

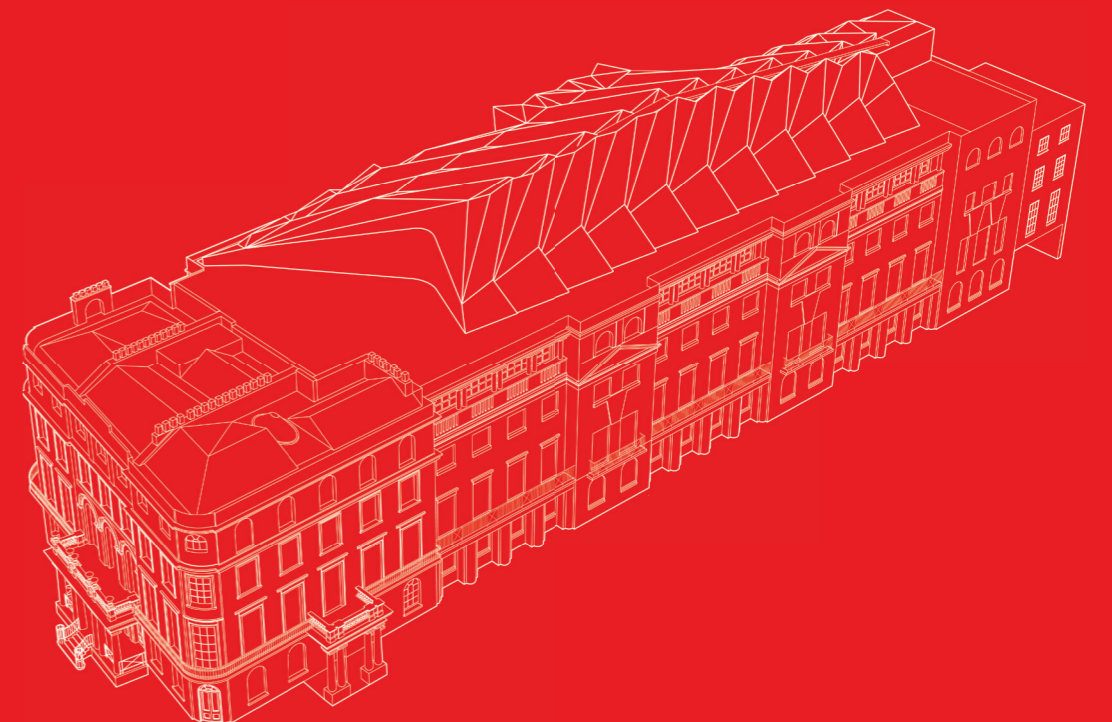
# WHICH? HEADQUARTERS

2 MARYLEBONE ROAD AND 1-9 ALBANY STREET

STATEMENT OF COMMUNITY INVOLVEMENT

AUGUST 2013

Which?



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## 1.0 EXECUTIVE SUMMARY

In April 2013, Which?/The Consumer Association appointed Cascade Communications to manage consultation with stakeholders and the local community in relation to the refurbishment and extension proposals for its HQ building at 2 Marylebone Road and 1-9 Albany Street.

This report sets out a summary of the consultation that has taken place during the pre-planning stage. This has included:

- Letters to Regents Park ward councillors, LB Camden
- Letters to the cabinet member for regeneration & growth, LB Camden
- Letters to immediate residents in Peto Place and Albany Street offering one to one briefings on the proposals
- Notification to Which?/The Consumer Association's 500 employees based at the headquarters building in Camden
- distribution of circa 1500 newsletters to local households two weeks prior to the exhibition inviting residents to attend
- a public exhibition held on Tuesday 21<sup>st</sup> May 2013
- a scale model on display at the exhibition
- a questionnaire for residents to make comments on the proposal
- a dedicated telephone number, Freepost address and email address for residents to contact the development team
- Several pre-application meetings with LB Camden officers, including with the assistant director of regeneration and the cabinet member for regeneration & growth

The exhibition was attended by 16 people. 7 attendees filled out feedback forms. When asked whether they supported the proposals the majority of respondents (five) said they did, with one respondent indicating they were unsure at this stage. One respondent did not provide an answer.

The key issues discussed during the exhibition ranged from high quality and sensitive design, heritage, minimising overlooking and construction impact and what happens to existing parking for residents during and post construction.

## 2.0 BACKGROUND

The building is located in the Regent's Park Conservation Area with Regent's Park located to the northwest of the site. Park Square is to the west. Regent's Park and Park Square are separated from the site by Peto Place immediately to the rear of Albany Terrace and the row of Grade II listed Nash houses.

The Grade I Holy Trinity Church is located to the east of the site, beyond which are numerous tall modern office buildings.

Heading north along Albany Street is the 1930 large Melia White House Hotel.

### No 2 Marylebone Road

No 2 Marylebone Road is an early 19th Century white stucco Nash terrace listed in Grade II\* category. It comprises three former terraced houses over four floors with a basement level. The building was listed as part of its group value with the Regent's Park Nash terraces. No 2 Marylebone Road links directly into the 1980s modern office building extension on Albany Street by way of doors and hallways.

### 1-9 Albany Street

Built in the 1980s, the adjacent office building along Albany Street is modern and is of little architectural interest. The building is 4 storeys above a basement car park, which is accessed via a ramp from Peto Place to the rear. Whilst the building façade attempts to echo Nash terraces it actually replaced late Victorian buildings in a very different style.

## 3.0 RELEVANT POLICY

In preparing our consultation strategy, we considered both the relevant provisions of the Localism Act 2011 and LB Camden's Revised Statement of Community Involvement (July 2011), as appropriate to the project.

In particular, we have followed **Section 2.0 'Our Principles for Involving the Community'** and **Section 4.8 'Pre-Planning Consultation'** of the Council's **Statement of Community Involvement** which encourages pre-application consultation on planning applications.

We have sought community involvement in the scheme from the earliest possible stage and have used a number of methods, including distribution of a community newsletters, letters to immediate residents, a public exhibition, a feedback form, a dedicated telephone line and e-mail, Freepost address and notifying local representatives to ensure that local residents and stakeholders have the opportunity to register their views on the proposals prior to submission of an application.

## 4.0 METHODOLOGY

Cascade's consultation methodology was set out following consultation with 23 community groups throughout London on what they regarded as best practice. We believe that our methodology follows best practice within the industry and ensures that our consultation is rigorous, informative and fair for everyone involved.

### 4.1 Letters to immediate residents

Letters to immediate residents were produced and distributed to 31 households on Peto Place, Park Square East and Albany Street on 8<sup>th</sup> May offering one to one briefings. A copy of the letter is attached is Appendix 1.

### 4.2 Letters to elected representatives

Letters and e-mails to relevant elected members were sent out on 3<sup>rd</sup> May 2013 outlining the proposals and offering a briefing ahead of the public exhibition. A copy of the letter is attached in Appendix 4.

Elected members who were sent e-mails and letters were as follows;

CLlr Valerie Leach– cabinet member for regeneration & growth

CLlr Tulip Siddiq, CLlr Heather Johnson and CLlr Nasim Ali – Regents Park ward members

### 4.3 Exhibition

The exhibition provided residents with an opportunity to learn about the proposals and ask questions of the development team, responding to any matters which were not covered in the exhibition information. The exhibition venue was chosen to be accessible, easy to find and be most relevant to the location of the development. The time was chosen to maximise local engagement, ensuring people could attend after work.

# STATEMENT OF COMMUNITY INVOLVEMENT

## 4.4 Questionnaire

Residents who attended the exhibition were invited to complete a questionnaire either by hand at the exhibition or later to send back Freepost to the development team. There were 16 attendees at the exhibition with 7 attendees filling out a questionnaire.

The questionnaire was constructed to give the development team an understanding of matters important to residents and whether they supported the proposals. The questionnaire focused upon the key elements of the proposals and which matters were of most importance to residents. The questionnaire included 'open comments' sections to ensure that residents did not feel restricted by the questions asked and could voice their opinions fully, covering anything that was not in the main questions.

## 5.0 MEETINGS WITH LOCAL STAKEHOLDERS

Prior to the exhibition, all Regents Park ward councillors and the cabinet member for regeneration and growth were invited to have an individual briefing with the project team to discuss the proposals.

A briefing with the cabinet member for regeneration & growth, Cllr Valerie Leach took place on 28<sup>th</sup> May 2013. Also in attendance was Ed Watson, assistant director of regeneration at LB Camden.

One of the local ward members also requested a written briefing on the proposals which was sent on 21<sup>st</sup> June to all three ward members.

## 6.0 CONSULTATION

The objectives of this pre-application consultation were to:

- 1) Inform residents about the proposals: the aim was to engage at an early stage on the proposal, rather than wait until the application had gone in
- 2) Understand who was interested in the proposals and where they came from
- 3) Identify any specific issues residents had with the proposals and what the main issues are likely to be
- 4) As far as possible incorporate residents' feedback into the proposals prior to submitting an application

### 6.1 Exhibition invitation letters to a wider area of households

Exhibition invitation Letters to a wider area of households were distributed at least 14 days prior to the public exhibition being held. A map of the distribution area is attached in Appendix 3 and a copy of the invitation letter to residents is attached in Appendix 2. The distribution was carried out by Letterbox, a specialist distribution company, who deliver by hand.

Copies of the letter to residents were also e-mailed to local ward members in Regents Park ward.

The letters included a contact name, dedicated telephone number, email address and freepost details by which residents could contact the development team with any questions or requests for further information.

The letters informed residents what was being proposed and invited them to attend a public exhibition to view the plans and speak to the development team.

## 6.2 Public exhibition

The exhibition was held onsite at 4:30pm-7:30pm on Thursday 21<sup>st</sup> May 2013. 16 people attended the exhibition.

The exhibition was formed several A1 exhibition panels mounted on easels containing information about the project under the following headings:

- Welcome
- Useful Background
- The Proposal
- Street Views
- CGI's of Peto Place
- The Roof Top Extension
- Thank You

The exhibition boards are attached in Appendix 5.

Representatives from Which?, KPF (architects), MontaguEvans (planning advisors) and Cascade (Community Engagement) were available throughout to answer questions.

There was also a scale model of the proposals to give people an idea of how it sits within the context of the local area.

# STATEMENT OF COMMUNITY INVOLVEMENT

## 6.3 Questionnaire

In total 7 responses were received on 21<sup>st</sup> May 2013. 14 out of 16 attendees lived locally. A full copy of the questionnaire is attached in Appendix 6. The results are set out in full below:

The first question simply asked for name, address and contact details.

**Which of the following applies to you?**

I live locally	I work locally	Visitor to the area	Member of a local residents group
5	-	1	1

**How important do you consider the following issues to be in relation to the proposals to refurbish and extend the Which? Headquarters building?**

	Very Important	Important	Neutral	Not Important
Ensuring the design is of a high quality and sensitive to the surroundings	6			1
The provision of 'fit for purpose' facilities for the Charity	5	1	1	
Enhancing the character of the listed building	3	3	1	
Ensuring there is no direct overlooking from meeting rooms towards neighbouring residential properties	3	2	2	
Minimising the impact of construction on local residents through Construction Management	5	2		
Adequate parking during construction for residents who currently have parking spaces in the basement and on Peto Place	3	2		2
Ongoing consultation with local residents	4	1		2
Other: please state	Control of noise from construction traffic			

**Based on the plans you have seen do you support the proposals?**

Yes	No	Undecided	No Answer
4	-	-	2

**What further information would be helpful for Which? to provide you?**

There was one request made for a PDF of exhibition panels and a further request from another resident for a timetable of works before works commence.

**Would you like to be kept informed about the proposals?**

Yes	No	No Answer
5	-	2

## 7.0 SUMMARY

The pre-application consultation strategy sought to engage with residents and elected members.

A public exhibition was held on Tuesday 21<sup>st</sup> May, enabling residents and key stakeholders to provide their views on the proposals. The exhibition also enabled residents and other key stakeholders to meet with the project team and to provide comments at an early stage. At the exhibition, residents were encouraged to complete a questionnaire.

The attendance at the exhibition was very low (16 people) despite canvassing an area covering over 1500 households. The majority of attendees who filled out feedback forms were in favour of the proposals.

The key issues raised during the consultation including verbally by residents in discussion with members of the project team were as follows;

- what measures could be included to mitigate construction noise
- concern regarding neighbouring proposals for development
- the design and ensuring no overlooking on resident properties
- car parking and dust from construction

Set out below is the Applicant's response to these issues, demonstrating how the proposals have changed in response to feedback.

### **Measure to mitigate construction noise**

A Construction Management Plan (CMP) has been submitted with the planning application outlining how the Applicant will minimise disruption of construction on local residents. The CMP includes restricted hours of work, dust control techniques, the establishment of a Construction Working Group for local residents and the Applicant's commitment to appoint a contractor signed up to the considerate contractors scheme.

### **Concern regarding neighbouring proposals for development**

In the event that any neighbours bring forward development proposals along similar timescales, the Applicant will ensure that works are fully co-ordinated to ensure minimum disruption for local residents. The Applicant is not aware of any such proposals.

### **Design and ensuring no overlooking of residential properties**

The proposed design is informed by feedback received through consultations with the London Borough of Camden, English Heritage and residents in the vicinity.

The scheme provides the optimal roof conference facility within an envelope hidden from view at street level. The scheme simultaneously offers Which? improved work and meeting space areas without having an overbearing presence on Peto Place.

The ridges and valleys inherent in the 'origami' language adopted for the architectural treatment of the roof massing offers a cladding rhythm that mimics the 1980s Albany Street elevation. The roof

geometry starts low at the northern and southern ends of the 1980s building, rising to the centre to meet the passenger lift overruns. The roof massing is set back from Albany Street to reduce the visual impact at street level. The roofscape does not impinge on the listed building silhouette and the decision to pull the new extension north allows the listed building to take centre stage on the development.

The new construction to Peto Place, including a passenger lift core and meeting 'pods', extends out from the current line of the existing building over the existing ramp within the site boundary. The mass of the extension has been minimized to reduce the visual impact on Peto Place.

The careful treatment of the passenger lift core from an internal experience and external aesthetic contributes significantly to the palette of architectural materials proposed on the new west elevation. The passenger lift core will be transparent at the ground and translucent at the top floor, the most important areas to allow light into the building, and will be cloaked in an architectural green wall at levels 1, 2 and 3.

Either side of the passenger lift core hang 'pods' carrying additional working and meeting space. The extended areas of floorplate will be glazed with external vertical fins to reduce heat and solar gain and prevent overlooking onto Peto Place.

### **Car-parking and dust from construction**

For the residents who currently have car parking spaces, the Applicant has outlined a number of dust control techniques in the CMP. In addition, the Applicant has also agreed to offer a valet service with alternative parking arrangements during construction.



## APPENDIX 1: LETTER TO IMMEDIATE RESIDENTS



2 Marylebone Road  
London NW1 4DF  
t 020 7770 7000  
f 020 7770 7600  
which.co.uk

I

Date: 8<sup>th</sup> May 2013

Dear

**Re: Invitation. An exhibition to view the refurbishment and roof extension proposals for the Which Head Office at 2 Marylebone Road & 1-9 Albany Street, LB Camden**

I am writing to update you about the proposal to extend and refurbish the Which Headquarters premises at 2 Marylebone Road & 1-9 Albany Street, Camden. I would like to invite you to a public exhibition to view the proposals and to ask any questions you may have of the project team.

Which? Has had its London headquarters at 2 Marylebone Road & 1-9 Albany Street, Camden since 1987. The Charity provides consumer advice and campaigns on a wide variety of key issues to inform and make consumers lives fairer. For example, we have recently launched our 'Big Change' campaign to make the banks work for customers rather than for bankers. You may also have heard about our 'Affordable Energy' Campaign tackling unfair energy tariffs and challenging the price hikes energy companies have landed on their customers.

As a Charity we employ approximately 500 people and our head office is in Camden. In order to grow and expand our activities we are proposing to make a number of improvements to the building at 2 Marylebone Road & 1-9 Albany Street. The building on Marylebone Road is Grade II\* listed early 19th Century, listed for group value with the Regent's Park Nash terraces, and 1-9 Albany Street is a modern 1986 pastiche office development. We have commissioned Kohn Pederson Fox Associates, one of the most respected architectural design practices in the World to ensure the proposals are sensitive to the surroundings as well as providing us with 'fit for purpose' facilities.

The exhibition will be held at our offices, 2 Marylebone Road & 1-9 Albany Street on Tuesday 21<sup>st</sup> May 2013 between 4:30pm and 7:30pm. Members of the project team will be on hand to discuss the proposals with you and answer your questions. (See Map Overleaf) I look forward to welcoming you to our offices and sharing these proposals with you.

If you are unable to attend the exhibition but would like more information or have various questions you would like to ask and discuss then please do not hesitate to contact me on 0207 770 7625 or e-mail me at [tony.shipman@which.co.uk](mailto:tony.shipman@which.co.uk)

Yours sincerely,

**Tony Shipman**  
Project Manager  
Which?

Which? works for you Which? is the business name of Consumers' Association, Registered in England and Wales number 580708, a registered charity number 296072. Registered Office: 2 Marylebone Road, London NW1 4DF



### Heritage

No. 2 Marylebone Road is a Grade II\* Listed building, primarily listed for its group value with the Nash Regent's Park Terraces. The scheme proposals have been designed to ensure there will be no direct intervention in the historic fabric of the property, other than the planned removal of the much later small stair providing access to the 1980s extension at roof level.

The alterations are mainly confined to the 1980s built rear office building at 1-9 Albany Street, a building with no historic significance. There are no changes proposed to the existing Albany Street facade. If used during the evenings, the roof extension, designed for lecture and meeting space, will provide screening to reduce light emission. The extension is set back from the existing building's perimeter to reduce light spillage to surrounding properties.

### Residential Amenity

The scheme proposals do not significantly increase overlooking of adjacent buildings, nor substantially decrease the separation distance between the Which premises and the rear of properties on Park Square East. Where meeting rooms are extended towards Peto Place, there will be no direct overlooking from meeting rooms towards the residential properties.

### Construction Management

Which? Will be preparing a Construction Management Plan for prior agreement with the Council to ensure any disruption from the refurbishment of the building is kept to a minimum. Consultation with the adjoining property owners will take place during the planning process and continue throughout construction period.

### Directions:

The Which? Headquarters at 2 Marylebone Road & 1-9 Albany Street is approximately a 5 minute walk east of Regent's Park tube station and a 1 minute walk north of Great Portland Street tube station. **Access to the exhibition is via the main entrance at 2 Marylebone Road.**

# STATEMENT OF COMMUNITY INVOLVEMENT

## APPENDIX 2: DISTRIBUTION MAP FOR LETTER TO WIDER HOUSEHOLD AREA



## APPENDIX 3: LETTER TO HOUSEHOLDS IN WIDER AREA



May 2013

Dear Resident,

**Re: Invitation to the exhibition to view the extension and refurbishment proposals for the Which? headquarters at 2 Marylebone Road & 1-9 Albany Street, LB Camden**

I am writing to update you about the proposal to extend and refurbish the Which? headquarters building at 2 Marylebone Road & 1-9 Albany Street, Camden. I would like to invite you to a public exhibition to view the proposal and to ask any questions you may have of the project team.

Which? has had its headquarters at 2 Marylebone Road & 1-9 Albany Street, Camden since 1987. The Charity provides consumer advice and campaigns on a wide variety of key issues in an attempt to make consumers lives fairer. For example, we have recently launched our 'Big Change' campaign to make the banks work for customers rather than for bankers. You may also have heard about our 'Affordable Energy' Campaign tackling unfair energy tariffs and challenging the price hikes energy companies have landed on their customers.

The Charity currently employs 500 people at our headquarters in Camden. In order to grow and expand our activities we are proposing to make a number of improvements to the building at 2 Marylebone Road & 1-9 Albany Street. The building on Marylebone Road is Grade II\* listed early 19th Century, listed for group value with the Regent's Park Nash terraces, and 1-9 Albany Street is a modern 1980's pastiche office development. We have commissioned Kohn Pederson Fox Associates, one of the most respected architectural design practices in the World to ensure the proposals are sensitive to the surroundings as well as providing us with 'fit for purpose' facilities.

The exhibition will be held at our offices, 2 Marylebone Road & 1-9 Albany Street on 21<sup>st</sup> May between 4:30pm and 7:30pm. Members of the project team will be on hand to discuss the proposals with you and answer your questions. (See Map overleaf)

I look forward to welcoming you to our offices and sharing our proposals with you.

If you are unable to attend the exhibition but would like more information about the proposals please do not hesitate to contact me on 0207 770 7000 or e-mail me at [tony.shipman@which.co.uk](mailto:tony.shipman@which.co.uk)

Yours sincerely,

Tony Shipman  
Project Manager  
Which?

# STATEMENT OF COMMUNITY INVOLVEMENT

## APPENDIX 4: LETTER TO ELECTED MEMBERS



### Heritage

No. 2 Marylebone Road is a Grade II\* Listed building, primarily listed for its group value with the Nash Regent's Park Terraces. The scheme proposals have been designed to ensure that there would be no direct intervention in the historic fabric of the property, with the exception of the removal of the stair core that extends out of the listed building providing access to the 1980s extension at roof level.

The alterations are mainly to the 1980s built rear office building at 1-9 Albany Street, a building with no historic significance. There are no alterations proposed to the existing Albany Street facade. If used during the evenings, the roof extension, designed for lecture and meeting space, will provide screening to reduce light emission. The extension is set back from the existing building's perimeter to reduce light spillage to surrounding properties.

### Residential Amenity

The scheme proposals do not significantly increase overlooking of adjacent buildings, nor substantially decrease the separation distance between the Which? building and the rear of properties on Park Square East. Where meeting rooms are extended towards Peto Place, there will be no direct overlooking from meeting rooms towards the residential properties.

### Construction Management

Which? will be preparing a Construction Management Plan for agreement with the Council to ensure any disruption from the refurbishment of the buildings is minimised. Consultation with the adjoining owners will take place during the planning process and continue throughout construction.

### Directions:

The Which? Headquarters at 2 Marylebone Road & 1-9 Albany Street is approximately a 5 minute walk east of Regent's Park tube station and a 1 minute walk north of Great Portland Street tube station. Access to the exhibition is via the main entrance at 2 Marylebone Road.



2 Marylebone Road  
London NW1 4DF  
t 020 7770 7000  
f 020 7770 7600  
which.co.uk

Mr Valerie Leach  
Cabinet Member for Regeneration and Growth  
LB Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Sent by e-mail: [valerie.leach@camden.gov.uk](mailto:valerie.leach@camden.gov.uk)  
3rd May 2013

Dear Councillor Leach,

**Re: Extension and refurbishment proposals for Which? 2 Marylebone Road, LB Camden**

I am writing to you to offer you a briefing on our extension and refurbishment proposals for our headquarters at 2 Marylebone Road in LB Camden. The Charity is holding a public exhibition at 2 Marylebone Road between 4.30pm and 7.30pm on Tuesday 21<sup>st</sup> May 2013.

Which? Provides consumer advice and campaigns on a wide variety of issues. As a consumer champion, our campaigns aim to make consumers lives fairer. For example, we have just launched our 'Big Change' campaign to make the banks work for customers not bankers. You may also have heard about our 'Affordable Energy' Campaign to tackle unfair energy tariffs and challenging the price hikes energy companies have landed on their customers.

As a Charity we employ approximately 500 people and our head is in Camden. In order to grow and expand our activities we are proposing to make a number of improvements to the building at 2 Marylebone Road. One improvement is to develop world class conferencing facilities to launch our consumer campaigns. Unfortunately due to the quality of the existing facilities we have been forced to launch our campaigns offsite and outside of Camden, often at great expense to the Charity. Our new plans will hopefully see our building in Camden become the national focus of consumer advocacy.

The smaller footprint buildings facing the Marylebone Road are Grade II\* listed early 19<sup>th</sup> Century buildings listed for group value with the Regent's Park Nash terraces, whereas 1-9 Albany Street is a modern 1980's pastiche office development. We have commissioned Kohn Pederson Fox Associates, one of the most respected architectural design practices in the World to ensure the proposals are sensitive to the surroundings as well as providing us with 'fit for purpose' facilities.

I would welcome the opportunity to discuss with you the Charity's work, and our refurbishment and extension proposals in more detail. I have also written in similar terms to your ward colleagues.

Which? works for you Which? is the business name of Consumers' Association, Registered in England and Wales number 580128, a registered charity number 296072, Registered Office, 2 Marylebone Road, London NW1 4DF

## APPENDIX 5: EXHIBITION PANELS

I have asked my colleague Alun Hayes to contact you to arrange a meeting. In the meantime if you require any further information please do not hesitate to contact me directly.

I look forward to meeting with you.

Yours sincerely,

Tony Shipman  
Project Manager  
Which?  
Tel. 0207 7707625

## Welcome

Thank you for visiting the public exhibition today.

The exhibition boards provide details on the refurbishment and extension plans for 2 Marylebone Road and 1-9 Albany Street and why Which? is bringing them forward.

Members of the project and design team are on hand to answer any questions you may have.



**Which?**  
Which? is a registered charity providing consumer advice and campaigns on a wide variety of issues. As a consumer champion, its campaigns aim to make consumers lives fairer.

The Charity currently employs approximately 500 people and the headquarters building is at 2 Marylebone Road and 1-9 Albany Street, Camden.



In order to grow and expand its activities Which? is proposing to make a number of improvements to the building at 2 Marylebone Road and 1-9 Albany Street. One improvement is to develop world class conferencing facilities to launch consumer campaigns. Unfortunately due to the quality of the existing facilities the Charity has been forced to launch campaigns offsite and outside of Camden, often at great expense to the Charity.



The new plans could see the building in Camden become the national focus of consumer advocacy.



**Kohn Pedersen Fox Associates (KPF)**  
Which? have commissioned Kohn Pedersen Fox Associates, one of the most respected architectural design practices in the World to ensure the proposals are sensitive to the surroundings as well as providing the Charity with 'fit for purpose' facilities.

Public Exhibition 21 May 2013  
Proposals for Feedback

## Useful Background



### Site Location

The building is located in the Regent's Park Conservation Area with Regent's Park located to the northwest of the site. Park Square is to the west. Regent's Park and Park Square are separated from the site by Polo Place immediately to the rear of Albany Terrace and the row of Grade II listed Nash houses.

The Grade I Holy Trinity Church is located to the east of the site, beyond which are numerous tall modern office buildings.

Heading north along Albany Street is the 1930 large Mills White House Hotel.



### No 2 Marylebone Road

No 2 Marylebone Road is an early 19th Century white stucco Nash terrace listed in Grade II\* category. It comprises three former terraced houses over four floors with a basement level. The building was listed as part of its group value with the Regent's Park Nash terraces. No 2 Marylebone Road links directly into the 1980s modern office building extension on Albany Street by way of doors and hallways.



### 1-9 Albany Street

Built in the 1980s, the adjacent office building along Albany Street is modern and is of little architectural interest. The building is 4 storeys above a basement car park, which is accessed via a ramp from Polo Place to the rear. Whilst the building façade attempts to echo Nash terraces it actually replaced late Victorian buildings in a very different style.

### Accessibility

Which? has had its headquarters in Camden since 1987 and is committed to staying in the borough.

As a Charity we employ approximately 500 people and our head office is in Camden. The headquarters building is a highly accessible location for the staff working there. Great Portland Street, Regent's Park, Baker Street and Warren Street tube stations are a short walk away giving direct access to a majority of London Underground lines. There are numerous bus services that pass by the front of the building and mainline stations at Euston and Kings Cross-St Pancras are a short travel distance away.

### The Need for Change

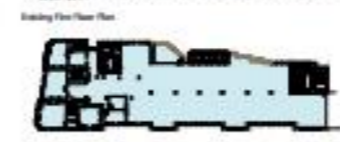
The existing building requires adaptation in order that Which? can grow and make more efficient use of its space to advance its charitable aims.

Developments to the publishing industry, in particular the increasing reliance on 'new media' means that there are changes in working practices, staffing arrangements and the way the office space is physically used. The existing facilities do not allow Which? to undertake its full activities. It is deficient in a number of key areas. One improvement is to develop conferencing facilities to launch consumer campaigns which will hopefully see the headquarters building become the national focus of consumer advocacy.



**Public Exhibition 21 May 2013**  
Proposals for Feedback

## The Proposal



### The Brief

The scheme proposals have been designed by Kohn Pedersen Fox Associates to:

- provide Which? with 'fit for purpose' facilities
- ensure the design is sensitive to the surroundings including how the building is viewed from key locations
- limit the alterations to the 1980s built rear office building at 1-9 Albany Street
- make no direct intervention into the historic fabric of the listed building, with the exception of the removal of the modern stair core that provides access to the 1980s extension at roof level
- ensure there is no direct overlooking from meeting rooms towards neighbouring residential properties
- design the scheme in such a way that minimises disruption during the construction phase including reducing the construction phase to only 18 months

### Key Changes

- A roof extension at fourth floor to accommodate office space and Which?'s own conferencing facilities
- The removal of the 1980s central lift core in order to increase the amount of open plan office space thereby improving circulation within the building
- New WCs and washroom facilities
- The first, second and third floors will be extended in part towards Polo Place to provide additional meeting and workstation space

### Sustainability

Which is aiming to achieve a sustainable design. The design team has been targeted with achieving a minimum BREEAM rating of 'Very Good', aspiring to achieve an 'Excellent' rating. The sustainability measures proposed will be applied to the entire building, substantially enhancing its environmental and energy performance.



**Public Exhibition 21 May 2013**  
Proposals for Feedback

## Street Views



Public Exhibition 21 May 2013  
Proposals for Feedback

## Peto Place



Existing View Looking South East into Peto Place



Proposed View Looking South East into Peto Place



Existing View Looking North East into Peto Place

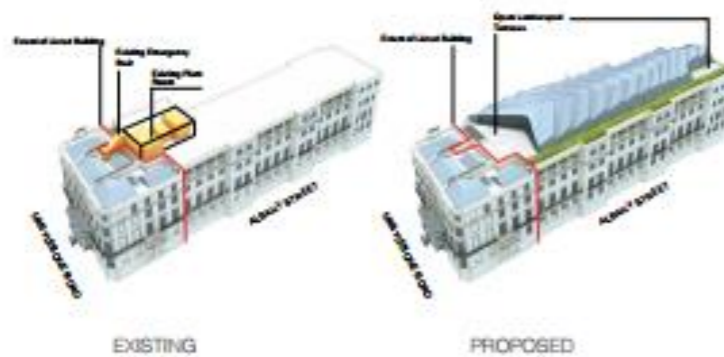
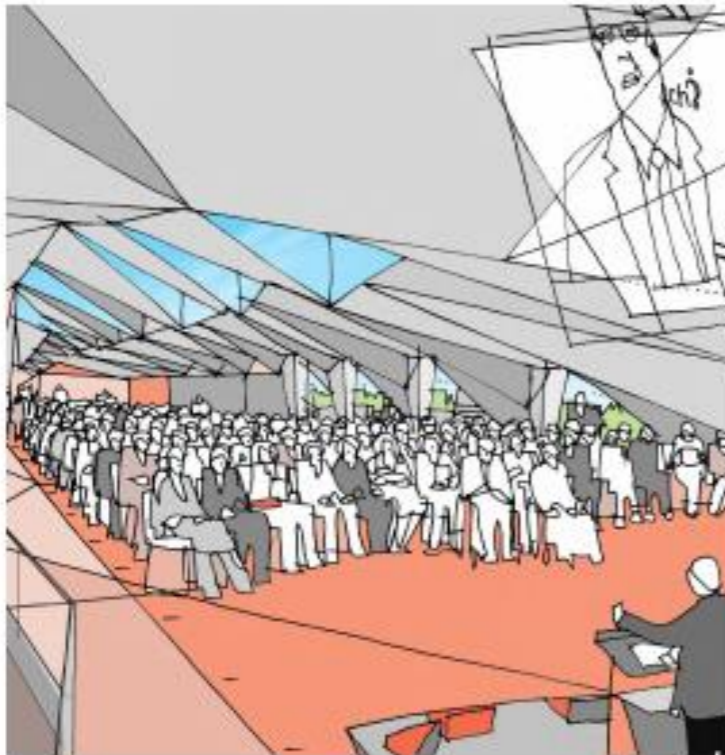


Proposed View Looking North East into Peto Place



Public Exhibition 21 May 2013  
Proposals for Feedback

## Roof Extension



## Thank you

Thank you for attending the public exhibition today. Please take a moment to fill out a feedback form to let us know your views.

We will consider your feedback prior to submitting a planning application to the Council next month.

If you have any further questions please do not hesitate to contact Which? Project Manager, Tony Shipman on [Tony.Shipman@which.co.uk](mailto:Tony.Shipman@which.co.uk) or Telephone 0207 770 7625.

Thank you again for visiting us today.



### Construction Management

Which? will submit a Construction Management Plan for agreement with the Council to ensure any disruption from the refurbishment of the buildings is minimised. Consultation will take place with adjoining owners during and after the planning process. A 24-hour emergency contact and telephone number will be provided to adjoining neighbours during the construction phase.

Which?

Public Exhibition 21 May 2013  
Proposals for Feedback

Which?

Public Exhibition 21 May 2013  
Proposals for Feedback

# STATEMENT OF COMMUNITY INVOLVEMENT

## APPENDIX 6: COPY OF QUESTIONNAIRE USED AT EXHIBITION

**Which?** Feedback form for proposals to refurbish and extend Which? Headquarters at 2 Marylebone Road and 1-9 Albany Street

PLEASE COMPLETE IN BLOCK CAPITALS

Name:

Address:

Postcode:

Daytime Telephone:

Email:

Please tick which of the following applies to you.

I live locally     I work locally     I am a visitor to the area

I am a member of a local residents' group/amenity society

Other, please specify:

1. How important do you consider the following issues to be in relation to the proposals to refurbish and extend the Which? Headquarters building?

Issue	Very important	Important	Neutral	Not Important
Ensuring the design is of a high quality and sensitive to the surroundings				
The provision of 'fit for purpose' facilities for the Charity				
Enhancing the character of the listed building				
Ensuring there is no direct overlooking from meeting rooms towards neighbouring residential properties				
Minimising the impact of construction on local residents through a Construction Management Plan				
Adequate parking during construction for those residents who currently have parking spaces in the basement and on Peto Place				
Ongoing consultation with local residents				
Other: Please state				

2. Based on the plans you have seen do you support the proposals?

Yes     No     Undecided

3. If you answered No to question 2 please provide further details in the space provided below.

4. What further information would it be helpful for Which? to provide to you?

5. Would you like to be kept informed of the proposals?

Yes     No

Thank you for your interest.

The information in this survey is being collected by and on behalf of Which?

Please return the survey to: FREEPOST RSTS-XUJT-LCXZ, Public Consultation (Cascade), 14-16 Regent Street, London SW1Y 4PH

Please tick if you *do not wish* to be kept informed about this scheme

Your details will remain confidential and will not be passed onto any third party.

Which? works for you | Which? is the business name of Which? Limited, Registered in England and Wales number 677665  
Registered Office: 2 Marylebone Road | London N1W 4DF

