

Christopher Smith
Principal Planning Officer
London Borough of Camden

29th May 2025

Dear Mr. Smith,

100 Avenue Road – Planning Ref: 2025/0852/P

The site at 100 Avenue Road has been dormant since Essential Living paused construction several years ago. We welcome the opportunity to resolve the uncertainty surrounding the development through the proposed amendments and in completing the outstanding works. We are very conscious that the longer the site remains idle, the more it risks becoming a blight on our neighbourhood. We must not allow the site to remain unfinished and to begin to detract from the recent landscaping improvements to Swiss Cottage Open Space.

We believe that children in Camden, regardless of their background, should have the opportunity to live, enjoy and grow up in safe and stable homes. Every day at the Winch, we witness how insecure, over-crowded or over-priced housing affects the community that we serve. We know that high housing costs disproportionately affect Camden's poverty rates, when compared to the rest of England and much of London¹. Consequently, we appreciate and welcome Regal's undertaking to increase the number of affordable two and three bedroom family homes in our locality.

Finally, we are encouraged by Regal's express commitment to deliver the community benefits, envisioned by the section 106 agreement and referenced in the decision at planning appeal. The compounding impacts of austerity and the ongoing cost pressures on community and youth provision is well evidenced. According to the Institute of Financial Studies², around 30% of youth clubs in London closed between 2010 and 2019. Nationally, Unison calculate that 1,243 council-run youth centres across England and Wales closed in 2010-23³. Whilst Camden has historically worked to buck this trend and back its residents, in the current political and economic climate, we cannot take for granted that communities will always feel well served. We are therefore keen to continue to work with Regal to evolve and enhance their plans through RIBA Stage 4 and beyond, in order to realize the community benefits that are enshrined in the extant plans.

We look forward to a swift and pragmatic resolution to the proposed amendments.

Kind regards

Rashid Iqbal, Chief Executive

¹ <https://trustforlondon.org.uk/data/boroughs/camden-poverty-and-inequality-indicators/?tab=housing-and-homelessness>

² The effects of youth clubs on education and crime, IFS Working Paper Nov 2024.

³ Britain's Lost Generation, Unison June 2024.