



kanda

9-12 New College Parade

Statement of Community Involvement (SCI)

August 2024

1.0 Executive Summary

- 1.1 This Statement of Community Involvement (SCI) has been prepared by Kanda Consulting on behalf of New College Ltd, (hereinafter referred to as 'the Applicant') in support of an application for the refurbishment, partial development and roof works (hereinafter referred to as 'the Site') to deliver a mixed use offer of Hotel, Residential and Retail.
- 1.2 The Development Description is as follows:
- 1.3 *"Retention of two storey facade and basement and redevelopment to provide a ground plus six storey (plus basement) building comprising hotel and retail uses plus 3 residential units and associated back of house, bin storage and cycle parking"*
- 1.4 The Applicant appointed Kanda Consulting, a specialist public affairs and consultation company to undertake wider stakeholder engagement and consultation to support the planning application.
- 1.5 The consultation for the application took place online, advertised via leaflets and social media.
- 1.6 The consultation process was carried out in conjunction with pre-application meetings with London Borough of Camden, details of which are included within the Planning Statement and the Design and Access Statement that both accompany this application.
- 1.7 The feedback received and the conversations that have taken place have been mixed and limited.
- 1.8 The Applicant remains committed to maintaining an open line of communication with the local community throughout the planning process, both pre- and post-submission.
- 1.9 A summary of the applicant's approach to public consultation can be viewed in the section below.

2.0 Public Consultation and Stakeholder Engagement

2.1 The Applicant has sought to engage with the Local Planning Authority, elected members, and the local community prior to the submission of this planning application. In order to achieve this, the following engagement objectives were identified at an early stage:

- To undertake early engagement with the Local Planning Authority, statutory and non-statutory consultees and other interested parties;
- To provide an opportunity for the Local Planning Authority to feedback on emerging proposals for the site to address any matters prior to submission;
- To provide the opportunity for ward councillors to discuss the proposals with the project team;
- To understand representatives of the community's views on the proposed development

Consultation overview

2.2 The objectives of the consultation process were to raise awareness amongst residents and community stakeholders of the proposed development prior to a planning application being finalised and submitted to the London Borough of Camden.

2.3 The Applicant's approach to public consultation has included a leaflet with information sent on the proposals and how to leave feedback on the website (**Appendix III**) was sent to **83 addresses (Appendix II)** around the site.

2.4 An advertised telephone number (**0203 900 3676**) and dedicated email address (**newcollegeparade@KandaConsulting.co.uk**) were provided and managed by Kanda to supply further information to residents, businesses and stakeholders on request, as well as to answer any questions that they may have on the proposals.

2.5 As part of their approach to consultation, the Applicant has reached out to the Belsize Ward Members to update them on the revised proposal.

2.6 A summary of the feedback can be found in section 3.

3.0 Feedback on Proposals


- 3.1 At the time of writing, two people chose to provide feedback on the proposals. The feedback received from attendees was mixed with one person responding positively and the other choosing to provide more negative feedback.
- 3.2 The first respondent was made aware of the proposals via the leaflet sent to neighbours (Appendix I)
- 3.3 . They agreed that the site needs redeveloping and they strongly agreed with the Applicant's approach to the revised proposals. As part of the feedback received, they noted that they really liked the building's aesthetic based on the CGIs provided as part of the consultation.
- 3.4 The second response noted that they did not agree that the site was in need of redevelopment. As part of the feedback received, they strongly disagreed with the Applicant's approach to redevelopment and commented that they worried about the effect it would have on local businesses.
- 3.5 Unlike the other feedback received, the respondent noted that they did not like the aesthetic of the building based on the CGI, but commented that the proposals looked nice but that there was no green space. Their overall thoughts on the development were: "Negative. Develop but maintain the local businesses and restaurants"
- 3.6 In conclusion, residents have not shown extensive concern for the proposals, but they would like to see the businesses on the site protected. In response, the Applicant noted that proposals will add a further retail unit to the site to support the surrounding businesses.
- 3.7 The email address remains open for the public to get in contact to leave their feedback.

4.0 Next Steps

4.1 The Applicant remains committed to continuing engagement with the local community through the determination of the forthcoming planning application. As well as working with the London Borough of Camden on planning and construction management issues, the Applicant will continue to keep Site neighbours informed in advance of construction commencing (subject to planning permission being granted) through a detailed construction management plan. Furthermore, they will continue to respond to requests for information/questions and offer key stakeholders and close neighbours the opportunity to meet to discuss the proposals. The project email remains open to receive any feedback on the proposals.

Appendix I – Leaflet

NEW
COLLEGE PARADE



New College Limited is bringing forward revised plans to redevelop 9-12 New College Parade on Finchley Road, London NW3 5EX.

The site is within the New College Parade section of Finchley Road Town Centre. The revised proposals will see the Edwardian Facade retained and the height reduced.

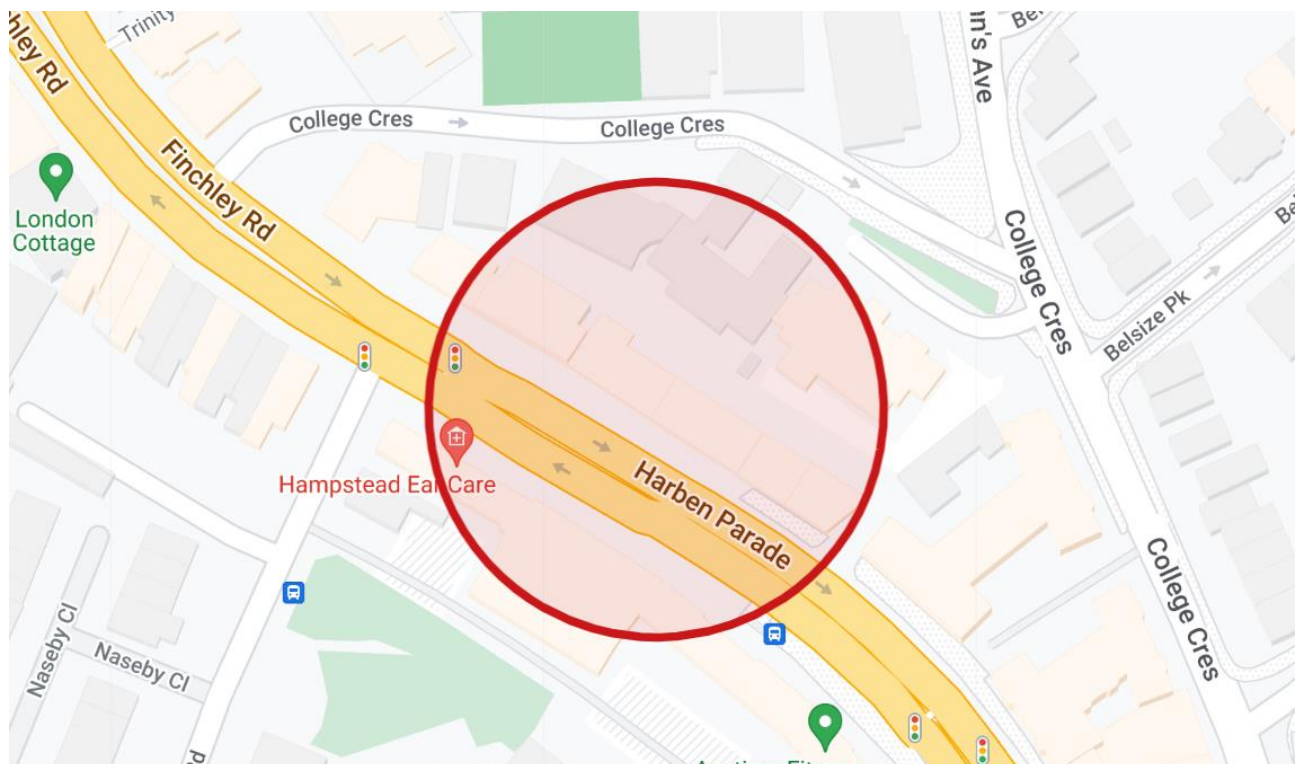
We are proposing to redevelop the site and restore these features to introduce a boutique hotel, with some new homes and shops for the Finchley Road community, shoppers and visitors.

JOIN THE CONVERSATION

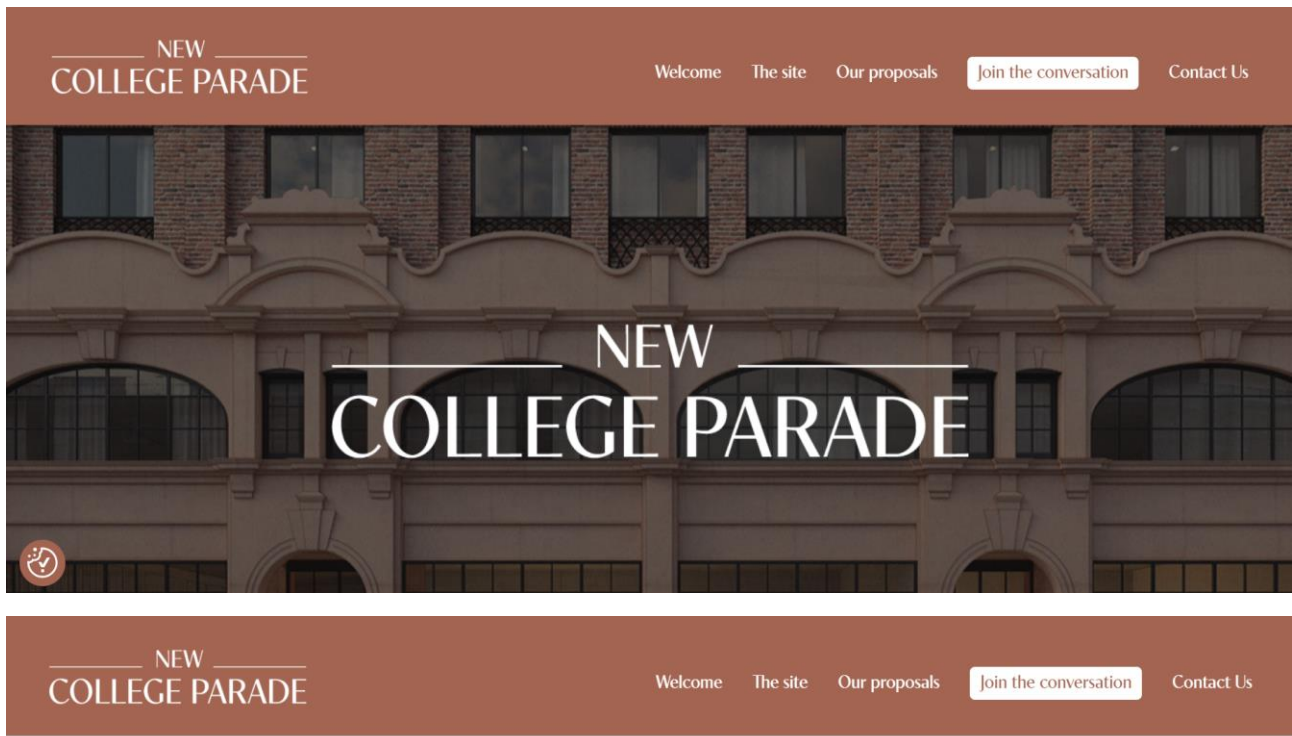
We want to know what the local community thinks of the plans. Please visit our website at www.newcollegeparade.co.uk to share your views, where our feedback form is available for you to view.



Appendix II – Distribution area



Appendix II – Website



WELCOME

Welcome to our consultation website for the revised proposals for 9-12 New College Parade.

New College Limited is proposing to deliver a boutique hotel at New College Parade, with new homes and retail space.

If you or anyone you know would like to receive hard copy materials, please let us know using our details from the **Contact Us** tab.

Please do also share your thoughts on our plans by using the **Join the Conversation** tab.



Meet the team



DP9 is the leading planning, development, and regeneration consultancy in the UK, with a proven track record of delivering challenging planning consents throughout London.



Studio Kyson is an award-winning practice producing well-crafted, contextual, and contemporary projects across the UK. Established in 2006, they work on a range of projects including hotels, private homes, and commercial



Based in central London, Caneparo is an independent transport planning and highway design consultancy specialising in development planning across the UK.



Eight Versa has over 14 years of experience in environmental sustainability, with a team of consultants, engineers, and ecologists working to help organisations achieve their sustainability goals.



Kanda Consulting is a communications agency specialising in community engagement, working to get the best results for applicants, decision makers, and communities.

THE SITE

The site is at 9-12 New College Parade, Finchley Road, London NW3 5EX, and is part of the New College Parade section of the Finchley Road Town Centre. Finchley Road is home to several commercial spaces, primarily characterised by retail units at the street level with homes above. The site is not listed and does not sit within any Conservation Areas.



A drop-off point for the National Express going to Luton and Stansted is near to the site, making the area an attractive destination for tourists. Finchley Road and Swiss Cottage tube stations are less than a five-minute walk from New College Parade. South Hampstead rail station is an estimated seven-minute walk away, with services for the London Overground.



The existing two-storey building is currently used as commercial space. It was first built with an Edwardian exterior, however over time the building has been adapted unsympathetically where much of the original features has been removed. It was first modified in the 1950s for use as a motor workshop. We believe the site offers potential as a high-quality, active new building in the Finchley Road Town Centre.



OUR PROPOSALS

Keeping the Edwardian structure in place, we are proposing to deliver a boutique hotel at New College Parade. Our plans involve replacing the existing building with a six-storey building, including 59 hotel rooms, 3 new residential apartments and 197 sqm of retail space. The proposals have evolved in response to Camden planning and design offer feedback and guidance and is considered to respond appropriately to its context and provide a high quality and sustainable new building as part of this parade.

The ground floor will house the hotel's reception area, as well as shops and storage including cycle facilities. The basement will also have cycle space for hotel guests and residents to use, and storage options for the shops to use.

The hotel is proposed to function partially for long stays, offering flexibility for both tourists and other guests alike. This will result in fewer vehicle trips, mitigating increased traffic and promoting sustainability. As we aim to deliver a green and energy efficient scheme that achieves BREEAM Excellent, we intend to keep the site car-free.

The exterior of the building will be adapted to remove modern additions and modify the structure to restore it to its original, Edwardian intentions.

We hope that our proposals will improve New College Parade for residents, shoppers, and visitors of Finchley Road.



JOIN THE CONVERSATION



9-12 New College Parade Feedback Survey

We would be grateful if you could take a few moments to provide your views on our proposals, New College Parade.

All information you give us will be stored safely, treated confidentially, and only used in connection with this project. However, contact details are not required, should you wish not to provide them.

Start (press Enter)
● Takes 5 minutes

Thank you for taking the time to view our plans for 9-12 New College Parade.

If you would like a hard copy of the consultation materials, or have any further questions or comments, please do not hesitate to reach out using the contact details below:

Your Name

Your Email *(Required)*

Your Address

Your Postcode

Your Message *(Required)*

Get in touch

Email:
NewCollegeParade@kandaconsulting.co.uk

Phone:
020 3900 3676

Quick Links

- Welcome
- The site
- Our proposals
- Join the conversation
- Contact Us

Sign up to our mailing list!

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

Your Email *(Required)*

Sign Up

We use ReCAPTCHA to help protect this website and it's users from spam and abuse. Any information you provide us with, should you wish to do so, will be held securely and processed in line with our privacy policy. You will only be contacted in relation to the project.