

150 Holborn

London EC1

Statement of community engagement

August 2011



150 HOLBORN - STATEMENT OF COMMUNITY ENGAGEMENT

1. Introduction

As part of its commitment to consulting the local community prior to submitting a planning application for its regeneration plans for 150 Holborn, Laffly LLP ('the applicant') instructed Quatro to organise a public consultation programme including;

- Meetings with local Councillors and stakeholders
- A public exhibition of the proposals for the re-cladding and regeneration of the existing office building at 150 Holborn, corner of Holborn and Gray's Inn Road.



2. Policy Context – Camden's Statement of Community Involvement

Camden Council's Draft Statement of Community Involvement (March 2011) provides the following advice on pre-application consultation;

“4.8 We strongly encourage pre-application advice and pre-application consultation for major, or potentially controversial, proposals. Pre-application consultation provides an opportunity for local communities and stakeholders to raise any issues directly with the applicant and influence their proposals.

4.9 The suitability of a development for pre-application consultation will normally be identified during pre-application discussions with the Council. It will usually be appropriate for schemes where:

- *the proposals are likely to have a significant impact on the environment or on the local community, and*
- *the nature of the development is likely to attract significant local interest.*

However, we cannot require a developer to undertake pre-application discussions or pre-application consultation.

4.10 At the beginning of the pre-application consultation process we expect the applicant / agent to agree the extent and type of pre-application consultation with us to make sure that the consultation process proposed is suitable.

4.11 Where pre-application consultation is carried out, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme addresses these issues.”

3. Meetings with local Councillors and stakeholders

The following stakeholders were approached to arrange meetings;

- Holborn and Covent Garden Ward Councillors - Julian Fulbrook, Awale Olad and Sue Vincent
- Brooke’s Market Tenants and Residents Association
- Inmidtown (formerly known as the Holborn Business Partnership)
- Church of St Alban the Martyr
- St Alban’s C of E School
- Bloomsbury Association
- Holborn and Covent Garden Safer Neighbourhoods Team
- Bloomsbury Conservation Area Advisory Committee
- Holborn Voice

Meetings were arranged with

- Holborn and Covent Garden Ward Councillors - Julian Fulbrook, Awale Olad and Sue Vincent on 14th June 2011
- Tass Mavrogordato, Chief Executive of ‘Inmidtown’ on Thursday 16th June 2011

The Bloomsbury Association, Bloomsbury Conservation Area Advisory Committee, Holborn Voice and Holborn and Covent Garden Safer Neighbourhood Team all responded to say that there was no need for a meeting.

4. The Public Exhibition



The Public Exhibition was held on Thursday 30th June, from 4.00pm – 8.00pm and on Friday 1st July, from 12 noon – 5.00pm. The Public Exhibition was advertised through letters sent to approximately 300 households in the surrounding area (see Appendix 1). The public exhibition comprised 16 panels and comments cards were available for visitors to complete. The comments cards also included FREEPOST and email addresses so that visitors could respond at a later date.

The public exhibition was staffed by members of the professional team throughout the two days.

The public exhibition was visited by 19 people over the two days and 7 written comments were received at the exhibition.

5. The Public Response

The response from those who attended the public exhibition was overwhelmingly positive both from people living and working in the area. The following written comments were provided;

“Absolutely brilliant. This is something this area has needed for ages. It will highlight High Holborn, a real ‘eye catcher’. The cladding colours will blend in so well with its surroundings. An exciting project and I fully support this proposal. The interior will be very modern and well laid out. I give the whole proposal a ‘wow’ factor. This area needs a facelift and this is an excellent beginning”

Resident, Brookes Court, Baldwin Gardens

“Looks good!”

Resident, Hatton Garden

“We both agree it is a substantial improvement of the outside of the building, particularly the windows and the cladding”

Residents, High Holborn

“Good to see something good going to come out of 150 Holborn”

Worker, Brooke Street

“An innovative scheme that will enhance the area, increase quality office stock and provide extra residential provision. We support the proposals and look forward to the positive contribution it will bring to the local area”

Business, High Holborn

“Good to have a better looking energy-saving building compared to the last one”

Local worker

“Looks like the scheme will complement the existing buildings, improving what is a tired piece of architecture”



No address given

In addition, following the meeting with Inmidtown, the following comments were received from Tass Mavrogordato, Chief Executive;

“It was a pleasure to meet you all today and thank you for the update on 150 Holborn. The plans look and sound great, and I look forward to seeing this project come to fruition and contribute uniquely to the area

I will see what influence and support the BID can bring to Camden’s thinking and let you know of anything I pick up over the next few weeks. Please keep me posted with progress and Inmidtown looks forward to supporting the planning application

With regard to urban bee keeping – we would be happy to discuss the logistics and offer at any time. It is a free and fully managed service to BID businesses. If this is of interest it would be good to consider before the green roofs, walls, and planting is agreed as the presence of bees could influence the types of vegetation

Regarding our Zero to Landfill waste package. We can do a site visit anytime to suit you – just let me know. We can then give you a proposal and arrange to take over the necessary contracts once your existing ones end so the transition is seamless. As discussed, mixed recycling is free to BID businesses if combined with a general waste contract and any other waste stream. All paid for services are guaranteed to give you a minimum 10% cost saving and possibly significantly more. We will also give you carbon stats for the whole building

Thanks again and I hope the public consultation at the end of the month goes well”

6. Conclusion

The pre-application consultation on the proposals for 150 Holborn has followed the advice included in Camden Council’s draft Statement of Community Involvement.

The written comments received from visitors to the public exhibition and from Inmidtown are in strong support of the proposals for 150 Holborn.



Appendix 1 - Letter to residents

Dear Resident

Proposals for the re-cladding and regeneration of the existing office building at 150 Holborn, corner of Holborn and Gray's Inn Road.

I am writing on behalf of Laffly LLP, the owners of 150 Holborn, to invite you to a Public Exhibition of proposals for the re-cladding and regeneration of the existing office building at 150 Holborn, on the corner of Holborn and Gray's Inn Road.

The proposals, which have been designed by MAKE Architects, involve re-cladding the existing structure, removing the existing metal mansard roof and providing additional office floorspace along Brooke Street and at the top of the building (set back from Holborn). There is also a proposed small residential element fronting Brooke Street.

The Public Exhibition will be on
Thursday 30th June, from 4.00pm – 8.00pm
Friday 1st July, from 12 noon – 5.00pm
at 150 Holborn
on corner of Holborn and Gray's Inn Road.

We will have computer-generated visuals and a model of the how the building would look and we are keen to hear the comments of local residents before submitting a planning application to Camden Council. Members of our professional team will be on hand to answer your questions. I hope you will be able to attend the Public Exhibition.

The Public Exhibition material will be displayed on the project website www.150Holborn.com from the 30th June, where you can also leave your comments.

For further information please contact me on pdimoldenberg@quatro-consults.co.uk or call me on 7566 7960.

Yours sincerely

Paul Dimoldenberg

Managing Director