



HAMPSTEAD NEIGHBOURHOOD FORUM

Adam Greenhalgh
Camden Planning Solutions Team

11 November 2024

Re: 2 A South Hill Park London Camden NW3 2SB, Planning Reference 2024/4815/P

Dear Mr Greenhalgh,

The Hampstead Neighbourhood Forum objects to the proposed change of use for the Magdala store and function room. The previous application to convert the space to residential, Planning Reference 2018/6320/P, was refused for the following reason, among others:

The proposed development by reason of the loss of the first floor ancillary space, without adequate justification, would materially change the character of an existing use designated as an Asset of Community Value and compromise the long-term viability and future of the public house which provides an important local community facility, contrary to Policy C4 (Public Houses) of the London Borough of Camden Local Plan 2017, paragraph 70 of the National Planning Policy Framework 2018, and Policy 4.8 of the London Plan 2016.

The designation of The Magdala and function room as an Asset of Community Value has recently been renewed, a testament to the importance that the community still places on the function room.

In 2014/6588/P, permission was granted only for the conversion of the top two floors to residential. As the officer explained in the briefing note to the Councillors:

- 1. The first-floor function room would be retained, and a separate stairwell is proposed so access to it does not conflict with the proposed residential use. An area of outdoor space would be retained for the pub*
- 2. The basement, ground and first floors would remain in pub and community use. The existing second floor is currently vacant and was previously used as residential accommodation. There would be an increase in pub space and it would be able to function in the capacity that does now*

If any unauthorised change of use has since occurred, the owner would be in breach of Camden's past decisions, and of the legal status of Assets of Community Value. The local community has, over a long period, repeatedly expressed their strong views on the value of the Magdala pub and of its function room. We urge Camden to continue to respect these views. We also urge the owner to respect these views by restoring the function room.

Yours sincerely,

Alexander Nicoll
Hampstead Neighbourhood Forum