Economic Regeneration and Employment and Skills Strategy

OCTOBER 2024

JAMESTOWN ROAD

Volterra

Jamestown Road

Economic Regeneration and Employment and Skills Strategy

October 2024

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4C - Jamestown Road Ltd

Contents

Student baseline context

Economic importance of Higher Education

National

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

It is estimated that the economic benefit of international students in the UK rose from £31.3bn in 2018/19 to £41.9bn in 2021/22.

Regional

There are 114 HE institutions in London. The region contains two of the world's top ten highest ranking universities.

In 2021/22 London's HE sector contributed £27bn to the economy, supported 2.2% of its workforce and generated £14.8bn in GVA.

Local

There are 75 HE institutions within a 45-minute of the Site.

UCL is the most local university to the Site and contributed £1.8 billion to the UK economy in 2020.

The importance of international students

The economic contribution of international students rose by a third in the three years to 2021/22 to £41.9bn.

Between 2018/19 – 2022/23, **the number of international students studying in the UK** has grown by 53% compared to 11% across their domestic counterparts.

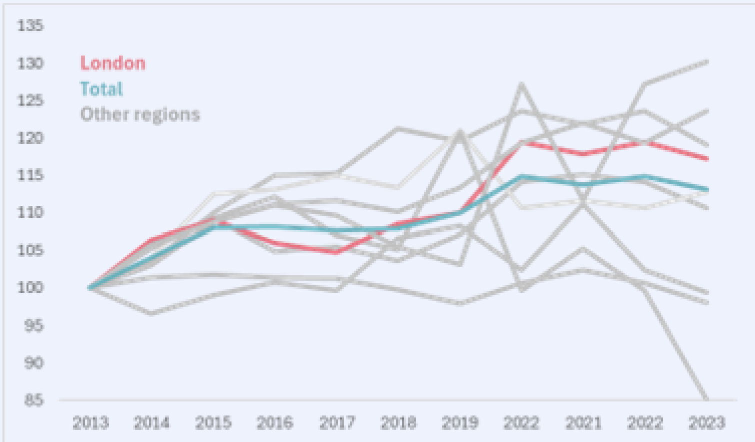
International students now make up just over one quarter of the UK's student population.

London is a very popular choice for international students choosing to study in the UK with **one third of the UK's international students residing in London.**

London's popularity

London has experienced consistent growth in its volume of accepted undergraduate applications

Index of application numbers by region (2013=100)



The student population in LBC

There are 96,000 students studying in LBC, accommodating one fifth of London's students.

A total of 25,000 students live in LBC, home to approximately 5% of students in London. This means there are 3.9 times more students studying in the borough than living here

LBC is home to the third highest number of international students of all London boroughs.

Growth in student demand

- With growing applications to UK's HE institutions growth in student demand is expected to continue.
- The UK's 18-year-old population is forecast to a multi-decadal peak of over 890,000 in 2030.
- It is estimated that London's students could grow by 23% to 2029/30.

The need for PBSA

Key stats for LBC

13,000 PBSA bedspaces

There are 13,000 PBSA bedspaces in LBC based on the draft new LBC Local Plan.

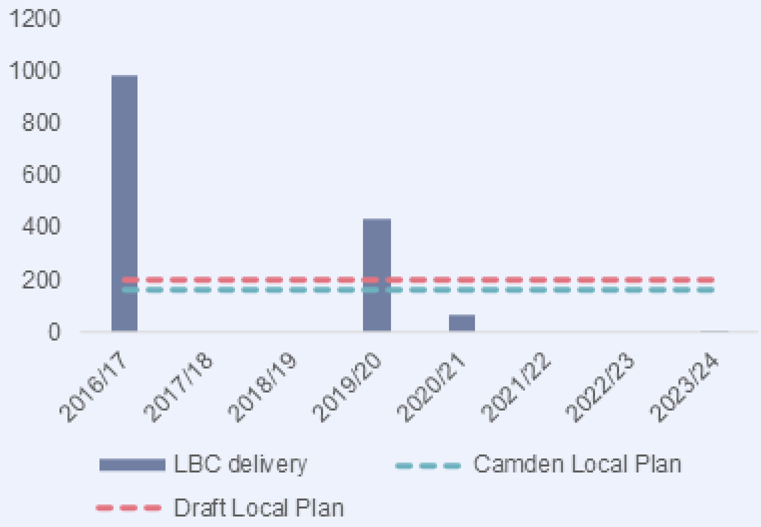
160 student beds

The LBC Local Plan identifies a target of 2,400 additional student beds over the plan period – equating to 160 student beds per annum.

200 student beds

The draft new LBC Local Plan identifies a target of 200 new student beds per annum, resulting from the lack of delivery over the plan period.

LBC have failed to meet their student housing target in most years since the LBC Local Plan has been in place



6.4

Full-time students per PBSA bedspace in LBC, compared to the London average 3.8.

6.1

Full-time students per PBSA bedspace in LBC when considering pipeline PBSA schemes.

7.7

Students per PBSA bedspace in LBC when considering pipeline and growth in full-time students to 2029/30.

Why PBSA?

The UK is going through a housing crisis. This makes the competition for HMOs in PRS even more fierce, placing additional demand on the PBSA market.

Flight to quality

A study found that the room quality in privately owned PBSA was generally rated substantially higher than university-owned PBSA, which is part of the attraction of PBSA over the PRS.

The specialist nature of PBSA has many benefits over the PRS:

- Study and specialist features
- High quality lifestyle
- Safety and security
- Ease of booking and convenience.

An identified need

The London SHMA reports a need for 88,500 additional PBSA bedspaces between 2016 and 2041 – equivalent to 3,500 per year.

So far, London has only been delivering 59% of its annual target for student bedspaces.

In 2023, the choice of landlords to sell their properties had left almost 250,000 students across the UK without a room.

Need for affordable housing

1 in 5

LBC have only met their Local Plan (2017) target of 1,120 net additional dwellings per annum once (out of five years) since the start of the Local Plan.

17x

House prices in LBC are 17 times higher than average earnings. The London house price to earnings ratio is 13 times.

3rd

Third most unaffordable local authority in the country based on HPE.

Affordability crisis

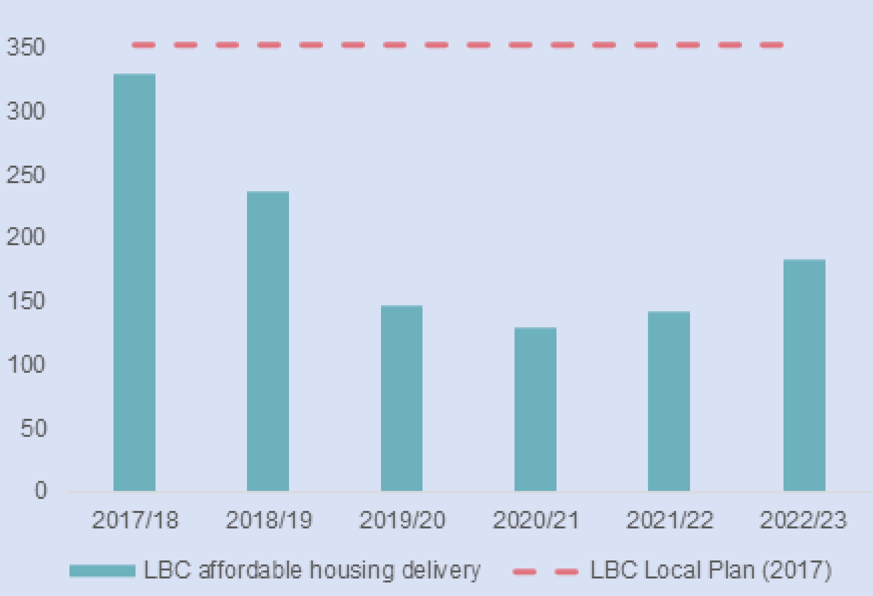
37% Average affordable housing delivery since the start of the Local Plan, is only **37% below the target of 353 additional affordable homes per year.**

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 have never met their affordable housing target since it has been in place.



The **Camden 2025 Resident and Partner Engagement Survey** summarised the feelings of LBC residents towards affordability issues in the borough:

"the private rented sector is poorly regulated and too expensive; getting on the housing ladder is very difficult; there is not enough appropriate housing for low-income groups and people with additional needs"

Economic impacts

The construction phase of the Proposed Development would deliver the following:

135 jobs

over the three-year construction period.

£1.1m

construction worker expenditure over the construction period

Employment and Training Commitments

17 Construction apprenticeships, all of which would be paid the London Living Wage.

22 Construction jobs to be advertised through the KXCSC.

11 Work experience placements, lasting two-weeks each.

10% Local procurement target.

Once operational, the Proposed Development would deliver the following:

20 – 30 FTEs

Supported by commercial units and management positions.

£23,100 – £81,200

In worker expenditure per annum supported at the Proposed Development

£1.9m – £2.1m

Of student and residential expenditure per annum by the new residents at the Proposed Development.

50 – 55 jobs

Up to 55 net additional FTEs generated by the Proposed Development.

£1.9m – £4.4m uplift in economic output

With £564,000 - £1.8m in additional tax revenues.

£59,000

In annual business rate payments accruing to HM Treasury.

Contribution of the Proposed Development

187 student beds, ~8% of target

The Proposed Development will provide up to **187 high-quality student rooms** – approximately up to **8% of the Camden target** of 2,400 additional student beds to be provided over the plan period (2016/17-2030/31).

Reduced demand

The Proposed Development would reduce the projected students per PBSA bedspace in 2029/30 in LBC from 7.7 to 7.6.

27 affordable homes

The Proposed Development will provide 27 affordable homes – equivalent **to up to 8% of the Local Plan annual affordable homes target of 353 net additional affordable homes per annum.**

10% contribution

Across the student accommodation and affordable homes, the Proposed Development will contribute 10% **to the London Plan housing target of 1,038 new homes per annum.**

Community benefits

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

- Students at the Proposed Development are estimated to spend **between £681,000 and £766,000 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, that Camden Town is renowned for, from night-time venues such as Koko and the Jazz Café to Camden Market with its range of independent stores and international food stalls.
- Students also serve an important role as volunteers for local charities, with survey results suggesting approximately 10 students at the Proposed Development are expected to part-take in the voluntary sector.

2. Introduction

Purpose of this assessment

2.1 This combined Economic Regeneration and Employment and Skills Strategy has been prepared by Volterra Partners LLP ('Volterra') on behalf of 4C – Jamestown Road Ltd ('the Applicant') for the redevelopment of 33-35 Jamestown Road and 211 Arlington Road ('the Proposed Development') at NW1 7DB and NW1 7HD ('the Site').

Site context

2.2 The existing site is located on 33-35 Jamestown Road, it also fronts Arlington Road to the east. The Site wraps around the existing corner building on 31 Jamestown Road, a late 19th century public house which is not part of the Site. The buildings were last used by Camden's Cleaning Services team as a mix of offices and waste depot.

2.3 The existing buildings are a variety 1-2 storey masonry buildings with basement – all are currently vacant other than for use as car parking. There is also outdoor car parking space provision in use within.

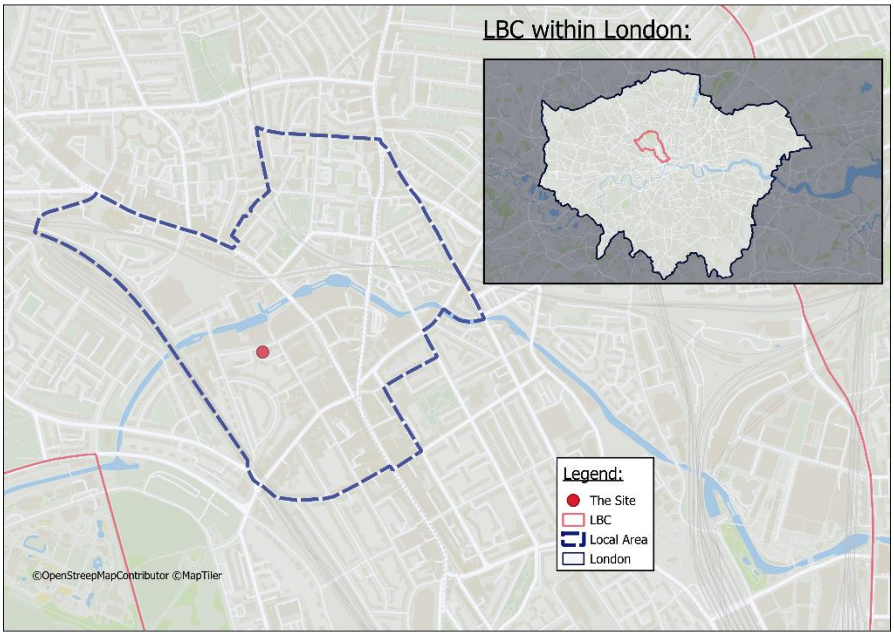
Study areas

2.4 The assessment study areas for this assessment are laid out in **Table 1.** The Site is located within the Camden Town ward. This ward broadly represents a 10-minute walking radius from the Site. This this reason, the Camden Town ward is used as the Local Area for this assessment.

Table 1 – Study areas for this assessment

Study area	Geography
Local Area	Camden Town ward
Borough	London Borough of Camden (LBC)
Region	London
National	England

Figure 1 – The Site is located in the Camden Town ward, which broadly represents a 10-minute walking radius from the Site



Proposed Development

2.5 The formal definition of the Proposed Development is as follows:

"Demolition of existing buildings and structures to facilitate redevelopment comprising a Purpose Built Student Accommodation (Sui Generis) block over the basement, ground, plus six storeys and seventh-floor plant room with flexible commercial (Class E) on the ground floor and a residential (Class C3) block over the ground plus five storeys, each block has two private courtyards with hard and soft landscaping, cycle parking, and associated works."

2.6 The Proposed Development seeks to provide Purpose Built Student Accommodation (PBSA) in a sustainable location, alongside much needed affordable, self-contained dwellings, which will optimise a vacant Site and improve its relationship to the wider area through active ground floor frontages and high-quality architecture.

Relevant policy and guidance

2.7 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 this 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. 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.
- **LBC Council, 2024 Draft New Camden Local Plan** – We set out below the relevant policies from Camden's emerging Draft New Local Plan. This includes reference to the higher student bedspace target of 200 additional student bedspaces per year. We have referred to the policy text as proposed in the Regulation 18 Consultation Version (January 2024), published for consultation which concluded in March 2024. At this stage, in advance of independent Examination in Public, the policies in the draft New Local Plan carry very limited weight. The Applicant has made site specific representations to the Plan, particularly in respect of the site allocation. Please refer to the **Planning Statement**, prepared by DP9 for an assessment of weight that can be attached to the draft policies.
- **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 Draft 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

2.8 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 considers 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:** assesses 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 HE

Nationally

3.1 Higher education (HE) is an important contributor to the UK economy and is a vital industry providing numerous benefits locally, regionally, and nationally. HE increases the number of skills an individual possesses, which enable both personal and professional development.[1] Lifelong lessons and transferable knowledge are both developed at universities and other institutions. Students further strengthen the knowledge-based economy and serve as a platform to enable ground-breaking research.[2] In turn, this boosts the economy and encourages economic growth in the wider economy.[3]

In 2021/22, it is estimated that universities in the UK support 768,000 jobs and contribute £130 billion to the UK economy.[4]

3.2 HE institutions are a crucial catalyst for innovation through their advanced research by staff and students. Driving innovation is key for all economies. Some graduates go on to be entrepreneurs or start new companies that spin out from these institutions. In 2022/23, more than 4,900 graduate start-ups were created in England, representing 4% growth on the previous year (4,735 start-ups).[5] Universities also encourage the commercial use of their intellectual property through the creation of spin-off companies, approximately 165 of which were set up across the UK in 2022/23.[6]

3.3 Graduates are more likely to be employed with 86% of those with tertiary education (all formal post-secondary education) in employment compared to 77% with upper secondary education.[7] Similarly, on average adults with a Bachelor's degree earn on average 43% more than those with an upper secondary qualification.

Regionally

3.4 As of 2022/23 there were 114 HE institutions located in London, the highest number of providers by region in the UK.[8] It was estimated in 2021/22 London's HE sector contributed £27bn to the economy, supported 125,800 jobs (2.2% of London's workforce in 2022), and generated £14.8bn in GVA.[9] For context, the South East was the second highest HE contributor to the UK economy, supporting an estimated 95,400 jobs and generating an additional £9.8bn in GVA. Additionally, 37% of graduate start-ups in England (1,800 of 4,900)

[1] UNESCO, 2022. What you need to know about higher education

[2] Universities UK, 2013. The impact of Universities on the UK economy

[3] Digital Marketing Institute, 2018. What's the importance of HE on the economy?

[4] Universities UK, 2024. The impact of the higher education sector on the UK economy

[5] HESA, 2024. Intellectual property, start-ups and spin-offs

[6] HESA, 2024. Intellectual property, start-ups and spin-offs

[7] HEPI, 2024. The Value of Higher Education in Developed Economies

[8] HESA, 2024. Where do HE students study?

[9] Universities UK, 2024. The impact of the higher education sector on the UK economy

were established in London, highlighting the city as a prominent hub for post-university entrepreneurship among students.[10]

3.5 London is particularly popular choice for international students choosing to study in the UK. According to the most recently available data, one third of the UK's international students reside in London and London's rate of international students is 1.8 times higher than the national rate.[11] Research conducted by the Higher Education Policy Institute (HEPI) highlights the important contribution that international students make to the economy. [12]

It is estimated that the economic benefit of international students in the UK rose from £31.3bn in 2018/19 to £41.9bn in 2021/22.[13]

3.6 This economic benefit is calculated based on tuition fee income, non-tuition fee spending, and spending by friends and family whilst visiting the UK.

Between 2018/19 and 2021/22, there has been a 40% increase in the number of first year international students enrolled in the UK (a total of 381,000 international students enrolled in the 2021/22 academic year).[14]

Locally

HE institutions locally

3.7 Given how integrated a city London is, for the purposes of this report, a 45-minute commute time is deemed appropriate to analyse the universities and other HE educational institutions that are considered to be local to the Site, based on the average commuting time in London, which is 43 minutes.[15] To our knowledge, there is no official source or assumption on the average student travel time to their HE institution. However, University College London define a student 'commuter' as a student who travels more than 45 minutes to university, further supporting this assumption.[16]

3.8 For completeness, the analysis of local HE institutions in this section also segregates the main HE institutions that are primarily located within LBC, in line with the Camden Planning Guidance Student

[10] HESA, 2024. Intellectual property, start-ups and spin-offs

[11] ONS, 2022. Census 2021.

[12] Universities UK International, HEPI, London Economics, 2023. The costs and benefits of international higher education students to the UK economy

[13] Universities UK International, HEPI, London Economics, 2023. The costs and benefits of international higher education students to the UK economy

[14] Universities UK International, HEPI, London Economics, 2023. The costs and benefits of international higher education students to the UK economy

[15] DfT, 2023. Average time taken to travel to work by region of workplace in Great Britian

[16] University College London, 2023. Wider participation groups

Housing paper.[17] This approach allows for an in-depth portrayal of student demand within LBC and how HE institutions are performing within LBC.

Table 2 – Main HE institutions which fall within LBC

Institutions
University College London
University of the Arts, London
The Royal Veterinary College
The Royal Central School of Speech and Drama
SOAS University of London
London School of Hygiene and Tropical Medicine
Conservatoire for Dance and Drama
Birkbeck College

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. The Conservatoire for Dance and Drama is now called Rambert School.

3.9 Beyond the main HE institutions located in LBC, there are an additional 67 HE institutions that are located with a 45-minute commute of the site.[18]

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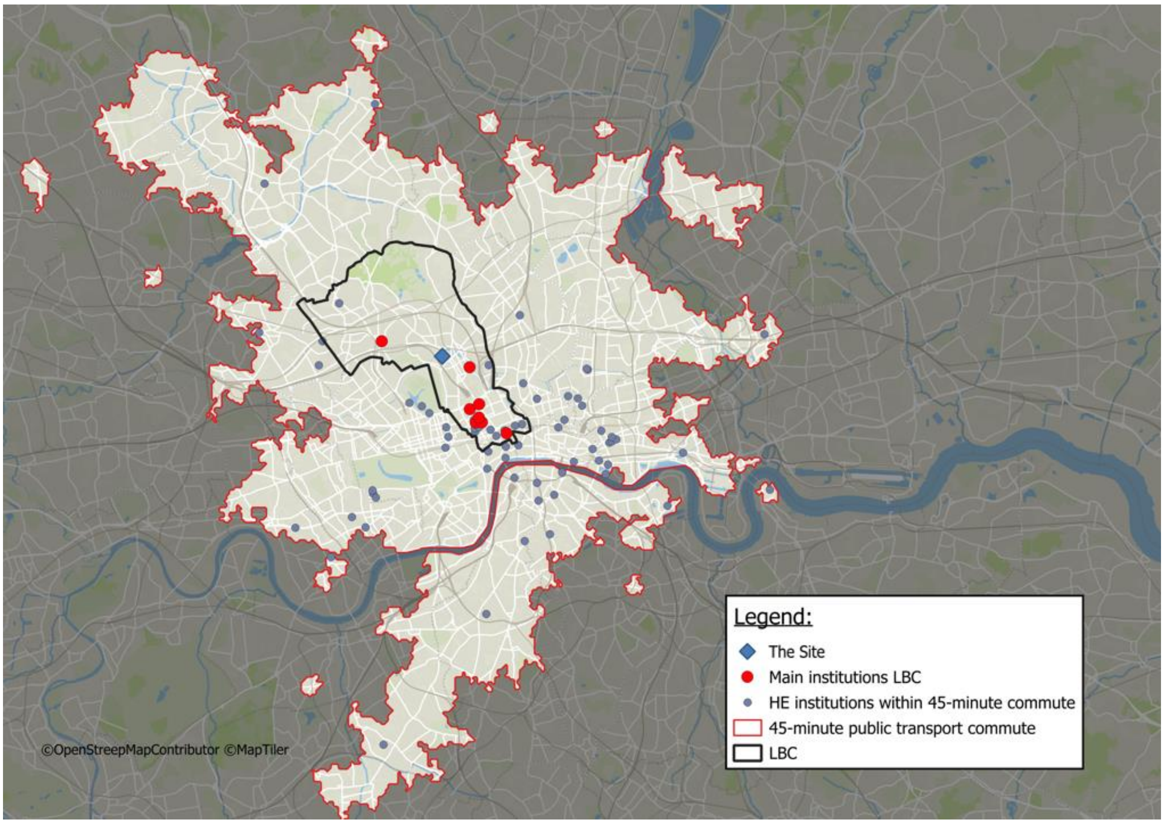
[17] LBC, 2019. Student Housing

[18] These additional 67 HE institutions include: Amity Global Education, Apex College London, Hult International Business School Ltd, British Academy of Jewellery Limited, Bloomsbury Institute, BPP University, The University College of Osteopathy, Brit College, The Institute of Cancer Research, Central Film School London, The City College, City University of London, The Council of the Inns of Court, Courtauld Institute of Art, Court Theatre Training Company Ltd, David Game College Ltd, The University of East London, ESCP Europe Business School, Guildhall School of Music and Drama, ICON College of Technology and Management, Imperial College of Science, Technology and Medicine, Institute of Art - London Limited, The Institute of Ismaili Studies, Institute of Contemporary Music Performance, The Islamic College, JSA Education Group Ltd., Kaplan International Colleges U.K. Limited, Kensington College of Business, King's College London, LAMDA Limited, LCCM AU UK Limited, Le Cordon Bleu Limited, London Bridge Business Academy, London Business School, University of London (Institutes and activities), City and Guilds of London Art School, London School of Commerce & IT Limited, London Film School Limited, London Metropolitan University, London South Bank University, London School of Economics and Political Science, London Studio Centre, The London School of Architecture, The London Institute of Banking & Finance, The Film Education Training Trust Limited, The London Interdisciplinary School Ltd, Istituto Marangoni Limited, St Mellitus College, Middlesex University, The Minster Centre, New College of the Humanities, Paris Dauphine International, St Patrick's International College, Pearson College, Point Blank Music School, The Prince's Foundation, Royal Academy of Dramatic Art, Ravensbourne University London, Regent's University London Limited, Raindance Educational Services Limited, Royal Academy of Music, Royal College of Art, Royal College of Music, St George's, University of London, The Engineering and Design Institute London, The University of Law, and The University of Westminster.

Figure 2 – Several HE institutions sit within a 45-minute commute of the Site

HE institutions within a 45-minute commute time and in LBC



3.10 Of the 45-minute locally accessible HE institutions, University College London (UCL), King's College London (2nd), University of Arts London (3rd), and the University of Westminster (4th) are the largest in terms of student numbers. **Table 3** illustrates the economic importance of King's College London, UCL, and the University of Westminster (data was not available for University of Arts London). These three universities are estimated to support approximately 21,000 direct jobs and contribute £3.4bn to the UK Economy between them.

Table 3 – The three largest HE institutions significantly contribute to the local and UK economy

Economic contribution of HE institutions (2020)

Contribution	King's College London	UCL	University of Westminster
Contribution to UK economy (bn)	£1.2	£1.8	£0.4
Direct jobs	7,415	11,975	1,595
Indirect local jobs	10,915	16,905	3,082

Contribution	King's College London	UCL	University of Westminster
Graduate start-up businesses	21	39	78

Source: University and College Union, 2020. New study demonstrates huge local economic impact of universities; Fund the future, 2020. The Economic Impact of Universities

Student contribution to local economy and community

3.11 Students also support induced jobs through their spending. The Department for Education commissions a Student Income and Expenditure Survey, which presents the key findings for students from England. The study provides average annual expenditure by English-domiciled students in London (excluding housing costs), equivalent to £7,988 per annum.[19]

3.12 A recent survey by National Student Money found that 62% of students work part time.[20] 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.

3.13 Student volunteering also generates economic impacts. Volterra's primary research (undertaken previously for Urbanest) suggests that around 6% of PBSA tenants assist local charities or work at food banks and charity shops.[21] By supporting the activities of charitable organisations through their work, they allow those bodies to expand their capacity and operations.

Student demand profile

Applications

National level

3.14 The number of students attending HE has been steadily increasing since 2014/15, with a 27% increase over the period up to 2022/23 (from 2.3m to 2.9m).[22]

3.15 The application rate of 18-year olds in England in 2023 was 41.5%, just below the 44.1% from 2022, which represented a record high.[23]

3.16 **Table 4** shows the total applicants and acceptances for undergraduate courses applied through UCAS in the UK since 2014.[24] It is clear that whilst both the overall number of applicants and the number of accepted

[19] DfE, 2023. Student income and expenditure survey: 2021 to 2022

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

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

[22] HESA, 2024. Who's studying in HE?

[23] UCAS, 2024. 2024 sees more 18-year-olds apply for higher education

[24] NB: HESA student data is the only comprehensive course of UK-wide statistics on HE students and their study choices. Although UK-wide, UCAS data primarily focuses on students applying to a full-time first degree. Further to this, UCAS data focuses on the number of application and acceptances whereas HESA records the number of students actually

applicants have increased, there has been no sustained change in the acceptance rate. Since the coronavirus pandemic emerged, student A-level/equivalent grades have recorded a rise, which has resulted in more applications. However, not all universities have the capacity – universities reported difficulty finding sufficient bedrooms, seminar space and staff – to facilitate the rise in student demand.[25] This demonstrates the need for PBSA. With more accommodation available, universities would be more likely to be able to accommodate the increased numbers of students applying for HE courses.

Table 4 – The UCAS acceptance rate for undergraduate courses has remained steady whilst the overall number of applications and acceptances since 2014 has increased

Applications and acceptance rates for undergraduate courses, England (2014-2022)

Metric	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Applicants (000's)	695	713	714	696	692	702	723	746	762	752
Accepted applicants (000's)	512	532	535	534	533	541	570	562	563	554
Acceptance rate	74%	75%	75%	77%	77%	77%	79%	75%	74%	74%

Source: UCAS, 2024. UCAS Undergraduate end of cycle data resources 2023

3.17 In 2023, UCAS also recorded a record number of university places secured through clearing with a 15% increase on 2022. University clearing remains important for PBSA demand, as PBSA terms often accommodate late bookings, which is the option many students that go through university clearing must take.[26]

Regional level

3.18 **Figure 3** shows that all UK regions have followed varying trends in the growth of university accepted application numbers for undergraduate courses. London's growth has been consistently high over the last decade. Since 2013, the number of accepted applicants in London has increased by 17%, compared to an increase in the total number of UCAS applicants of 13% across England. Compared to other regions London has seen a consistently increasing level of growth in UCAS accepted applicants, with other regions experiencing more volatile growth. Overall application numbers on the rise and London consistently receives the greatest proportion of these applications on the whole (19% of total accepted applicants over the last decade), it will be increasingly important that student accommodation is provided to meet this growing demand.

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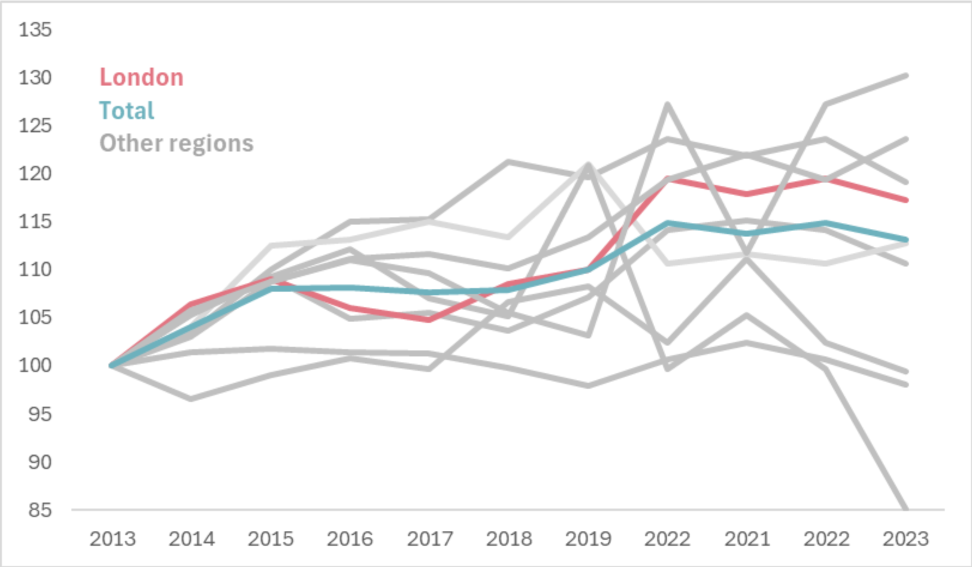
enrolled on courses. In some cases accepted applicants do not actually enrol on the course on which they have been accepted. There are also cases in which students directly apply to the HE providers without using the UCAS admission process and therefore would not appear in UCAS statistics. These differences must be noted when comparing statistics from UCAS and HESA.

[25] Guardian, 2021. 'Big squeeze': UK university applicants facing stiffest competition in years

[26] PBSA news, 2024. Student clearing places likely to rise, benefitting PBSA sector.

Figure 3 – London has experienced consistent growth in its volume of accepted undergraduate university applications

Index of application numbers by region for undergraduate courses (2013=100)



Source : UCAS, 2024. UCAS Undergraduate end of cycle data resources 2023

Current student population profile

In focus: students studying in LBC

3.19 **Table 5** illustrates the growth in the number of students studying in LBC since 2014/15. The number of students studying at the main HE institutions in LBC has increased from approximately 73,200 in 2014/15 to approximately 96,500 in 2022/23. This represents an overall increase in students studying at the main HE institutions in LBC of approximately 23,300 – a 32% increase, this is higher than the national growth rate of 27%.

Table 5 – The number of students studying in LBC has increased substantially since 2014/15

Absolute and percentage increase in the number of students studying in LBC (2014/15 – 2022/23)

Metric	2014/15	2022/23	Absolute growth	Percentage increase
LBC students	73,200	96,500	23,300	32%

Source: HESA, 2024. Who's studying in HE?

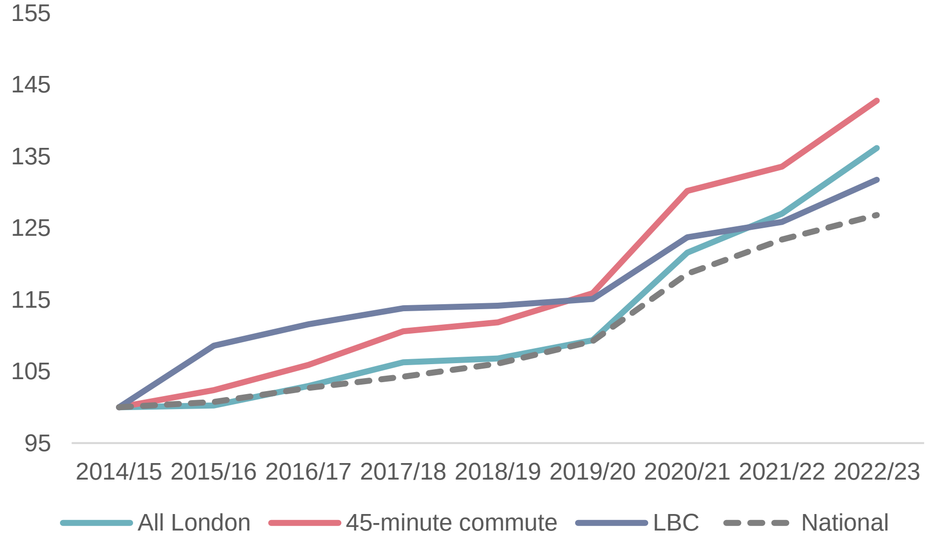
3.20 The number of students that study in the main HE institutions located in LBC is significantly higher than the number of students that reside in the borough. The number of students that study at the main HE institutions located in LBC is 3.9 times higher than the number of students that reside in the borough.

Local and regional level

3.21 As expected, due to the increased number of applications being received by HE institutions located in London, the number of students attending these institutions has also increased. **Figure 4** illustrates the growth of student numbers in London, HE institutions located within a 45-minute commute of the Proposed Development, and within the main HE institutions located in LBC since 2014/15. The growth in the number of students studying within a 45-minute commute of the Proposed Development (43%) has been faster than the growth recorded at HE institutions across London (36%).

Figure 4 – The growth in students studying at institutions within a 45-minute commute of the Proposed Development has outpaced comparators

Index growth of students studying at HE institutions across geographical comparators (2014/15 = 100)



Source: HESA, 2024. Who's studying in HE?

Table 6 – The growth in the number of students studying at institutions in LBC is higher than the national rate

Percentage increase in students studying at HE institutions across geographical comparators (2014/15 – 2022/23)

Geography	Students 2014/15	Students 2022/23	Percentage increase
All London	400,000	544,000	36%
45-minute commute	262,000	374,000	43%
LBC	73,200	96,500	32%
National	2.3m	2.9m	27%

Source: HESA, 2024. Who's studying in HE?

Student population in LBC

3.1 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 boroughs commitment to nurturing creativity, diversity, and innovation has fostered an environment that resonates with the interests and aspirations of young individuals pursuing higher education".**[27]

3.2 As illustrated in **Table 6**, as of 2022/23 approximately 96,000 students study at universities located within LBC. The Draft New Camden Local Plan states that approximately one fifth of London's HE students attend institutions in LBC, indicating LBC's desirability as a location to study.[28]

3.3 A total of 25,000 full-time students currently reside in LBC. This ranks LBC as the borough with the 4th highest student residential population. LBC is home to approximately 5% of all students that reside in London.

3.4 In terms of students that are living in communal accommodation (including halls of residence and PBSA), LBC ranks as the highest of all boroughs in London.

3.5 It is important to note that this data is taken from the 2021 Census, which is impacted by the coronavirus pandemic. The 2021 Census was taken in March 2021, which was during the time the UK was only just coming out of the nation's third lockdown. Therefore, a number of students are likely to have returned to their parents accommodation (as seen with the number of London students living at home) and in some cases, international students would also be expected to be abroad. Therefore, it is likely that the number of students in LBC in the 2021 Census represents a conservative estimate. The ONS has indicated that despite the challenges posed by the coronavirus pandemic, they have devised methodologies to estimate and adjust for non-responses regarding student numbers. Consequently, they express confidence in the accuracy of the Census. However, it is important to note that these figures may be conservative and might not comprehensively represent the entire student population.[29]

The importance of international students

3.6 Since 2014/15 the number of international students studying in the UK has grown at a much faster rate than the growth in domestic students. Between 2018/19 and 2022/23, the number of international students studying in the UK has grown by 53%.[30] In this same time period the number of domestic students studying in the UK has grown by only 11%.

3.7 Similarly, over the same time period, the proportion of total students studying in the UK that are international has risen from 20% to 26%, whilst the proportion of total students that are domestic has decreased from 80% to 74%.[31]

[27] LBC, 2018. Camden 2025

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

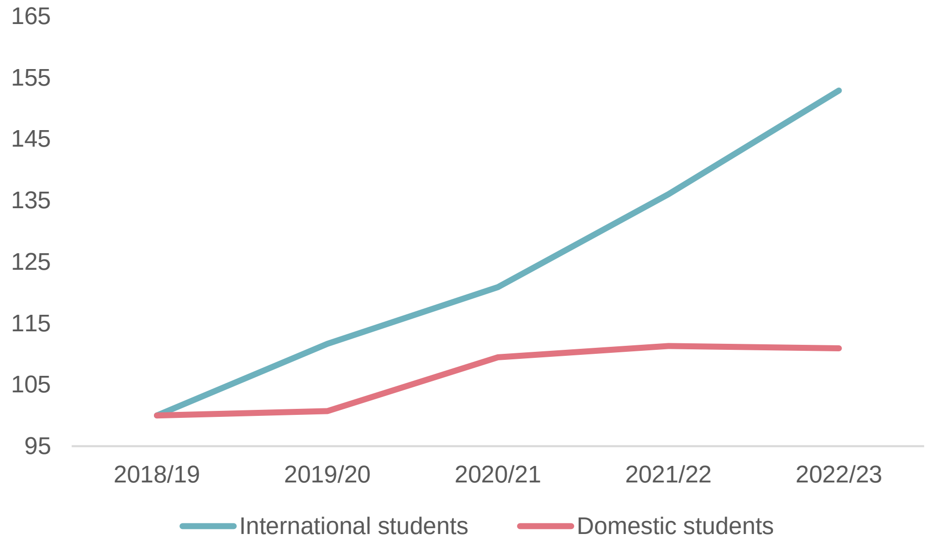
[29] ONS, 2023. Students: Census 2021

[30] HESA, 2024. Where do HE students come from?

[31] HESA, 2024. Where do HE students come from?

Figure 5 – The growth in international students studying the UK has been more significant than the growth in domestic students over the same period

Index growth of international and domestic students studying in HE (2018/19 = 100)



Source: HESA, 2024. Where do students come from?

Table 7 – There has been a 53% increase in international students studying in the UK since 2018/19

Percentage increase in international and domestic students studying at HE institutions in the UK (2018/19 – 2022/23)

Student origin	2018/19	2022/23	Percentage increase
International students	496,000	759,000	53%
Domestic students	1,961,000	2,176,000	11%

Source: HESA, 2024. Where do students come from?

3.8 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, with two London universities (UCL and Imperial College London) ranking within the top 10 universities in the world based on the QS World University Rankings 2024.[32] Its renowned universities, diverse culture, and robust job market post-graduation creates a magnetic appeal for international students seeking a high-quality education and a truly international experience.

3.9 A recent report found that over 70,000 first-year international students come to London to study each year. This is over three times the number of first year international students choosing to study in the West Midlands and over twice the number of overseas students enrolling at universities across Scotland.[33]

[32] QS Top Universities, 2024. QS World University Rankings

[33] UCAS, 2024. What does the journey to a million mean for London?

3.10 According to the 2021 Census, LBC is home to the third highest number of international students of all boroughs in London. The number of international students is over two times as high as the average number of international students residing in London boroughs.

3.11 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. 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.

Expected growth in student demand

3.12 There is a national mission to improve the quality of HE in England, delivering better outcomes for students, the economy, and society more broadly.[34] Pertinent to this is supporting the growth of the student population, particularly as the UK's 18-year-old population is forecast to commence a sustained period of growth from approximately 717,000 in 2020 towards a multi-decadal peak of over 890,000 in 2030.[35]

Student projections

Regionally

3.13 The approach used in this assessment to project the future student population in London is to projecting forward based on historic growth rates in student numbers at HE institutions in London.

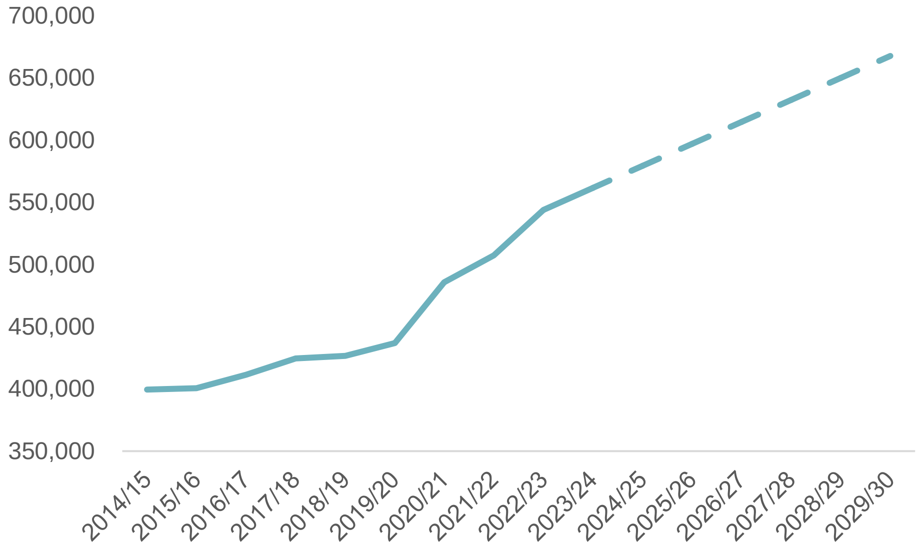
3.14 This approach projects that student numbers at HE institutions in London could increase from approximately 544,000 in 2022/23, to approximately 668,000 in 2029/30. This would represent a projected increase of 124,000 students, or 23% growth.

[34] Department for Education, 2022. Higher education policy statement & reform consultation

[35] Department for Education, 2022. Higher education policy statement & reform consultation

Figure 6 – The number of students studying in London is projected to reach 668,000 by 2029/30

Projected growth in the number of students studying in London (2014/15 – 2029/30)



Source: HESA, 2024. Students

Locally

3.15 LBC acknowledges anticipated future growth in students. For example, UCL is LBC's largest HE institution and it grew by almost 22,000 students between 2014/15 and 2022/23. UCL is also one of the main HE institutions within LBC's Bloomsbury Campus – the Campus projects growth of 50% in its staff and student numbers up to 2036. UCL aims to provide guaranteed student housing places to all first-year graduate and postgraduate students. This growth in students at LBC's HE institutions and aspirations for their accommodation is reflected in LBC's new higher student bedspace target of 200 bedspaces per annum in their draft Local Plan[36] (compared to 160 bedspaces in the current Camden Local Plan).[37]

3.16 The LBC Draft Local Plan Development Strategy outlines specific policy for the Bloomsbury Campus Area.[38] LBC Draft Local Plan Policy S3 states the objectives for the area to:

- Maintain and expand its role as the heart of higher education in LBC;
- Provide attractive and stimulating spaces for learning, research, sharing ideas, socialising, and supporting students; and
- Feel welcoming and inclusive to students, workers, residents and visitors.

3.17 **Table 8** illustrates the projected student numbers for universities located within a 45-minute commute from the Proposed Development and projected student numbers for universities located within LBC. By 2029/30, the total number of students studying at universities located within a 45-minute commute of the Proposed Development is expected to increase by approximately 98,000 (26%). The total number of students studying at universities located in Camden is expected to increase by approximately 17,000 (18%).

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

[37] LBC, 2017. LBC Local Plan

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

Table 8 – There is projected to be a significant increase in the number of students studying at universities within the local study areas in the period up to 2029/30

Student number projections at universities located a 45-minute commute from the Proposed Development and the main universities located within LBC in the period up to 2029/2030

Universities	2022/23 students	Projected 2029/30 students	Overall growth	Percentage increase
45-minute commute universities	375,000	472,000	98,000	26%
LBC universities	96,000	114,000	17,000	18%

Source: HESA, 2024. Students (for historic figures), Volterra projections based on historic growth rates

3.18 For the purposes of this assessment, projected growth for full-time students for LBC is also considered. Using the same method as described above, full-time students studying at LBC HE institutions is expected to grow from approximately 83,400 in 2022/23 to 105,400 students in 2029/30 – representing growth of 26%.

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

An accommodation shortage

4.1 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.[39] This is affecting students who actively seek housing in multiple occupation (HMOs) accommodation in the Private Rental Sector (PRS), as there is now more fierce competition for rooms.[40] 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.[41] 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.

4.2 The London Strategic Housing Market Assessment (SHMA) 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.[42] This SHMA target for PBSA delivery in London is also taken forward in the London Plan (2021).[43]

4.3 According to research conducted by CBRE, the gap between demand for PBSA and available supply in London is between 100,000 and 105,000 students, illustrating how demand for PBSA has outpaced supply.[44] Since the London Plan 2021 came into effect, 12,000 PBSA bed spaces have been consented. No PBSA beds with planning permission gained since the London Plan 2021 came into effect are yet open to students.

4.4 The CRBE report also states that due to shortage of PBSA bedspaces, students are being forced into alternative accommodation options, such as Houses of Multiple Occupation (HMOs). HMO stock has shrunk 23% in the last 5-years, putting further pressure on students finding accommodation options.[45]

4.5 Between the period, 2016/17 to 2023/24, London has been averaging 2,060 bed spaces per year of delivery. Therefore, London has recently been delivering on average only 59% of its annual target for student bedspaces. London's delivery from 2016/17 to 2023/24 is 11,500 bed spaces short of where it should be against the annual target. There is clearly a significant need for PBSA at the London level. Accounting for the PBSA bed spaces delivered from 2016 to-date,[46] sees an updated version of the need for additional PBSA bed spaces across the region stand at 72,000 bed spaces to be delivered to 2041.

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[39] MHCLG, 2024. Housing targets increased to get Britain building again

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

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

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

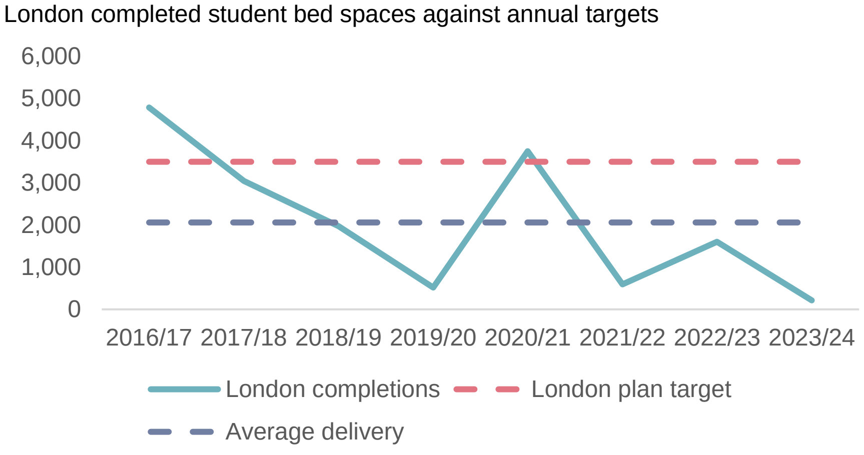
[43] Mayor of London, 2021. The London Plan 2021.

[44] CBRE, 2024. London Plan Policy Fails to Deliver Affordable Student Accommodation

[45] CBRE, 2024. London Plan Policy Fails to Deliver Affordable Student Accommodation

[46]GLA, 2024. Residential dashboards. NB: to-date is considered the latest available data on the GLA residential dashboard which is considered to be 'live' showing the latest data from Planning London Datahub (PLD) for 2023/24. This means that data for 2023/24 may be incomplete as completions are usually reviewed annually with major updates occurring August/September each year.

Figure 7 – London is currently behind on its student bedspace delivery target



Source: Mayor of London, 2017. London Strategic Housing Market Assessment; Mayor of London, 2024. Residential pipeline dashboard

4.6 Student housing supply has already failed to keep up with demand. This would 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.[47]

4.7 The 2019/20 academic year saw 511,000 HMOs in England which dropped to 497,000 in the following year– a 3% decrease.[48] Specifically, London saw a 13% decrease in HMOs over this same period.[49] This puts further strain on the demand for housing, exacerbating the shortage of bed spaces for students in London.

Why PBSA? – the student experience

4.8 PBSA includes both university-owned accommodation, and privately owned stock. Two-thirds of university-owned accommodation within London currently was built before 2000, highlighting the fact that this type of accommodation is relatively old and needs modernising.[50] This is likely to lead to a greater reliance on privately owned PBSA and the PRS market to meet the demand, as students move away from less desirable ageing university-owned accommodation that may not reflect modern ways of living.

4.9 The specialist nature of PBSA holds several substantial advantages for students over the PRS: [51]

- **Study and specialist features** – PBSA is built to accommodate students and their needs, through different amenity spaces;
- **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

[47] The Telegraph, 2023. Russell Group students face 'most competitive ever' race to find housing
[48] Erin Sutcliffe, 2022. Lack of Student Accommodation Pushing Up Demand
[49] Erin Sutcliffe, 2022. Lack of Student Accommodation Pushing Up Demand
[50] JLL, 2017. London Student Housing 2017
[51] Cushman and Wakefield, 2018. Student Accommodation Report 2018/19

- **Ease of booking** – renting through one party, where everything is typically included in the bill. This makes it easier for students to plan their finances.

4.10 Universities are a major source of PBSA provision, but increasingly private providers are moving into the market, often in partnership with universities. In 2023/24, the private sector would provide 72% of the new student accommodation beds in the UK.[52] 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 against the soaring annual rent increases across the PRS.[53]

4.11 Competition is not just lowering prices, but also delivering better quality housing for students. A study found that the room quality in privately owned PBSA was generally rated substantially higher than university-owned PBSA.[54] Universities have found that their own PBSA are behind in terms of the quality of their accommodation.

Table 9 – The quality of rooms provided by private owners is better than what is provided by universities

En-suite room quality (2018/19)

Type	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.

4.12 The appeal of higher quality rooms is reflected by the fact that higher quality rooms have recently experienced the highest rates of rental growth. Between 2022/23 and 2023/24, the highest quality level of student rooms (level 5) had an annual rental rate growth of 12.5%, higher than all other room quality levels.

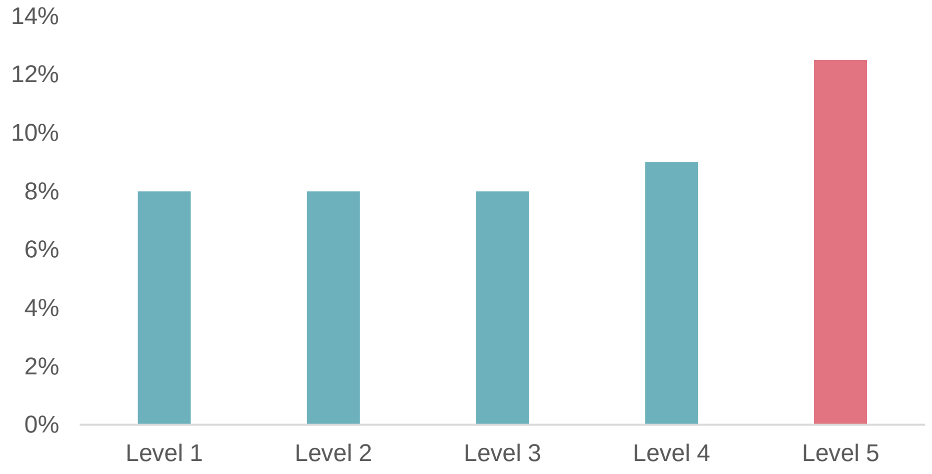
[52] Cushman and Wakefield, 2021. Student Accommodation Report 2020/21

[53] Knight Frank, 2022. UK student accommodation rents in rebound in 2022.

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

Figure 8 – There has been more substantial rental growth in higher quality student rooms

Rental growth between 2022/23 and 2023/24 by room quality



Source: Cushman & Wakefield, 2018. Student Accommodation Report 2023

4.13 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: [55]

- 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.

4.14 The English Housing Survey 2023 found that in the PRS 21% of homes are of 'Non-Decent' quality.[56] This is compared to 14% classed as non-decent among owner occupied homes. A HHSRS Category 1 hazard is the most severe type of hazard, failing to meet the statutory minimum standard for housing in England.[57] Due to the pandemic, not all data could be collected, so DLUHC (now MHCLG) modelled the results instead. It found 12% of PRS had a HHSRS Category 1 hazard, in comparison, EHS found 9% in owner occupied homes.

4.15 A 2021 Citizens Advice report found that two in three tenant voice panellists experienced some sort of disrepair, including dangerous hazards. They have found this has been an ongoing issue finding that in 2015, one in five privately rented homes contained a HHSRS Category 1 hazard.[58] This illustrates the poor quality of homes within the PRS, failing to meet the basic requirements.

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

[56] DLUHC, 2023. Chapters for English Housing Survey 2022 to 2023 Headline Report

[57] DLUHC, 2023. Chapters for English Housing Survey 2022 to 2023 Headline Report

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

4.16 The Camden 2025 Resident and partner engagement report highlighted that with regards to the private rented sector in LBC some residents said that affordable private rental housing that is available is often prone to overcrowding, insecure tenancies and poor maintenance.[59]

4.17 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.[60] A lower proportion (71%) of students in the PRS were satisfied, indicating that PBSA offers higher quality and experience for students.

4.18 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.[61]

Where do students live

4.19 Throughout the UK, there are more students wanting to attend HE institutions who require accommodation. However, the number of PRS properties available for students to rent is shrinking, whilst rents are continuously increasing. A potential solution is to provide additional PBSA across the UK, including in London, and LBC, a popular location for students. Unite students have forecast that for the 2022/23 academic year, students who seek HE accommodation could reach 280,000, but there would only be 102,000 PBSA beds to rent.[62] This is a shortfall of 178,000 PBSA bed spaces in London in the most recent year. This shows that there is a current shortage of PBSA supply in London for students.

4.20 **Table 10** shows that currently only 13% of London students live in PBSA, including both privately owned and university-owned stock. This is 10 percentage points lower than the national average. With the current rental market shortage in London, additional PBSA is clearly needed.

Table 10 – A lower proportion of students in London live in PBSA relative to comparators

Proportion of student in accommodation types across the UK and London

Accommodation type	UK	London
PBSA	23%	13%
At home with family	18%	21%
PRS	47%	48%
Other	12%	17%

Source: HESA, 2024. Where do HE students study? Note: Values may not sum due to rounding to the nearest full percentage point; 'Other' refers to accommodation which does not fit into the above categories. An example is students who are currently not in attendance at the provider because they are in their placement year.

[59] LBC, 2018. Camden 2025 Resident and partner engagement report

[60] Knight Frank, UCAS, 2020. Student Accommodation Survey

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

[62] Nick Hayes, 2022. London PBSA opportunity knocks

PBSA supply

Current supply

4.21 Paragraph 7.211 of the Draft new Camden Local Plan states:

There are approximately 13,000 bedspaces available in PBSA in Camden.[63]

4.22 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 1,495 student bedspaces which is concentrated in two years) – indicating a historic lack of supply which is failing to meet projected demand. **Figure 9** illustrates that since 2020/21 there has been minimal delivery of PBSA in LBC, which represents a significant concern.

4.23 The lack of delivery of PBSA since the LBC Local Plan is acknowledged in the Draft New Camden Local Plan as a result of schemes with planning permission which have failed to progress to completion. The Draft New Camden Local Plan now sets a higher target of 200 additional student bedspaces per year as the minimum borough requirement.[64] Whilst this target is not formally in practise yet, it shows a more recent picture of PBSA need in LBC, which has grown since the current LBC Local Plan (2017). Specifically, LBC state that the interesting in developing PBSA in the borough has diminished since the adoption of the LBC Local Plan (2017) and London Plan as shown by the number of permitted PBSA schemes that have failed to progress to completion. Given, the PRS is the main alternative for students in the borough, LBC view the provision of PBSA as a means to help limit the additional pressures on the wider PRS market.

4.24 This updated 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. [65]

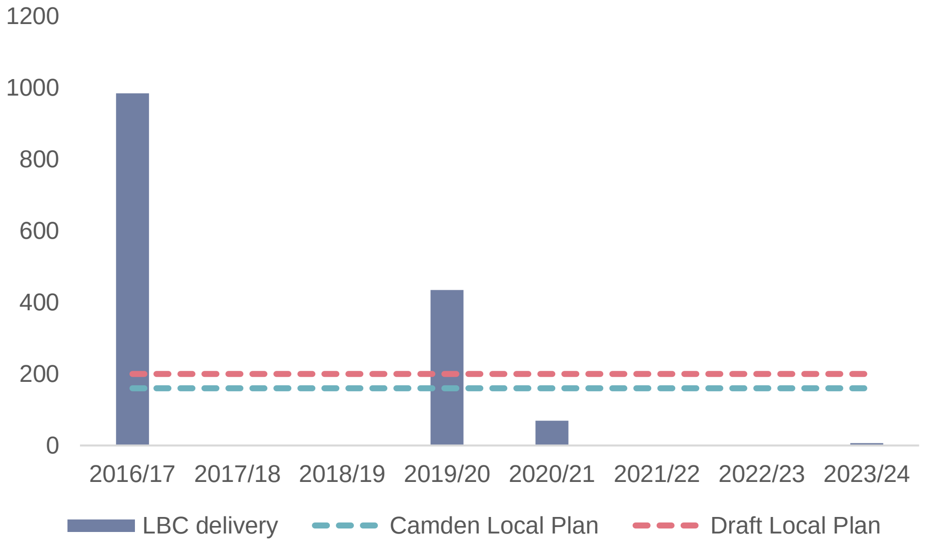
[63] LBC, 2024. Draft New Camden Local Plan – Regulation18 Consultation Version

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

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

Figure 9 – LBC has failed to achieve its student bedspace target on more occasions than it has achieved it

Student bedspace completions in LBC relative to targets



Source: GLA, 2024. 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?

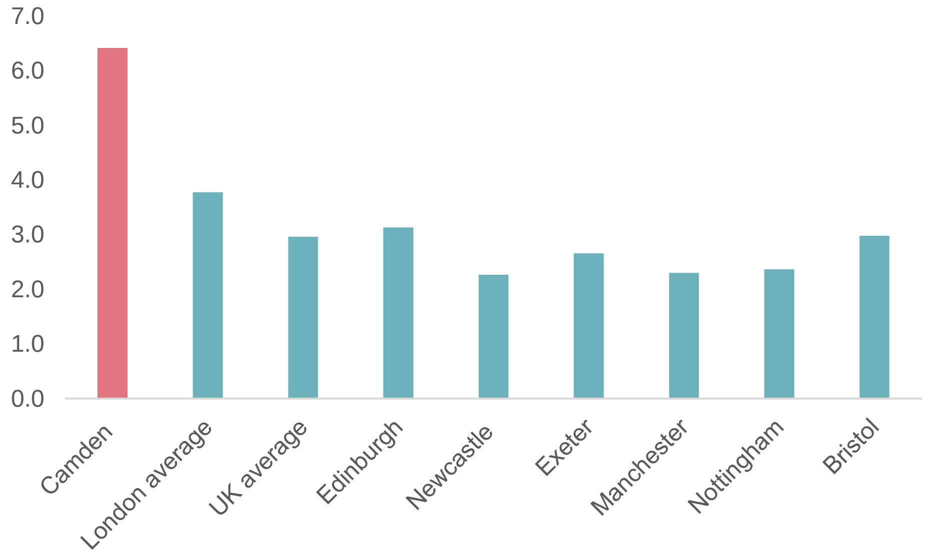
4.25 A student to bed space ratio indicates the number of students studying in a certain geography per one PBSA bed available. A higher student per bedspace ratio, indicates more students competing for one PBSA bedspace and therefore a greater demand for PBSA relative to supply. As well as this, given the geography of London and its accessibility to travel within the region at ease, there are also likely many students who commute across borough boundaries. Full-time students are considered, as they are more likely to demand permanent accommodation compared to part-time students.

4.26 **Figure 10** shows the full-time students per bedspace ratio of students across major UK university hubs. It is clear that when looking at 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 ratio in LBC is 6.4, this compares to the London rate of 3.8 and a national rate of 3.0.[66]

[66] Note: In calculating the student per PBSA bedspace ratio, we use the figure for full-time students studying in LBC. This allows for an accurate portrayal of demand for student bedspaces in LBC based on how many students are studying at HE institutions in the borough and are likely want to live near to where they study.

Figure 10 – The student to PBSA bedspace ratio in LBC is significantly higher than what is seen across other major student hubs

Student to PBSA 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

4.27 **Table 11** presents data from the GLA residential approvals dashboard, which estimates that there are 609 PBSA bedspaces within the pipeline in LBC across six schemes – that is those that have either been approved or have commenced construction and therefore are expected to come forward in the future.[67] Considering that not all of the pipeline schemes will come forward in the same year, it is likely the pipeline would be below LBC's Draft New Local Plan target of 200 bedspaces per year in annual terms.[68]

Table 11 – 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
36-45 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

[67] GLA, 2024. Residential approvals dashboard

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

Name	Approved bed spaces
100 Chalk Farm Road, NW1 8EH	265
Total	**609**

Source: Mayor of London, 2024. Residential pipeline dashboard

Future demand for PBSA

4.28 When accounting for the potential pipeline, the student per bedspace ratio in LBC marginally decreases from approximately 6.4 students per bedspace to approximately 6.1 students per bedspace, which is still significantly above comparators.

4.29 Further to this, considering the projected rise in full-time students to 2029/30 studying in LBC and the pipeline for PBSA bedspace, the student per bedspace ratio in LBC rises to 7.7, 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.

4.30 Considering the Proposed Development, it would increase PBSA bedspaces in LBC by 187 units. Therefore, the Proposed Development could reduce the student per PBSA bedspace ratio to 7.6 when considering future growth in full-time students to 2029/30 and pipeline coming forward in the borough.

Table 12 – Students to bedspace ratio is expected to rise across LBC

Projected student per bedspace ratio

Scenario	FT students	PBSA spaces	Student per PBSA bedspace
Baseline	83,430	13,000	6.4
Baseline + pipeline PBSA bedspaces	83,430	13,609	6.1
Baseline + pipeline PBSA bedspace + growth in FT students (2029/30)	105,370	13,609	7.7
Baseline + pipeline PBSA bedspace + growth in FT students (2029/30) + **contribution of the Proposed Development**	105,370	13,796	7.6

Contribution of the Proposed Development

4.31 The Proposed Development would provide 187 new high quality student rooms, providing accommodation in a prime and desirable location for students in close proximity to some of London's largest HE institutions. Communal kitchens, living and dining spaces are provided throughout the student building, as well as a social courtyard garden, and a gym. The Proposed Development would provide 1.2 years of LBC's Local

Plan target of 160 new student bedspaces per year or 0.9 years of LBC's Draft New Local Plan target of 200 new student bedspaces per year.

4.32 There is a clear need for PBSA in LBC, student numbers are rising and there is a limited PBSA pipeline and historic under-delivery against targets in LBC. The Proposed Development would reduce the projected full-time students per PBSA bedspace in 2029/30 from 7.7 students per PBSA bedspace to 7.6 students per PBSA bedspace.

4.33 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. [69] 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 187 bedspaces at the Proposed Development, which aligns with London Plan methodology.[70] This is equivalent to 75 potential homes in the PRS that could be freed up. Multiplying this by the proportion of students which live in PRS in London (48%) provides an estimate of the number of homes that would be freed up across London – equivalent to 36 homes.

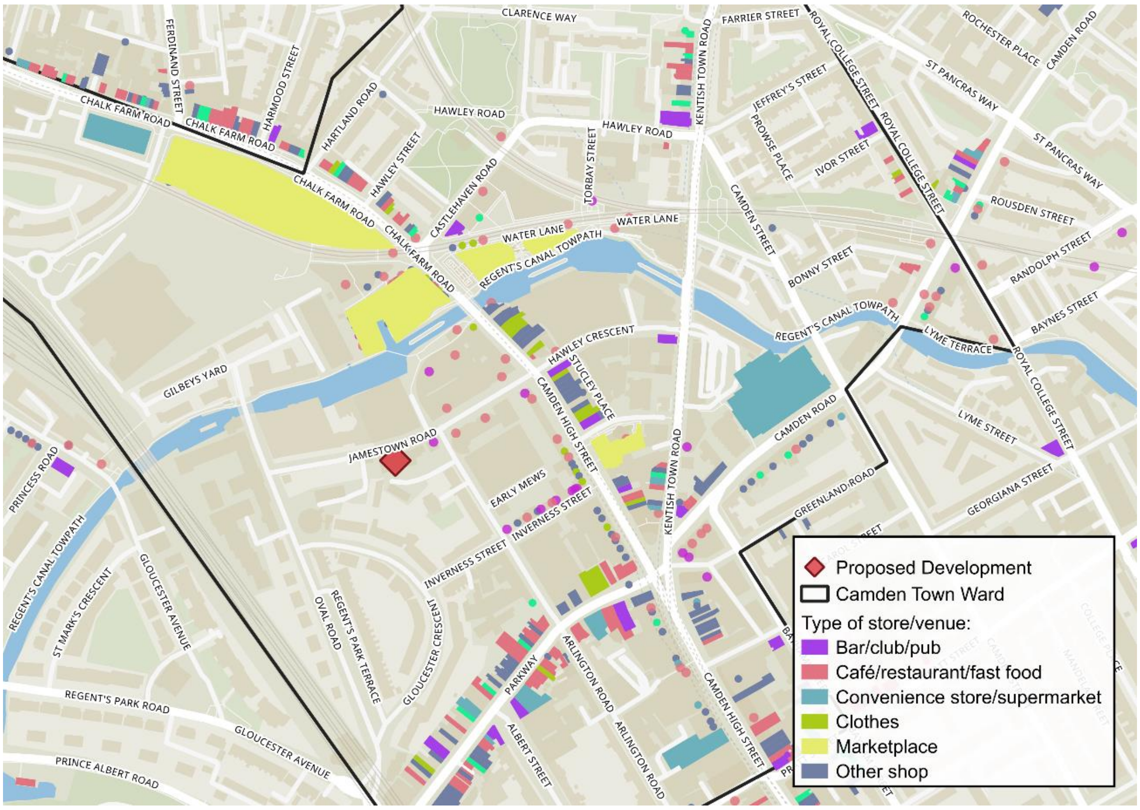
4.34 Further to this, students at the Proposed Development would be located in an area that benefits from a plethora of restaurants, shops pubs and cafes and music venues like the Roundhouse, which will have clear benefits for local businesses (**Figure 11**). It will likely be the students main location 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.

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

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

Figure 11 – There are an array of amenity options around the Site for students

Local amenities around the Site



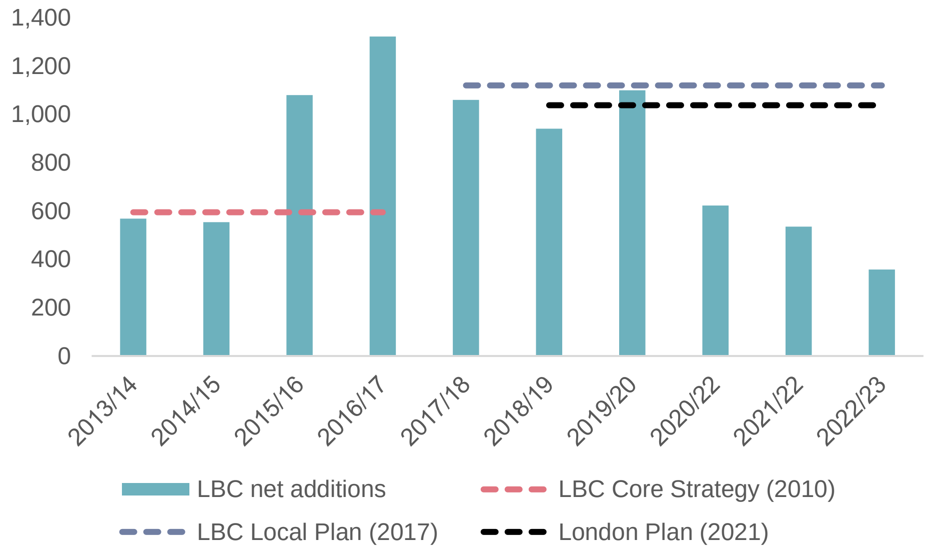
5. The need for housing

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) target of 1,120 net additional dwellings per annum.[71] The London Plan (2021) also sets targets for housing delivery by borough, for LBC this equates to 1,038 dwellings per annum, a target that LBC has only met in a single year.[72] Average housing delivery over the last decade in LBC has equated to approximately 815 net additional dwellings per annum, which is 27% below the Camden Local Plan (2017) target and 22% below the London Plan (2021) target. LBC has only met its current Camden Local Plan (2017) target once since its adoption as illustrated in **Figure 12.**

Figure 12 – LBC has only met its current housing target on one occasion

Housing delivery in LBC against targets (2013/14 – 2022/23)



Source: MHCLG, 2024. Live Tables on housing supply: net additional dwellings.

5.2 Housing delivery in LBC in recent years has been particularly concerning. On average, over the last three years LBC has delivered approximately 505 net additional dwellings per annum. This represents a 34% shortfall on the Camden Local Plan (2017) target.

5.3 Whilst not yet in practise, it is worth acknowledging that the Draft New Camden Local Plan (2023) 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.[73] This is a slightly lower target, however based on LBC's latest years of housing delivery, provision is still below this target.

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[71] LBC, 2017. Camden Local Plan

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

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

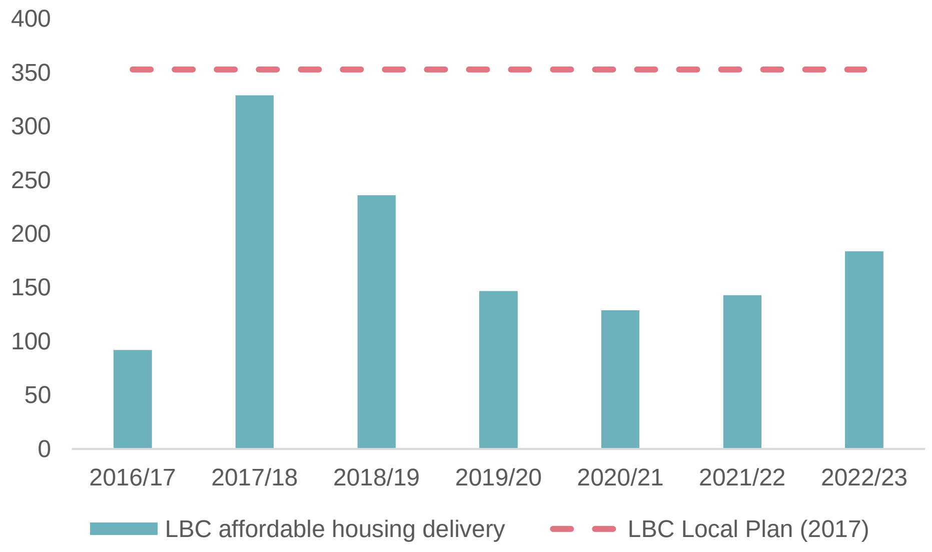
5.4 Further to this, looking at LBC's 5-year housing land supply, Camden have sufficient deliverable housing land supply to meet requirements for 5.2 years. However, in the latest 2022 Housing Delivery Test, LBC only delivered 69% of the housing required over the past three years and therefore must apply a 20% buffer to its 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. Based on LBC's Housing Delivery Test, the presumption in favour of sustainable development now applies to the borough.

Affordable housing delivery

5.5 The Camden Local Plan (2017) 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.[74] 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. As shown below, this target has not been met since its inception. The latest year of affordable housing delivery equated to 184 additional affordable homes, significantly below the target.

Figure 13 – LBC have never met their affordable homes target

Affordable housing delivery in LBC relative to targets



Source: MHCLG, 2024, Live tables on affordable housing supply

5.6 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 highlighting a need for more affordable homes.

[74] LBC, 2017. Camden Local Plan

Affordability

5.7 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.

5.8 As of 2023, the HPE ratio in LBC was 17.1- that is, average house prices are 17.1 times higher than average earnings. This is significantly higher than both the London average of 12.7 and more than double the HPE ratio across England of 8.3. Out of all 317 local authorities, LBC ranks as the 3rd most unaffordable in the country concerning HPE.

5.9 Over the last decade, median house prices in LBC have increased substantially. **Table 13** illustrates that median house prices across LBC have increased 35% in this time period. Although this is slower than the rate of price increase in London over the same period, house prices are significantly higher (45%) than the current London average.

Table 13 – House prices have increased substantially in LBC over the last decade

Median house prices across geographies (2013-2023)

Geography	2013	2023	Percentage increase
LBC	570,000	770,000	35%
London	315,000	530,000	68%

Source: ONS, 2023. HPSSA Dataset 9

Table 14 – It is significantly more expensive to rent a one-person property in LBC than it is across geographical comparators

One-person properties rental values across geographies 2022/23

Geography	Median rental value 'one-bedroom' property	Median rental value 'room' property	Median rental value 'studio' property
LBC	£1,725	£900	£1,045
London	£1,400	£750	£1,100
England	£750	£495	£670

Source: ONS, 2023. Private Rental Market Statistics

5.10 In 2022/2023, the monthly median rental value for a 'one-bedroom' property across LBC was approximately £1,725. This was 23% higher than rental values across London (£1,400), and more than double (130% higher than) rental values recorded across England (£750).

5.11 The Camden 2025 Resident and partner engagement summarised the feelings of LBC residents towards affordability issues in the borough: [75]

[75] LBC, 2018. Camden 2025 Resident and partner engagement

Residents said that there need to be fundamental changes to make housing more affordable and identified different elements to the housing crisis. These were: the private rented sector is poorly regulated and too expensive; getting on the housing ladder is very difficult; there is not enough appropriate housing for low-income groups and people with additional needs; and adult children of Camden residents cannot afford to live in Camden. Young people in particular questioned whether they could have any realistic expectation of living in Camden in the future.

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.[76] 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).[77]

5.13 Barriers to Housing and Services and Living Environment are the most relevant sub-domains of deprivation for the with regards to housing.

5.14 **Figure 14** illustrates that relative to the north 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.

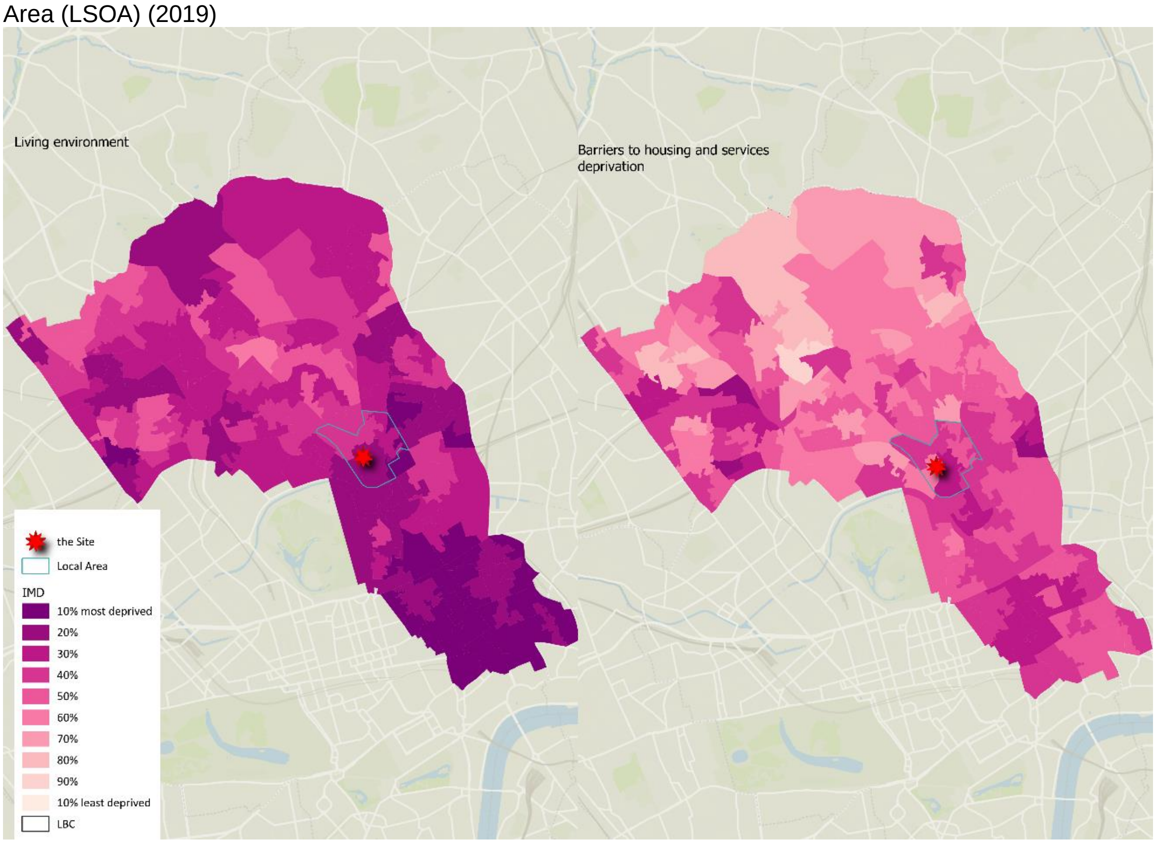
5.15 In addition, in terms of the Living Environment Domain of the IMD, the Local Area performs poorly, as does the whole of LBC. Within the Local Area of the Proposed Development, some LSOAs are in the top 20% most deprived nationally.

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

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

Figure 14 – 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)



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 2016/17, LBC has never achieved its affordable housing provision, as illustrated in **Figure 13.**

5.17 The Proposed Development will bring forward 27 new affordable homes. The affordable housing would deliver a range of unit sizes, including two and three-bedroom units, as entirely social rent tenures. in order to meet the most acute affordable housing need.

5.18 The Proposed Development has the potential to deliver 8% 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 10% of the London Plan housing target of 1,038 additional homes per annum or 9% of the annual Camden Local Plan housing target of 1,120 additional dwellings per annum.

When considering the annual housing target of 770 dwellings per annum as in the Draft New Camden Local Plan, the Proposed Development would deliver 13% of this target.[78]

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

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 in the form of construction employment and additionally their subsequent spending in the Local Area.

6.2 There will be employment generated through the construction phase 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 CoL is approximately £123,700.[79]

6.3 As the construction cost of the Proposed Development is estimated at £50m, the Proposed Development could support an estimated 135 jobs over the 3-year construction period. This represents a 1.3% uplift on construction employment across LBC.

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.[80] This is then uplifted to 2023 prices, and then adjusted to the construction sector by using industry earnings differentials.[81] 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 £351,000 per year during the construction period in the Local Area of the Proposed Development. This is equivalent to £1.1m over the full construction period.

Operational phase

6.7 The Site is currently vacant and has been since 2021, its former use was a waste depot. The car park at the rear is being used by Just Park on a temporary basis. Therefore, all presented economic impacts are considered to be additional given there is not permanent employment currently supported onsite.

[79] ONS, 2022. Regional Gross Value Added by industry

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

[81] 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 293sqm (NIA). Using the HCA Employment Densities Guide, the relevant employment densities have been applied.[82] 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 a 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 directly as part of the operation of the PBSA building (Management positions in **Table 15**). 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 20 to 30 Full-Time Equivalents (FTEs), equal to 25 to 30 jobs once part-time working patterns are accounted for.[83]

Table 15 – Up to 30 jobs will be supported by the Proposed Development

Direct jobs supported at the Proposed Development

Use	FTEs minimum employment	FTEs upper employment	Jobs minimum employment	Jobs upper employment
Management positions	5	5	5	5
Commercial units	15	25	20	25
Total	20	30	25	30

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 (**paragraph 6.5**), by applying earnings differentials by relevant industry that would operate within the Proposed Development. Once these differentials have been accounted for, it is estimated that the average Office worker would spend approximately £15.11 per day in the Local Area of the Proposed Development,

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

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

Retail workers would spend £6.26 per day in the Local Area, 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 £23,100 to £81,200 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.

Resident and student expenditure

Student expenditure

6.13 Students support induced jobs through their spending. The Department for Education commissions a Student Income and Expenditure Survey, which presents the key findings from England.[84] The study provides average annual expenditure by English-domiciled students in London (excluding housing costs), equivalent to £7,988 per annum (this is carried forward in these estimates).

6.14 The Student Financial Support Team at Imperial College London provide a guide on likely costs for living in London for the current academic year split into the following categories: accommodation, food, travel and personal and leisure.[85] The guide provides costs for three different scenarios: a lower range, an average range and an upper range. The upper range expenditure is 15% higher than the average. Studies generally find that international students spend more than domestic students. To account for this, an uplift of 15% is applied to the average expenditure figure of English-domiciled students of £7,988 to get an estimate for international student expenditure at the Proposed Development.

6.15 The national union of students (NUS) publishes an annual Accommodation Costs Survey, which includes an overview of the tenant profiles of private providers and universities.[86] This includes a survey of private student providers reporting the proportion of international student tenants within their accommodation. A weighted average of these results finds that 66% of students living in PBSA are international students.

6.16 Based on this, of the 187 student bedspaces at the Proposed Development, it is expected that approximately 120 bedspaces would be rented by international students and the remaining 65 bedspaces by domestic students. Applying the respective average expenditure for domestic and international students (£7,988 and £9,196, respectively) shows the Proposed development would support between £1.5m and £1.7m in annual student expenditure, of which between £681,000 and £766,000 is expected to be retained in LBC, based on their latest Retail Study.[87]

Residential expenditure

6.17 The Proposed Development would also deliver a total of 27 affordable homes. Lower quartile (bottom 25%) household earnings within London are approximately £410 per week in total. Once this figure has been uplifted to reflect weekly spend in LBC relative to the rest of London, it is expected that the affordable households at the Proposed Development would spend approximately £440 per week.

6.18 This equates to a total residential spend generated by the 27 affordable homes delivered by the Proposed Development of approximately £435,000, of which £284,000 is expected to be retained and spent within

[84] Department for Education, 2023. Student income and expenditure survey: 2021 to 2022

[85] Imperial College, 2023. Living costs

[86] National union of students, 2022. Accommodation Costs Survey 2021

[87] Lambert Smith Hampton, 2024. Camden Retail & Leisure Study

LBC based on the latest Camden Retail Study, which accounts for the retention of spending by LBC residents within the borough and excluding their proportion of online expenditure.[88]

Total expenditure

6.19 Once all these forms of expenditure generated at the Proposed Development have been accounted for, it is expected that the Proposed Development would generate a total expenditure of between £1.9m and £2.1m per annum, of which between £966,000 and £1.1m is expected to be retained within LBC.

Net additional employment

6.20 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.

6.21 The (HCA) Additionality Guide provides a framework that informs the estimation of the net additional impacts of a development.[89] 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. As mentioned in **Section 8**, whilst LBC has a high employment rate, resident unemployment is high and there are high levels of economically inactive residents seeking work, suggesting that the jobs created could be made available to unemployed people as opposed to workers being displaced from elsewhere, justifying a low displacement rate. A medium multiplier factor has been chosen, to reflect the strong supply chain associated with the comprehensive nature of industries within London's economy.

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.

6.22 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 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. A low displacement factor is also used for the induced jobs supported through the student and residential expenditure at the Proposed Development. The largest contributor to this induced activity is student expenditure. There is large demand for student accommodation, providing evidence for the use of a low displacement factor. Further to this, for similar reasons as described in **paragraph 6.21,** the high levels of need for jobs by LBC residents, suggests that the jobs supported through the induced spending are more likely to be additional as opposed to displaced from elsewhere, especially given the greater accessibility into consumer services jobs, which are more likely to be accessible to unemployed people seeking work.

[88] Lambert Smith Hampton, 2024. Camden Retail & Leisure Study

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

6.23 It is estimated that this expenditure created by students and new residents at the Proposed Development would support up to 15-20 jobs across London, after a displacement factor is applied.

6.24 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 50-55 jobs, equivalent to 30-40 jobs at the London level, of which an estimated 5 jobs would be taken by LBC residents.

Table 16 – Up to 55 net additional jobs will be generated by the Proposed Development

Net additional employment generated by the Proposed Development

	FTEs		Jobs	
Employment scenario	**Low**	**High**	**Low**	**High**
Gross additional	20	30	25	30
Displacement	0.25	0.25	0.25	0.25
Net direct	15	20	20	25
London multiplier	1.5	1.5	1.5	1.5
LBC multiplier	1.1	1.1	1.1	1.1
Indirect London Level (excluding LBC)	5	10	10	10
Indirect at LBC level	<5	<5	<5	<5
Indirect total	**10**	**10**	**10**	**10**
Induced residential spend jobs	20	20	25	30
Induced residential spend jobs applying displacement	15	15	20	20
Induced residential spend jobs (retained in LBC) applying displacement	10	10	10	10
Total net additional	**40**	**50**	**50**	**55**
Of which go to LBC residents	**5**	**5**	**5**	**5**
Of which go to London residents	**25**	**35**	**30**	**40**

GVA and tax

6.25 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 £1.9m to £4.4m of economic activity per year based on the employment scenario.[90] Tax revenues for government can also be estimated by comparing national statistics on GVA between 1997 and 2017 with public sector receipts.[91] [92] 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.

6.26 Based on this assumption and the employment scenarios, it is estimated that the Proposed Development will result in between £564,000 and £1.8m of additional tax revenues per year. Of this, between £169,100 and £529,700 is expected to be collected by LBC annually.

Business rates

6.27 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 £59,000 per annum.

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[90] ONS, 2022. Regional gross value added (balanced) by industry; ONS, 2019. Business Register and Employment Survey

[91] ONS, 2021. Gross value added

[92] 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 The Proposed Development is expected to generate an estimated £1.9m - £2.1m 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 generated by the Proposed Development.

7.3 Students allocate a significant portion of their discretionary income to social activities, with bars and pubs being popular venues for socialising.[93] 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 Local food and beverage establishments, particularly those in the immediate vicinity of the Site, such as Cushla Camden, The Oxford Arms, or The Elephants Head are expected to benefit from an enhanced level of student activity.

7.5 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.[94] The popularity of local food delivery services and nearby fast-food establishments reflects the changing trends in how students allocate their food-related expenditures.

7.6 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.[95]

Community integration of students

7.7 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.[96] In the context of the Proposed Development, this equates to approximately 10 students that we may expect to part-take within the voluntary sector.

7.8 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:[97]

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

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

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

[96] Volterra research, 2020.

[97] Volterra Partners, 2020. 2 Trafalgar Way: Economic Statement.

"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".

7.9 The Applicant has prepared 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.

7.10 A 24/7 Helpdesk is available for student residents out of hours. The helpdesk will have access to the escalation processes throughout the company and are able to coordinate the provision of Security patrols, emergency repairs and escalation to the Property team to attend site, if required. This escalation process continues to the Regional Manager, Head of Operations, Operations Director and ultimately the Managing Director. The telephone number for the 24/7 Helpdesk will also be shared with local residents and businesses in the event they experience issues emanating from the accommodation.

7.11 Outside of the hours when staff are not on site, a mobile Security Service, provided by a local security company, will be contracted to form the escalation process for any response requirements. This approach provides a robust 24/7 management for the site to ensure that the property operates professionally from day one so that student wellbeing and their interests are properly supported.

7.12 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.

7.13 Within the Proposed Development, students will be encouraged to respect the local area and its residents, and the principle of neighbourliness will be promoted. Best practise measures will be followed to ensure minimal noise generation and anti-social behaviour.

7.14 The onsite team will actively seek to engage with local residents and community groups through regular meetings 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.

7.15 The Proposed Development will provide a range of active ground floor uses that will be of benefit to local residents including new retail units and an attractive public realm. Whilst this will not constitute a direct community facility, the Proposed Development will help provide new amenities that will enrich the area for local residents.

7.16 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.[98]

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

8. Employment and Skills 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 72%, lower than the London (79%) and England average (79%).[99] Employment rates follow a similar trend with the rate being 67% in LBC, much lower than the London (75%) and England average (76%). As expected, the unemployment rate of LBC (6.7%) is above the London (5.2%) and England (4.0%) average.

8.3 The above data is the most recent available, and is taken from the Annual Population Survey (2024). 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 active but unemployed is 8.2%, compared to 6.7% in 2021 across LBC.[100]

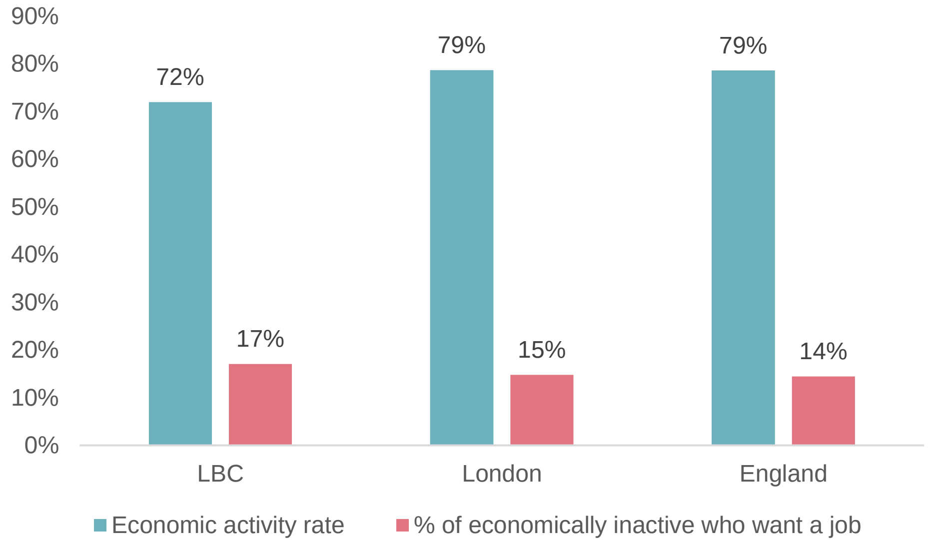
8.4 Despite having high levels of economic inactivity, the proportion of economically inactive LBC residents who are seeking work is greater than geographical comparators (**Figure 15**). This indicates a potential skills mismatch between unemployed residents and job vacancies. There are high levels of unemployment LBC, yet a large proportion of the economically inactive residents who are looking for jobs can't access them.

[99] ONS, 2024. Annual Population Survey

[100] ONS, 2021. Census 2021

Figure 15 – Across Camden, there is a greater proportion of residents seeking employment than other relevant geographies

Proportion of economically inactive population that are seeking employment across geographies (2021)



Source: ONS, 2024. Annual Population Survey

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.

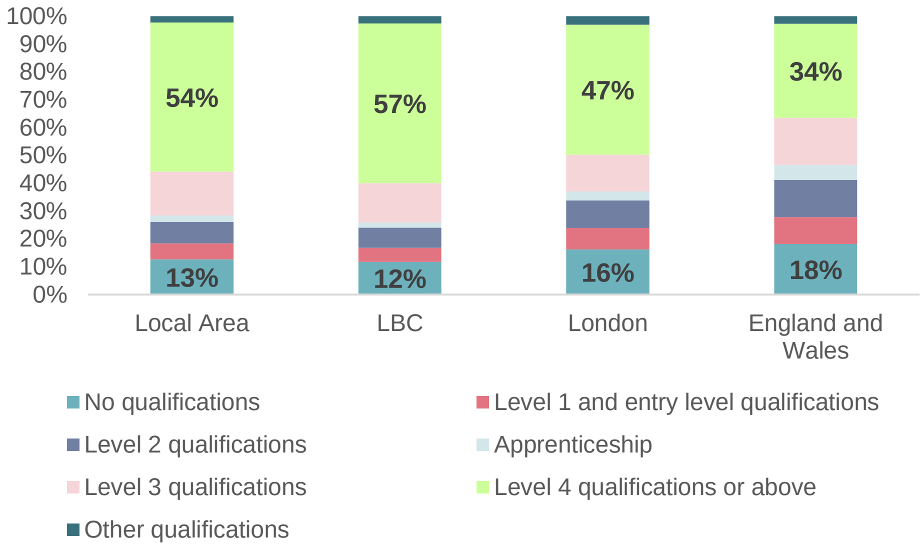
Skills and education inequality

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 skill levels. The proportion of LBC residents aged over 16 who have level 4 qualifications (first-year of 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 54% of residents aged over 16 having degree-level qualifications – below the LBC average however higher than the London average.

Figure 16 – The Local Area of the Proposed Development has poorer educational outcomes relative to educational outcomes across LBC

Educational outcomes across geographies (2021)



Source: ONS, 2021. Census 2021

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, which is reflected in LBC's low rate of apprenticeships even compare to the London average (which is in turn lower than across England).

Table 17 – LBC performs poorly in terms of apprenticeship starts, participation, and achievements relative to geographical comparators

Apprenticeship starts per 1,000 jobs and participation and apprenticeships achievement rates per 100,000 population (2023/24)

Metric	LBC	London	England
Apprenticeship starts	550	30,400	278,600
Starts per 1,000 jobs	3.4	5.0	7.8
Participation rate per 100,000 population	830	1,205	1,916
Achievement rate per 100,000	148	195	331

Source: ONS, 2024, Apprenticeships and traineeships 2023/24

Promoting equitable outcomes

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

8.8 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 2023 in LBC (£45,000) were significantly above those across London (£41,900) and England and Wales (£35,000).

8.9 LBC performs well in rates of GCSE attainment. In 2022/23 Across LBC 67.9% of young people achieves GCSEs in English and Maths by the age of 19. This compares to 71.2% across London, and 65.4% across England. Whilst attainment is below the London level, it is considerably higher than the national attainment rate.

Table 18 - There is a divergence in pass rates for English and Maths within LBC Between those that are eligible for free schools meals (FSMs) and those that are not.

FSM statistics, 2022/23

Geography	GCSE English attainment		GCSE Maths attainment	
	Eligible for FSMs	*Not eligible for FSMs*	*Eligible for FSMs*	*Not eligible for FSMs*
LBC	69.6%	84.4%	61.2%	80.3%
Outer London	67.1%	84.8%	58.6%	80.4%
Inner London	72.7%	85.5%	62.5%	79.3%
England	55.9%	80.5%	49.3%	76.5%

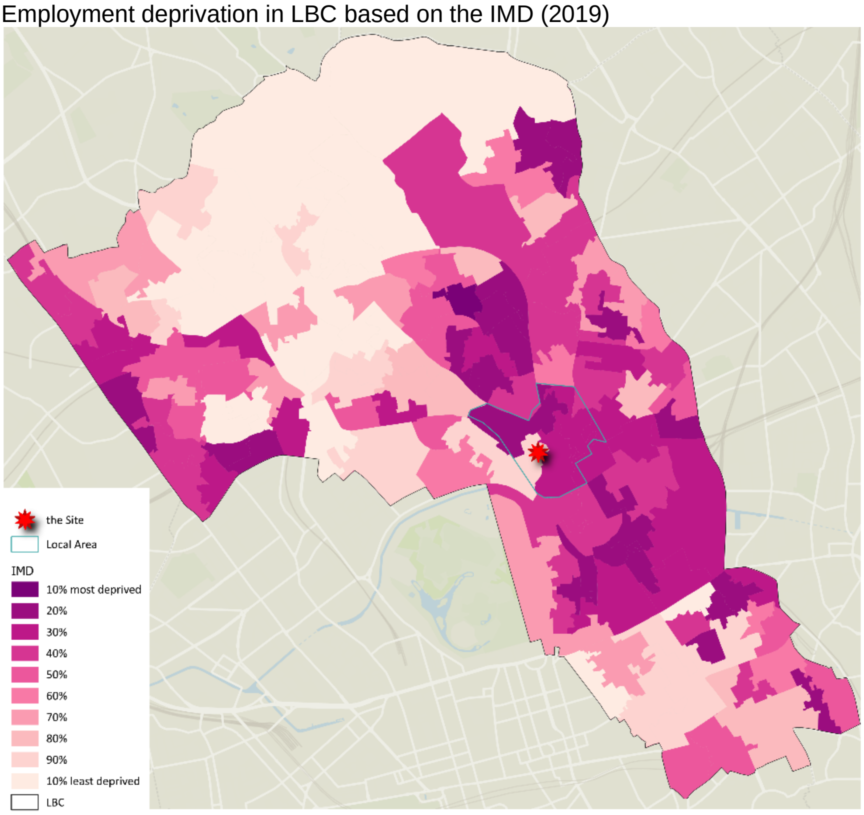
Source: ONS, 2023. Academic year 2022/23 Key stage 4 performance

8.10 The education, skills, and training decile of the IMD measures the lack of attaining and skills in the local population. The indicators fall into two sub-domains. One of these indicators relates to children and young people and one relates to adult skills.[101] In this deprivation domain, the Site of the Proposed Development falls within the least deprived decile nationally, however within the surrounding LSOAs within the Local Area there are significantly higher levels of deprivation – mirroring the variance in deprivation seen across the borough as shown in **Figure 17**. Similarly, of all 317 local authorities in England Wales, LBC ranks as the 43rd least deprived local authority in terms of deprivation in education, skills and training.

[101] IMD, 2019. English Indices of multiple deprivations

Figure 17 – LBC faces inequality in employment deprivation as mirrored within the Local Area

Employment deprivation in LBC based on the IMD (2019)



Source: IMD, 2019. English Indices of multiple deprivations

Local employment and skills policy

8.11 **Table 19** outlines key relevant policy across LBC and London referring to employment and skills.

Table 19 – 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.	LBC Council, 2022. We Make Camden

Topic	Policy	Policy document
	• **Young people**: By 2025, every young person has access to economic opportunity that enables them to be safe and secure.	
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

Employment and training commitments

8.12 In line with Camden Planning Guidance,[102] the Applicant will use reasonable endeavours to deliver a number of employment and training commitments in the construction phase of the Proposed Development. This would also include a financial contribution to support the associated loss of employment and business floorspace at the Proposed Development in line with Camden Planning Guidance.

8.13 Due to the nature of the scheme being vacant since 2021, it is assumed that all the employment and skills benefits generated by the scheme presented below will represent an additional benefit.

Construction apprenticeships

8.14 The Proposed Development is required to deliver construction phase apprenticeships on a basis of one construction apprenticeship per £3m of build cost. Based on this, the Proposed Development would support approximately 17 apprenticeships during the construction phase.

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

8.15 All construction apprentices would be paid the London Living Wage and a support fee of £1,700 per apprentice placement would be payable to LBC equating to a total sum of £28,333.

Local construction recruitment

8.16 LBC expects developers to work towards the Construction Industry Training Board benchmark,[103] which specifies the number of jobs to be advertised through local employment vehicles. The local employment vehicle would be the Kings Cross Construction Skills Centre (KXCSC), which is LBC's flagship skills centre or another agency recommended by LBC.

8.17 Given the construction cost of the Proposed Development and the associated CITB benchmarks (based on construction cost), the Applicant would deliver 22 construction jobs to be advertised through the chosen local employment vehicle.

8.18 The Applicant would work with KXSCS or another nominated agency to ensure that the minimum level of local employment is at least met during the construction phase.

Construction work experience placements

8.19 Camden Planning Guidance states that LBC expects large schemes to provide construction work experience placements for local residents. As a guide, LBC seeks to secure one, two-week work experience placement per 20 net additional housing units or 500sqm of net additional employment floorspace. Given the Proposed Development is residential-led, the benchmark of one work experience placement per 20 net additional housing units is utilised here.

8.20 Based on the additional 187 PBSA units and the 27 affordable homes that would be delivered by the Proposed Development, the Applicant would deliver approximately 11 work experience placements.

Local procurement

8.21 The Applicant will sign up to the Camden Local Procurement Code, where the Applicant will meet with LBC and their nominated partner prior to the star of the construction phase to discuss how local businesses could integrate into the supply chain.

8.22 Specifically, the Applicant will use reasonable endeavours to work towards a procurement target of 10% of total procurement value.

[103] CITB, 2017. Contractor and Developer Guidance – Client-Based Approach to Developing and Implementing An Employment and Skills Strategy on Construction Projects.

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