

yoo CAPITAL

CAMDEN FILM QUARTER

CREATING A VISION FOR THE FUTURE OF KENTISH TOWN

In April 2023, Yoo Capital acquired the land at the Holmes Road Depot and Regis Road Recycling Centre on a subject to planning basis. This means that Yoo Capital will own the land if and when planning permission for a development is approved. Today, the team from Yoo Capital are here to introduce themselves to you and to talk about some of the early ideas for the Camden Film & Creative Quarter. They are also keen to learn more about the area and your ideas for it, as well as the ways you would like us to consult as we go through the design process.



yoo CAPITAL

Yoo Capital buys, develops and owns buildings across London, and specialises in working with communities to create inspirational spaces. The company was set up by Chairman John Hitchcox, Managing Partner Lloyd Lee and Managing Director Andrew Thorpe, and is UK based. Yoo Capital is known for creating buildings and destinations that can be used for cultural activities, like theatres, music venues and art studios.

Turley

The team from Turley will be working with Yoo Capital on the consultation for the Camden Film & Creative Quarter. Turley are independent advisors offering a range of built environment services. The Strategic Communications team works with clients and communities to demystify the complex planning system in order to create opportunities for meaningful engagement on a range of development projects.

YOO CAPITAL

RECENT PROJECTS



SHEPHERD'S BUSH MARKET

Yoo Capital became the owners of Shepherd's Bush Market in September 2020. The Market has been the subject of several development proposals since it was sold by TfL in 2011 and none of the ideas that had come forward were supported by the Market's traders.

In September 2020, the team started to get to know the traders and give them immediate support by cancelling rent during the Covid-19 lockdowns. Over the next two and a half years, Yoo Capital worked with traders, residents, businesses and local organisations on a vision for the future of the Market that respected its history and culture and developed proposals for the land next door, known as the 'Old Laundry Yard'.

Earlier this year, Yoo Capital submitted proposals to Hammersmith and Fulham Council for an improved Market, life sciences workspace for Imperial College London, 40 new affordable homes (no private housing, and commercial office space. Yoo Capital did this with the support of the overwhelming majority of the traders.



THE SAVILLE

Yoo Capital bought the former Saville Theatre at 135 Shaftesbury Avenue in October 2021. The building dates from 1931 and was briefly owned by the Manager of the Beatles, Brian Epstein, between 1965 and 1967. In recent years, the building has been used as an Odeon cinema but has fallen into a bad state of repair and much of its heritage has been lost. Yoo Capital is working on proposals to honour the history of the building and return it to a live performance venue, transforming it into Cirque du Soleil's first permanent home in Europe along with a hotel for CitizenM.



OLYMPIA

In 2017, Yoo Capital and Deutsche Finance International became the owners of the Olympia exhibition centre in west London.

Yoo Capital led the design and development process for the iconic exhibition halls and began public consultation in September 2017. Over the next year, Yoo Capital worked with the local community to develop proposals including:

- A new 1,500 seat theatre for Trafalgar Entertainment Group
- A 4,000 capacity music venue for Anschutz Entertainment Group
- A performing arts school with a community theatre for the Wetherby School in partnership with the BRIT School, which will deliver its BRIT kids programme in the community
- A Hyatt Regency Hotel and a Citizen M hotel
- Over 20 new restaurants, bars and cafes
- Over two acres of outdoor space that is open to the public
- New best-in-class offices

A planning application for the project was consented by Hammersmith and Fulham Council in January 2019, with significant community support, and the construction is on track for completion by the end of 2024, with a phased opening from early 2025.

YOO CAPITAL'S RECENT PROJECTS		LONDON
OLYMPIA	SHEPHERD'S BUSH MARKET	THE SAVILLE

CAMDEN FILM QUARTER

A TRUE QUARTER. A TRUE COMMUNITY.

Yoo Capital has carefully researched the area and paid close attention to the Kentish Town Planning Framework and the Kentish Town Neighbourhood Plan. The documents create a strong vision in a community with a creative heritage. The team at Yoo Capital realised that film and television production was a great place to start and then came back to the principle that major cities cannot just offer a one-dimensional solution, they must create places to live, to play, to learn and to work, and the idea of the Camden Film and Creative Quarter was born.



WHY FILM?

The film and broader screen industries are a growing part of London and the UK's economy. According to the BFI "The total number of films going into production in the UK in 2022 was 220, which is 11 more than reported for 2021. The total spend on film production in the UK in 2022 was £1.97 billion, 27% higher than the £1.55 billion for 2021 (subsequently updated to £1.64 billion)."

While production is increasing, the amount of studio space available has not kept pace. In 2021 Lambert Smith Hampton stated that "the UK is believed to be losing out on several major film projects each year due to a lack of studio space." Estimates range between an immediate need for half a million square feet

to millions of square feet. At the upper end this could mean four more studios the size of Pinewood. There is also a need for space in Central London to complement studio space at Pinewood and in places like Barking & Dagenham.

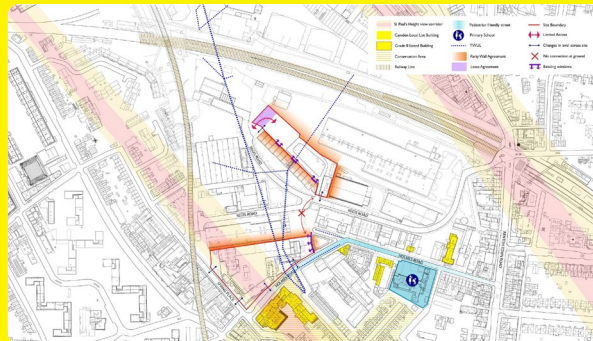
As well as meeting a demand in the industry, bringing film to Kentish Town must also benefit the local community. As designs develop, the team will make sure that there are opportunities for education and upskilling, access to jobs, affordable workspace and events.



KENTISH TOWN



Red line area indicates proposed 'Camden Film & Creative Quarter'.
Green areas show the Regis Road Recycling Centre and Holmes Road Depot.



Map showing points of interest and constraints.

COMMITMENTS TO YOU

As the plans for the Camden Film & Creative Quarter develop in the coming months, the Yoo Capital team will make sure that:

- 1 – The community remains at the heart of any proposed ideas so that the development delivers meaningful benefits for local people.
- 2 – There will be regular consultation events, activities and updates throughout the design process, and we will be available to you for meetings and informal chats at your request.
- 3 – We become a neighbour in the community and look for opportunities to support local organisations and causes.
- 4 – We are delivering on the Kentish Town Planning Framework and Kentish Town Neighbourhood Plan, which we know the local community put a lot of effort in to. This includes:
 - 50% affordable housing
 - New jobs and workspace
 - Ambitious employment and training strategy providing genuine opportunities for local people
 - New pedestrian and cycle friendly connections between Kentish Town, Gospel Oak and Hampstead Heath
 - Exceptional design quality
 - Sustainable, innovative development that delivers a Zero Emissions Neighbourhood
 - Attractive, safe and green open spaces and public realm that is open and accessible to all
 - Provide inclusive community facilities

THE NEXT STEPS

Please do share your ideas and initial thoughts with us today using the feedback forms provided and sign up to our email database for updates!

After the engagement events, we will collect and read feedback, and share a summary with you over email. We will also regularly update our website

www.camdenfilmquarter.com

We will hold our next community engagement event around February 2024, but will arrange meetings and visits with residents and local organisations between now and then.

We will engage with you regularly throughout 2024 and are targeting an application submission at the end of 2024.

Please email hello@camdenfilmquarter.com or call Louise on 07539 098459 at any point, with ideas, questions or comments.



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