



kanda

# 151 Shaftesbury Avenue

.....  
Statement of Community Involvement (SCI)

May 2024



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# 1. Executive Summary

# 1 • Executive Summary

- 1.1. In September 2023, Royal London Mutual Insurance Society (the Applicant) appointed Kanda Consulting, a specialist public consultation company, to undertake pre-submission community consultation for an application at 151 Shaftesbury Avenue, in the London Borough of Camden.
- 1.2. This Statement of Community Involvement (SCI) provides a record of the pre-application engagement carried out on proposals for the redevelopment of the existing building at 151 Shaftesbury Avenue ahead of the submission of the planning application to the London Borough of Camden.
- 1.3. The proposed application for the scheme is as follows:

*Refurbishment of existing building; demolition of existing rooftop plant level and replacement with two new setback floors at levels 8-9 (Class E(g)(i)); partial infill extensions to rear of building at levels 5-8; partial change of use at ground and lower ground floor level for use as either bar/drinking establishment (Sui Generis) and/or Commercial, Business & Service uses (Class E); retention of existing Commercial, Business & Service (Class E) floorspace elsewhere in the building; replacement of existing façades and provision of cycle parking and associated end of trip facilities at lower ground floor level. The objective of the consultation was to provide a full pre-application consultation with local residents and key local stakeholders, in line with the requirements set by London Borough of Camden.*

- 1.4. One of the early design objectives for the redevelopment was to update the building in line with the latest sustainability standards and limit the extent of demolition.
- 1.5. The brief was to develop and implement a 'hybrid' approach, with both a dedicated project webpage and online consultation, and an in-person public pop-up event on site.
- 1.6. A series of targeted public engagement activities have taken place to present the proposed scheme to local residents and stakeholders from November – December 2023. This has taken place in conjunction with pre-application discussions with the London Borough of Camden. A breakdown of stakeholder meetings is provided in Section 3.12.
- 1.7. The pre-application public consultation activity included:
  - Flyers (Appendix I) sent to key local residents and businesses near the site at **640 addresses**. The letter included information about the plans, and how to leave feedback online.
  - A Pop-up Session held on the 7<sup>th</sup> December 2023 with Exhibition boards and CGI drawings of the plans.

- The launch of a dedicated project **consultation webpage** on the 6<sup>th</sup> December 2023 [www.151ShaftesburyAvenue.co.uk](http://www.151ShaftesburyAvenue.co.uk) (Appendix II). The website introduced the proposals through a webpage explained how to provide feedback and set out how to contact the team.
- 1.8. Overall, the feedback received throughout both stages of the public consultation process has been supportive of the proposals for the site. There has been particular support for purpose of the plans to limit demolition.
  - 1.9. Despite extensive consultation and wide distribution of newsletters and flyers, only a few local residents shared any concerns with the proposals, indicating that the majority of local residents who received the consultation information did not publicly or actively object to the proposal.
  - 1.10. The Applicant is grateful for the constructive and thoughtful feedback received and has sought to respond to these comments where possible.
  - 1.11. The Applicant remains committed to engaging with the residents, businesses and other key local stakeholders through the application process and beyond, subject to obtaining planning permission.
  - 1.12. This document has been informed by Central Government Guidance within the Revised National Planning Policy Framework (NPPF) July 2021 on community involvement in planning. It forms part of the supporting documentation informing the planning application.

## **2. Consultation Process**

# 2. Public Consultation

- 2.1. The objective of the pre-application consultation process was as follows:
- To deliver a 'hybrid' consultation approach
  - To provide a full pre-application consultation, in line with the London Borough of Camden's requirements
  - To ensure that key information on the proposals was communicated clearly to key stakeholders and local residents
  - To provide feedback on the plans for the future of the site and to identify and address key concerns, ahead of the submission of the planning application to the London Borough of Camden
- 2.2. The pre-application consultation process was carried out in three stages.
- The consultation began with approaches to political and community stakeholders from November to December 2023.
  - The public consultation consisted of a hybrid engagement strategy to increase the accessibility of the consultation. This included hosting an online public consultation via a dedicated project website ([www.151ShaftesburyAvenue.co.uk](http://www.151ShaftesburyAvenue.co.uk))
- 2.3. The consultation website and channels of communication remain open and are regularly monitored following the formal closing of the public consultation. This enables local residents to find out more about the proposals, as well as raise any further comments or queries they had with members of the project team.

## Public Consultation

- 2.4. The objective of the first stage of the public consultation process was to inform local residents and businesses about the early plans for the redevelopment of the site and allow them with a means to provide their feedback.
- 2.5. The first stage of the public consultation period was from **7<sup>th</sup> – 22<sup>nd</sup> December 2023**.
- 2.6. A dedicated project consultation website (Appendix II) was launched on 7<sup>th</sup> December 2023, at ([www.151ShaftesburyAvenue.co.uk](http://www.151ShaftesburyAvenue.co.uk)) The website introduced the proposals for the redevelopment of the site, explained how to provide feedback and set out how to contact the team. There were **408 visitors** to the site during the consultation period.

- 2.7 A flyer (Appendix I) was distributed on 6<sup>th</sup> December 2023 to **c.640 addresses around the site** informing them of the proposals, sharing our contact details and pointing them towards the public consultation website for more information.
- 2.8 The flyer contained a summary of key information on the early proposals for the site, how to get involved in the consultation, and provided contact details for the project team. The distribution area for the flyer is shown below:



*Newsletter distribution area covering c.640 addresses.*

- 2.9 A pop-up consultation event was also held on site on the 7<sup>th</sup> December 2023 with the team engaging in discussions with 15 passers-by, including a number of people who worked in the building already.



*Pop-up consultation event, photo taken 12:53pm outside 151 Shaftesbury Avenue*



- 2.10 The aim of this session was to inform local residents and workers about the plans for the site and to understand their thoughts on the proposals.
- 2.11 Key feedback received from the people spoken to showed support for our design for the proposals and also were keen to see sensitive construction of the development.
- 2.12 In total, **11 feedback forms** were received during the first stage of public consultation through an online feedback form. This included some responses from those spoken to at the pop-up consultation

### **Feedback**

- 2.13 As part of the feedback process, respondents answered several questions based on the plans for the site.
- 2.14 Respondents to the online survey were asked to provide the following information via the feedback form:
- Name
  - Postcode
  - Email Address
  - Their existing relationship to the site
- 2.15 At the end of the survey, the respondents were provided with the option to share their contact data and register to be a part of the mailing list. The survey stated the data will be stored and handled according to the GDPR guidelines.
- 2.16 Respondents were given the option to accept or decline whether they wished their contact details to be stored.

### **3. Stakeholder Engagement**

# 3. Stakeholder Engagement

- 3.1. After the launch of the wider public consultation, Kanda approached key stakeholders and near neighbours to discuss the proposals for 151 Shaftesbury Avenue.
- 3.2. The objective of this primary stakeholder engagement was to identify potential issues as early as possible so it could be addressed in the proposals, as well as inform the wider communications and engagement approach.

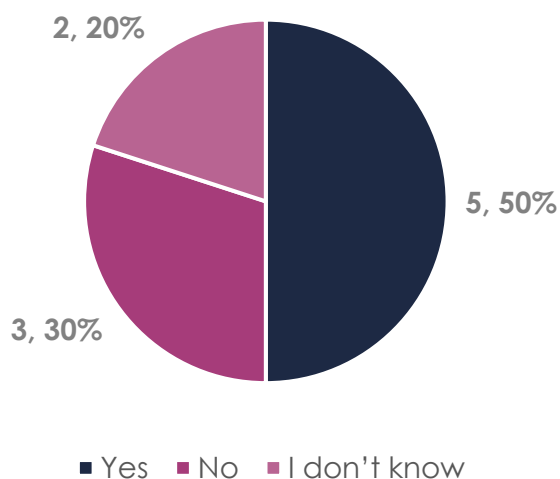
## Stakeholder Correspondence

- 3.3. **On 6<sup>th</sup> December 2023**, ahead of the public consultation, a letter on behalf of the Applicant (Appendix I) was sent to key stakeholders. The letter introduced the Applicant as the new owners of 151 Shaftesbury Avenue, set out the early plans for the site, and an invitation to a detailed briefing with members of the project team.
- 3.4. This correspondence was sent to the following political stakeholders:
  - Cllr Jullian Fullbrook
  - Cllr Sue Vincent
  - Cllr Awale Olad
- 3.5. The above political stakeholders were contacted due to their relevant roles within Camden Council, either as Cabinet Members or ward councillors.
- 3.6. The correspondence was sent to the following community groups, businesses and resident's associations due to their proximity to the site, their influence in the Old Street area, or their interest in planning and architecture:
  - The Phoenix Gardens Organisation
  - St Giles
  - Bloomsbury Conservation Forum
  - Lindsay House Resident's Association

## **4. Public Consultation Feedback**

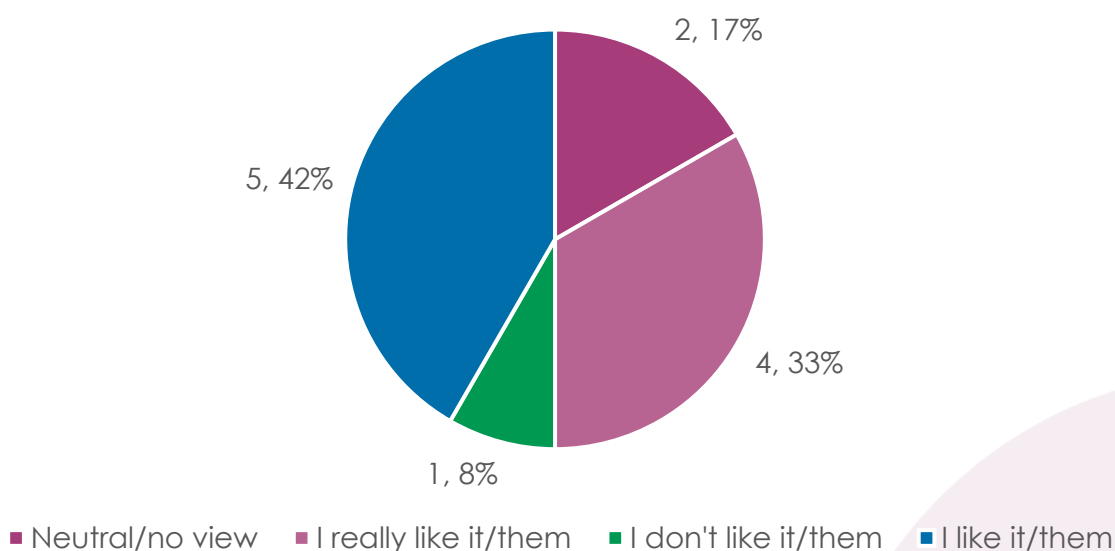
# 4. Public Consultation Feedback

## Do you understand the need to refurbish 151 Shaffesbury Avenue?



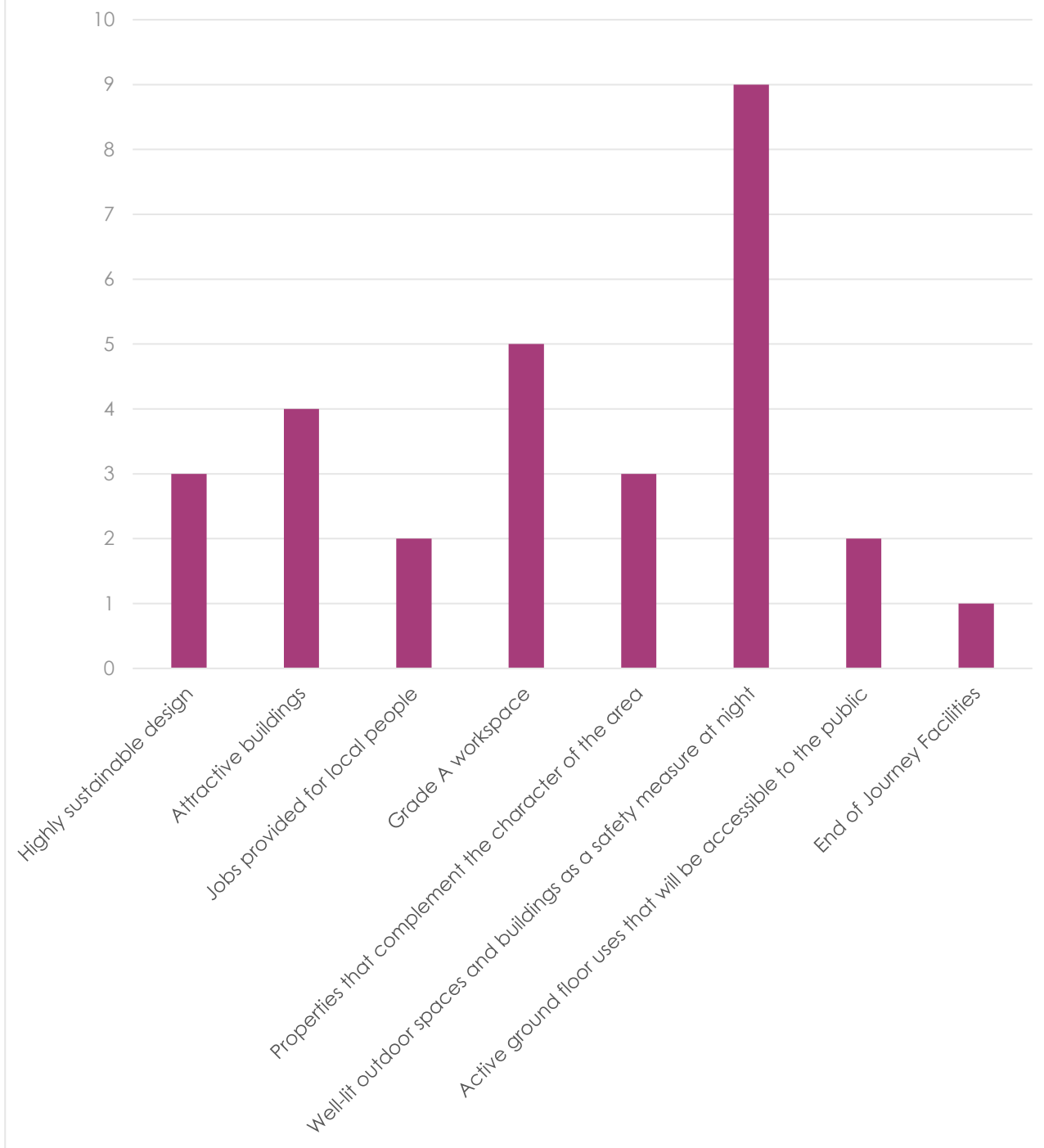
Half of the respondents answered that they think the site is in need of refurbishment with only a couple of responses disagreeing. There were also 3 people who said they didn't know if the site should be refurbished.

## What do you think of the new designs for the building?



The majority of people liked the design for the building with only 1 respondent disagreeing. 75% of people liked the design that the team put forward.

## What would you like to see from a modern, sustainable office refurbishment?



From the options provided above, local residents expressed a desire to see well-lit outdoor spaces and a building that promotes night-time safety. High-quality grade A workspace and a more attractive building were also among their preferences. In contrast, amenities like additional end of journey facilities did not rank high on their list of priorities, with only one respondent indicating it as a significant priority.

## **5. Conclusion & Next Steps**

# 5. Conclusion & Next Steps

- 5.1 Public consultation is a vital element of the planning and development process. Good pre-application engagement offers local communities the opportunity to get involved and help shape proposals so that the subsequent planning application takes into consideration their opinions.
- 5.2 The consultation outlined has sought to engage members of the community, as the Applicant is fully committed to working with local people in producing this scheme. The Applicant believes that the best development will happen with input from local stakeholders and those who understand the local area best.
- 5.3 The programme of stakeholder engagement and public consultation has provided interested stakeholders and local residents with an opportunity for constructive engagement with leading members of the development team – a dialogue that the Applicant hopes to continue throughout the planning and build-out process.
- 5.4 Over the course of the public consultation, over **408 people** viewed the project website and **26 people** completed some kind of feedback form whether that be online or in-person. Our consultation was advertised by a flyer that was distributed to c.2,978 addresses and was viewed by **7,019 people** via social media advertising. In addition to the statutory consultee, 4no pre-application meetings and Design Review Panel that have taken place, 2 stakeholder meetings have occurred to date.
- 5.5 This SCI demonstrates that the Applicant has fully involved the community and local stakeholders in the development of the application proposals for the Site, in bringing forward a planning application. The Applicant is keen to continue working with the Local Planning Authority, key stakeholders, and the local community. This consultation process will, therefore, continue throughout the determination period of the planning application and beyond.
- 5.6 The Applicant remains available for anyone who wishes to contact them, to answer their questions and to consider their feedback through the contact details advertised.

## Next Steps

- 5.7 The Applicant has addressed the concerns in the feedback presented in this statement during the public consultation process and has incorporated amendments based on suggestions received during the Design Review Panel meetings.
- 5.8 The Applicant is committed to continuing to engage with the community, residents and political stakeholders following the submission of a planning application
- 5.9 The project email and other channels of communication will remain open so that residents and key stakeholders can continue to give their thoughts on the proposals for 151 Shaftesbury Avenue.



# Appendices

# Appendices

## Appendix I – Flyer

### 151 Shaftesbury Avenue

**Royal London Mutual Insurance Society and its expert team are bringing forward proposals for the future of 151 Shaftesbury Avenue.**

Importantly, the proposals will enable the renewal and reimagining of the building by means of a complete refurbishment and extension. In doing so, this site will deliver the following key benefits:



New high-quality Grade-A office spaces alongside the opportunity for vibrant retail/cafe space to now operate at ground level and activate the street.



Provide enhanced amenity to encourage cycling, end of travel and wellness facilities.

And an improved relationship with St Giles Passage and New Compton Street.



Propose new façade treatments and high-performance glazing to improve energy performance and enhance the appearance of the building whilst being respectful of the surrounding conservation areas.



A sustainable approach with the vast majority of existing structure being reused, reducing the extent of demolition.



Proposed corner of Shaftesbury Avenue and St Giles Passage



Birdseye view of 151 Shaftesbury Avenue

## How to Get Involved

We are keen to understand your views on the emerging proposals for 151 Shaftesbury Avenue. If you would like to have your say or find out more about more the existing building or our emerging proposals, please visit our dedicated consultation website:


[www.151ShaftesburyAvenue.co.uk](http://www.151ShaftesburyAvenue.co.uk)


You can also access our website by scanning the following QR code:




## Contact Us

Alternatively, if you have any questions or would like to speak with a member of the team, you can get in touch by using the following contact details.

 [151ShaftesburyAvenue@kandaconsulting.co.uk](mailto:151ShaftesburyAvenue@kandaconsulting.co.uk)

 020 3900 3676

 Recycle when no longer needed

## Appendix II – Dedicated Website



### The Site

Shaftesbury Avenue is a historic and iconic London street, home to many of the city's most famous buildings. The existing building at 151 Shaftesbury Avenue is a listed building, which means it has a special status and is protected by law. The building is currently owned by the City of London Corporation and is being converted into affordable rental housing.

The proposed development at 151 Shaftesbury Avenue will consist of a new building that will be built on the site of the existing building. The new building will be a modern, high-quality residential building that will provide affordable rental housing for the community. The development will also include a new public space, which will be used for community activities and events.

### Welcome

Welcome to the website for the proposed development at 151 Shaftesbury Avenue. This website provides information about the project, including details about the existing building, the proposed development, and the community involvement process. We hope you find this information helpful and look forward to hearing from you.



### Project Team



**151 Shaftesbury Avenue**  
The project team consists of the following members:



**BGY**  
Building Group Y is the lead developer of the project.



**151 Shaftesbury Avenue**  
The project team consists of the following members:

## Proposals

WORKING

### Sign up to our mailing list

Sign up to get up-to-date news about the project.

#### Disclaimer

The City of London Corporation is not responsible for any errors or omissions in this document. The information provided is for informational purposes only and does not constitute an offer of any financial product or service.

### The existing building

### Sign up to our mailing list

Sign up to get up-to-date news about the project.

The project team consists of the following members:

### Get in touch

You have a question about a project, please get in touch.

### 151 Shaftesbury Avenue

The project team consists of the following members:  
151 Shaftesbury Avenue, London W1A 1AA  
151 Shaftesbury Avenue, London W1A 1AA  
151 Shaftesbury Avenue, London W1A 1AA



Thank you for taking the time to view our proposals for the future of 151 Shaftesbury Avenue.

Your feedback is essential to help us develop our proposals for the future of the site. Therefore, we would be grateful if you could answer a detailed consultation materials by using the button below and provide your feedback via the embedded survey.

Our consultation will run from 6<sup>th</sup> of December to 20<sup>th</sup> of December.

If you have any questions or would like to speak with a member of the team, you can get in touch by using the contact details below:

- Email: [151ShaftesburyAvenue@kandaconsulting.co.uk](mailto:151ShaftesburyAvenue@kandaconsulting.co.uk)
- Phone: 020 3800 36



#### PRIVACY NOTICE

By completing and submitting this questionnaire you confirm you have been provided with and read our Privacy Notice. The collection of your personal data is done in accordance with the terms of our Privacy Notice. Our Privacy Notice can be found on our website at [kandaconsulting.co.uk/privacy-policy/](http://kandaconsulting.co.uk/privacy-policy/)

## Sign up to our mailing list

Sign up to get up-to-date news about the project.

#### Disclaimer

We use the 41122 UK to help power this website and business from across and abroad. Any information you provide us with in this site will be used to secure and process your information in our service policy. You will only be contacted in relation to the project.





## Our Vision

Our proposed proposals for the future of 151 Shaftesbury Avenue seek to renew 151 Shaftesbury Avenue as a vibrant, multi-use building in a prominent location in the heart of London. We believe this is an opportunity to create a high-quality, multi-use building that meets the needs of our community and the city.

Enhancing the building process, the design and operation of the building, which in turn will increase and meet the objectives of providing a vibrant, multi-use building, which will be a landmark in the heart of London. It will be a building that is a landmark in the heart of London. It will be a building that is a landmark in the heart of London. It will be a building that is a landmark in the heart of London.

Proposed building process, design and operation of the building, which in turn will increase and meet the objectives of providing a vibrant, multi-use building, which will be a landmark in the heart of London. It will be a building that is a landmark in the heart of London. It will be a building that is a landmark in the heart of London.

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Proposed Design for 151 Shaftesbury Avenue

## Have your say

[VIEW SITE](#)

## Sign up to our mailing list

Sign up to get up-to-date news about the project.

**Disclaimer**  
 We use a third party to manage our mailing list. We will never give your contact details to any other organisation. You can unsubscribe at any time. For more information, please contact us at [151@shaftesburyavenue.com](mailto:151@shaftesburyavenue.com).

### Get in touch

Find out more about the project and contact us.

[CONTACT US](#)

**151 Shaftesbury Avenue**

We build new, better office premises and more space for 151 Shaftesbury Avenue, 151 Shaftesbury Avenue, London EC2A 4PU

151 Shaftesbury Avenue, London EC2A 4PU

Tel: +44 (0)20 7463 4000

## Contact us

Thank you for taking the time to contact us. We will get back to you as soon as possible. If you have feedback, questions or ideas, we would love to hear from you.

Please do make use of our online mailing list as well as the other channels of communication. If you have feedback, questions or ideas, we would love to hear from you.

Visit [www.bbc.com/news/uk-politics/2015/05/150515\\_151\\_shaftesbury\\_ave](http://www.bbc.com/news/uk-politics/2015/05/150515_151_shaftesbury_ave)

T: 01753 693100  
 E: [community@bbc.com](mailto:community@bbc.com)  
 151 Shaftesbury Avenue, London W1A 1AA

## Get in touch

Name

Email address

Address

Postcode

Message

LAUNCH

**Disclaimer**  
 All information provided is intended for informational purposes only. It is not intended to be used as a substitute for professional advice. Please consult your legal advisor for more information.

## Sign up to our mailing list

Sign up to get up-to-date news about the project.

**Disclaimer**  
 We use BBC iD to collect your personal data and to send you emails. We will never give your personal data to any third party. You can unsubscribe at any time by clicking the link in the footer of our emails. If you have any questions, please contact us at [community@bbc.com](mailto:community@bbc.com).

### Get in touch

For more information about the project, please get in touch.

## 151 Shaftesbury Avenue

The site is open weekdays 10am to 5pm. Open weekdays 10am to 5pm. Open weekdays 10am to 5pm.

151 Shaftesbury Avenue, London W1A 1AA

Phone: 01753 693100

# Vision Book

December 2023

**151**  
Shaftesbury  
Avenue



# The 151 Shaftesbury Avenue Team

Royal London Mutual Insurance Society and its expert team are bringing forward proposals for the future of 151 Shaftesbury Avenue. The proposals look to enable the renewal and reimagining of the building by means of a complete refurbishment and extension.

## Key Project Team:

### Royal London Mutual Insurance Society (Royal London)



Royal London Group (Royal London) was founded in 1861, and is the UK's largest mutual life, pensions and insurance company. Royal London Asset Management forms part of Royal London Group and holds £7.9bn in UK property assets across over 230 properties, of which 76 are in London (figures as at Q3 2023).

Royal London has a strong track record in development and has a large active development pipeline. In LB Camden this includes The Earnshaw, a 160,000sqft best in class office building currently under construction on New Oxford Street, which has been pre-let to GSK.

### Buckley Gray Yeoman – Architect



Buckley Gray Yeoman are agents of opportunity. We take what we find – on the ground and in the brief – and uncover unanticipated possibilities. The changes we deliver are executed with a strong sense of responsibility to our clients, but we never forget that design must also make you feel good. Our work is sensitive, thorough and authentic, but it is also unapologetically joyful and surprising.

### Kanda – Consultation and Engagement Consultants



Kanda is a multi-disciplinary communications agency that is passionate about regeneration and place-making. We use our breadth and depth of experience with communities, developers and decision makers to create the very best places to live, work and visit. We operate exclusively in the regeneration, property and planning world. With consultants working across England, we deliver exceptional consultation programmes, combined with the very best policy advice.



# The Existing Building & Surrounding Area

Shaftesbury Avenue is at the heart of London's theatre and entertainment industries. The thriving hospitality sector in this area generates a lot of footfall daily.

151 Shaftesbury Avenue is located centrally in London's West End, with Fitzrovia to the north, Soho to the west, Leicester Square and Covent Garden to the south, and Holborn to the east.

The site is 0.2 miles (5 min walk) from Tottenham Court Road, Leicester Square and Covent Garden Underground stations. The new Elizabeth line, which is now open at Tottenham Court Road, will make this one of London's busiest interchange stations, connecting to Paddington, Heathrow or Reading in the west and Shenfield or Abbey Wood in the east. This will be popular to commuters, leading to growth of the workplace sector in the area.



# Proposals

Our emerging proposals for the future of 151 Shaftesbury Avenue seek to renew the building by means of a complete refurbishment and extension whilst retaining a majority of the structural frame. The revitalised building will provide high-quality office space alongside the opportunity for other businesses to operate at ground level to activate the street.



Extending 151 Shaftesbury Avenue provides the opportunity to optimise office floor space, which in turn will upgrade and meet the scheme's ambition for providing excellent sustainability credentials. This is required to meet the standards of today but also futureproof towards a Net Zero Carbon goal. Due to challenges associated with the existing façade panels, it is proposed to re-clad the building. This will provide a fully compliant, thermally improved facade in line with Royal London's sustainability ambitions. A re-clad also presents the opportunity to improve the appearance of the building and how it sits within its context.

Royal London's ambitions align with Camden Council's planning policy and sustainability has been at the forefront of the design process. The building will be designed to maximise reuse of the existing structure and minimise energy and water use, providing a healthy and comfortable environment for tenants and visitors.



# Key Benefits

Importantly, our proposals deliver the following key benefits:



**A re-branded sustainable building achieved via retrofit and extension.** The vast majority of existing structure will be reused, reducing the extent of demolition and retaining the existing embodied carbon within the frame.



**Propose new facade treatments and high performance glazing** to improve energy performance and enhance the appearance of the building whilst being respectful of conservation areas and surrounding listed buildings.



**Reactivating the Ground and Lower Ground floors, interfacing with the public realm,** creating an active entrance to the site and enlivening the street scene onto Shaftesbury Avenue.



**Deliver a new extension** that serves to reactivate this portion of Shaftesbury Avenue.



**Deliver high quality Grade-A workspaces,** providing modern flexible and adaptable offices.



**Adopting up-to-date fire engineering principles** in design and construction as part of the works.



**Provide enhanced amenity to encourage active travel** including cycling and end of travel and wellness facilities.



Increase the external office communal and private **roof-garden spaces** alongside providing 'green-roofs' to raise urban greening, occupants' well-being and **increased biodiversity.**



**Provide a modern all electric building** with new energy efficient services and roof plant, including solar panels.

# Thank you

The project team would like to thank you for taking the time to engage with our proposals for the refurbishment and extension of 151 Shaftesbury Avenue. We welcome your views on our proposals.


Please take a moment to fill out our feedback form, which can be accessed through the QR code. Alternatively, you can visit our website at:


[www.151ShaftesburyAvenue.co.uk](http://www.151ShaftesburyAvenue.co.uk)

Make sure you submit your comments before the consultation window closes on 21st December 2023. These forms will be treated as confidential and read only by the project team. Where possible, we will try to incorporate your comments within our proposals.

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Once the planning application is submitted, Camden Council will conduct its own period of public consultation on the application, where you will have a further opportunity to provide feedback. The intention is to submit a planning application in early 2024. Should you have any questions regarding our proposals you can contact the team through the contact details below.

 [151ShaftesburyAvenue@kandaconsulting.co.uk](mailto:151ShaftesburyAvenue@kandaconsulting.co.uk)

 07824 543201



SCAN THE QR CODE

 Recycle when no longer needed

**151**  
Shaftesbury  
Avenue







151  
Shaftesbury  
Avenue

Have your say

Appendix V – Pop-up Exhibition Board

**151**  
Shaffesbury  
Avenue



Royal London Mutual Insurance Society and its expert team are bringing forward proposals for the future of 151 Shaffesbury Avenue. The proposals look to enable the renewal and reimagining of the building by means of a complete refurbishment and extension.

If you would like to find out more about the proposals or to provide your views, please contact our dedicated community liaison team on 020 7461 0111 (ext 400). Alternatively, you can visit our website [www.rlmsociety.co.uk/151shaffesburyavenue](http://www.rlmsociety.co.uk/151shaffesburyavenue) for more information or to contact us directly by using the following contact details:

[www.151shaffesburyavenue.co.uk](http://www.151shaffesburyavenue.co.uk)

020 7461 0111 (ext 400)

