

100 Chalk Farm Road

Statement of Community Involvement

Prepared by Meeting Place

Submitted on behalf of Regal Chalk Farm Ltd

February 2024

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Introduction

1

This Statement of Community Involvement (SCI) sets out the consultation and engagement that Regal Chalk Farm Limited has been undertaken with local residents and other stakeholders on plans for the redevelopment of 100 and 100a Chalk Farm Road in the London Borough of Camden.

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

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

The applicant is committed to ongoing engagement. It ensured the community was made aware of the proposals from early in the design process and had multiple avenues to find out more and share their feedback. It will continue to engage throughout the determination process and beyond.

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



Initial public consultation event, April 2023

Consultation requirements

2

Community involvement is at the forefront of national planning policy and is noted in the revised version of the National Planning Policy Framework (December 2023).

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

LB Camden’s Statement of Community Involvement, which was adopted in 2016, outlines the council’s expectations on how the local community should be involved during the pre-application process.



Ministry of Housing,
Communities &
Local Government

National Planning Policy Framework

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

It is especially important to undertake consultation on a wider scale for major, or potentially controversial, proposals were:

- the proposals are likely to have a significant impact on the environment or on the local community, and
- the nature of the development is likely to attract significant local interest.

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

Consultation requirements

2.1 Our response to the consultation requirements

The applicant has sought to redevelop the site at 100 and 100a Chalk Farm Road to create a student housing-led, mixed use development which also provides genuinely affordable family homes on site and helps to improve this part of Chalk Farm Road with a generous public realm offer.

The applicant recognised the importance of involving the community and a wide range of other stakeholders so has provided multiple avenues for engagement. In response to national and local guidance as well as the applicant's desire to create the right plans for the redevelopment of this site, activity included:

- Meetings and ongoing engagement with political and community representatives
- Opportunities for near neighbours to meet with the team 1-2-1
- Engagement with local charities, stakeholders and social organisations
- Newsletter with an enclosed feedback form sent to a wide range of residential and business addresses
- Dedicated website with an online version of the feedback form
- An interactive map for comments hosted on the website
- Engagement with the local media
- Community webinar
- Dedicated email address, freephone telephone number and freepost address

These elements and the feedback received are detailed in the following sections: **Feedback (section 4, page 13)** and **Appendix (page 19)**.



Initial public
consultation event,
April 2023

Engagement

3

This section details the applicant's programme of engagement. The programme was discussed with LB Camden officers to ensure robustness.

3.1 Stakeholder meetings

Early meetings were sought with political and community representatives to provide an update and understand their initial feedback. Emails were sent to the below stakeholders to offer meetings and invite to the consultation were sent to the following:

- The two ward councillors for Camden Town ward
- The three ward councillors for neighbouring Haverstock ward
- The three ward councillors for neighbouring Primrose Hill ward
- Camden Council's Cabinet Member for New Homes, Jobs and Community Investment
- The Roundhouse
- Castlehaven Community Association
- Camden Streets Kitchen
- Luminary Bakery
- Haverstock School
- Trussell Trust
- Juniper Crescent & Gilbey's Yard association
- Camden Town Unlimited
- Camden Market
- St George (owners of the adjacent site)
- One Housing (managers of Juniper Crescent)

Engagement was then ongoing with subsequent updates provided and meetings held throughout the consultation process.

As a direct neighbour to the site and a recognised community asset, the applicant has engaged with the Roundhouse from the outset of the project and has maintained good relations and regular contact with senior management to ensure they were aware of all elements of the proposals. The applicant and the Roundhouse have worked collaboratively throughout the pre-application phase on a number of topics to make sure these proposals would enhance the Roundhouse.

Over the course of the pre-application phase, the applicant met with a number of political stakeholders, including Cllr Danny Beales (Cabinet Member for New Homes, Jobs and Community Investment), Cllr Patricia Callaghan and Cllr Richard Cotton (Camden Town ward) and Cllr Kemi Atolagbe, Cllr Nasrine Djemai and Cllr Rebecca Filer (Haverstock ward). Members accepted the use of the site for student accommodation and were keen to ensure a provision for genuinely affordable housing, including family units, would be provided on site. The applicant has been working hard with the project team and councillors to maximise the affordable housing offer.

Engagement

The applicant has met with community organisations and local businesses, such as Castlehaven Community Association, Luminary Bakery and Camden Town Unlimited to share the plans for the site. The applicant is keen to work with these groups to ensure the proposed development will bring a positive social impact to the local community. Contact with these organisations and others listed above has been ongoing and will continue following the submission of the planning application and through the future build out and occupation. A subsequent report detailing the social impact will be produced following further engagement with these groups in the lead up to the determination of the application.

3.2 Community newsletter

Our first community newsletter was hand delivered by a courier to 14,514 residential and business addresses to introduce the concept of development on the site to the wider community in April 2023.

The newsletter provided information on the applicant and other members of the project team, details of where the site is and the history of it. The newsletter invited residents and businesses to our initial consultation event to be held within the existing building on-site to meet the team, get an introduction to the concept of the application and to ask any questions they might have.

The newsletter promoted the dedicated project website, which went live following the consultation launch events. Freephone, email and freepost details were included for people to contact the team.

The newsletter can be viewed in the **Appendix (page 19)** section of this document.



**Newsletter distribution
area to 14,514 addresses
surrounding the site**

Engagement

3.3 Project website

A dedicated project website, <https://100chalkfarmroad.commonplace.is/>, was launched to act as an online hub of information on what's proposed and to provide channels for feedback.

The website was launched to coincide with the distribution of the community newsletter. It contained information on the applicant, the wider project team and details of the proposals. The website was updated after each consultation event with a copy of the materials displayed at each event for those unable to attend. The website was designed to be easy to navigate and engaging.

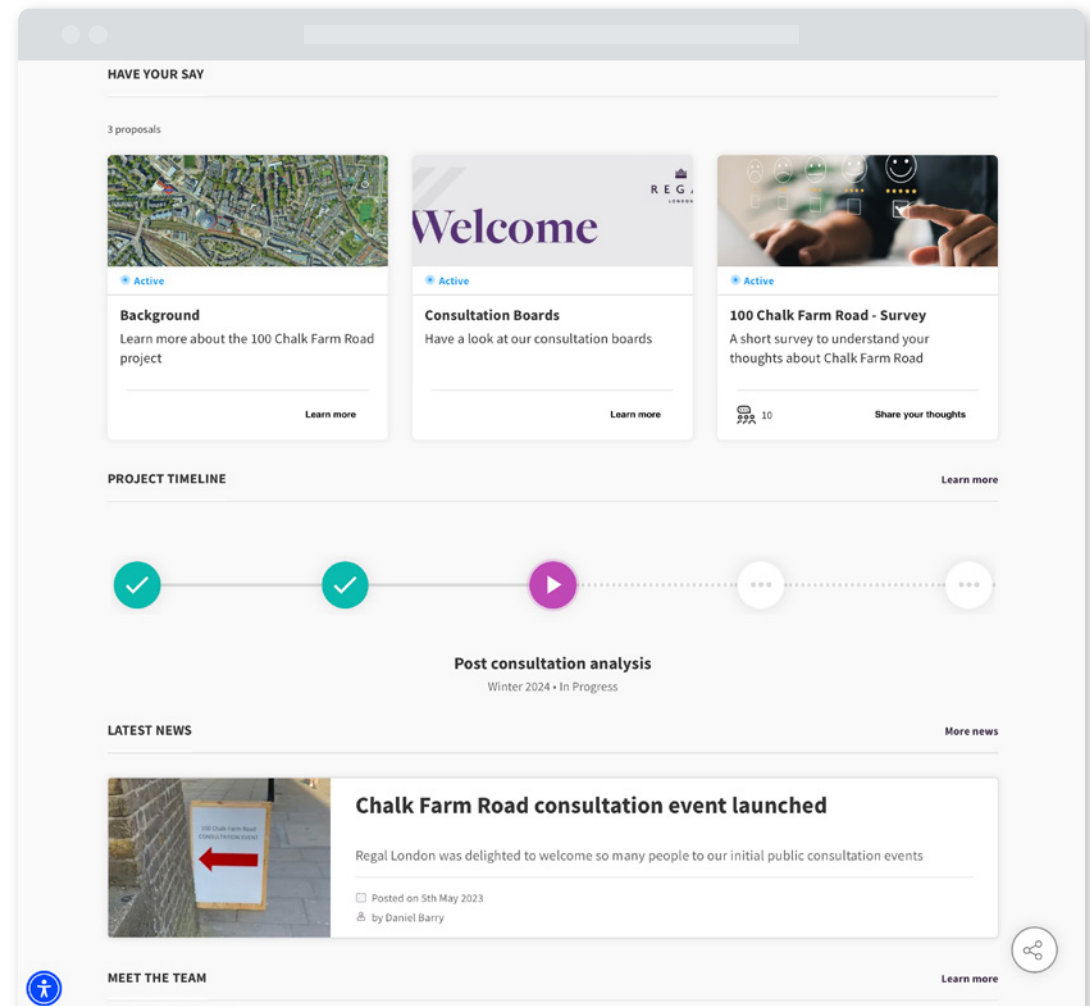
The website hosted a survey, which allowed visitors to outline what they like / dislike about the area in which the site is located and let us know what they think the area needs in order to improve it.

The website received 591 visitors from the time it was launched to the submission of the planning application with 46 subscribing for news updates.

The survey was taken by 12 people and the results were analysed by the team. Of the 12 people who took the survey, just one came back as “mostly negative” with the remaining 11 either neutral, and mostly positive. Key elements of how to improve the area as outlined by respondents included:

- Additional green space
- Wider street scene
- Affordable housing

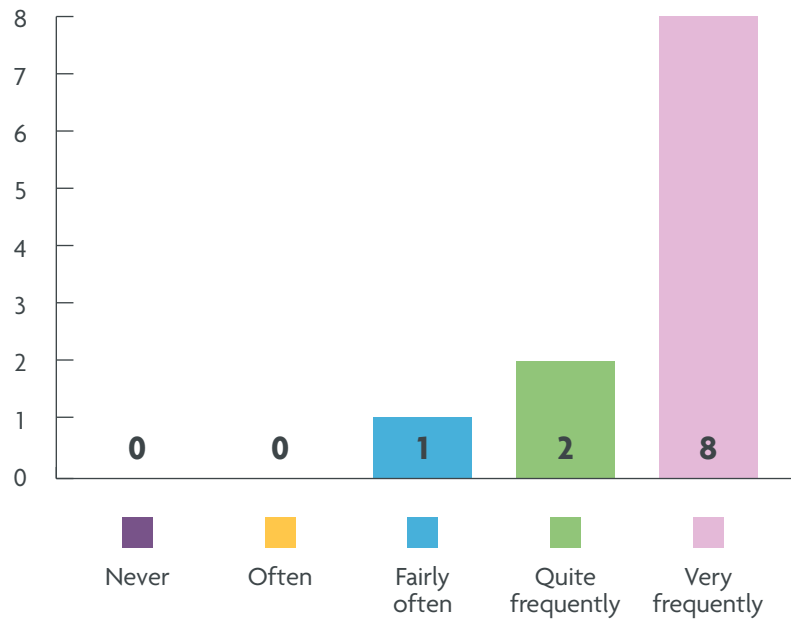
Project website



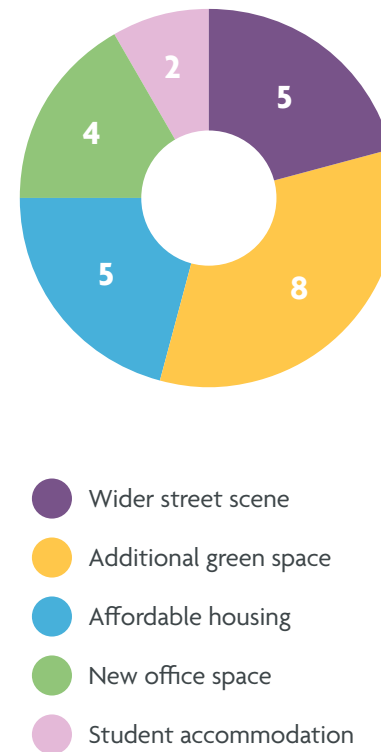
Engagement (Project website)

How often do you visit the local area?

Out of twelve respondents (one left blank)



Uses that would compliment the area?



Engagement

3.4 Community engagement events

3.4.1 Initial consultation event

The applicant hosted its initial consultation events on Wednesday 26 and Saturday 29 April. The events were held within the building on-site at 100 and 100a Chalk Farm Road, NW1 8EH. The venue is in an accessible location, close to Chalk Farm underground station and beside the Roundhouse which is a well-known institution in Camden.

A total of 14,514 newsletters were sent to residential and business addresses inviting people to attend the event. In addition to this, members of the project team canvassed the businesses on Chalk Farm Road in close proximity to the site.

Emails were also sent to the ward members for Camden Town, where the site is located, in addition to neighbouring Haverstock and Primrose Hill ward members letting them know of the consultation, inviting them along and offering to meet separately.

The first event, held on Wednesday 26 April ran from 3.00pm – 7.00pm and the second session, held on Saturday 29 April ran from 10.00am – 2.00pm. These times ensured that those who work both sociable and unsociable hours or have other commitments at various times would have an opportunity to attend an event.

Materials presented at each event included an introduction to the wider project team, a history of the site and potential land uses for the site which introduced the prospect of a student housing-led scheme.

Across the two days, 38 members of the public visited the event, whilst members of the project team were also engaging with people at street level and had 43 meaningful conversations with interested people who were given a copy of the display boards, printed in an A5 booklet, to take away with them. In total, we spoke to 81 people, including residents from Ferdinand Estate, Castlehaven Community Association, Primrose Hill residents' association and Camden Clean Air. The applicant is committed to keeping all those who have engaged at this consultation updated as the plans progress.



Initial public
consultation event,
April 2023

Engagement

3.4.2 Second consultation event

Following the initial round of public consultation, the applicant hosted a second round of events to show people how the plans were taking shape and how their initial feedback had been implemented where possible in the latest proposals.

The events were held on Wednesday 13 and Saturday 16 September at the Salvation Army building in close proximity to the site. Newsletters were sent to the same 14,514 addresses as the first event and the same community stakeholders were also invited.

The materials displayed during the events showed attendees the updates to the proposals that had been made since the previous consultation. It also highlighted how feedback from the previous events had helped to shape the design of the buildings and public realm aspect of the proposals.

Across the two days 27 people attended the consultations, including representatives from Camden Town Unlimited and Eton Conservation Advisory Committee. The project team discussed the updated proposals with attendees and encouraged them to fill in feedback forms, which they could do during the event and leave securely with us, or take them home to fill in in their own time and post them using the Freepost envelopes provided.



Second public
consultation event,
September 2023

3.5 Engagement with Camden Council (LBC)

The Proposed Development has been subject to extensive discussions over a period of 18 months through a bespoke Planning Performance Agreement with agreed with Officers. Pre-application meetings have been held with Officers in respect of a range of matters including land use principles, design, heritage, public realm and servicing. These were topic based and involved various LBC officers.

The scheme has evolved and adjusted following a series of design-based workshops led by the architect team, details of which are set out in the Design and Access Statement. This has included rearrangement of massing, and the architectural approach.

Engagement

3.6 Design Review Panel

The design team presented the scheme at two of LBC's Design Review Panels - in August 2023 and January 2024. Comments were raised for the architectural, sustainability and landscaping teams to investigate further. Comments related to scale, mass, detailed façade design, public realm and embodied carbon.

The first DRP took place on 25 August 2023 and feedback from the panel was positive. The panel requested further information and visuals to support the proposed height and how it sits on the high street, as well as the location of the different entrances, daylight and layouts.

The second DRP took place on 12 January 2024. Overall, the meeting was very positive, supporting the evolution of the scheme since the previous meeting including the rearrangement of massing. The Panel acknowledged that development of scale can be acceptable next to the listed Roundhouse as long as the architecture is an exceptional quality. Advice was provided on the further refinement of the architecture and choice of materials on the facades.

The design team has sought to address these comments and further information on how this feedback has been addressed is contained within the Design and Access Statement.

3.7 Development Management Forum

The proposals were presented at the Development Management Forum run by LBC on 7 September 2023. Officers outlined the planning policy context for the Site and the Applicant presented the proposals. The presentation was followed by a detailed Q and A session. Key questions were around land uses, public realm, density, number of homes / affordable housing and transport infrastructure.

3.8 Contact details

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

The number, 0800 148 8911, and email address, info@chalkfarmroad-consultation.co.uk were staffed between 9.00am and 5.30pm from Monday to Friday. Two freephone calls were received in relation to details of the public consultation, both were answered and responded to by members of the Meeting Place team. The Meeting Place freepost address was also managed by Meeting Place.

These contact details were promoted through all communications including the newsletter and website.

Feedback

4

During each consultation event, feedback forms were provided, and attendees were encouraged to fill them in. They had the option of filling it in during the event and leaving it with us or taking it home and posting it using a freepost envelop, which was also provided on the day.

The feedback forms were designed to get a general feeling of how people felt about the area, but also to give them an opportunity to specify ways in which the area could be improved. Below we have listed the key issues raised in addition to analysis of the more general questions.

4.1 First consultation event

The first consultation sought to understand what existing residents thought of the section of Chalk Farm Road where the site is located, asking people to outline their lived experience of the area and make suggestions as to how we could make improvements to complement this section of Chalk Farm Road.

In total 10 feedback forms were returned and analysed to allow us to identify key themes and helped to shape the design of the development. Analysis of the forms showed those who live nearby or use the road often wanted to see:

- Improved lighting on Chalk Farm Road
- Better public realm on Chalk Farm Road

- Well maintained pavements
- Design of new buildings to be sympathetic to the neighbouring Roundhouse

4.2 Second consultation event

The second consultation event showed more of the designs that showcased the progress the team has made since the previous events. Within the plans we were able to show how feedback from the previous consultation had helped to shape what was being proposed, such as the building design and improved public realm offering on the site.

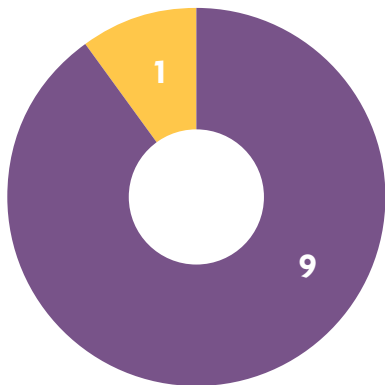
In total six feedback forms were returned and the analysis of the responses identified a number of key themes:

- Student accommodation accepted as a good use for the site
- Existing building being replaced would be good for the area
- On-site affordable housing welcomed
- Improvement to public realm welcomed
- Some concerns over building heights

Feedback (First consultation)

How often do you visit the local area?

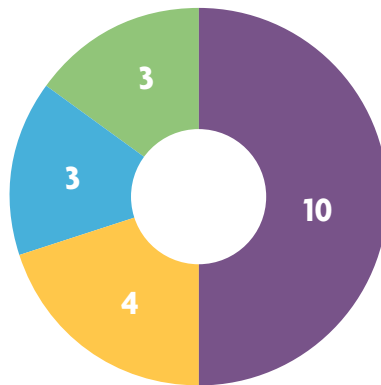
Out of ten respondents



- Every day
- Once a week

Typical mode of transport?

Out of ten respondents



- Walk
- Bike
- Car
- Public transport

What do you like about the area?

Out of ten respondents



- Culture
- Diversity
- Transport connections
- Cycle lanes
- Variety of things to do

What do you like about the area?

Out of ten respondents

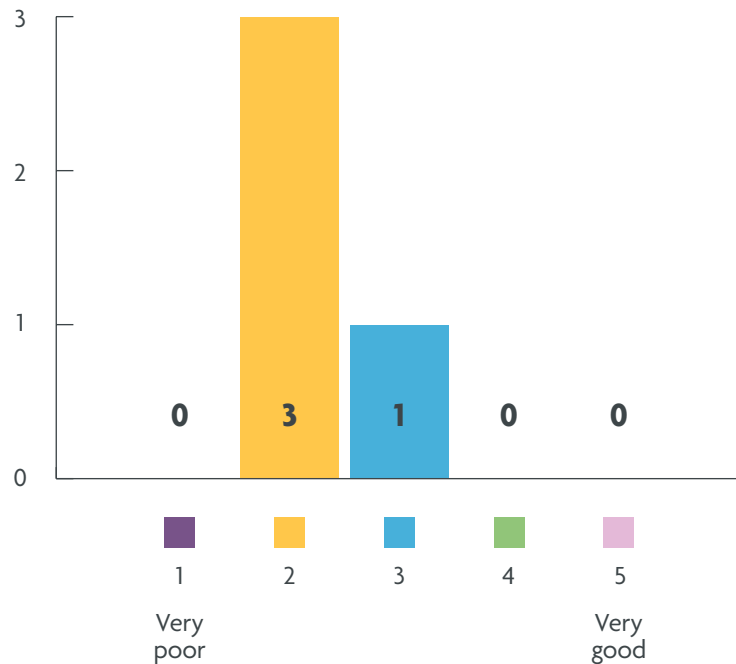


- Trees
- Green space
- Affordable housing
- Cycle lanes
- Improvements to existing buildings

Feedback (Second consultation)

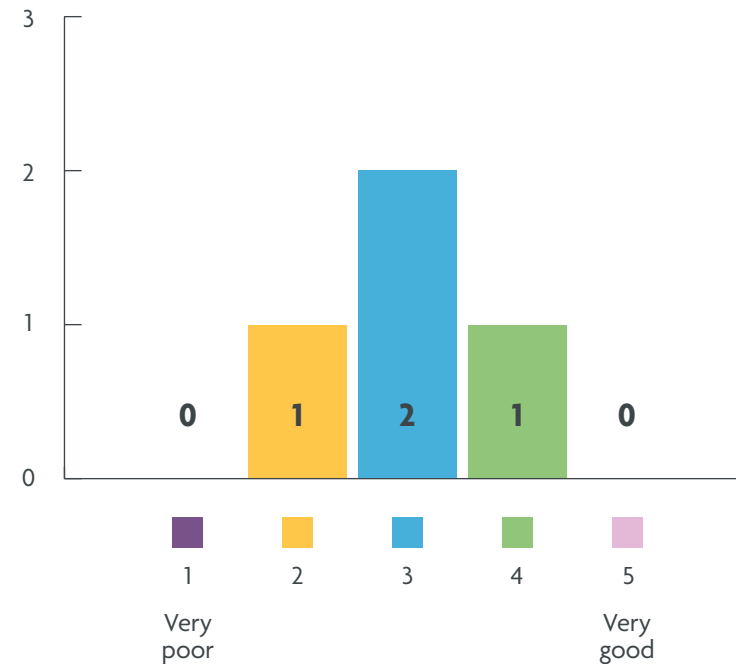
On a scale of 1 – 5 (with 1 being very poor and 5 being very good) what do you think of the existing public realm on Chalk Farm Road?

Out of six respondents (two left blank)



On a scale of 1 – 5 (with 1 being very poor and 5 being very good) what do you think of the existing retail option along Chalk Farm Road?

Out of six respondents (two left blank)



Response to key issues

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

Key theme	Places for People Homes Limited's response
Improved safety	<p>A key issue identified during the initial consultation events indicated that people who use the road often wanted to see improvements made so that they felt safer when walking at night.</p> <p>The redevelopment of the site will bring it back into constant, permanent use with active footfall and more lighting, which will be of comfort to those who have previously felt that part of the street feels imposing. The removal of part of the wall at the front of the site will open up more space and make the footpath feel wider.</p>
Height, scale and density	<p>Some people are concerned about the height, scale and density of what's proposed.</p> <p>Generally, the height and scale of the proposed buildings does not significantly deviate from other approved developments in the immediate vicinity.</p> <p>The applicant has engaged with LB Camden officers throughout the process and has responded to advice from officers on this. Following the first DRP meeting, the overall massing of the scheme was amended with the taller cylinder on Chalk Farm Road reduced in height to nine storeys. The tallest cylinder is now located next to the Roundhouse, which reduces its prominence in close views.</p>

5

Response to key issues

Key theme	Places for People Homes Limited's response
Public realm	<p>Respondent to the consultation events highlighted their design for a redevelopment to include an element of public realm that can be enjoyed by the entire community.</p> <p>These proposals will include significant improvements to the public realm by removing a large part of the existing wall which allows for the site to be opened up and more accessible to the public. The applicant appointed award winning landscape architects, BBUK to design a fit for purpose landscaping plan that will see new trees and green spaces created.</p>
Site use	<p>During the consultation events, the applicant presented evidence of the shortage in PBSA in Camden to demonstrate the need for this type of accommodation. During the events it was widely accepted that student accommodation would be an appropriate use of the site. Some attendees sought reassurance that the site would be managed to ensure there wouldn't be an increase in anti-social behaviour.</p> <p>The applicant was keen to provide affordable housing on the site and has engaged with LB Camden to ensure they maximise the numbers of affordable homes.</p>



Initial public
consultation event,
April 2023

Conclusion

6

In line with National Planning Policy Framework guidance and LB Camden's SCI, the applicant has actively engaged with residents, community groups, political representatives and wider stakeholders to inform them of the proposals for the redevelopment of 100 and 100a Chalk Farm Road.

Feedback has been sought and multiple consultation methods employed to engage with the local community. This has included two in-person public consultation events, a project website and online questionnaire, a project email address, a freephone telephone number, freepost address and multiple meetings with local representatives and LB Camden officers.

Updates have been provided to local residents and responses given to any issues that were raised during the consultation process. The applicant has listened to and reflected upon the comments received throughout the process and will continue to engage with and update the local community as the development progresses.

Engagement with the local community will continue following the submission of the planning application and the applicants look forward to continuing discussions.

Appendix

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Appendix

Newsletter

Initial consultation event



Newsletter | April 2023
100 Chalk Farm Road, Camden

Regal London is delighted to invite you to discuss the future of **100 Chalk Farm Road**



Aerial view of the site and surrounding area

Regal London has purchased the site from One Housing and is excited to introduce plans to redevelop the existing building into something the entire community can be proud of.

Join us
on-site at 100 Chalk
Farm Road, NW1 8EH



Join us to discuss our aspirations at our public consultation events.

Wednesday
26 April 2023
3.00pm – 7.00pm

Saturday
29 April 2023
10.00am – 2.00pm

Regal London will be hosting two consultation events this Spring to introduce themselves to the local community and discuss the vision and aspiration for the site. The events will be held on-site at the former One Housing building at 100 Chalk Farm Road, beside the Roundhouse building.

Further events will be held this summer to show detailed plans and how the community has helped to shape them. Details for those events will be shared in due course.



100chalkfarmroad.commonplace.is

Regal and the Roundhouse

We are proud of our Camden roots and have always demonstrated a commitment to the area we call home.

Earlier this year we announced our official partnership with the Roundhouse, one of Camden's most iconic venues and a true community and cultural asset.

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 Regal London team across all departments.



Join the conversation

We will be launching our consultation website following the consultation events, where you can view the boards displayed at the events, receive further updates as the plans progress and leave us your feedback.

100chalkfarmroad.commonplace.is

You can sign up for reminders and updates via the website address above, or by using the QR code on the reverse page.

You can also contact the team directly via

info@chalkfarmroad-consultation.co.uk

0800 148 8911 (freephone)

Freepost MEETING PLACE CONSULTATION
(no stamp required)



Regal London is one of the capital's leading privately owned mixed-use developers with a focus on unlocking value from complex urban settings to transform London's landscape and deliver high-quality places for people to live, play, visit and work in.

Regal London has delivered successful projects across the capital, from Brent to Tower Hamlets and from Barnet to Lambeth. It's developments are characterised by bespoke design and exceptional quality and are built to unlock value, enhance the local environment, and respect local communities.

Regal London is committed to playing its part in tackling the climate crisis, and to delivering better outcomes for the environment and our local communities through creating positive social value. Regal London's sustainability strategy focuses on four areas: transitioning to net zero carbon by 2030; investing in innovation; going beyond biodiversity net gain and helping disadvantaged groups into employment in real estate and construction through the Regal London Real Estate Academies.



Examples of previous Regal London developments

Appendix

Newsletter

Second consultation event



Newsletter | September 2023
100 Chalk Farm Road, Camden

Regal London is delighted to invite you to our upcoming consultation event for **100 Chalk Farm Road**



Aerial view of the site and surrounding area

Following our initial round of public consultation in April this year, Regal London is excited to show you our updated plans for the redevelopment of 100 and 100A Chalk Farm Road.



100chalkfarmroad.commonplace.is

Join us
at The Salvation Army, 10-16 Haverstock Hill, Chalk Farm, London NW3 2BL

Join us to discuss our aspirations at our public consultation events.

Wednesday
13 September 2023
3.00pm – 7.00pm

Saturday
16 September 2023
10.00am – 2.00pm

This is the second round of public consultation following our initial events in April 2023. We were delighted to see local people engage with the plans and look forward to showing you the progress we have made so far.

Everyone is welcome to attend, so even if you didn't manage to make the first round of consultation, we would be pleased to welcome you to these upcoming events.



Application progress

We are delighted to invite you to see the progress we have made since our first event in April 2023.

Your feedback at the event helped to shape the plans as we progressed with the application.

Feedback at the last event highlighted the desire for more publicly accessible space for those who visit Chalk Farm Road regularly to enjoy.

Development Forum

You can also hear more from the project team at Camden's Development Forum on **7 September from 7pm at Haverstock School**. The London Borough of Camden will be hosting a presentation where you can ask questions and share your ideas with both Regal London and Camden Council.



Regal London is a Camden based mixed-use developer focused on transforming London's landscape by delivering vibrant places in which people and communities can thrive.

Over the last 25 years, we have built successful developments from Brent to Hackney, Camden to Lambeth. We pride ourselves on bespoke design and exceptional quality, working in partnership with local communities to enhance the environment they live and socialise in.

Regal London is committed to playing its part in tackling the climate crisis, and to delivering better outcomes for the environment and our local communities through creating positive social value. Regal London's sustainability strategy focuses on four areas: transitioning to net zero carbon by 2030; investing in innovation; going beyond biodiversity net gain and helping disadvantaged groups into employment in real estate and construction through the Regal London Real Estate Academies.



Join the conversation

We will be publishing our updated plans on our website following the engagement events. You will be able to view the exhibition boards and leave your feedback.

100chalkfarmroad.commonplace.is

You can sign up for reminders and updates via the website address above, or by using the QR code on the reverse page.

You can also contact the team directly via
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Freepost MEETING PLACE CONSULTATION
(no stamp required)





Examples of previous Regal London developments

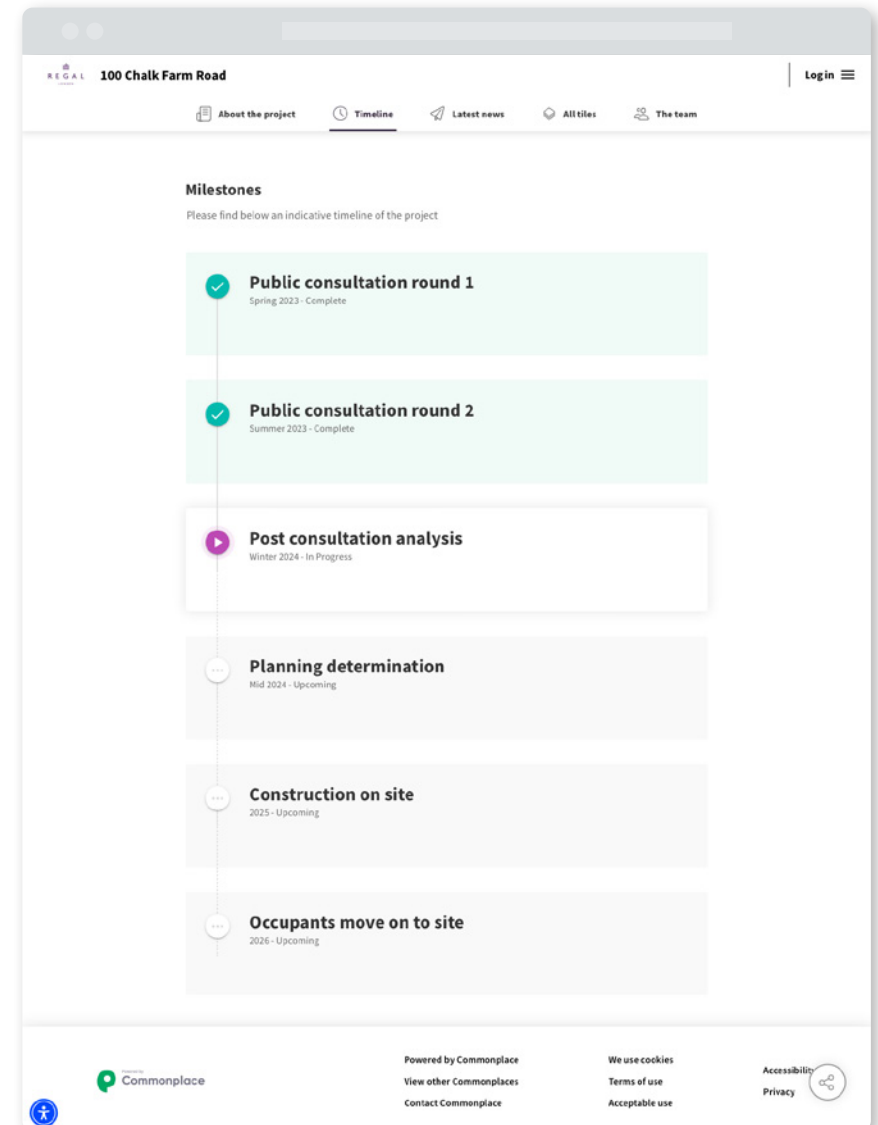
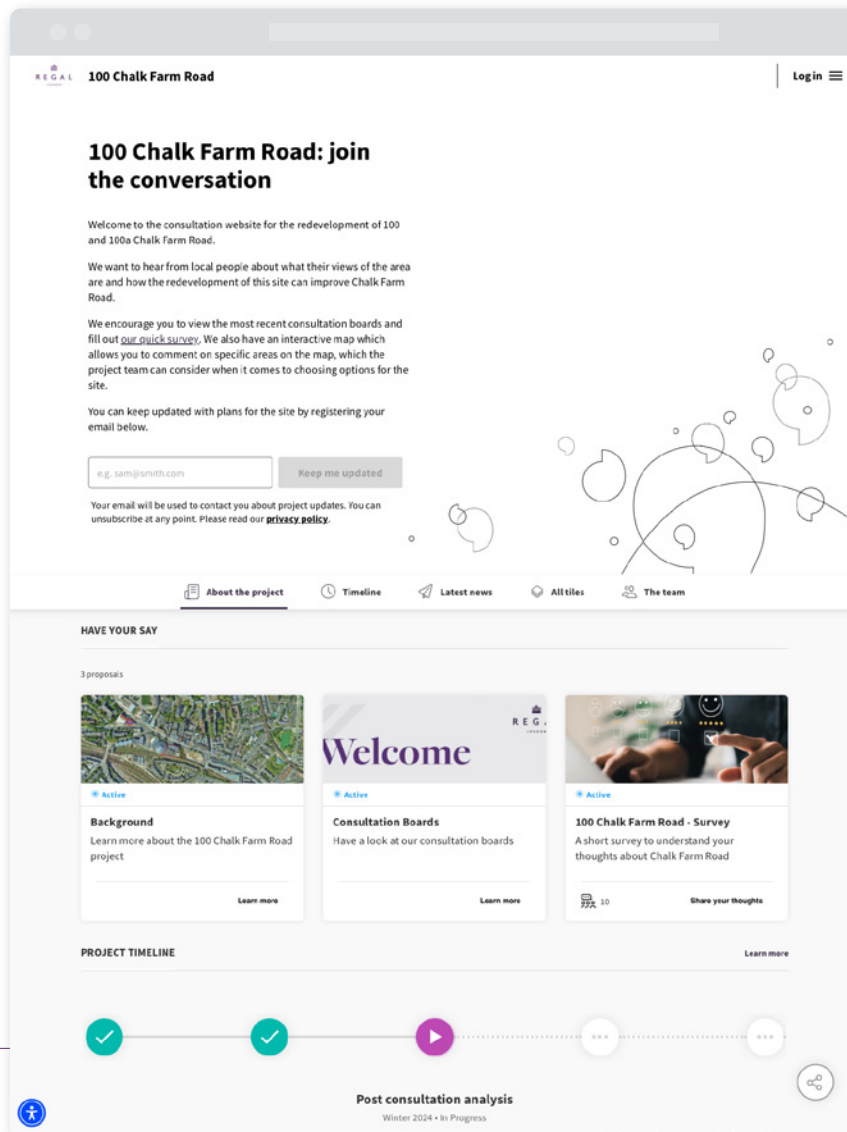
Appendix

Newsletter distribution map



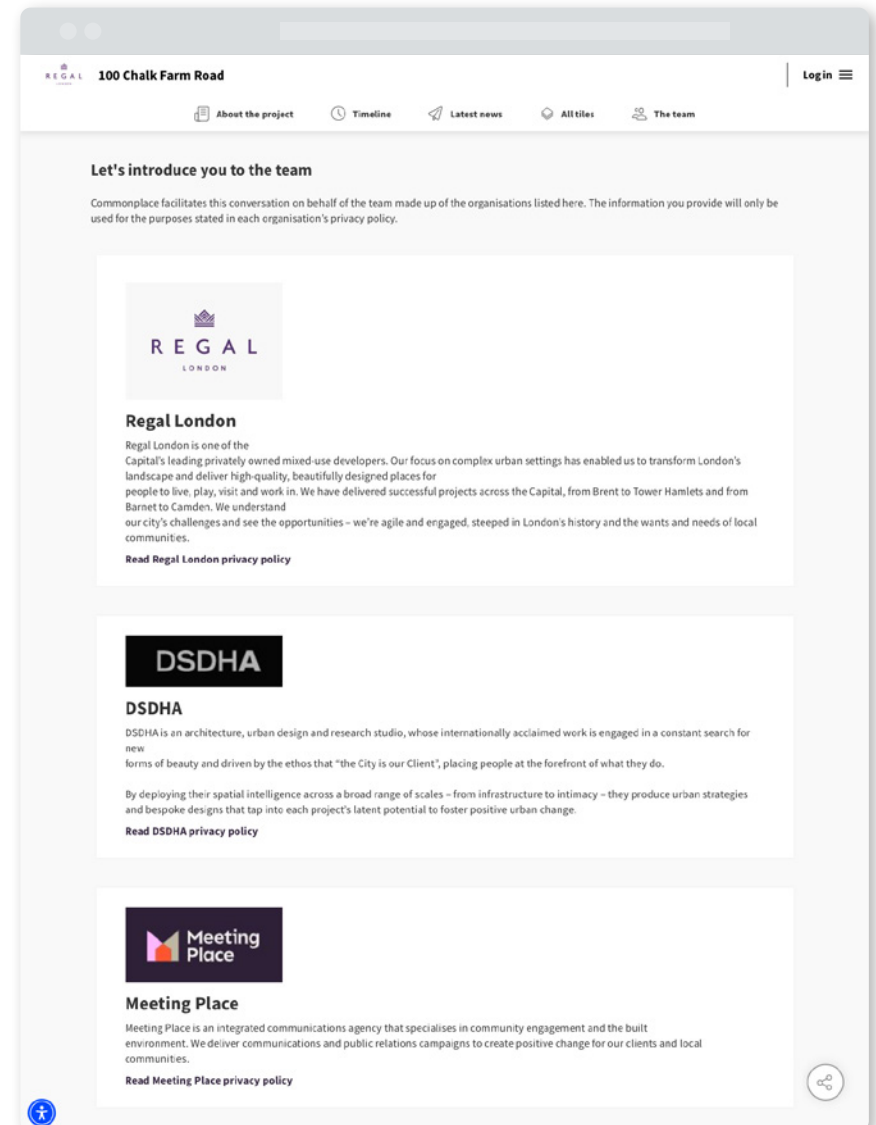
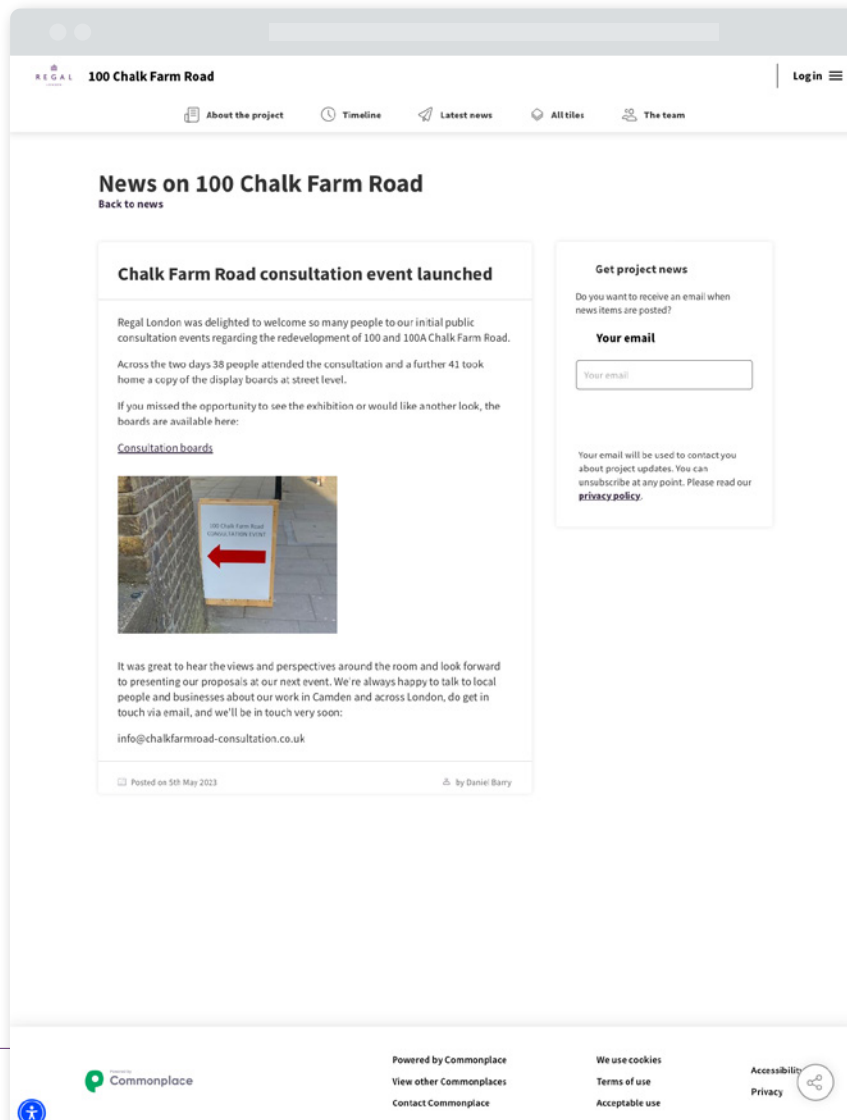
Appendix

Website



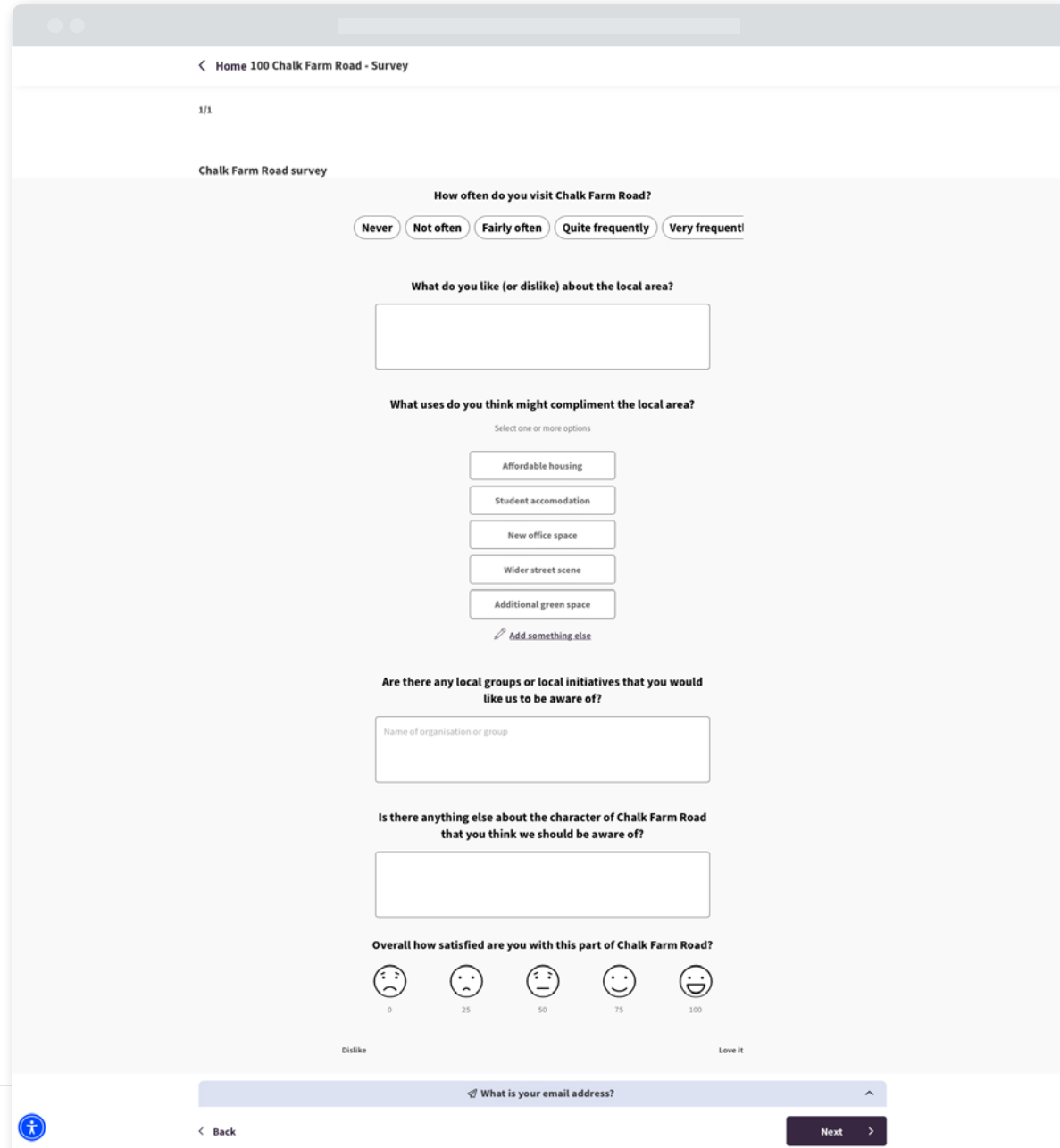
Appendix

Website



Appendix

Online survey



The screenshot shows a web browser window displaying a survey titled "Chalk Farm Road survey". The survey is part of a series, indicated by "1/1" at the top. The survey questions and options are as follows:

Home 100 Chalk Farm Road - Survey

1/1

Chalk Farm Road survey

How often do you visit Chalk Farm Road?

Never Not often Fairly often Quite frequently Very frequently

What do you like (or dislike) about the local area?

What uses do you think might compliment the local area?

Select one or more options

Affordable housing

Student accomodation

New office space

Wider street scene

Additional green space

Add something else

Are there any local groups or local initiatives that you would like us to be aware of?

Name of organisation or group

Is there anything else about the character of Chalk Farm Road that you think we should be aware of?

Overall how satisfied are you with this part of Chalk Farm Road?

0 25 50 75 100

Dislike Love It

What is your email address?

Back Next



R E G A L

L O N D O N



100 Chalk Farm Road
LB Camden

