrates that median house prices across LBC have increased 81% in this time period. Although this is slower than the increase in London over the same time, **house prices are significantly higher (44%) than the current London average.**

[52] ONS, 2023. House price to residence-based earnings ratio.

Table 7 - House prices have increased substantially in LBC over the last decade

Median house price across geographies (2013 – 2023)

Geography	2013	2023	Percentage increase
LBC	£425,000	£770,000	81%
London	£265,000	£535,000	102%
England and Wales	£172,000	£285,000	66%

Source: ONS, 2023. HPSSA Dataset 9

5.11 In 2022/2023, the monthly median rental value for a 'one-bedroom' property across LBC was approximately £1,605. This was 26% higher than rental values across London (£1,275), and more than double (121% higher than) rental values recorded across England (£725).

Table 8 – It is significantly more expensive to rent a one-person property in LBC than it is across geographical comparators

Geography	Median rental value 'one-bedroom' property	Median rental value 'room' property	Median rental value 'studio' property
LBC	£1,605	£1,050	£975
London	£1,275	£695	£1,000
England	£725	£460	£625

Source: ONS, 2023. Private Rental Market Statistics

Deprivation

5.12 The English Indices of Multiple Deprivation (IMD) ranks deprivation based on seven domains: Income; Employment; Health; Education, Skills and Training; Barriers to Housing and Services; Crime; and Living Environment.[53] The IMD uses the seven indicators to build up the relative deprivation measures for small geographical areas in England. Relative ranks of deprivation are provided for local authority districts and small areas known as Lower Layer Super Output Areas (LSOA).[54]

5.13 Barriers to Housing and Services and Living Environment are the most relevant sub-domains of deprivation for the Proposed Development.

5.14 **Figure 10** illustrates that relative to the south of the borough, the Local Area of the Proposed Development is more deprived in the Barriers to Housing and Services domain. This domain specifically measures the physical and financial accessibility of housing and local services. Some of the LSOAs within the Local Area of the Proposed Development are in the top 50% most deprived of all LSOAs in this domain nationally.

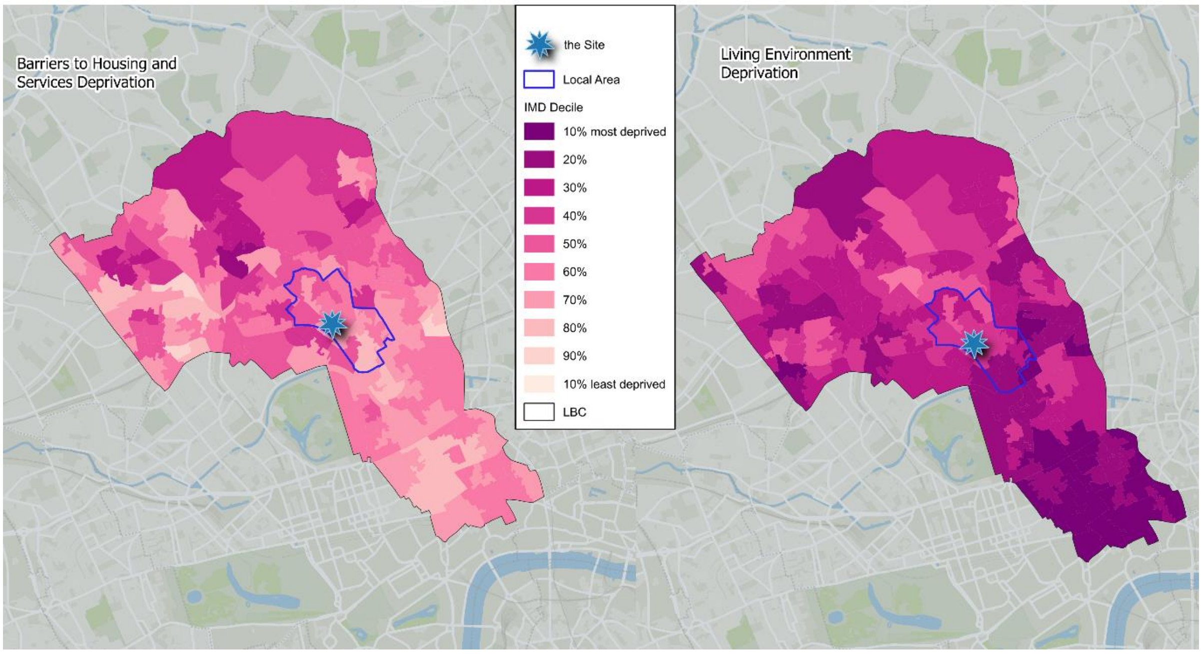
[53] DHLUC, 2019. Index of Multiple Deprivation .

[54] LSOAs are small areas designed to be of a similar population size, with an average of approximately 1,500 residents or 650 households

5.15 In addition, in terms of the Living Environment Domain of the IMD, the Local Area performs poorly, as does the whole of LBC. Within the Local Area of the Proposed Development, some LSOAs are in the top 20% most deprived nationally.

Figure 10 – The Local Area of the Proposed Development scores poorly on housing related deprivation measures

Barriers to Housing and Services and Living Environment domains of the IMD by Lower Level Super Output Area (LSOA) (2019)



Source: MHCLG, 2019. English indices of deprivation 2019

Contribution of the Proposed Development

5.16 The section entitled **Affordability** highlights the significant need for affordable housing provision in LBC. This issue is exacerbated by the fact that since 2017/18, LBC has never achieved its affordable housing provision, as illustrated in **Figure 9.**

5.17 **The Proposed Development will bring forward 24 new affordable homes**. Alongside the 42 affordable student beds, this will bring **the affordable offer of the Proposed Development to 35%, in line with LBC policy**. The affordable housing will deliver a range of unit sizes, including one to three-bedroom units, across social and intermediate rent tenures, which has largely been informed by consultation with the Council. A policy compliant tenure split of approximately 63% social affordable housing and 37% intermediate rented would be provided by habitable room.

5.18 **The Proposed Development has the potential to deliver 7% of the boroughs annual affordable housing delivery target**. This represents an important contribution considering the heightened need and historic lack of provision in the borough.

5.19 When the student accommodation and affordable housing provision is collectively accounted for, **the Proposed Development will contribute to 13% of the London Plan housing target of 1,038 additional homes per annum** or 12% of the annual Camden Local Plan housing target of 1,120 additional dwellings per annum.

6. Economic impacts

Construction phase

Construction employment

6.1 The construction phase of the Proposed Development is expected to result in increased levels of economic activity. A major component of this activity will be driven by the provision of construction employment and additionally their subsequent spending in the Local Area.

6.2 There will be employment generated through the construction phases of the Proposed Development. The standard method for estimating the number of construction workers is to divide the expected cost of construction by the Gross Value Added (GVA) of the average construction worker. The annual GVA per construction worker in Camden and the City of London is approximately £121,300.[55]

6.3 **As the construction cost of the Proposed Development is estimated at £70m, the Proposed Development could support approximately 210 construction jobs over the 2 year and 9 month construction period.**

Construction worker expenditure

6.4 The construction workforce is highly mobile as job take-up flexibly occurs wherever construction takes place. Hence, construction benefits are not typically viewed to have large local impacts, but construction worker expenditure may have significant local impacts.

6.5 Construction worker expenditure per day is derived using a GLA estimate of assumed worker expenditure of approximately £13.00 a day,[56] which is then uplifted to 2023 prices, and adjusted to the construction sector by using earnings differentials.[57] After these adjustments, the estimated daily construction worker expenditure is £11.83 per worker per day. This value is then multiplied by the assumed number of working days per year (220), and the average number of construction jobs supported per year.

6.6 Based on this, **construction workers are estimated to spend £550,000 per year during the construction period in the Local Area of the Proposed Development**. This is equivalent to £1.5m over the full construction period.

Operational phase

6.7 The existing site comprises office buildings with surface and below ground parking (3,433 sqm GIA). However, the existing site has been vacant for several years. Therefore, all presented economic impacts are considered to be additional given there is no permanent employment currently supported onsite.

---

[55] ONS, 2021. Regional Gross Value Added by industry

[56] GLA Economics, 2020. Lost worker vs. tourism expenditure in the CAZ

[57] ONS, 2022. EARN03 – Average Weekly Earnings

Direct employment generation

6.8 The Proposed Development is a PBSA development, also providing an affordable housing building and some commercial floorspace. Commercial activities at the Proposed Development have a combined floorspace of 665sqm (NIA). Using the HCA Employment Densities Guide, the relevant employment densities have been applied.[58] The guide was released before the change in planning use classes. Since the report was released, many commercial planning use classes have been incorporated with the new Class E. Uncertainty therefore exists over the most appropriate employment density to apply to Class E space. The analysis presented in this report applies a range of employment densities to the commercial units provided at the Proposed Development, based on current market demand for commercial space and current expectations of the end-use occupiers of each commercial unit. In the minimum employment scenario an employment density of 17.5sqm NIA per employee is applied to the commercial units and in the upper employment scenario an employment density of 12sqm NIA per employee is applied to the commercial units. Whilst this is subject to change, this reflects the Applicant's most up-to-date expectation of employment to be supported within each commercial unit at the Proposed Development.

6.9 Further to this, the Proposed Development would also support management roles as well as security and cleaning roles as part of the operating of the PBSA building. These estimates have been provided by the Applicant based on their experience and are incorporated into the total operational jobs figure.

6.10 Based on the methodology described, **it is estimated that the commercial opportunities provided by the Proposed Development would support 40 to 60 full-time equivalents, equal to 50 to 75 jobs** once part-time working patterns are accounted for.[59]

Table 9 – There are expected to be up to 65 FTEs (80 jobs) directly generated by the Proposed Development

Use	FTEs minimum employment	FTEs upper employment	Jobs minimum employment	Jobs upper employment
Management positions	5	5	5	5
Security staff	<5	<5	5	5
Cleaning staff	<5	<5	<5	<5
Commercial units	40	60	50	75
Total	**50**	**65**	**60**	**85**

Source: Homes & Communities Agency, 2015. Employment Density Guide – 3rd edition

Note: Figures have been rounded to the nearest 5. Hence, figures may not sum.

Worker expenditure

6.11 Once operational, workers at the Proposed Development would have an economic impact through their spend in the local economy. This is calculated in a similar way as construction worker expenditure

[58] HCA, 2015. Employment Densities Guide 3rd edition.

[59] ONS. 2022. Business Register and Employment Survey.

(**paragraph** Error! Reference source not found.), by applying earnings differentials by relevant industry that would operate within the Proposed Development.[60] Once these differentials have been accounted for, it is estimated that the average Retail / F&B worker would spend approximately £5.48 per day in the Local Area of the Proposed Development, whilst management workers in the student building would spend approximately £9.19 per day.

6.12 Based on this, **workers at the Proposed Development are estimated to spend approximately £62,000 to £94,000 per annum**. This expenditure would provide additional revenue for local businesses, such as retail and leisure outlets, which are in the vicinity of the Site.

Student and residential expenditure

Student expenditure

6.13 The Proposed Development will bring new residents to the local area, who will spend money within LBC, supporting economic activity.

6.14 Full-time students in London are expected to spend approximately £8,000 to £23,000 per year dependent on the rental value of their accommodation. Taking into account the proportion of expenditure spent on living costs relative to total costs (including rents at the Proposed Development), it is expected **that students at the Proposed Development will spend approximately £5.2m per annum, of which £3.0m will be retained within LBC**. All student expenditure assumptions are outlined in **Table 10** below.

Table 10 – Student expenditure breakdown by room type at the Proposed Development

	Cluster room	Studio room	Premium studio room
Gross rent per week	£189	£495	£525
Gross rent per annum	£9,615	£25,245	£26,75
Operating cost discount[61]	25%	25%	25%
Net rent per annum (discounting for operating costs)	£7,210	£19,935	£20,080
Total costs (accounting for the proportion of costs spent on housing)	£17,735	£46,580	£49,400
Living costs per room per year	£8,125	£21,335	£22,625
Number of units	42	155	68
Total living costs expenditure at PD	**£341,000**	**£3.3m**	**£1.5m**
Total retained within LBC	**£194,000**	**£1.9m**	**£876,000**

Source: Volterra calculations, 2024. NB: figures may not sum due to rounding.

[60] GLA Economics, 20202. Lost worker vs. tourism expenditure in the CAZ; ONS, 2022. EARN03 – Average Weekly Earnings

[61] Note: Operating costs are discounted to reflect the money saved through amenities provided by the PBSA.

Residential expenditure

6.15 The Proposed Development is also delivering a total of 24 affordable housing units. Lower quartile (bottom 25%) household earnings within London is approximately £272 per week in total.[62] Once this figure has been adjusted to reflect the proportion of spending expected to take place online and uplifted to reflect weekly spend in LBC relative to the rest of London, it is expected that the affordable households at the PD will spend approximately £210 per week.

6.16 This equates to a **total residential spend generated by the 24 affordable homes delivered by the Proposed Development of approximately £264,000, of which £151,000 is expected to be retained within LBC.**

Total expenditure

6.17 Once all these forms of expenditure generated at the Proposed Development have been accounted for, **it is expected that the Proposed Development will generate a total expenditure of £5.5m per annum, of which an estimated £3.1m is expected to be retained within LBC.**

Net additional employment

6.18 To consider the total net impact on employment, the displacement and multiplier impacts must also be considered. These take account of the indirect and induced jobs that will occur because of the scheme's supply chain and worker expenditure, as well as induced jobs that will be supported by residential and student expenditure in the area.

6.19 The (HCA) Additionality Guide provides a framework that informs the estimation of the net additional impacts of a development.[63] Through this method, both a displacement and a multiplier are applied to direct employment, both of which are defined below. A low displacement factor is used here, to represent the high demand for PBSA within LBC. A medium multiplier factor has been chosen, to reflect the services that come with the Proposed Development's all-inclusive offer, which in turn supports the supply chain.

Displacement – the proportion of jobs that would otherwise have occurred elsewhere. The guidance provides a standard displacement rate of 25% for low levels of displacement.

Multiplier impact – the creation of further employment opportunities through expanded supply chains and onsite worker expenditure. A medium multiplier (1.5) is used in this instance, given the primary use of the Proposed Development is student accommodation.

6.20 In addition to the indirect and induced jobs supported through the 'multiplier impact', which here is defined as the impact that occurs through worker expenditure and supply chain purchases, further induced jobs

[62] ONS, 2019. Household expenditure by countries and regions: Table A33

[63] Homes and Communities Agency, 2014. Additionality Guide: Fourth Edition

would also be supported through the increased student and residential expenditure. These induced jobs are estimated by dividing total expenditure by the average output (GVA) per consumer services worker in LBC and applying the relevant 25% for displacement.

6.21 It is estimated that this expenditure created by students and new residents at the Proposed Development would support 70 jobs across London, after a displacement factor is applied.

6.22 Once these displacement and multiplier factors are applied to the gross additional employment estimates, and induced employment supported by student expenditure is calculated, it is projected that the Proposed Development would generate a net additional total employment of approximately **125-150 jobs, equivalent to 105-125 jobs at the London level, and 10 jobs at the LBC level**.

Table 11 – The Proposed Development would result in an estimated 125-150 net additional jobs

	FTEs		Jobs	
Employment scenario	**Low**	**High**	**Low**	**High**
Gross proposed	50	65	60	85
Existing	0	0	0	0
Gross additional	50	65	60	85
Displacement	25%	25%	25%	25%
Net direct	35	50	45	60
London multiplier (1.4)	1.4	1.4	1.4	1.4
LBC multiplier (1.1)	1.1	1.1	1.1	1.1
Indirect London level (excluding LBC)	15	20	20	25
Indirect at LBC level	5	5	5	5
Indirect total	**20**	**25**	**20**	**30**
Induced residential spend jobs	70	70	85	85
Induced residential spend jobs applying displacement	50	50	65	65
Induced residential jobs (retained in LBC) applying displacement	30	30	35	35
Total net additional	**105**	**125**	**130**	**155**
of which going to LBC residents	10	10	10	10
of which going to London residents	70	85	90	110

GVA and tax

6.23 The economic activity onsite at the Proposed Development can be measured by Gross Value Added (GVA), which is a measure of the economic value produced by the activity in a given area. Economic activity onsite specifically is measured by estimating GVA per worker per day and then applying it to the estimates of direct onsite employment. Based on this methodology, **the Proposed Development is expected to support an estimated £4.0m to £10.4m of economic activity per year based on the employment scenario.**[64]

6.24 Tax revenues for government can also be estimated by comparing national statistics on GVA between 1997 and 2017 with public sector receipts.[65] [66] It is estimated that tax revenues accruing to HM Treasury are between 30% and 40% of GVA. This occurs through business rates, VAT, corporate and income tax.

6.25 Based on this assumption and the employment scenarios, **it is estimated that the Proposed Development will result in between £1.6m and £4.2m of additional tax revenues per year**. Of this, between £342,000 and £1.1m is expected to be collected by LBC annually.

Business rates

6.26 Business rates in England are a tax that applies to non-domestic properties. The new commercial space incorporated in the Proposed Development will provide additional revenue for government through business rates. **Business rates accruing from the Proposed Development will equate to an estimated £141,000 per annum.**

[64] ONS, 2021. Regional gross value added (balanced) by industry; ONS, 2019. Business Register and Employment Survey

[65] ONS, 2021. Gross value added

[66] ONS, 2021. Public sector finances

7. Community benefits

Increasing local retail turnover

7.1 Community benefits will also be generated by the Proposed Development, largely from the additional residential and student expenditure that will be spent in the Local Area.

7.2 As outlined in the section entitled **Student and residential expenditure** **the Proposed Development is expected to generate an estimated £3.1m per year in additional residential and student expenditure within LBC**. **Figure 11** illustrates the array of local commercial options including bars, pubs, restaurants, shops, and supermarkets in the Local Area of the Proposed Development that will benefit from this increased expenditure across Chalk Farm Road and Camden Town. As discussed in **paragraph 4.31**, spending retention in LBC is 91% for convenience goods and 39% for comparison goods, indicating the likelihood of new residents at the Proposed Development to spend their money within LBC rather that travel outside of the borough.

Figure 11 – There is an array of commercial options in the Local Area of the Proposed Development where new residents and workers will likely spend time and money

Commercial amenities in the Local Area of the Proposed Development

Source: GLA, 2022. GLA Cultural Infrastructure Map

7.3 Students allocate a significant portion of their discretionary income to social activities, with bars and pubs being popular venues for socialising.[67] Research has revealed that the social aspect of university life plays a crucial role in shaping spending habits, as students often spend on beverages, entertainment, and dining experiences in local establishments – therefore supporting local businesses.

7.4 The dining preferences of students also contribute significantly to their spending patterns. A study found that students often choose convenience and affordability when it comes to dining options.[68] The popularity of local food delivery services and nearby fast-food establishments reflects the changing trends in how students allocate their food-related expenditures.

7.5 Additionally, despite the growing popularity of online shopping, the majority of students still take a traditional approach. A recent UCAS Media survey found that from a poll of more than 18,000 students, 70% still choose to shop on the high-street.[69]

Community integration of students

7.6 Students serve an important role as volunteers for local charities. Survey results have suggested that 6% of students in accommodation assist in local charities, at food banks or in charity shops for example.[70] In the context of the Proposed Development, this equates to 15-20 students that we may expect to part-take within the voluntary sector.

7.7 Even students who may be less engaged with local charities could also help those in need and avoid waste, by providing 'hidden support'. One local charity shop owner interviewed was clear about the benefits:

> **"students make donations –we get a lot more designer clothing and clothing you would see international students wearing…students from China tend to buy a whole wardrobe at the start of the year and donate it at the end", while also noting that students are "very inquisitive, eager to know and understand what we (the charity) do".**

7.8 The Applicant will deliver a student management plan for the student accommodation at the Proposed Development. The purpose of this plan is to ensure that the Proposed Development will not only be managed correctly but also that students will be integrated as part of the wider community.

7.9 Part of this plan will involve the availability of a 24/7 helpdesk at the Proposed Development which will be available to both students and local residents. This will ensure that if any issues do arise between students and the local community, there is an effective platform for these issues to be mitigated.

7.10 A dedicated property manager will also be employed at the Proposed Development who will lead the PBSA's management team. This will ensure that local residents always have a point of contact should there be any problems relating to noise or anti-social behaviour.

[67] UCAS, 2022. Freshers Report: Student spends and trends 2022

[68] Shin, 2023. College students' willingness to pay more for local food

[69] BAM Agency, 2015. Online vs in-store: How today's students shop

[70] Volterra research, 2020.

7.11 Within the Proposed Development, students will be encouraged to respect the local area and its residents, and the principle of neighbourliness will be promoted.

7.12 The onsite team will actively seek to engage with local residents and community groups to discuss and address any arising issues, and identify ways how students can better integrate with the local community, for instance through volunteering to assist elderly or vulnerable residents with weekly shopping or tutoring and mentoring children.

7.13 The Proposed Development will also provide spaces that can be enjoyed by the local community, including a café, which could also be offered to host community events in out-of-operation hours and could be used to unite the local community. The new public realm strategy will also improve the vitality and viability of the immediate area which can benefit local businesses.

7.14 The design principles of the Proposed Development and the publicly accessible open spaces provided will promote the opportunity for mixing between residents, students, and the local community and ultimately promoting mixed and inclusive neighbourhoods in line with the new London Plan Guidance on PBSA.[71]

[71] Mayor of London, 2023. London Plan Guidance on PBSA.

8. Employment and Training Strategy

Local issues and priorities

Local employment

Whilst LBC has high levels of employment, it also has high rates of unemployment and economically inactive residents seeking work – this suggests a skills mismatch. Resident economic activity and employment levels in the Local Area have even poorer outcomes.

8.1 Across many indicators, the employment levels of the Local Area and LBC's residents are below average against geographical comparators.

8.2 Economic activity rates in LBC are 75%, lower than the London (80%) and England average (78%).[72] Employment rates follow a similar trend with the rate being 70% in LBC, much lower than the London (76%) and England average (79%).[73] As expected, the unemployment rate of LBC (5.9%) is above the London (4.5%) and England (3.7%) average. [74]

8.3 The above data is the most recent available, and is taken from the Annual Population Survey (2022). This data is not available at the ward level, and thus slightly older data from the National Census (2021), for which ward-level data is available, has also been analysed. **This shows that the Local Area generally has poorer outcomes than LBC.** For example, in 2021, the proportion of Local Area residents aged over 16 who are economically inactive but unemployed is 7.8%, compared to 6.7% in 2021 across LBC.[75]

8.4 Despite having high levels of economic inactivity, the proportion of economically inactive LBC residents who are seeking work is greater than geographical comparators (**Figure 12).** This indicates a potential skills mismatch between unemployed residents and job vacancies. There are high levels of unemployment LBC, yet a large proportion of the economically inactive residents who are looking for jobs can't access them.

---

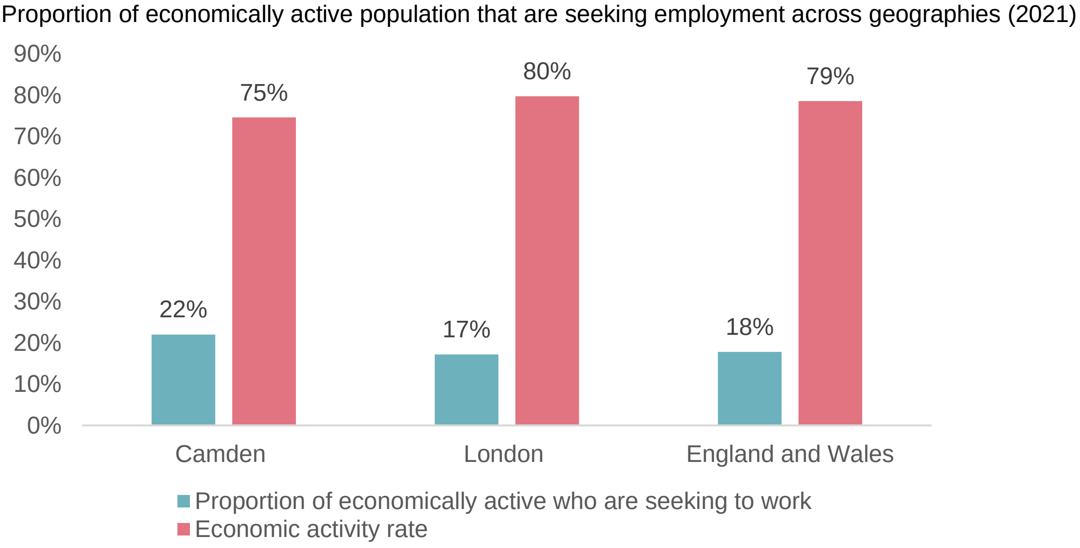
[72] ONS, 2023. Annual Population Survey 2022

[73] ONS, 2023. Annual Population Survey 2022

[74] ONS, 2023. Annual Population Survey 2022

[75] ONS, 2023. Census 2021 - TS066 - Economic activity status

Figure 12 – Across Camden, there is a greater proportion of residents seeking employment than other relevant geographies



Source: ONS, 2022. Census 2021 - TS066 - Economic activity status

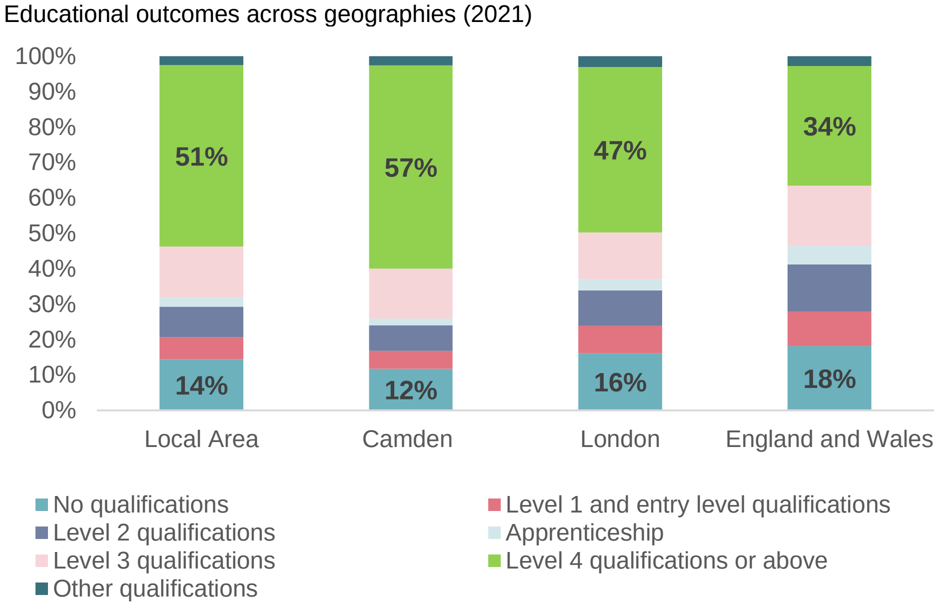
8.5 It is vital that employment and skills opportunities in LBC look at ways to address the relatively lower levels of resident employment and economic activity. This could be achieved by providing opportunities that match the skill levels of unemployed residents, and providing opportunities for residents to upskill.

Skills and education inequality

LBC residents on average have high skill levels, but residents of the Local Area have relatively lower levels of qualifications. Furthermore, apprenticeship start rates in LBC are some of the worst in London.

8.6 At the borough level, LBC residents have significantly above average skills (Figure 13). The proportion of LBC residents aged over 16 who have level 4 qualification levels (degree level) or above is 57%, significantly above the London (47%) and England (34%) levels. **Despite high skill levels at the borough level, the Local Area to the Site does not have as strong outcomes**, with only 51% of residents aged over 16 having degree-level qualifications – significantly below the LBC average and slightly below the London average.

Figure 13 – The Local Area of the Proposed Development has poorer educational outcomes relative to educational outcomes across Camden



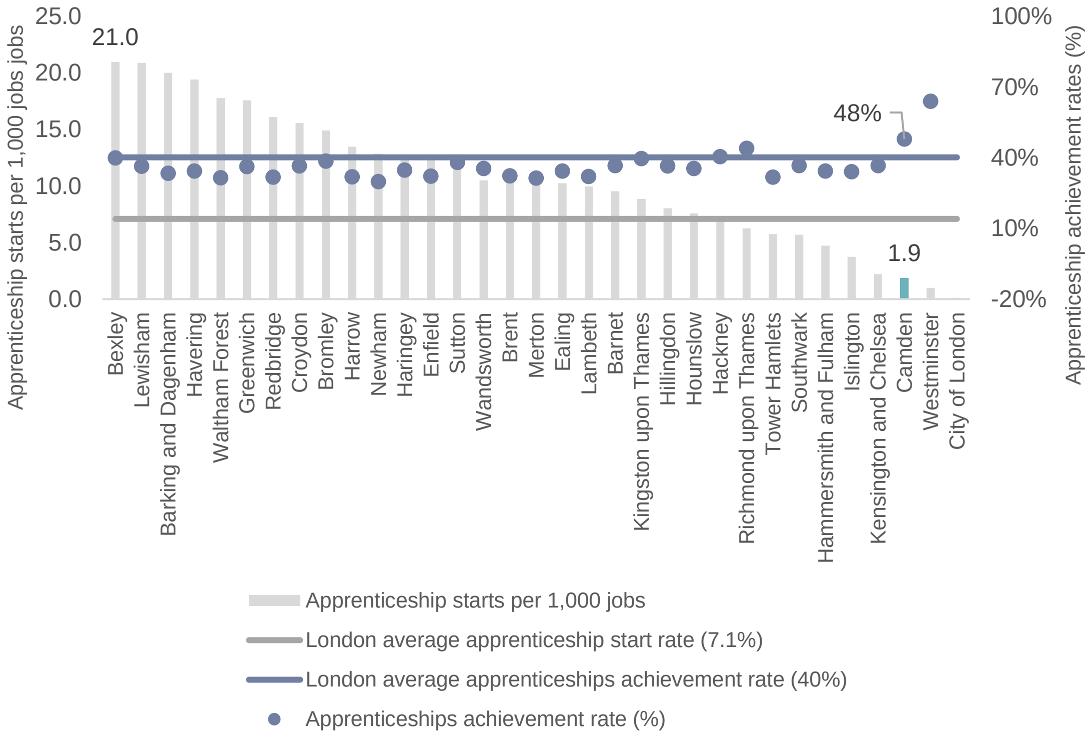
Source: ONS, 2021. Census 2021 - TS067 - Highest level of qualification

8.7 Much of LBC's employment is concentrated to the south of the borough in central London which contains a high density of high-skilled office-based jobs. Such jobs are often in sectors which have not traditionally had much scope for apprenticeship opportunities, in comparison to more vocational occupations. **This is confirmed by data which shows that LBC has some of the lowest apprenticeship start rates in London.**

8.8 **Conversely, LBC's achievement rate for apprenticeships (48%) is significantly above the average for London local authorities (40%).** This suggests that enhanced provision of apprenticeships would be of value, as the apprenticeships would have above average levels of completion, and thus facilitate above average levels of young people into employment. However, it should be noted that the apprenticeship achievement rates for England were much higher than London or LBC, at 53%.

Figure 14 – Apprenticeship start rates in LBC (1.9 per 1,000 jobs) are some of the worst in London and significantly below the London average (7.1 per 1,000 jobs). However, apprenticeship achievement rate (48%) is among the highest in London, and higher than London average (40%)

Apprenticeship starts per 1,000 jobs and apprenticeships achievement rates (2021)



Source: ONS, 2023. BRES 2021; ONS, 2023, Apprenticeships and traineeships 2021/22

Note: City of London achievement rates have not been presented, because a low sample size causes an anomaly where achievement rates are above 100%.

Promoting equitable outcomes

At the borough level, LBC performs strongly on a number of socio-economic indicators. However, this masks a high variance of outcomes across the borough and within the Local Area.

8.1 **As discussed previously, at the borough level, LBC's residents have above average skill levels**. Similarly, LBC performs strongly on other socio-economic metrics in relation to employment and skills. **For example, median income levels in 2022 in LBC (£41,200) were significantly above those across London (£39,400) and England (£33,200).**[76]

[76] ONS, 2023. Median gross annual (where available) residence-based earnings by county, England, 2002 to 2022

8.2 **LBC outperforms London and England in rates of GCSE attainment**. Across LBC 80.3% of young people achieve GCSEs in English and Maths by the age of 19. This compares to 78.1% across London, and 74.9% across England.[77]

8.3 However there is a divergence in pass rates for GCSE English and maths within LBC between those that are eligible free school meals (FSMs) and those that are not.

Table 12 – There is a disparity in GCSE attainment within LBC between those that are eligible for FSM and those that are not

GCSE attainment across LBC by FSM eligibility

Geography	GCSE English attainment		GCSE maths attainment (LBC)	
	Eligible for FSMs	*Not eligible for FSMs*	*Eligible for FSMs*	*Not eligible for FSMs*
LBC	69.5%	84.4%	60.6%	80.1%
Outer London	67.0%	84.7%	58.5%	80.3%
Inner London	72.5%	85.4%	62.3%	79.1%
England	55.7%	80.4%	49.1%	76.3%

Source: ONS, 2023. Academic year 2022/23 Key stage 4 performance

8.4 Deprivation is a measure which combines together a number of socio-economic indicators, the most prominent of which are income, employment, education, and health. When observing specific data sources in relation to these indicators, trends similar to those outlined in Figure 19 can be found. For example, the highest qualification levels in the borough can be found within the Hampstead Town ward, where 75.5% of residents have level 4 qualifications or above (degree level). In contrast, only 51.2% of residents in the Local Area have level 4 qualifications or above.

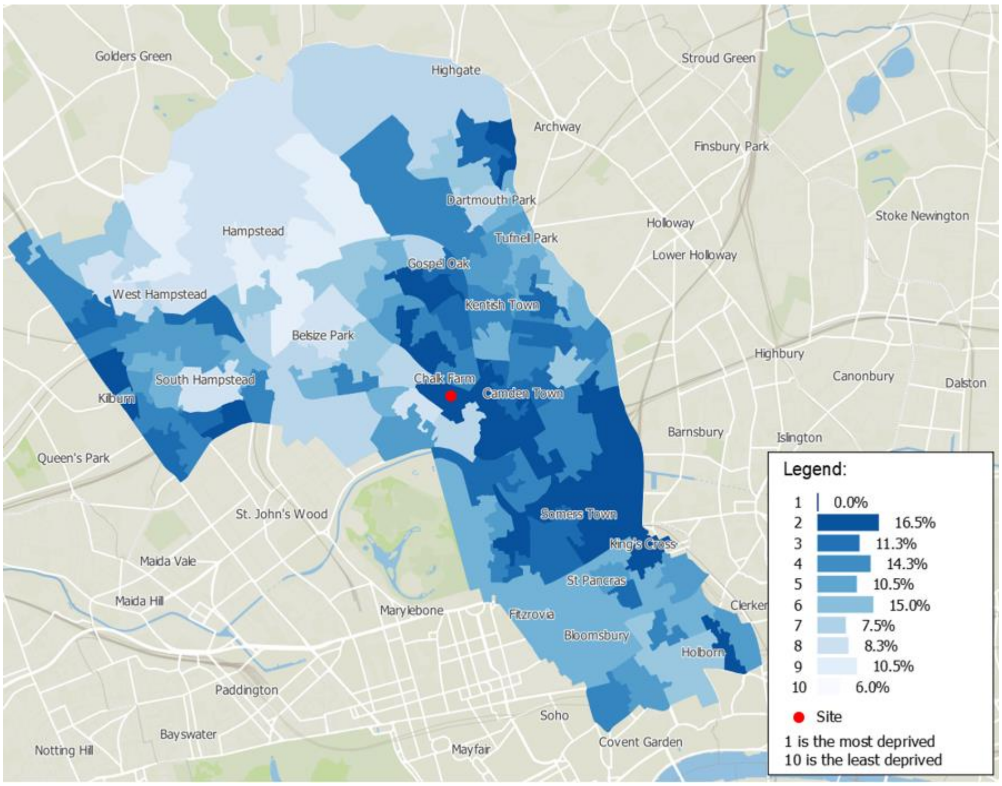
8.5 Deprivation is particularly pronounced in the LSOA that contains the Site (Camden 018B). The English indices of deprivation (IMD) provides a measure of deprivation across all LSOAs in England, a deprivation decile of 1 represents the 10% most deprived LSOAs nationally and 10 represents the 10% least deprived areas nationally. The LSOA that contains the site received a score of 2 for overall deprivation, meaning that it is in the top 20% most deprived areas nationally. This compares poorly to LBC which averages a score of 5 for overall deprivation.

8.6 Socio-economic outcomes differ substantially across the borough. **Figure 15** illustrates how levels of deprivation differ across the borough. Within LBC, 16.5% of areas are in the top 20% of the country for deprivation, suggesting below average rates of deprivation. As noted above however, areas close to the Site experience higher levels of deprivation than areas in the north of LBC, such as Hampsted.

[77] GOV.UK, 2023. Key stage 4 performance

Figure 15 – outcomes differ greatly within LBC

Index of multiple deprivation by Lower Level Super Output Area (LSOA) (2019)*



Source: MHCLG, 2019. English indices of deprivation 2019

** LSOAs are statistical subdivisions of the country which have a minimum population of 1,000 and a mean population of 1,500.*

8.7 The employment domain of the IMD measures the proportion of the working age population in an area who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities. **The LSOA that contains the site received a score of 2 in the employment domain, ranking it in the top 20% most deprived LSOAs nationally, whereas LBC as a whole on average received a score of 6, equating to the top 60% most deprived nationally**. Therefore, there is localised employment deprivation where the site is located relative to outcomes across LBC.

8.8 **Similarly, the LSOA which contains the site ranks in the top 20% most deprived LSOAs nationally in the income domain**, whereas LBC on average ranks in the top 50% most deprived areas for the income domain. The income domain of the IMD measures the proportion of the population in an area experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work, and those that are in work but who have low earnings.

8.9 Employment and skills initiative must be targeted to ensure those often hard to reach groups with poorer socio-economic outcomes in the Local Area experience the benefits of commercial development.

Local employment and skills policy

8.10 **Table 13** outlines key relevant local policy across LBC and London relating to employment and skills.

Table 13 – Relevant employment and skills related policy

Topic	Policy	Policy document
Unemployment inequalities	Deliver economic growth across the borough that benefits all members, including those furthest from the labour market.	LBC Council, 2018. Camden 2025
Employment diversity	'We Make LBC' is the evolution of LBC 2025, and is LBC Council's shared promise to protect what is special about LBC as well as setting a vision for what can be achieved in the future. Two of its four missions are as follows: • **Diversity**: By 2030, those holding positions of power in LBC are as diverse as our community – and the next generation is ready to follow. • **Young people**: By 2025, every young person has access to economic opportunity that enables them to be safe and secure.	LBC Council, 2022. We Make Camden
Skills inequalities	**Local Plan Policy E1 Economic development** Identifies the mismatch in skills needed by employers within the borough and the skills held by current residents. Focuses on improving access to training and education to upskill residents and equip them with the skills necessary to gain employment in LBC.	LBC Council, 2017. Camden Local Plan
Employment and skills	**Local Plan Policy E2 Employment premises and sites** Sets out a number of employment and skills initiatives to be met by future developments.	LBC Council, 2017. Camden Local Plan
Skills inequalities	**London Plan Policy E11 Skills and opportunities for all** The skills and opportunities for all policy looks at addressing low pay and gender and ethnicity gaps, as well as proposals that support employment, skills development and apprenticeships for those in need.	GLA, 2021. The London Plan
Skills inequalities	Investigates the key challenges facing London, notably that Black, Asian, and minority ethnic groups are under-represented in the labour market, especially in higher-skilled and better paid jobs.	GLA, 2018. Skills for Londoners

Key employment and training benefits of the scheme

8.11 In line with LBC Local Plan policy E1, the Proposed Development is required to submit an Employment and Training Strategy as there is a net increase of homes which is greater than 10. The Proposed Development meets the threshold for employment and skills commitments in the construction phase.

8.12 However, employment and skills commitments are only required for developments resulting a net increase of 1,000sqm or more, which the Proposed Development does not fall within and so only construction phase employment and skills commitments are presented in this Employment and Training Strategy.

8.13 Overall, the job impact of the Proposed Development will be an average of 210 construction workers onsite over the 2.75 year construction period.

8.14 In the operational phase, the Proposed Development will lead to the direct generation of 45 to 65 FTEs (55 to 80 jobs).

Employment and training commitments

8.15 The Applicant will strive to deliver on employment and training commitments in the construction phase as per the Camden Planning Guidance on Employment Sites & Business Premises.[78]

8.16 The Applicant will also sign up to a financial contribution to take account of the loss of employment space and to support employment and training measures. The financial contribution sought would be equivalent to approximately £157,500.

Construction phase

8.17 "The Camden Local Plan sets out a number of targets for delivering employment and skills opportunities throughout the construction period, which the Applicant is fully supportive of.[79] A number of these targets are benchmarked off the cost of the construction project. If this estimated cost were to be updated, so would the values of the below presented targets.

8.18 **King's Cross Construction Skills Centre (KXCSC) is the Council's partner organisation for delivering construction-related employment and skills programmes**. The Applicant will work in partnership with the KXCSC and use reasonable endeavours during the Construction Phase to ensure:

- wherever possible, target construction vacancies to be filled by local people residing in LBC;
- all employees, contractors' employees and sub-contractors' employees on site are paid at a rate not less than the London Living Wage;
- all contractors and sub-contractors on site provide information about construction vacancies arising as a result of the construction phase of the Development to the KXCSC;
- that the KXCSC is supplied with a full labour programme demonstrating what skills and employment are needed during the construction phase (with six monthly updates); and
- the Council is provided with a detailed six-monthly labour return for monitoring the employment and self-employment profile of all workers referred by the KXCSC and employed during the Construction Phase.

[78] LBC, 2021. Camden Planning Guidance – Employment Sites & Business Premises.

8.19 The Camden Planning Guidance Employment Sites and Business Premises document outlines specific requirements for developments that are required to deliver an Employment and Training Strategy.

Construction apprenticeships

8.20 The overall construction cost of the Proposed Development is expected to be approximately £70m.

8.21 The Proposed Development is required by policy to deliver apprenticeships in the construction phase. Developments with a construction cost of £3m of over are required to provide a construction apprenticeship per £3m of construction cost. **Therefore the Proposed Development is expected to provide approximately 23 apprenticeships in the construction phase.**

8.22 The Applicant will pay a support fee of approximately £1,700 per apprentice to the council and pay London Living Wage to all apprentices.

Local construction recruitment

8.23 LBC council expects developers to work towards the Construction Industry Training Board benchmark which specifies the number of jobs advertised through local employment vehicles. Given the construction cost of the Proposed Development, this equates to **25 construction jobs to be advertised through local employment vehicles.**[80]

8.24 The Applicant will work with KXCSC to ensure that the minimum threshold of expected local employment is met in the construction phase.

Construction work experience placements

8.25 Large schemes are expected to provide construction work experience placements for local residents. The Applicant will offer one two-week work experience placement per 20 net additional dwellings delivered.

8.26 Therefore it is expected that the Applicant will deliver approximately **14 work experience placements in the construction phase.**

Local procurement

8.27 The Applicant expects to sign a legal agreement, signing up to the Camden Local Procurement Code. This agreement will see the Applicant working towards a local procurement target of 10% of total procurement value (approximately £7m).

Partnership with the Roundhouse Trust

8.28 The Applicant has already proven that they are willing to go above and beyond in engagement with the local community. Regal Chalk Farm have entered an exciting partnership with the Roundhouse Trust. The Roadhouse, which is located next door to the Proposed Development is one of London’s most iconic music venues. The venue provides a crucial creative hub to the local community.

8.29 The shared mission of the Applicant and the Roundhouse Trust is to change the lives of the next generation.

[80] CITB, 2017. Client-Based Approach To Developing and Implementing An Employment and Skills Strategy On Construction Projects

8.30 The Applicant has been based in LBC for the last 24 years, in close proximity to the Roundhouse. The Applicant strives to generate an impact that goes beyond providing developments, through collaboration and partnership with the wider community. The partnership with the Roundhouse Trust exemplifies the Applicant's intention to make a difference to young people in LBC and leave a legacy for generations to come.

8.31 The new partnership will focus on enhancing the extensive opportunities given to thousands of young creatives who take part in Roundhouse programmes through the additional engagement with the experienced Applicant's team across all departments – from accounts to sales. This will support the next generation of diverse talent into the widest range of careers that the creative industries offer. Working closely with the Roundhouse team, The Applicant is dedicated to making sure that they share their expertise and that in turn, they too will benefit from the dynamism and creativity of local young creatives.

8.32 Through a number of different initiatives, the Applicant will support young creatives at the Roundhouse, including through integration with the Roundhouse employability programmes, mentoring, and working with the talent at the Roundhouse to develop vibrant new content.

Contact Us

volterra.co.uk

npallai@volterra.co.uk

07956 572 854

Chester House
1-3 Brixton Road
London
SW9 6DE

Disclaimer