

APPENDIX E



View of South end as submitted



Sketch showing potential changes to South end of scheme

New Student Housing over a
Builders Merchants

11-13 St Pancras Way
London NW1

0500-SK-030611-4

South End Changes
Sketch Option

Bellis Cooley | Architects

APPENDIX G

6th June 2011

Amanda Peck
Development Control
London Borough of Camden
Camden Town Hall Extension
Argyle Street
London WC1H 8EQ

John.Blanshard@unite-group.co.uk

Dear Ms Peck,

**Re: Planning Application for new student housing over a builders' merchants, St Pancras Way.
Ref: 2011/1586/P – Amenity Statement**

I understand that there is some concern as to the amount of common room and amenity space being provided for the proposed scheme at St Pancras Way. I note below our position on these types of rooms and our experience of what works and what doesn't.

UNITE Group PLC has over 20 years experience of managing close to 40,000 students in the UK with over 7,000 in London. We currently have 32 properties in London which provide a range of accommodation ranging from studios, to ensuite cluster flats and dormitory style bedrooms. Each property is different and delivers a solution for the area. In Camden we have 6 buildings which range from the small 54 room Bartholomew Road to the large 468 beds at Woburn.

What we have found in these properties and as highlighted below, is that students use common areas at certain times and normally in short bursts.

The most frequent use of the common room is for gathering together before going out, especially if the students are from different flats / studios. For that reason we normally locate our common rooms near the entrance.

The normal function for a large common room is to get people together. Although we tend to fit out common rooms with recreational facilities such as pool tables, table football, televisions and sofas we find that they are not used as often for that. There are times that the social getting together of large numbers does happen especially at large televised national / global events etc, but we have found that more social interaction takes place in the common rooms in the flats. These are designed as open kitchen / diners and lounge areas, always located next to large windows. They are large enough to accommodate all members of a cluster flat. Even in this smaller scenario, not all students are found together and so the flat common rooms are larger for the smaller numbers than designed for.

There are also those that use the quieter areas of the common rooms for study especially in group work but we find that students prefer smaller study rooms for that and avoid larger open common rooms due to disruption / general noise from those coming in / going out. In addition to wi fi availability in our common rooms, we also have wifi to all our flats, including living areas and the bedrooms. This allows those that wish to study to do so in their flats. The study bedrooms are designed specifically for studying with bespoke furniture allowing cabling and storage for books etc.

We continually monitor our product and service through questionnaires, surveys and focus groups of students. We take into account how they work and play to inform our properties. The scheme in St Pancras has been designed with the feedback from these surveys and we have included many aspects in the scheme.

Providing a large area for all the students is not something that in our experience will be used effectively or is desired by our students. A variety of common room sizes and more friendly common rooms within clusters are where students enjoy their time. The mix of external space at podium and roof, large common areas, smaller quiet study rooms, and the informal common rooms within the cluster flats provides a number of options for the various occasions that students work, rest and play.

I have provided a spreadsheet as part of the submission which highlights the amenity space in some of our larger schemes in London and those with properties in Camden. If you have any further queries on this, please feel free to contact me.

Kind regards



John Blanshard
Operations Director - Central London