



# 14 Blackburn Road Regeneration Statement and Employment and Training Strategy

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## INTRODUCTION

- 1 This Regeneration Statement and Employment and Training Strategy is prepared on behalf of Hampstead Asset Management Ltd ('the Applicant') and their delivery partner Fifth State, who will be delivering the regeneration sought by the London Borough of Camden (LBC) and proposed in the application.
- 2 The Applicant is seeking planning permission for the following works (hereafter referred to as the 'Proposed Development'):

*"Demolition and redevelopment of the Site for a mixed-use development comprising purpose-built student accommodation (Sui Generis), affordable housing (Use Class C3), lower ground and ground floor flexible commercial/business space comprising of showrooms, retail and ancillary offices (Use Class E/Sui Generis) and a café/PBSA amenity space (Use Class E/Sui Generis) and associated works including service yard, cycle parking, hard and soft landscaping, amenity spaces and plant." ('the proposed development')."*

## Overview of this Regeneration Statement

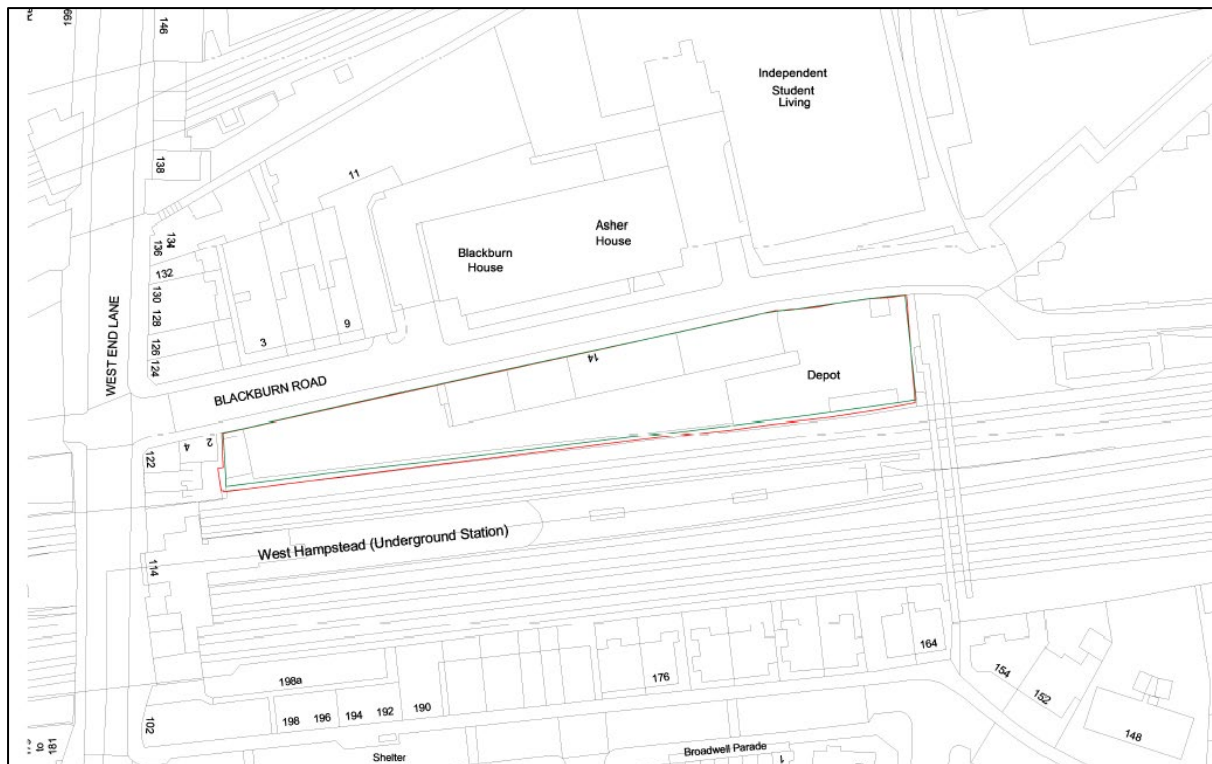
- 3 This report has been undertaken to identify the likely economic impacts of the Proposed Development, in support of this planning application and in line with Greater London Authority (GLA) and LBC guidance.
- 4 This Statement should be read in conjunction with other supporting documents submitted with the Planning Application, including the Planning Statement prepared by SM Planning and the Design and Access Statement prepared by HTA which explain the Proposed Development in more detail and relate it to the site's surrounding context and applicable planning policy frameworks.

## The Site and Existing Uses

- 5 The site is bound by:
  - Blackburn Road to the north, beyond which are residential buildings and associated car parking, including West Hampstead Student Accommodation;
  - A bridge connecting Blackburn Road with Broadhurst Gardens across the railway line, beyond which are car dealerships and associated parking;
  - West Hampstead underground station and railway line to the south; and
  - 118, 120 and 122 West End Lane, which are occupied by commercial uses, beyond which lies West End Lane.
- 6 The site is broadly rectangular in shape and is currently occupied by a builders' merchant and adjacent storage yard, Builders Depot Limited 'BDL', with 35 FTE employees associated with the site and 640m<sup>2</sup> of gross internal area (GIA) employment floorspace.
- 7 The site is located within the Camden Local Plan Growth Area (West Hampstead), Fortune Green and West Hampstead Neighbourhood Plan Area<sup>1</sup>, and is covered within the West End Lane to Finchley Road Principles for a New Place SPD<sup>2</sup>. The site is also adjacent to the West Hampstead Town Centre Boundary (to the west) and the West Hampstead Conservation Area (to the south).
- 8 The site boundary is shown in Figure 1.

<sup>1</sup> LBC (2015). Fortune Green and West Hampstead Neighbourhood Forum. Available at: <https://www.camden.gov.uk/fortune-green-and-west-hampstead-neighbourhood-forum>. Accessed 07/03/2025.

<sup>2</sup> LBC (2021). West End Lane to Finchley Road Principles for a New Place SPD.

**Figure 1 Application Redline Boundary**

- 9 The site falls within a wider consented masterplan (the O2 Centre - 2022/0528/P) to provide a mixed-use development which extends to the Finchley Road tube station to the East. The site is within Outline Phase 2 of the O2 masterplan, referred to as plot S8.

### The Surrounding Context

- 10 The area immediately surrounding the site offers both commercial and residential uses, with low-to-mid rise-buildings, with the exception of some larger residential development to the west. The site is also surrounded by railway lines, with West Hampstead underground, overground and Thameslink lines in close proximity. Whilst the area immediately surrounding the site includes new development and high street amenities, the wider area of West Hampstead is predominantly residential and characterised by Georgian and Victorian architecture.

### The Proposed Development

- 11 The Proposed Development will bring forward the demolition of existing structures at 14 Blackburn Road, and the construction of a mixed-use development comprising purpose-built student accommodation (PBSA) (Sui Generis), affordable housing (Use Class C3) and ground floor commercial space (Use Class E/ Sui Generis).
- 12 The Proposed Development will provide 1,619m<sup>2</sup> gross internal area (GIA) of commercial floorspace, split as follows and outlined in Table 1:
- 1,383m<sup>2</sup> GIA of commercial/ business space, comprising of show rooms, retail space and ancillary offices (Use Class E/ Sui Generis);
  - 124m<sup>2</sup> GIA of café space associated with the PBSA (Use Class E); and
  - 236m<sup>2</sup> GIA of service yard (Use Class E/ Sui Generis).

**Table 1 Proposed Development Commercial Floorspace**

Function	Gross External Area (GEA)	Gross Internal Area (GIA)	Net Internal Area (NIA) <sup>3</sup>
Retail (Use Class E / Sui Generis)	1,640m <sup>2</sup>	1,383m <sup>2</sup>	1,119m <sup>2</sup>
Café (Use Class E)	140m <sup>2</sup>	124m <sup>2</sup>	120m <sup>2</sup>
PBSA (Sui Generis)	N/A	N/A	N/A

- 13** In addition, the managed PBSA provision will offer employment opportunities, and employment estimates for these areas have been provided by the Applicant<sup>4</sup>.
- 14** The Proposed Development will bring forward 192 PBSA units and 35 affordable housing (Use Class C3) units. The residential mix for the affordable housing provision is outlined in Table 2.

**Table 2 Proposed Development Affordable Residential Unit Mix**

Unit Type	Affordable Units
1 Bedroom	8
2 Bedroom	15
3 Bedroom	12
<b>TOTAL</b>	<b>35</b>

- 15** In accordance with London Plan Policy H1 'Increasing housing supply', student accommodation will contribute to housing targets at a 2.5:1 ratio, with 2.5 PBSA bedrooms/ units counting as a single home.

<sup>3</sup> NIA is calculated as 85% of GIA.

<sup>4</sup>The PBSA employment estimates from the Applicant have been provided by Homes for Students as per their operating expenditure budget.

## LEGISLATION AND POLICY

### National Planning Guidance

#### *National Planning Policy Framework*

- 16 The National Planning Policy Framework (NPPF)<sup>5</sup>, most recently updated in December 2024, sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a "*presumption in favour of sustainable development*", and the articulation of the Government's vision for how the planning system should operate.
- 17 The NPPF also identifies three interdependent roles for the planning system, to be pursued in mutually supportive ways:
  - An economic role – ensuring that the right amount of land is available at the right time and place in order to support growth, innovation and improved productivity;
  - A social role – providing a sufficient number and range of homes, accessible services, and open space in a well-designed and safe built environment, to meet the needs of present and future generations and to support communities' health, social and cultural well-being; and,
  - An environmental role – contributing to protecting and enhancing our natural, built and historic environment.

#### *Planning Practice Guidance*

- 18 The Planning Practice Guidance (PPG)<sup>6</sup>, launched in March 2014, is an online resource which collates planning guidance on various topics into one place. It sets out technical guidance for delivering many of the policies set out within the NPPF.
- 19 The PPG highlights the need for local authorities to identify economic and housing needs in their areas in order to plan effectively. It also recognises that good quality design is an integral part of ensuring that development responds in a practical and creative way to both the function and amenity of a place, as it can affect a range of economic, social and environmental objectives. Good design is considered to have the potential to deliver a number of planning objectives including, but not limited to, safe, connected and efficient streets; crime prevention; security measures; access and inclusion; cohesive and vibrant neighbourhoods; and economic growth.

### Regional Guidance

#### *The London Plan: The Spatial Development Strategy for Greater London*

- 20 The London Plan<sup>7</sup> was adopted in March 2021. Under legislation establishing the GLA, the Mayor of London is required to publish a Spatial Development Strategy and keep it under review, namely, The London Plan. As the overall strategic plan for London, it sets out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years.
- 21 The London Plan is underpinned by the concept of Good Growth, which is defined as growth that is socially and economically inclusive, environmentally sustainable, and helps to build strong and inclusive communities. These principles are captured in a number of policies of relevance to this report, of which the key policies are outlined below.

<sup>5</sup> Ministry of Housing, Communities & Local Government (MHCLG) (2024). *National Planning Policy Framework*.

<sup>6</sup> MHCLG (Live Document). *Planning Practice Guidance*.

<sup>7</sup> GLA (2021). *The London Plan: The Spatial Development Strategy for Greater London*.

### *Policy GG1 Building strong and inclusive communities*

- 22 This policy puts the onus on those involved in planning and development to seek to ensure that London continues to generate a wide range of economic and other opportunities benefiting all residents, as well as ensuring that good quality services, public places and open space, buildings and streets are designed well, to promote and build strong and inclusive communities.
- 23 It also sets out requirements that ensure London generates a wide range of economic and other opportunities; provide access to good quality community spaces, services and amenities; ensure streets and public spaces are designed to allow communities to thrive; and promote town centres that provide opportunities for building relationships.

### *Policy GG2 Making the best use of land*

- 24 This policy outlines a range of measures to support development of successful, mixed-use places, particularly in areas close to transport and in existing town centres, with varying recommendations based on existing and proposed uses as well as relevant land allocations.

### *Policy D8 Public realm*

- 25 Under this policy, development proposals are required to deliver safe, accessible, inclusive, attractive, well-connected, easy to understand, service and maintain public realm.

### *Policy E3 Affordable workspace*

- 26 This policy defines what constitutes 'affordable' workspace and how such spaces should be provided and managed.

### *Policy E9 Retail, markets and hot food takeaways*

- 27 This policy sets out how London boroughs should allocate, develop and manage town centres and other retail centres, and stipulates that, wherever possible, such clusters prioritise town centre vitality, viability and diversity, sustainability and accessibility, place-making or local identity, community safety or security, and mental and physical health and wellbeing.

### *Policy E11 Skills and opportunities for all*

- 28 In tandem with the Mayor of London's Skills for Londoners Strategy, this policy includes requirements that development support employment, skills development, apprenticeships and other educational and training opportunities during both the construction and operational phases of projects. This should be realised by enabling participants in training and apprenticeships to complete these programmes, ensuring that the greatest possible level of take-up by Londoners is achieved, and actively working to increase the proportion of underrepresented groups within industry workforces.

### *Policy H1 Increasing housing supply*

- 29 This policy sets the ten-year targets for net housing completions for each local planning authority, as well as recommendations for boroughs to help achieve these targets, including optimising housing delivery on brownfield sites, publishing annual update housing trajectories and choosing high-density housing areas based on appropriate metrics such as levels of sustainable transport infrastructure.



## Local Guidance

### Camden Local Plan<sup>8</sup>

- 30 The LBC Local Plan sets out the LPA's vision for regeneration and growth within the borough. Relevant policy for this Regeneration Statement include:
- **Policy H9 Student Housing** – As outlined in this policy, the LBC has a goal of 160 additional places in student housing per year.
  - **Policy C6 Access for all** – As per this policy, new development proposals should be designed to be accessible, with measures set out within a Design and Access Statement to be submitted alongside the planning application.
  - **Policy A2 Open space** – This policy sets an expectation for developers to provide private amenity space, give priority to play facilities in residential developments and seek opportunities to enhance links between open spaces. A standard is applied of 9m<sup>2</sup> per resident for residential schemes and 0.74m<sup>2</sup> per occupant for commercial and higher education schemes.
  - **Policy E1 Economic development** – This policy sets out preferred conditions for economic growth, and the LBC's commitment to supporting local enterprise development, including safeguarding existing employment sites and premises.
  - **West Hampstead Growth Area** – As per this policy, Blackburn Road has been signposted as a site for regeneration.

### Camden Planning Guidance: Public Open Space<sup>9</sup>

- 31 This Camden Planning Guidance sets out further detail on the open space and play space requirements outlined in the Local Plan Policy A2, including allowances made for student housing, details on the type of green space required and types of play provision required by age bracket.

### Camden Planning Guidance: Employment sites and business premises<sup>10</sup>

- 32 The Camden Planning Guidance: Employment sites and business premises has been prepared to ensure the protection of existing employment sites and that the LBC offers a range of employment types and spaces. In addition, it focuses on the relocation of business uses where there is a loss of a business as a result of redevelopment. With regard to employment and training support, this document details the expectations on developers to provide local employment and training when putting forward proposals for new development in the LBC, as well as a construction employment strategy.

### Fortune Green & West Hampstead Neighbourhood Plan<sup>11</sup>

- 33 Fortune Green & West Hampstead Neighbourhood Plan has been prepared in conformity with the strategic policies in the London Plan and Local Plan. Of particular note for this Regeneration Statement is Policy 4 'West Hampstead Growth Area'. In accordance with this policy, any redevelopment at 14 Blackburn Road should be primarily residential (with affordable housing), with ground floor employment use (office / retail use preferred). Health, education and community uses are also considered appropriate. Development around Blackburn Road should contribute towards improvements in public transport, provide new open spaces, and contribute to community facilities.

<sup>8</sup> LBC (2017). *Camden Local Plan*.

<sup>9</sup> LBC (2021). *Camden Planning Guidance: Public Open Space*.

<sup>10</sup> LBC (2021). *Camden Planning Guidance: Employment sites and business premises*. Available at: <https://www.camden.gov.uk/documents/20142/4823269/Employment+sites+and+business+premises+CPG+Jan+2021+%281%29.pdf/eea6c65b-eb6e-fad3-5519-9df076f4ffc1?t=1611580541582>. Accessed 17/03/2025.

<sup>11</sup> LBC (2015). *Fortune Green & West Hampstead Neighbourhood Plan*.

## **West End Lane to Finchley Road Supplementary Planning Document (SPD)<sup>12</sup>**

- 34** This SPD has been prepared for developers, in order to ensure that proposals in the area between West End Lane and Finchley Road deliver a range of public benefits. Of note to the Proposed Development is the reference to the O2 Centre site, which lies directly adjacent to the site.

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<sup>12</sup> LBC (2021). *West End Lane to Finchley Road Supplementary Planning Document (SPD)*.

## METHODOLOGY AND SCOPE

### Demolition and Construction

#### *Construction Employment*

- 35 To estimate the number of jobs likely to be generated as a result of the demolition and construction phase of the Proposed Development, labour coefficients (i.e. person years of employment per £1 million spend) for 'private commercial' developments as defined within the HCA Calculating Cost Per Job – Best Practice Note<sup>13</sup> have been applied to the forecasted costs associated with the construction programme (approx. 24 months), accounting for inflation. Person years of employment have then been divided by the expected construction period to provide the average number of full-time equivalent (FTE) jobs supported each year.
- 36 It should be noted that this methodology produces an estimate of construction employment and has been used for assessment purposes rather than formal construction requirements, which are not available at this stage.
- 37 It is acknowledged that whilst some construction workers may live locally and thus their expenditure on household goods and services would support induced employment locally, others could be expected to be drawn from the wider region, depending on their role. On this basis, an estimate of construction supply chain effects, or indirect employment, and induced effects, or local expenditure, are considered at a high level, quantitative manner, through an estimated additionality factor of 33%, as specified within the HCA Additionality Guide<sup>14</sup>.

### Completed Development

#### *Operational Employment*

- 38 The gross number of jobs that would be lost as a result of the Proposed Development and generated by non-residential floorspace has been calculated by applying the standard job density ratios based on the HCA's Employment Density Guide<sup>15</sup>. This guidance is the latest available and as such, does not relate to the latest use classes (i.e., Use Class E) published in 2020. Therefore, although the Proposed Development includes the provision of Class E floorspace, the correlating previous use classes have been used for the purposes of assessing operational employment creation.
- 39 The HCA guidance sets out expected FTE employment created per m<sup>2</sup> of floorspace for varying use types, depending on how efficiently the floorspace can be used for various uses. For example, office use mainly requiring desktop work will allow for a higher density of employment than industrial use which requires floorspace for large machinery as well as space for employees. As well as considering spatial requirements, the employee density of other uses may be dependent on labour intensity. For example, a retail or other customer experience-oriented business would require more staff on-site than a gym or cinema requiring less employee oversight.
- 40 Net employment is calculated in part by subtracting the gross number of jobs lost or created by the Proposed Development by existing employment on-site (35 FTE). The HCA Additionality Guide has also been used to establish net employment from the Proposed Development by accounting for wider additionality factors such as displacement, economic multipliers and leakage:

<sup>13</sup> HCA (2015). *Calculating Cost Per Job – Best Practice Note*, 3<sup>rd</sup> Edition.

<sup>14</sup> HCA (2014). *Additionality Guide*, 4<sup>th</sup> Edition.

<sup>15</sup> HCA (2015). *Employment Density Guide*, 3<sup>rd</sup> Edition.

- A low displacement level of 25% has been assumed as the Proposed Development is expected to have “some displacement effects, although only to a limited extent” as there is an identified demand for more office space in the local area.
- A composite ready reckoner local multiplier of 1.21 has been used as this is the most appropriate value to use for the assessment of retail uses and it allows for the estimation of indirect and informal employment.
- A leakage value of 0 has been assumed for the outline employment calculation as no specific groups are targeted by the employment floorspace at this stage, and it is therefore not possible to reliably predict this level of effect.

### **Operational Worker Expenditure**

- 41 To calculate spending by gross additional employees, an average spend per day of £10 per employee has been applied, based on the thresholds set out within the HMRC Employment Income Manual for daily meal allowances<sup>16</sup>.
- 42 To determine weekly spend, a range of spend has also been calculated to account for hybrid working patterns and assumes that most workers will spend between three and five days working on-site. To determine annual spend, it is assumed that workers are entitled to 5.6 weeks of annual leave each year, subtracted from the standard 52 week year, and so work an average of 46.4 weeks per year (232 days)<sup>17</sup>.

### **Business Rates Revenue**

- 43 To calculate business rates revenue, VOA rateable value per m<sup>2</sup> benchmarks, and a standard business rates multiplier (2024/25) of 0.546, are used. It is also assumed that the LBC retains 16% of business rates<sup>18</sup>.

### **Residential Expenditure**

- 44 Residential expenditure in the local area has been calculated using the Office for National Statistics' Household Expenditure Data by countries and regions: Table A33 (£445 per week) for affordable residential units, and data from university-based thresholds<sup>19</sup> (£600 per month) for PBSA units.
- 45 Expenditure retention rates for the LBC have been calculated using the 2024 Camden Retail and Leisure Study, Table B3.1 – Supermarket Spend<sup>20</sup>. The site falls within Retail Zone 3, with a 54% retail retention rate.

### **Assumptions and Limitations**

- 46 Wherever possible, the baseline year for this assessment is 2024, the latest year for which at least some complete data may be available. For some data, including some health and Census data, the next most recent year is used, often 2022 or 2021.

<sup>16</sup> HMRC (2023). *Employment Income Manual*.

<sup>17</sup> GOV.UK (2024). *Holiday entitlement*. Available at: <https://www.gov.uk/holiday-entitlement-rights/holiday-pay-the-basics>. Accessed 6 February 2025.

<sup>18</sup> LBC (2025). *Approval of Resource Base for Council Tax and Business Rates*. Available at: <https://democracy.camden.gov.uk/documents/s122683/Approval%20of%20Resource%20Base%20for%20Council%20Tax%20and%20Business%20Rates%20report.pdf>. Accessed 28/02/2025.

<sup>19</sup> Kingston University London (2024). *The cost of living in London*. Available at: <https://www.kingston.ac.uk/international/the-cost-of-living-in-london/>. Accessed 28/02/2025.

<sup>20</sup> LBC (2024). *Camden Retail and Leisure Study*.

- 47** For the purpose of establishing a baseline, the West Hampstead ward has been used as the primary study area and LBC. London and England data have been used to contextualise any figures as available.
- 48** In order to compare the Proposed Development with the Consented O2 Scheme, some assumptions have been made to define the quantum of development proposed in the O2 Scheme. Estimates for the number of residential units provided on the site through the Consented O2 Scheme have been provided by the Applicant.

## BASELINE

### The Site

#### *Existing Employment*

- 49** The existing builders merchant on-site currently supports 35 FTE jobs and has 640m<sup>2</sup> of GIA employment floorspace. The site has an employee expenditure of approximately of £81,200 annually (assuming employees spend £10 a day and work 232 days a year).
- 50** Business rates are a tax levied on non-domestic properties. The revenue collected from business rates is used by local authorities to fund essential services. The amount payable is based on the property's 'rateable value' which is an estimate of its annual rental value on the open market. Based on existing employment floorspace figures, the site generates an estimated business rates revenue of approximately £152,864 annually. Of this, an estimated £13,354 is retained by the LBC (see Table 11 for more information).

#### *The Consented O2 Scheme*

- 51** The site is included within Plot S8 of the Consented O2 Scheme, which is currently expected to bring forward<sup>21</sup>:
- Approximately 87 residential units;
  - 892.5m<sup>2</sup> NIA of Retail uses (HCA Use Class A1);
  - Up to 60 FTE (gross);
  - Up to £139,200 in employee expenditure (gross);
  - £17,989 in business rates revenue retained within the LBC; and
  - £1,087,117 in local residential expenditure, retained within the LBC.
- 52** A comparison of the Proposed Development in relation to the existing site and the Consented O2 Scheme is provided in Table 11.

### Local Population

#### *Population and Density*

- 53** Approximately 11,000 people live in West Hampstead ward, which is 5.3% of the LBC's total residential population (approximately 210,000) and less than 1% of London's (8.8 million)<sup>22</sup>. West Hamstead ward is also densely populated, housing approximately 13,770 people per square kilometre, compared to the LBC's overall density of only 9,640 people per square kilometre and to London's 5,600 per square kilometre<sup>23</sup>.

#### *Age*

- 54** As illustrated in Figure 2, the population of the West Hampstead ward is generally young, with a higher proportion of the population of working age, aged 16 – 64 years, (76.9%) than is seen across the rest of the LBC (72.8%), London (68.8%) and England (63.0%). Consequently, a smaller proportion of the ward's population is made up of children and young people aged 15 years and younger (13.6%) and

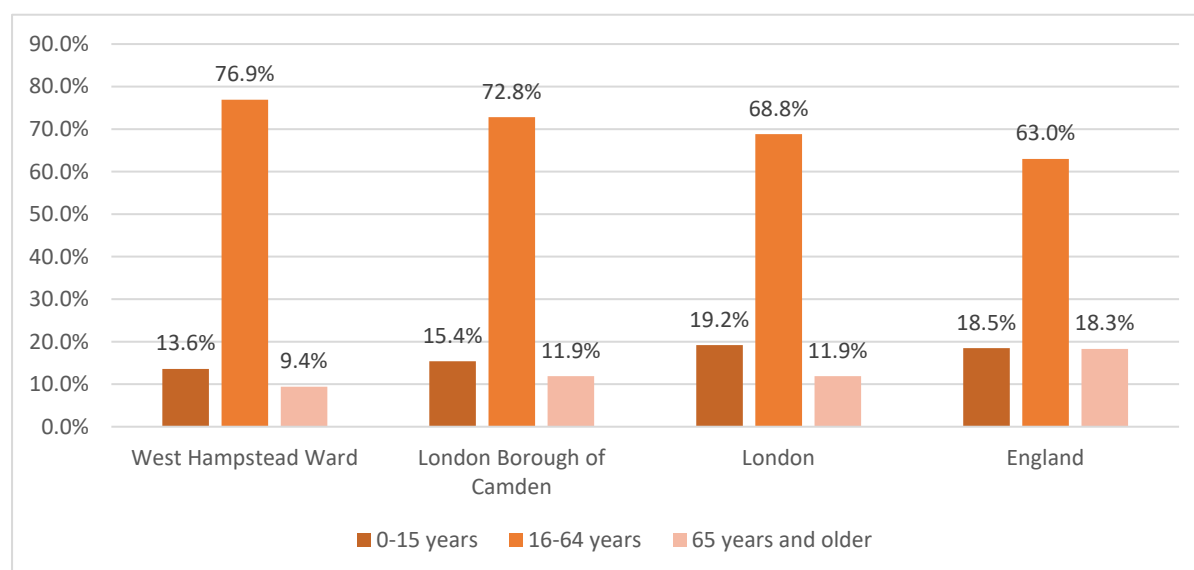
<sup>21</sup> Calculated using the same methodology as used for this Regeneration Statement.

<sup>22</sup> Office for National Statistics (ONS) (2022). Dataset ID TS007 – Age by single year.

<sup>23</sup> ONS (2022). Census 2021: Dataset ID TS006 – Population density.

older people aged 65 years and older (9.4%), at rates which are lower than is typical for the rest of the borough, region or country.

**Figure 2 Population by Age<sup>24</sup>**



## Deprivation

- 55** The English Indices of Deprivation (IoD)<sup>25</sup> is the official measure of relative deprivation in England. It is based on seven distinct domains of deprivation, which are weighted and combined to form the overall index. These seven domains include:
1. Income;
  2. Employment;
  3. Education and skills training;
  4. Health deprivation and disability;
  5. Crime;
  6. Barriers to housing and services; and
  7. Living environment.
- 56** IoD scores are assessed at the Lower Layer Super Output Area (LSOA) level and ranked to provide a relative score for each LSOA. The lower the decile score, the worse off an LSOA is in that domain, with scores of 1 indicating a ranking in the first decile, or amongst the 10% most deprived LSOAs in the country.
- 57** LSOAs comprise 400 to 1,200 households or 1,000 to 3,000 people. West Hampstead ward includes seven LSOAs, listed in Table 3 below and illustrated in Figure 3, which face varying levels of deprivation across the seven domains. The site is situated within Camden 010E.

<sup>24</sup> ONS (2022). Census 2021: Dataset ID TS007 – Age by single year.

<sup>25</sup> MHCLG (2019). English Indices of Deprivation 2019.

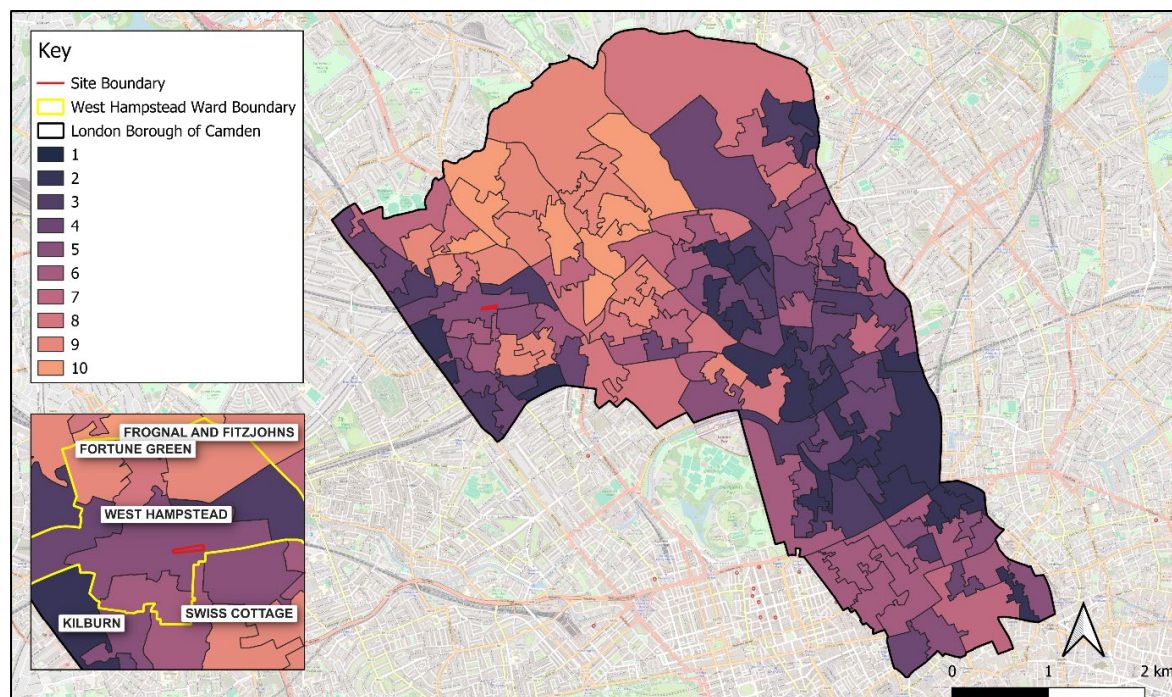


**Table 3 Study Area Deprivation (IoD Decile Scores)<sup>26</sup>**

	Overall Deprivation	Income	Employment	Education, Skills and Training	Health Deprivation and Disability	Crime	Barriers to Housing and Services	Living Environment
Camden 010A	9	9	10	10	10	6	7	3
Camden 010B	8	8	9	10	7	6	6	2
Camden 010C	9	8	10	10	9	8	8	2
Camden 010D	3	2	3	8	6	6	2	2
<b>Camden 010E</b>	5	4	5	8	6	2	4	2
Camden 013E	4	3	3	6	6	3	3	3
Camden 016E	6	5	7	8	9	3	7	4



- 58** Overall, West Hampstead ward demonstrates a varied deprivation profile, with scores for overall deprivation ranging from the third to the ninth decile. More affluent neighbourhoods tend to occupy the northern portion of the ward, while more deprived LSOAs are situated in the south and east.
- 59** The ward sees the most deprivation in terms of 'living environment', with all seven LSOAs ranking amongst the 40% most deprived neighbourhoods in the country for this domain, and four ranking amongst the 20% most deprived. There are also higher deprivation levels in terms of 'crime' and 'barriers to housing and services', including in Camden 010E. While some LSOAs demonstrate poor scores in terms of 'income' and 'employment', including Camden 010E, this is countered by relatively good scores in other neighbourhoods.

**Figure 3 IoD Decile Rank, Local Area Map**

Base Map Source: OS data © Crown copyright and database right 2025

<sup>26</sup> MHCLG (2019). English Indices of Deprivation 2019. File 2: Domains of deprivation.



## Poverty

- 60 These IoD trends are consistent with other deprivation measurements, including the Income Deprivation Affecting Children Index (IDACI) and Income Deprivation Affecting Older People Index (IDAOPI), both of which indicate that income deprivation is an area of concern across the study area as a whole for these vulnerable groups, as shown in Table 4.

**Table 4 Age-related Deprivation<sup>27</sup>**

Indicator	West Hampstead Ward	LBC	England
Child poverty (IDACI)	17.0%	19.3%	17.1%
Older people in poverty (IDAOPI)	23.9%	23.2%	14.2%
Note: Figures highlighted in red are poorer than the national average, figures highlighted in yellow are about equal to the national average, and figures highlighted in green are better than the national average.			

## Crime<sup>28</sup>

- 61 Between January and December 2024, approximately 42,760 offences were recorded in the LBC (172.4 offences per 1,000 population), an increase of 7.5% compared to the previous 12 months<sup>29</sup>. The most common offences during this period were 'theft' (21,750), 'violence against the person' (7,100) 'and 'vehicle offences' (3,050).
- 62 In comparison, over the same period London saw 941,490 recorded offences (105.8 offences per 1,000 population), an increase of 2.0%. While the LBC sees higher rates of crime overall, the breakdown of recorded offences across the borough and London is similar. In London, 'theft' (322,820) was recorded as the most common, closely followed by 'violence against the person' (238,340), then 'vehicle offences' (102,080).
- 63 For an indicative snapshot of typical crime levels in the area surrounding the site, in November 2024 183 crimes were reported in West Hampstead ward. The most commonly recorded offences in this month were 'anti-social behaviour' (40), 'theft from the person' (37) and 'violence and sexual offences' (23)<sup>30</sup>. This is generally consistent against the 12 months prior.

## Open and Play Space

- 64 Although the LBC has several large parks and gardens, West Hampstead ward is very densely populated, and the site is within an 800m walking distance of three public parks, as detailed in Table 5 and illustrated in Figure 4.

**Table 5 Local Public Open Space**

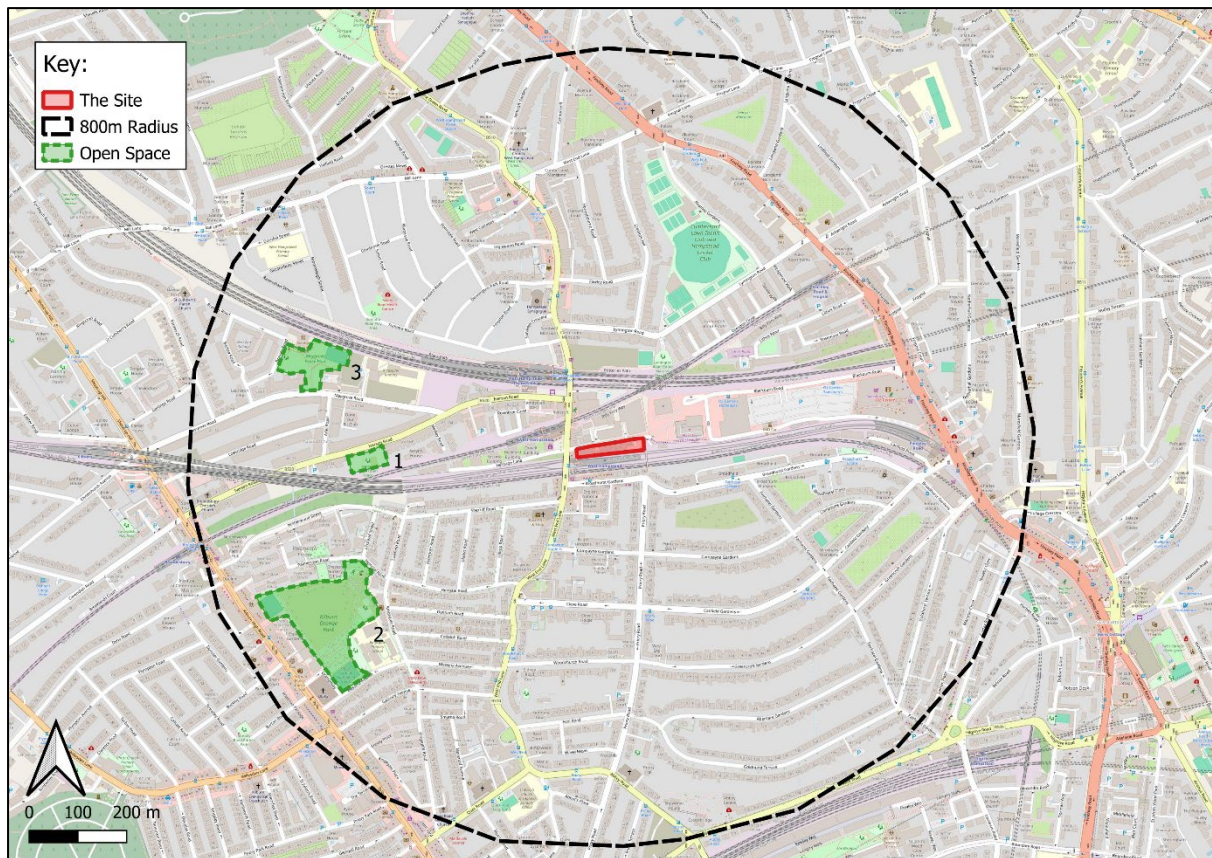
Map Ref.	Open Space	Walking Distance	Description of Facilities
1	Iverson Road Children's Play Area and Dog Park, NW6 2HH	600m SW	Play space, MUGA and small dog park
2	Kilburn Grange Park, NW6 2JL	750m SW	Park with a garden, play space, tennis courts and calisthenics park
3	Maygrove Peace Park and Playground, NW6 2BA	800m W	Park with play space and a MUGA and small playground

<sup>27</sup> Office for Health Improvement and Disparities (OHID) (2019). *Fingertips: Public health data*.

<sup>28</sup> Please note, the discrepancies in the baseline data included here and in the Security Needs Assessment differ due to differences in methodology and the time of writing.

<sup>29</sup> Metropolitan Police (2023). *Crime Data Dashboard: Overview of Crimes*. Available: <https://public.tableau.com/app/profile/metropolitan.police.service/viz/MonthlyCrimeDataNewCats/Coversheet>. Accessed 29 January 2025.

<sup>30</sup> Metropolitan Police (2024). *West Hampstead – Crimes and Priorities*

**Figure 4** Local Public Open Space with 800m Walking Distance of the Site

Base Map Source: OS data © Crown copyright and database right 2025

## Community Centres

- 65** There is a total of seven secular community centres available within a 1.6km walking distance of the site, as shown in Table 6, offering diverse opportunities for the local community including classes, clubs, community lunches and event spaces.

**Table 6** Community Centres Within a 1.6km Walking Distance of the Site

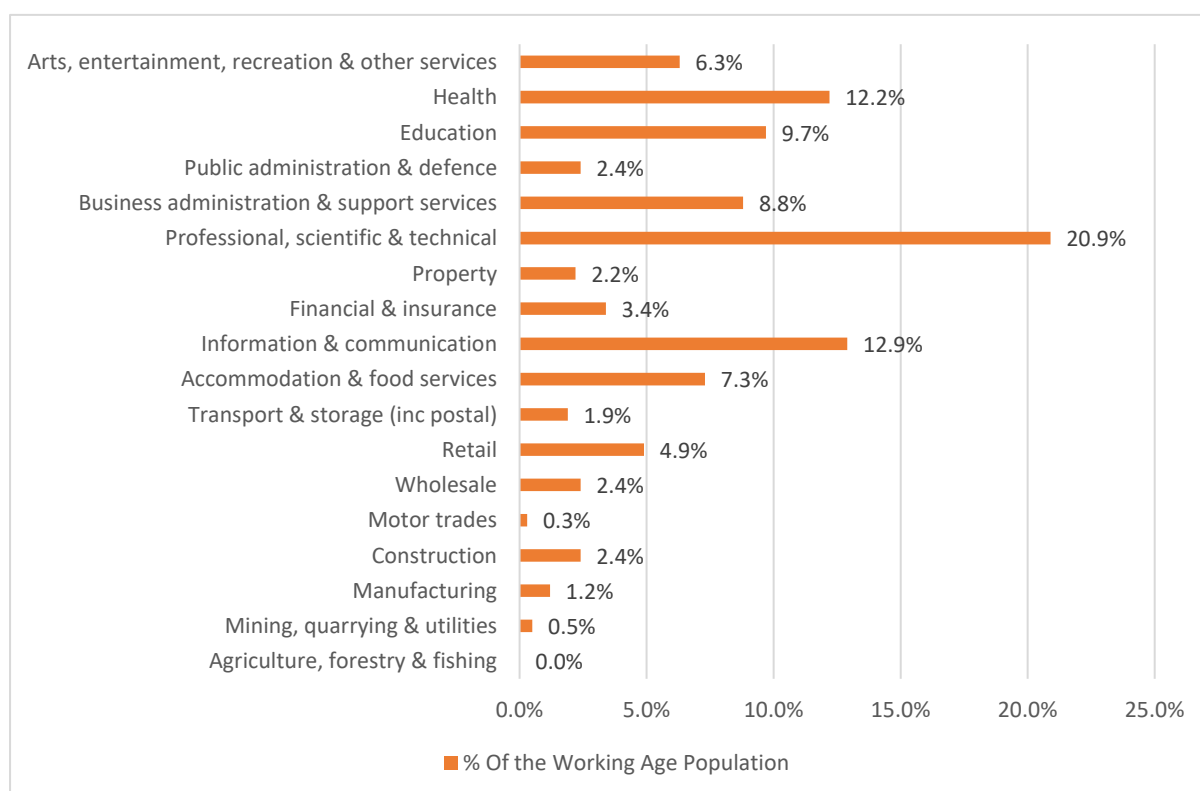
No.	Community Centres	Walking Distance	Description of Facilities
1	West Hampstead Women's Centre, NW6 2NP	650m S	A community hub aimed at women in the West Hampstead area, offering support services, engaging groups, classes and volunteer opportunities.
2	Kingsgate Resource Centre, NW6 2JU	750m SW	Community centre for older people.
3	Sidings Community Centre, NW6 2BA	850m NW	Multi-functional community space with space for hire.
4	West Hampstead Community Centre, NW6 1QN	1.0km NW	Local community hub offering a wide range of classes, clubs and community lunch.
5	Likewise Community Centre, 8 Fairhazel Gardens, London NW6 3SG	1.0km SE	Community hub with volunteer and 1-to-1 support opportunities.
6	Abbey Community Centre, NW6 4BJ	1.1km S	Community hub with space for events.
7	Pear Tree Hall, NW2 3TD	1.5km W	Community hall.

## Local Economy

### Labour Market

- 66 The LBC economy contributes a gross value added (GVA) of approximately £34.3 billion (7.0% of London's GVA)<sup>31</sup>.
- 67 The LBC has a job density of approximately 2.82 jobs per working age resident aged 16-64 years which, considering its very small residential population, is very high compared to both London and England (1.07 jobs and 0.87 job per working age resident, respectively)<sup>32</sup>.
- 68 Figure 5 shows the industry prevalence in the LBC labour market. The two most prevalent industries within the LBC are 'professional, scientific and technical' (approximately 86,000 jobs or 20.9% of the LBC labour market), and 'information and communication' (approximately 53,000 jobs or 12.9% of the LBC labour market). This is about 9.6% and 4.8% of England's entire offer in these respective industries.

**Figure 5 Industry Prevalence in the LBC Labour Market<sup>33</sup>**



- 69 With such a high preponderance of these 'white collar' industries present in the LBC, earnings by place of work are correspondingly high. Full-time workers operating in the LBC make an average of £951.50 per week (compared to only £905.50 across London and £729.60 across England)<sup>34</sup>.

### Economic Activity

- 70 Amongst LBC residents, rates of economic activity and employment (74.5% and 70.1% respectively) are lower than across wider London and national averages, as shown in Table 7. Additionally, modelled

<sup>31</sup> LBC (2023) Camden Profile.

<sup>32</sup> NOMIS (2022). Labour Market Profile – Camden; Labour Demand.

<sup>33</sup> ONS (2022). Business Register and Employment Survey: open access. Accessed: 13 February 2025.

<sup>34</sup> NOMIS (2024). Labour Market Profile – Camden; Earnings by place of work.

rates of unemployment in the LBC (6.3%) and London (5.1%) are higher than the national average (3.7%). However, median earnings for employed residents of the borough and London are also notably higher than the national average.

**Table 7 Employment Amongst Working Age Residents (16 – 64 years)<sup>35</sup>**

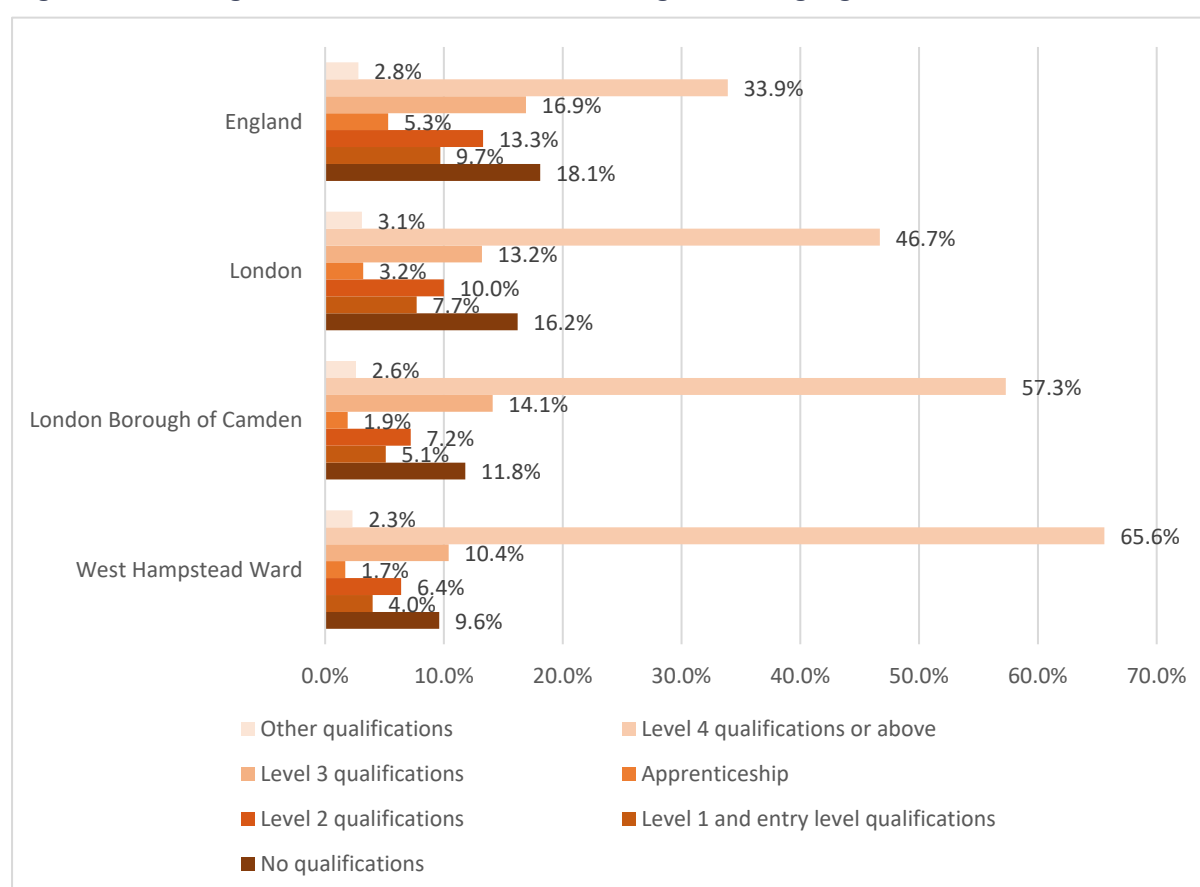
Indicator	London Borough of Camden	London	England
Economic activity rate	74.5%	80.0%	78.4%
Employment rate	70.1%	75.9%	75.5%
Unemployment rate	6.3%	5.1%	3.7%
Gross weekly pay, full time workers	£864.8	£853.4	£729.8

*Note: Figures highlighted in red are poorer than the national average, figures highlighted in yellow are about equal to the national average, and figures highlighted in green are better than the national average.*

## Education and Skills

- 71** As illustrated in Figure 6, 65.6% of the study area's working-age population holds Level 4 qualifications or higher (equivalent to a bachelor's degree or higher), which is significantly higher than is typical for the rest of London (46.7%) and England (33.9%), reflecting the high proportion of financial and professional roles in the LBC. Only 9.6% of working-age residents do not hold any qualifications, which is much lower than is typical for London (16.2%) and England (18.1%).

**Figure 6 Highest Level of Qualification amongst Working-Age Residents<sup>36</sup>**



<sup>35</sup> NOMIS (2024). Labour Market Profile – Camden; Labour Demand.

<sup>36</sup> ONS (2022). Census 2021: Dataset ID TS067 – Highest level of qualification.



## ECONOMIC EFFECTS

### Demolition and Construction

#### *Construction Employment and Employee Expenditure*

- 72** The demolition and construction phase of the Proposed Development is expected to deliver an average of 429 direct FTE jobs per year over the duration of its 24-month construction period. This includes a range of employment types and jobs may be located on- or off-site depending on the nature of the role. This is expected to generate approximately £1.99 million in construction employee expenditure over the entire construction period. The demolition and construction programme will also result in indirect economic benefits including supply chain effects and spending by construction workers, for example spend on lunches during the working week. As the number of construction workers on-site will fluctuate over the course of the construction programme, it is not possible to quantify the level of spending captured locally. However, the Proposed Development is expected to deliver an additional 142 indirect and informal FTE jobs per year over the construction period.

### Completed Development

#### *Operational Employment*

- 73** The total number of FTE jobs which could be supported by the Proposed Development's employment generating floorspace has been calculated and presented in Table 8 below.

**Table 8 Operational Employment Estimates**

Anticipated Use	HCA Classification	Density	Floorspace (NIA)	Jobs Created (FTE)
Office/ Retail (Use Class E/ Sui Generis)	A1 – Retail	15-20m <sup>2</sup> NIA per FTE	1,119m <sup>2</sup>	56-75
Food and Beverage (Use Class E)	A3 – Restaurants & Cafes	15-20m <sup>2</sup> NIA per FTE	120m <sup>2</sup>	6-8
PBSA (Use Class Sui Generis)				4
Gross Employment			66-87	
Less Existing FTE (35)				
Net Employment			31-52	
Less Displacement (25%)				
Total Direct Employment			23-39	
Economic Multiplier (1.21)				
Total Indirect and Induced Employment			5-8	
TOTAL Net FTE Employment			28-47	

Source: Trium Calculations

- 74** The gross direct employment associated with the Proposed Development is estimated to be between 66 and 87 FTE jobs. The Proposed Development's flexible retail space is expected to generate 56 to 75 FTE jobs, the café is expected to generate 6 to 8 FTE jobs, and its PBSA offer is expected to generate 4 FTE jobs.
- 75** Total direct employment generated by the Proposed Development, after considering existing jobs and other displacement factors as set out in the methodology section above, is 23 to 39 FTE jobs. This includes a variety of job types across a range of sectors including the professional, retail, food and beverage, and accommodation sectors.

- 76 Indirect and induced employment associated with the Proposed Development is expected to be approximately 5 to 8 FTE jobs, including supporting roles in the local area or wider supply chains.
- 77 In total, the Proposed Development is expected to deliver an uplift of between 28 to 47 direct and indirect FTE jobs.

### ***Operational Worker Expenditure***

- 78 Assuming employees work on-site between three and five days per week, the Proposed Development is expected to generate between £91,872 and £201,840 (gross expenditure) per year in additional spend on local services. This may include, for example, supplementary activities such as buying lunch, meeting for coffee, or using dry cleaning services.

### ***Business Rates Revenue***

- 79 The Proposed Development is expected to generate a total business rates bill of £188,487. Of this, £30,158 is expected to be retained by the LBC (assuming a retention rate of 16%). The estimated business rates revenue of the Proposed Development is set out below in Table 9.

**Table 9 Estimated Business Rates Revenue**

<b>Business Rates</b>	<b>Value</b>
Proposed Development Total Business Rates Bill (Net)	£188,487
<b>TOTAL Business Rates Retained by LBC</b>	<b>£30,158</b>

### ***Residential Expenditure***

- 80 The Proposed Development will generate £809,900 in household expenditure from the traditional affordable housing and £1,382,400 in individual expenditure from the PBSA dwellings, resulting in a total expenditure of £2,192,300, and the generation of approximately 7 FTE jobs.
- 81 Assuming a local retention rate of 54%, it is expected that this would generate a total expenditure £1,183,842 per annum within the LBC, as well as 4 FTE jobs. The Proposed Development's expected expenditure and associated employment generation is set out in Table 10.
- 82 This locally retained expenditure and generation of FTE jobs will contribute towards the West Hampstead Growth Area policy, part of the Camden Local Plan, which aims to encourage regeneration and growth within the LBC.

**Table 10 Residential Expenditure**

	<b>Household Expenditure (Affordable)</b>	<b>Individual Expenditure (PBSA)</b>
Annual expenditure on retail goods and services (2024 prices), per household or individual	£23,140	£7,200
<b>TOTAL Expenditure</b>	<b>£809,900</b>	<b>£1,382,400</b>
<b>FTEs Generated</b>	<b>1</b>	<b>6</b>
% of Expenditure in LBC	54%	
<b>TOTAL Expenditure in LBC</b>	<b>£437,346</b>	<b>£746,496</b>
<b>FTEs Generated in LBC</b>	<b>1</b>	<b>3</b>
<b>TOTAL Expenditure in LBC</b>	<b>£1,183,842</b>	
<b>TOTAL FTEs Generated in LBC</b>	<b>4</b>	

## COMMUNITY EFFECTS

### Expenditure Retained Locally

- 83** As outlined above, the Proposed Development is expected to generate a total business rates bill of £174,571, of which £27,931 (assuming a 16% retention rate) will be retained by the LBC.
- 84** In addition, the Proposed Development will produce £809,900 in household expenditure from traditional affordable housing and £1,382,400 in individual expenditure from PBSA dwellings, resulting in a combined total expenditure of £2,192,300 and the creation of 7 full-time equivalent jobs. With a local retention rate of 54%, it is projected that approximately £1,183,842 of this expenditure will be retained locally and 4 FTE jobs will be in the local economy. It is also assumed that the annual operational employee expenditure of up to £151,380 would also be retained locally.

### Public Realm

- 85** The proposed landscaping treatment includes delivery of some public realm at the eastern end of the site and includes 38 short stay cycle parking for all uses in suitably publicly accessible locations, to align with the parameters established within the outline consent for the O2 Masterplan. The ground floor café will be open to the public and will create an active frontage, with the potential for activity within the café to spill out into the proposed public square to the eastern end of the site, creating a bustling, active environment outside.
- 86** Within the Proposed Development plans, the C3 affordable homes will have access to a roof terrace on level 06 which will be 149m<sup>2</sup>. The amenity roof terrace will be designed as a multifunctional space that encourages residents to relax, play and socialise, and will include comfortable seating areas and a designated children's play zone. Planting beds with seasonal flowers and greenery will enhance the terrace's aesthetic appeal, whilst climber planters on the eastern and western walls will soften the building façade.
- 87** The PBSA rooms will also have access to a roof terrace at level 01, which will be 145m<sup>2</sup>. The roof terrace will be designed as a dynamic and versatile space that meets the needs of a vibrant student community. The terrace will feature a mix of seating options, from casual lounge areas to communal tables, creating spaces for relaxation, group study sessions, and social gatherings.
- 88** The two respective roof terraces will contribute towards Policy A2 Open Space of the Camden Local Plan, which sets an expectation for developers to provide private amenity space.
- 89** The Proposed Development will also include Designing Out Crime and Secured by Design principles, which will benefit the local area as well as the residents of the PBSA and affordable residential accommodation. Public realm measures include lighting, CCTV, and high-quality landscaping, which will enhance visibility and discourage opportunities for crime and disorder in the surrounding area.

## COMPARISON BETWEEN THE CONSENTED O2 SCHEME AND THE PROPOSED DEVELOPMENT

- 90 Table 11 below outlines the differences between Plot S8 of the Consented O2 Scheme<sup>37</sup> and Proposed Development in terms of employment and economic contribution. A summary of the proposals for the Consented O2 Scheme is provided in paragraph 51.
- 91 Overall, in comparison to the Consented O2 Scheme, it is expected that the Proposed Development would bring forward:
- An additional 346.5m<sup>2</sup> (NIA) in employment floorspace;
  - Up to an additional 27 FTE jobs;
  - Up to an additional £62,640 in gross employee expenditure;
  - An additional £12,169 in net business rates revenue for the LBC;
  - 35 affordable residential units and 192 PBSA units instead of approximately 87 residential units; and
  - An additional £96,725 in local residential expenditure retained within the LBC.
- 92 It is clear from this that the Proposed Development will provide more employment opportunities, expenditure, and revenue for the LBC than the currently Consented O2 Scheme.

**Table 11 Comparison Between the Existing Site, Consented O2 Scheme and Proposed Development**

	Existing Site	Consented O2 Scheme	Proposed Development	Uplift of the Proposed Development
<b>Employment Floorspace (NIA)</b>	544m <sup>2</sup>	892.5m <sup>2</sup>	1,239m <sup>2</sup>	+ 695m <sup>2</sup> from the Existing Site
				+ 346.5m <sup>2</sup> from the Consented Scheme
<b>Maximum Gross Jobs (FTE)</b>	35	60	87	+ 52 FTE jobs from the Existing Site
				+ 27 FTE jobs from the Consented Scheme
<b>Maximum Gross Employee Spend in the LBC (per year)</b>	£81,200	£139,200	£201,840	+ £120,640 from the Existing Site
				+ £62,640 from the Consented Scheme
<b>Net Business Rates Revenue for the LBC</b>	£13,354	£17,989	£30,158	+ £16,804 from the Existing Site
				+ £12,169 from the Consented Scheme
<b>Local Residential Expenditure in the LBC</b>	£0	£1,087,117	£1,183,842	+ £1,183,842 from the Existing Site
				+ £96,725 from the Consented Scheme

<sup>37</sup> As amended by the recent S73 application (ref. 2025/0484/P).



## EMPLOYMENT AND TRAINING STRATEGY

### Employment and Training Commitments

- 93 In line with Camden Local Plan Policy E1 and the Camden Planning Guidance: Employment sites and business premises, as well as the London Plan Policy E11, the Applicant intends to recruit from the LBC's resident population for construction employment, working alongside the King's Cross Construction Skills Centre. Further details on the Applicant's construction and operational employment commitments are provided below.

### *Construction Apprenticeships*

- 94 As per the Camden Planning Guidance: Employment sites and businesses premises, the Proposed Development is required to recruit one construction apprentice per £3 million of construction costs. On this basis, the Proposed Development is expected to support 16 apprentices during the two-year construction period. These apprentices will be sourced through the LBC Council and will be paid the London Living Wage.
- 95 In addition, a support fee of £1,700 per apprentice placement will be paid to the LBC, totalling £27,200. This will support pre-employment and recruitment costs, training provider brokerage, and post-employment mentoring and support.

### *Construction Work Experience Placements*

- 96 In addition to construction apprenticeships, the Proposed Development is expected to provide 2-6 construction work experience placements for local residents. This is based on the LBC's requirements for work experience placements as one per 20 additional net housing units or per 500m<sup>2</sup> of net additional employment space.
- 97 The work experience placements will each be two-weeks in duration, and will be recruited through the King's Cross Construction Skills Centre to ensure that the Proposed Development supports an appropriate level of local employment. If these work experience opportunities are not delivered there will be a default payment for non-delivery of £804 per placement.

### *Local Construction Recruitment*

- 98 Goals for local construction employment are in line with the Construction Industry Training Board (CITB) benchmark, which specifies the number of jobs advertised through local employment vehicles<sup>38</sup>.
- 99 The demolition and construction phase of the Proposed Development is expected to deliver an average of 429 direct FTE jobs per year over the duration of its 24-month construction period. This includes a range of employment types and jobs which may be located on- or off-site depending on the nature of the role. Based on the CITB benchmarks for 'retail/ sports/ leisure/ entertainment' and 'residential' development, it is expected that the Applicant would deliver 11-22 jobs to be advertised through the chosen local employment vehicle.

### *Local Procurement*

- 100 As the Proposed Development exceeds £1,000,000 in value, the Applicant will sign up to the Camden Local Procurement Code. This will involve the Applicant meeting with the LBC Council and their

<sup>38</sup> Construction Industry Training Board (2017). *Contractor and Developer Guidance – Client-Based Approach to Developing and Implementing An Employment and Skills Strategy on Construction Projects*.

nominated partner prior to the implementation of the Proposed Development to discuss the inclusion of local businesses within the supply chain, as well as draw up a Local Procurement Plan.

**101** The Applicant will work towards a local procurement target of 10% of the total procurement value.

## SUMMARY

- 102** During the demolition and construction phase, the Proposed Development is expected to generate an average of 429 direct FTE jobs and 142 indirect and informal FTE jobs per year over the duration of its 24-month construction period. This is expected to generate approximately £1.99 million in construction employee expenditure over the entire construction period.
- 103** Once complete and operational, the Proposed Development is expected to generate a gross increase of 66 to 87 FTE jobs. Direct employment will span various sectors, including professional services, food and beverage, and accommodation. The additional gross employment is anticipated to generate up to £201,840 per year in operational worker expenditure, the majority of which is expected to be retained in the LBC. As well as this, the Proposed Development is expected to generate a total of £2.19 million per year in residential expenditure, creating 7 FTE jobs. £1.18 million of this expenditure will stay within the LBC, supporting 4 FTE jobs.
- 104** As outlined in the above comparison section, the Proposed Development is expected to produce a number of economic and employment benefits over and above the Consented O2 Scheme. The Proposed Development will result in an additional 346.5m<sup>2</sup> (NIA) of employment floorspace, supporting up to 27 new full-time equivalent (FTE) jobs. This is expected to generate up to £62,640 extra in gross employee expenditure and contribute an additional £12,169 in business rates revenue for the LBC. Additionally, the development will enhance the local economy by retaining approximately £96,725 more in residential expenditure within the LBC compared with the Consented O2 Scheme.

**Table 12 Comparison Between the Existing Site, Consented Scheme and Proposed Development**

	Existing Site	Consented O2 Scheme	Proposed Development	Uplift of the Proposed Development
Employment Floorspace (NIA)	544m <sup>2</sup>	892.5m <sup>2</sup>	1,239m <sup>2</sup>	+ 695m <sup>2</sup> from the Existing Site
				+ 346.5m <sup>2</sup> from the Consented Scheme
Maximum Gross Jobs (FTE)	35	60	87	+ 52 FTE jobs from the Existing Site
				+ 27 FTE jobs from the Consented Scheme
Maximum Gross Employee Spend in the LBC (per year)	£81,200	£139,200	£201,840	+ £120,640 from the Existing Site
				+ £62,640 from the Consented Scheme
Net Business Rates Revenue for the LBC	£13,354	£17,989	£30,158	+ £16,804 from the Existing Site
				+ £12,169 from the Consented Scheme
Local Residential Expenditure in the LBC	£0	£1,087,117	£1,183,842	+ £1,183,842 from the Existing Site
				+ £96,725 from the Consented Scheme

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