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1. Introduction

Travis Perkins and UNITE Group plc are jointly proposing to redevelop the Travis Perkins builders' merchants at 11-13 St. Pancras Way into a mixed-use commercial and residential scheme.

The proposals are for a redesigned Travis Perkins builders' merchants to continue to occupy the entire ground floor. Above this, on a concrete podium, UNITE will develop student accommodation.

The ground floor will consist of a new, better laid out, drive-through builder's merchants. It will incorporate a separate entrance and exit, which will minimise the current congestion on St. Pancras Way caused by vehicles queuing to enter the site.

11-13 St. Pancras Way will consist of 562 student bedrooms and include supporting amenities such as laundry and post rooms, bike storage, disabled parking spaces and a common room. The majority of rooms will be arranged in cluster flats containing a maximum of eight bedrooms and a shared kitchen. In addition, there will also be a number of studio apartments.



CGI of proposals looking south along St. Pancras Way

It should be noted that UNITE owns and operates Beaumont Court, just off St. Pancras Way, a 235-bed student residence that is now into its fifth successful year of operation.

Over the last 20 years, UNITE has earned a strong reputation for delivering successful and well-managed student accommodation and is the UK's leading developer and manager of student housing. UNITE currently provides homes for over 40,000 students from Aberdeen to Plymouth, including just over 6,500 in London. In addition to Beaumont Court, UNITE manages Somerset Court on nearby Aldenham Street.

Travis Perkins is one of the UK's largest builders' merchants with a national network of more than 600 branches. Travis Perkins has operated from the development site for 30 years. In addition, Travis Perkins is keenly involved in supporting the local communities in which it operates, and donated more than £665,000 to worthwhile causes during 2008.

Throughout the decision-making and design process for 11-13 St. Pancras Way, Travis Perkins and UNITE have consulted with the local community and Camden-wide stakeholders. This has, in turn, informed the scheme that has come forward.

This document details the public consultation that Travis Perkins and UNITE have undertaken in advance of submitting a planning application for 11-13 St. Pancras Way.

This consultation has been in addition to formal pre-application consultation and negotiations with the local and strategic planning authorities, statutory public agencies and other relevant bodies. Consultation with these organisations is reported in other documents submitted within this planning application.

2. Executive Summary

Travis Perkins and UNITE have undertaken an extensive pre-application consultation around their proposals for a new development at the Travis Perkins builders' merchants, 11-13 St. Pancras Way.

The consultation around the proposals for 11-13 St. Pancras Way has brought out support from local residents, businesses, community stakeholders and councillors.

The project has received praise for retaining and improving the Travis Perkins builders' merchants, the boost to the local economy it will provide, the reduction of pressure on local private rented accommodation and for the positive benefits that students will bring to the community.

The majority of the local community who responded to consultation said they thought that:

- The site was a good location for the development
- The area would benefit economically from the development
- Students would add positively to the area
- It is better for students to be housed in managed accommodation rather than Homes of Multiple Occupation.

Three political stakeholders raised concerns that the mixed-use development would not include affordable housing provision. However, providing such accommodation would be very difficult due to the nature, layout and location of the site. This has been largely accepted. Additionally, no members of the local community raised the issue.

Surveyed local businesses said that local students made up an important part of their customer base and they thought their businesses would benefit if more students lived nearby.

Full details of the consultation undertaken and the feedback received have been included in this document.

The consultation, which ran from November 2010 to March 2011, has included:

- The circulation of 1,500 project leaflets to the local area
- Several meetings with London Borough of Camden councillors
- A fully-staffed and widely-publicised public exhibition A survey of students at UNITE's nearby Beaumont Court
- A survey of local businesses
- A widely publicised telephone number and email address available for the local community to find out more about the proposals.

3. About Local Dialogue

Local Dialogue LLP was commissioned by Travis Perkins and UNITE to assist with the pre-application public consultation around proposals for St. Pancras Way.

Local Dialogue is a specialist public consultation agency with wide expertise of advising on and implementing consultation programmes for both public and private sector clients. Our extensive experience includes working with local authorities, housing associations and other public sector bodies as well as private sector organisation on consultation, facilitation and communications for masterplanning, regeneration and development proposals.

Local Dialogue have a dedicated team of 21 consultation professionals, based in offices in London and Leeds, supported by an extensive network of freelance consultants.

Local Dialogue is a corporate member of the Consultation Institute.



A public consultation facilitated by Local Dialogue

4. Why Consult?

Consultation is vital to the planning process. It allows local communities to view and comment on proposals, and for applicants to consider this feedback as they develop their schemes.

This can make the planning process easier by addressing issues and explaining proposals before applications are submitted; this often leads to significant support for developments amongst those communities and stakeholders affected.

4.1 Government Policy

Government Planning Policy Statements and related documents encourage organisations making proposals for developments to engage local communities from an early stage in their work.

This policy and advice supports ‘front loading’ public engagement as proposals are developed and before the official submission of planning applications to the relevant local authorities. It also recognises that all parties will benefit from a programme of communications ensuring all those with an interest are fully informed of proposals.

The basic need for consultation in planning has been reiterated over the last few years through the Planning Act 2008, the Killian Pretty Review, the April 2009 ‘Duty to Involve’ and current best practice guidance.



A public consultation facilitated by Local Dialogue

4.2 London Borough of Camden's Policy

The programme of public consultation was initiated in line with Camden Council's 'Statement of Community Involvement' (2006), namely that:

4.12 Consulting on major applications presents opportunities, particularly during pre-application consultation, to undertake outreach work and to try to bring on board the views of groups that are not normally involved in planning.

and:

4.16 Where pre-application consultation has been carried out, developers are advised to attach a consultation report to the planning application when it is submitted. The report should give a summary of what type of consultation was organised, the key issues raised and detail of how the scheme addresses those issues.

This Statement of Community Consultation fulfils the requirements.

5. Consultation Activity

This section sets out the public consultation undertaken by the Travis Perkins and UNITE project team. The key aim has been to ensure that a wide range of stakeholders from the locality has been consulted. This includes residents, businesses, Camden Council and community organisations.

The consultation ran from November 2010 to March 2011, throughout which members of the local community were contacted for meetings and sent materials informing them of Travis Perkins and UNITE's proposals for St Pancras Way.

5.1 Public Exhibition

Initially, a public exhibition of the proposals was scheduled for 15 November 2010. After contact with the community and stakeholders, the exhibition was postponed until February 2011 to ensure sufficient time for a wide-ranging public consultation.

The primary method of engaging with the local community was a public exhibition held on 23 February 2011, between 2pm and 8pm.

The exhibition provided local stakeholders with the opportunity to view the plans and talk to members of the project team.



The public exhibition 23 February

5.1.1 Exhibition Publicity

The public exhibition was well-advertised with additional promotional activities preceding each exhibition day. The events promotion was carried out in consultation with St. Pancras and Somers Town ward councillors Samata Khatoon and Roger Robinson, who reviewed the newsletter distribution area and made suggestions on local community groups to contact. These are detailed below in section 5.3.3.

- 1,500 project leaflets (Appendix 1) advertising the public exhibition were printed and hand delivered to every address within a predefined consultation zone (Appendix 2). The leaflets were circulated on 14 February, a week ahead of the first exhibition day.

The leaflet served two purposes, primarily inviting recipients to attend the public exhibition but also introducing the plans. Details of the times and location of the exhibition were given prominence. Also provided was a contact telephone number (0207 357 6606) that residents could call between the 9:00am and 5:30pm and an email address (gavin.miller@localdialogue.com), to which they could submit written comments and questions.

In addition the following methods were used:

- Initial letters (Appendix 3) introducing the proposals were sent to key stakeholders (listed in Section 5.3.3, below) following a detailed audit of the local community. The letter introduced the proposals for 11-13 St. Pancras Way and asked stakeholders to contact the team should they have any questions.
- Further letters were sent to stakeholders advising them that the date of the exhibition was to be postponed to allow for further community consultation (Appendix 4).
- Summary documents outlining the proposals were sent to key stakeholders (listed in Section 5.3.3, below) on 14 December (see Appendix 5). A letter giving contact details of the project team accompanied these.
- Letters inviting stakeholders to the rescheduled exhibition were sent out on 31 January. They were again invited to meet with the project team ahead of the exhibition to discuss the plans (see Appendix 6).

- Posters advertising the public exhibition were also sent to the key community venues for them to display. The posters were also put up on 18 February in local businesses, ahead of the exhibition day (23 February). See Appendix 7 for copy of the poster.

On the exhibition day, further steps were taken to ensure that the local community was aware that an exhibition was taking place and that they could locate the venue with ease.

- An ‘A Board’ containing a ‘Here Today’ poster (Appendix 8) was placed outside the venue entrance
- Directional arrows showing access to the venue accompanied A3 posters advertising the events were put up along Crowndale Road.

5.1.2 Exhibition Venue

The venue chosen to hold the exhibition was The Godwin and Crowndale Community Centre, Crowndale Road, London, NW1 1NW. The Community Centre was chosen for its proximity to both the St. Pancras Way site and key stakeholders living in the vicinity of the proposals (see map below).



Map of exhibition venue and site

5.1.2 Exhibition Materials

The exhibition consisted of ten boards that guided visitors through the proposals for 11-13 St. Pancras Way (see Appendix 9). This included:

- Introduction to Travis Perkins and UNITE

- The benefits of a redeveloped builders' merchants
- The high demand for student housing
- The design of the proposals
- Results of a student survey held at UNITE's Beaumont Court
- An explanation of how the future accommodation will be managed.

Members of the project team were on hand to assist visitors and to answer any questions they had.

5.2 Exhibition Feedback

The exhibition was attended by 23 people including:

- Councillor Paul Braithwaite (Camden Council)
- Elm Village Tenants and Residents Association
- The Regents Network
- Camden Town Urban Design Improvement Society
- Camden Civic Society
- South Camden Deanery Synod Regeneration Group

All exhibition attendees were able to formally submit their comments on the proposal via a questionnaire sheet. 16 completed questionnaires were submitted, however, several attendees took the forms away to send back to the consultation's Freepost address.

The vast majority of the feedback received from the public exhibition was positive, with community members taking the opportunity to engage with the project team constructively around the role of students in the wider community and the design of the proposals.

5.2.1 Exhibition Questionnaire

The questionnaire (see Appendix 10) asked four multiple choice questions on what people thought of the proposals and the effects they would have on the area. In addition, there was space provided for people to record any further comments they might have. All responses are detailed below. See Appendix 11 for copies of returned questionnaires).

1. *Do you agree the local area will benefit economically from the proposals through increased spending by students?*

Strongly agree	Agree	Neutral	Disagree
3	11	2	0

As the results from question one show, 14 out of 16 (or 88%) respondents consider that the local area will see economic benefit from the proposals. Perhaps as importantly, none of the respondents disagreed with the statement. When this is combined with the data returned from the business survey below in section 5.4.2, it is clear that the local community see increased numbers of students in the locality as positive for local businesses.

2. *Do you think that St. Pancras Way is a good location for new student accommodation?*

Strongly agree	Agree	Neutral	Disagree
5	10	1	0

Question two returns similar results to question one. Here the question gauges whether respondents consider that the site is a suitable location for student accommodation. As the table shows, 15 people either strongly agreed or agreed with the proposition, with five (or 32%) of respondents strongly agreeing. As such, it is clear that local residents and stakeholders see the site selection as appropriate. Again, it is important to note that no respondents disagreed.

The results of this question reflect much of the verbal feedback given at the exhibition. Here, many people said they thought the design and layout was an innovative and clever use of space. Additionally, there was an appreciation that the St. Pancras Way area was ideally located for transport links and close to several universities.

3. *How strongly do you agree with this statement?: ‘Students add/ would positively add to the area through community involvement and/ or volunteering?’*

Strongly agree	Agree	Neutral	Disagree
2	9	4	1

The third question asked respondents on their views on student community involvement and volunteering. Again the response was overwhelmingly positive. Here, 11 people thought that students would positively add to community life in the area. This mirrors the results from the student survey, below, which shows that students at Beaumont Court are actively interested in volunteering and getting involved in community projects.

4. *Is it better for the local community for students to be housed in managed accommodation rather than Homes of Multiple Occupation?*

Yes	No	Don't know
10	0	6

The final multiple-choice question focussed on the issue of Homes of Multiple Occupation in the area. While there was a significant 'don't know' response it is clear that those who do have an opinion consider HMOs to be less suitable accommodation than purpose built buildings such as the proposed scheme. This suggests a reflection of the verbal comments made by attendees that there are concerns with noise and anti-social behaviour at some privately rented flats in the area, but there is a recognition that managed accommodation does not suffer from such problems.

5. *General comments*

In addition to the multiple choice questions, space was provided for respondents to record any further comments they may have. 13 out of the 16 respondents gave comments relevant to the proposals.

77% of respondents said that they supported the proposals and thought the location was suitable for a development of this kind, with several people saying that they also liked the design and layout. Specific comments are summarised below.

- “Elm Village TRA shall be discussing the scheme at our next meeting, but I shall definitely recommend that we voice our support for this scheme which seems very likely to benefit TP, Unite students, local residents and traders”
- “I think the area around St. Pancras Way would greatly improve through this development. I live on Royal College Street...and feel this zone of industrial buildings would be better and feel safer and more vibrant with additional student accommodation”
- “Could be taller! Looks great - as long as the ground floor doesn't stay looking like a shipping container”
- “On whole agree [that student contribute to community] but always some that participate and other who don't”
- “Think it's a good plan as it looks ugly now”
- “Care should be taken that they are genuine students”
- “Its very impressive...my congratulations for this project”
- “It appears to be a very attractive development, suitable for the intended purpose”

- “I’m concerned about likely noise and pollution that could be caused by heating and ventilating such a complex”
- One respondent who thought work was required to slow down vehicles making it safer for cyclists and pedestrians
- Another person wrote that they had concerns about the amount of student accommodations in Camden. In addition they thought St. Pancras Way might seem overcrowded.
- One attendee suggested that a further entrance was included to the rear of the site for pedestrians and cyclists.
- A further response gave detailed comments on access to the proposed building, suggesting there should be another from the rear as St. Pancras Way not suitable for pedestrians and cyclists. They went on to comment that the elevation treatment was “restless” and “playful”.
- One respondent said that they were concerned about the private sector providing accommodation, saying that this would mean profit would be the primary motive. However, they went on to say *“this seems like a sensible use of the space and if it brings local pubs and shops to life, that would be an advantage”*.

5.3 Stakeholder meetings

Travis Perkins and UNITE sought to meet with key local stakeholders to provide further details on the proposals and also make key community groups aware of the project team's contact details should they wish to find out more about the proposals. These details were circulated on all publicity materials including the project summary leaflet and flyer advertising the public exhibition.

5.3.1 Member of Parliament

A meeting was held on 16 November 2010 with Frank Dobson MP and attended by representatives of Travis Perkins and UNITE. The discussion went well and covered the investment that both companies have committed to the Camden area.

The St. Pancras Way site was known to Mr Dobson who commented on the need for well-managed student accommodation to remove those currently in the Borough's market housing supply. Although affordable housing was raised as a possibility on the site, Mr Dobson recognised that the site was better suited for temporary accommodation rather than permanent.

5.3.2 London Borough of Camden Councillors

All St. Pancras and Somers Town ward councillors were contacted, alongside members of the Development Control Committee, and Cabinet Members for Regeneration, Housing and Sustainability, requesting a meeting to discuss the proposals. In addition, they were sent a document summarising the plans and an invitation to the public exhibition. The meetings held are summarised below.

5.3.2.1 Ward Councillor Meetings

11 November 2010

Travis Perkins and UNITE approached local ward councillors for St. Pancras and Somers Town to arrange meetings to present the St. Pancras Way proposals and discuss the public consultation. Two productive meetings were held at Camden Town Hall with Councillors Samata Khatoon and Roger Robinson.

At the first meeting representatives from Travis Perkins, UNITE and Local Dialogue outlined the proposals for a mixed-use commercial and student accommodation development. Both councillors said they were happy that Travis Perkins would continue to operate and that it was an impressive

use of space. The councillors also commented that they would like to see affordable housing on the site. In addition, they asked questions on potential noise from students. It was explained that affordable housing was under consideration and that UNITE properties had 24-hour management and tenancy agreements to minimise noise which meant there were fewer problems than those associated with private-rented HMOs.

17 February 2011

A further meeting was held on 17 February, 2011 between Councillors Samata Khatoun and Roger Robinson, UNITE and Local Dialogue. This focussed more on the detail of the proposals and the consultation process. There were questions on provision of affordable housing. It was explained that because of the type of development (mixed commercial and student residential) it was not suitable for permanent housing.

It was explained that the nature of the site does not lend itself to permanent housing. Travis Perkins occupying the entire ground floor creates specific building constraints and inclusion of social housing would require a significant loss of ground floor operational area. In addition, permanent housing could lead to calls to the Council for restrictions to be placed on Travis Perkins operations. In a way that is unlikely from temporary residents.

Both councillors said they were supportive of the plans appreciated these points.

5.3.2.2 Cabinet Member for Community, Regeneration and Equalities Meeting

The meeting was held on 24 November 2011 at Camden Town Hall to allow Travis Perkins and UNITE to brief Cllr Sarah Hayward on the emerging proposals. A representative of Local Dialogue also attended. The proposals were outlined. In particular, the team described how the proposals would improve the efficiency of Travis Perkins and that the site's location meant it was ideal for students. Councillor Hayward commented that the London Borough of Camden had a long waiting list for social housing. However, she went on to say that she recognised that not all redevelopment sites were suitable for permanent housing and that temporary housing may be better suited to this site.

5.3.3 Community Stakeholder Meetings

Travis Perkins and UNITE contacted a wide range of residents association's, civic and other community groups. Several of these were

suggested through discussion with St. Pancras and Somers Town ward councillors. These included:

- College Place Tenants and Resident's Association
- Goldington Street Estate Tenants and Resident's Association
- Crowndale Road Business Forum
- Kings Cross Conservation Area Advisory Committee

The full list of contacted stakeholders is presented below:

London Borough of Camden

- St. Pancras and Somers Town ward members
- Council Leader
- Members of the Development Control Committee
- Cabinet Member for Community Development, Regeneration and Equality
- Cabinet Member for Environment
- Cabinet Member for Sustainability
- Cabinet Member for Housing

MP

- Frank Dobson

AM

- Brian Coleman

Resident's Associations

- College Place Tenants and Residents Association
- Elm Village Residents and Tenant's Association
- Godwin and Crowndale Tenant's Management Co-operative
- Goldington Street Estate Tenants and Resident's Association
- Somers Town Community Association
- Curnock Street Tenants and Resident's Association
- St Pancras Way Estate Tenants and Resident's Association
- SPH Housing Tenants Association, Somers Town
- Ossulston Estate 2 Leaseholders Association
- Ossulston Tenants and Resident's Association
- Phoenix Court Community Recognised Tenants Association
- Camden Federation of Tenant's and Resident's Associations
- Camden Town Speaks Resident's Association
- College Place Tenants and Resident's Association
- Coopers Lane Tenants and Resident's Association
- Cranleigh House Tenants and Resident's Association
- Mayford Tenants and Residents Association
- Agar Grove Tenants Management Co-op Limited
- Carol Street Housing Co-op
- Camden Village Association

Conservation and environmental

- Kings Cross Conservation Area Advisory Committee
- Regents Canal Conservation Area Advisory Committee
- Elm Village Open Space
- Camden Civic Society
- Camley Street Natural Park

Business

- Camden Town Unlimited
- Crowndale Road Business Forum

5.3.3.1 Camden Civic Society Meeting

The Camden Civic Society sought a meeting with the development team. The meeting between the development team (representatives from UNITE and Local Dialogue) and Martin Morton of the Camden Civic Society was held on 25 January 2011 at a venue close to the site and was followed by a site visit.

Again the proposals were outlined, in particular, detail was provided on how the proposed scheme would fit in with the existing buildings and minimise impact on the streetscape by progressively stepping back the blocks from St. Pancras Way. Mr. Morton gave historical details of the area, explaining the river Fleet ran under the streets. He also showed interest in the scheme's energy reduction measures including Combined Heat and Power unit and potential use of photo-voltaics. On the site visit, it was appreciated that the site had minimal residential neighbours and many existing buildings were of a considerable height.

5.3.4 St Mungo's hostel, St. Pancras Way

St. Mungo's hostel on St. Pancras Way neighbours the site to the south. Two meetings have been held specifically around this application, with a further one set for the end of March 2011.

The first meeting was held in on 24 August 2010 between representatives of UNITE and St. Mungo's, St. Pancras Way. This was as a good neighbour to advise St Mungo's about the proposals at an early stage and to understand any issues that needed to be taken on board for the scheme. The second meeting took place 18 February 2011 where a more detailed scheme was presented.

Both consultations took on board concerns that St Mungo's had. These were:

- Noise and early morning activity of current Travis Perkins operations
- Concern on overlooking their private garden space
- Potential loss of daylight
- Future interaction between three organisations.

Through discussion and alteration of the plans, each these areas was addressed:

- The new Travis Perkins layout will result in efficiencies so deliveries and pickups will take place later in the morning. In addition, the design makes the builders' merchants is more enclosed, reducing noise
- The designs were altered so that there would be no overlooking of the garden and reduce the potential loss of daylight.
- UNITE's student survey (see Section 5.4) has revealed that a majority of students resident at nearby Beaumont Court would like to volunteer or become active in community groups but have felt they had little opportunity to do so. St. Mungo's are keen to forge closer links with UNITE and encourage students to help in their operations.

As a result, St. Mungo's has indicated a willingness to support the planning application.

5.3.4 Royal Veterinary College

The Royal Veterinary College on Royal College Way neighbours the site to the west.

Two meetings have been held between UNITE and the Royal Veterinary College. The first was on 24 August 2010 a neighbourly, informal way of showing the proposals at an early conceptual stage.

On 15 February 2011 a further meeting was held to more fully outline the way the new proposals would help provide accommodation for students in London. Royal Veterinary College and UNITE have a good working relationship with another UNITE hall in Camden. It was agreed that there was scope to review that site in relation to this proposed building and the building at Beaumont Court.

5.4 Surveys

Two surveys were undertaken in order to establish the likely affects of the St. Pancras Way development. The first was of students at the adjacent Beaumont Court with the second interviewing local businesses. These are detailed below.

5.4.1 Beaumont Court Student Survey

The survey examined how residents of Beaumont Court were finding their student accommodation, the local area, and their contribution to community groups and local charities.

Copies of the survey were circulated to every student resident at Beaumont Court. It was also published online and emailed to each resident via the residence e-mailing list. In addition, students in the common room were asked in person to fill out a form. In total 37 of the 235 residents participated in the survey, representing a statistically significant sample of 16%.

Included below are some of the key figures from the student survey:

Living at Beaumont Court

- 83% of respondents are undergraduates
- 11% of respondents are postgraduates
- 78% of respondents are either happy or very happy with the halls
- Only 14% are unhappy with their local area
- 61% of respondents either intend, or are considering, to stay on in the local area once they graduate.

Travel

- Only 3% of respondents have a bicycle
- 83% regularly use the tube, mostly using Mornington Crescent, Kings Cross and Camden Town stations.

Spending and shopping habits

- 67% of those that responded to our online survey travel less than a mile to buy their groceries.
- 89% using local chain stores
- 22% using local independent shops
- 58% buy other goods locally, e.g. stationery, clothes, electronics etc.
- Examples of other products and services purchased in the local areas include:
 - Printing services
 - DVDs
 - Furniture

- On average, respondents said they spend £25 a week on groceries, £23 a week on entertainment, £12 on books and course materials and £15 a week on travel.

Community and employment

- 53% of respondents have worked for a local or national charity in the past
- 53% of respondents would consider volunteering in the local area if they were given the opportunity
- 61% of respondents feel that students contribute positively to the local community but only 25% feel like a member of the local community
- 21% of respondents have a local part-time job and 33% are looking for one.

It is clear that residents of Beaumont Court want to get involved with the local community and are committed to the area, a consequence of UNITE's management policies and strong commitment to the St. Pancras / Somers Town area. This ethos will also govern the management of St. 11-13 Pancras way.

5.4.2 Local Business Survey

The business survey was designed to find out local businesses attitudes towards students and how important they are as customers. The survey was conducted on Friday 18 February from 12 midday to 3:30pm. A Local Dialogue employee and ex-resident of St Pancras & Somers Town ward conducted the survey, interviewing the proprietors of all local businesses within the consultation zone.

Where the proprietor or alternative interviewee (for example, the manager) was not available a survey was left with a freepost return envelope.

Contacts made

In total 28 businesses were identified:

- 11 completed the survey on the day
- Seven surveys were left, with freepost return envelopes with those who could not fill in the survey at the time
- Four were no longer in operation
- Three were closed
- Three refused to fill in or take a survey.

A number of different businesses responded to the survey, including:

Three cafés/internet cafés, two pubs, a grocer, a convenience store an estate agent, dry cleaner, hairdresser and mail and virtual office service.

Key facts

Over three quarters of businesses had a positive view of the student community, with students representing an important customer base for most local businesses surveyed. Most of those stated that more students moving into the area would be good for their business. Below are the results of the survey:

When asked “Do local students constitute a part of your customer base” 82% answered ‘yes’.

- 82% also indicated that they thought that their business would benefit if more students moved in nearby
- Almost three quarters (73%) of businesses stated that students bought their goods or used their services either every day or several times a week
- Over half of all retailers offer some kind of student discount
- Just under half have received CVs from students, however only 18% of businesses stated that they employed or were looking to employ students.

6. Future Activity

Travis Perkins and UNITE are committed to continuing to consult and communicate around the proposals for St. Pancras Way throughout the planning application period and beyond.

If the planning application is granted, the project team will be distributing a series of newsletters to notify the local community about 11-13 St. Pancras Way project milestones, construction programme and any affects on transport, highways etc.

In addition to the newsletter, the project team will continue to be available to the community throughout the consultation and planning application determination process. This will enable any interested party to receive information about the proposals and to leave further comments. The project team's telephone number and email address have been well-publicised throughout the consultation and will feature on the newsletter and any further materials published.



7. Summary

From the beginning of the process and throughout the consultation on the proposals for St. Pancras Way, every effort has been made by Travis Perkins and UNITE to involve all stakeholders in community consultation.

The community engagement and consultation programme has used a range of communications methods to ensure that local residents and organisations in St. Pancras and Somers Town have been informed of the scheme and given the opportunity to comment.

The project team has endeavoured to meet with all stakeholders who have indicated that they have an interest in the development of St. Pancras Way as a mixed-use builders' merchants and student accommodation.

All of the feedback received has been fully considered by the design team and is reflected in the proposed scheme.

The main conclusions from this feedback are:

- The proposals are supported by two local councillors and several community stakeholder groups
- The vast majority of businesses in the area consider that development will improve the local area and that students will make a positive contribution to the community
- The development of St. Pancras Way will benefit the local community both economically and socially
- The majority of students are interested in volunteering in the local area
- There is agreement from local residents and stakeholders that the scheme will help to alleviate pressure on local private rented accommodation
- There is strong support for the design of the proposals and innovative use of land
- The proposals will minimise congestion on St. Pancras Way.

8. Appendices

Appendix I - Project leaflet

11-13 St. Pancras Way

PUBLIC EXHIBITION

The heart of
student living



Travis Perkins



Travis Perkins, one of the UK's largest suppliers to the building industry, and Unite, the leading developer and manager of student accommodation, are proposing a new mixed-use development at the Travis Perkins builder's merchants, 11-13 St. Pancras Way.

Unite have been successfully managing student accommodation for more than 18 years. In fact, Unite already manage a student residence at Beaumont Court, College Grove off St. Pancras Way.

Emerging plans are for a mixed-use development that will see Travis Perkins continue to operate on the ground floor and with student accommodation built above it.

Before submitting a planning application for these works, Travis Perkins and Unite would like to invite you to view the plans and talk to the project team who will explain the proposals and answer any questions.

The plans will be on display:

**Wednesday 23rd
February 2011**
Between 3pm and 8pm

**Godwin and Crowndale
Community Hall,
Crowndale Road,
London, NW1 1NW**

For more information please contact:

Gavin Miller on 0207 357 6606 or email gavin.miller@localdialogue.com

LIVING NEXT TO UNITE

Unite are different from other student accommodation providers:

Unite's buildings always have on-site management teams that are available as a local point of contact for students and neighbours. At some sites we hold regular forums with local residents – we're more than happy to do this for St. Pancras Way.

Unite's tenancy agreements put in place clear procedures for evicting students who misbehave. Unite are more than willing to act upon nuisance behaviour within residences.

Unite are founding member of the Codes of Standards for Larger Student Accommodation Developments. This guarantees a first class service for our students and neighbours.



The heart of
student living

UNITE

WHAT DO STUDENTS ADD TO THE COMMUNITY?

In going to university, students make a significant investment in their future, both in time and money. The majority take this investment very seriously.

As well as studying, students spend money into the local economy. For the average student this amounts to £7,700 a year. This money is spent on food, transport, books and socialising. This will represent a significant combined spend into the local economy.

Students also make a positive contribution to the local community. Many take part-time jobs, volunteer or get involved in local causes or campaigns, adding to the vibrancy, cultural mix and character of the area.



The plans will be on display:

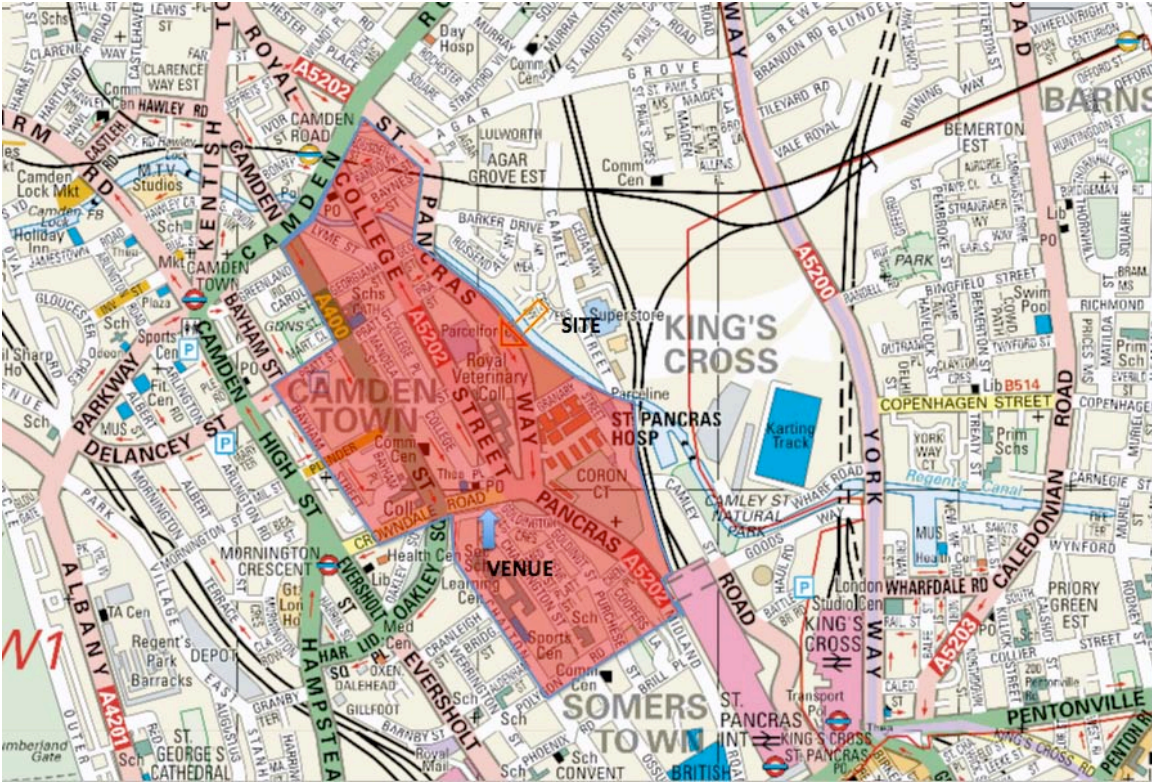
**Wednesday 23rd
February 2011**
Between 3pm and 8pm

Godwin and Crowndale
Community Hall,
Crowndale Road,
London, NW1 1NW



For more information please contact:
Gavin Miller on 0207 357 6606 or email gavin.miller@localdialogue.com

Appendix 2 - Consultation zone map



Appendix 3 - Initial Stakeholder Letter

03.11.10

Dear XXXX,

Travis Perkins and Unite's proposals for St. Pancras Way, Kings Cross

Travis Perkins, one of the largest suppliers to the building industry, and Unite, the leading developer and manager of student accommodation, are proposing a new mixed-use development at 11-13 St. Pancras Way.

Travis Perkins have been supplying building materials to the trade for over 200 years and have a national network of more than 600 branches. Travis Perkins is keenly involved in supporting the local communities in which it operates.

Unite provides homes for 40,000 students across the UK - with 6,000 in London. Unite already manage the successful Beaumont Court on College Grove, off St. Pancras Way.

There are currently over 350,000 university students in London but the universities themselves can only supply accommodation for 70,000. Emerging plans for St. Pancras Way are to redevelop the Travis Perkins site adjacent to Unite's Beaumont Court to incorporate student accommodation. Travis Perkins will continue to operate from the ground floor and the student accommodation will be built above it. It will house 500 students, predominantly within shared apartments.

Consultation with the local community and stakeholders is important to Travis Perkins and Unite. As such, we are organising a public exhibition where local residents can meet the team, view the plans and give feedback. This will be held at:

Godwin and Crowndale Community Hall, Crowndale Road, NW1 1NW between 3pm and 8pm, Monday 15 November.

Ahead of this, we would welcome the opportunity to meet with you to discuss the proposals. Please contact my colleague Gavin Miller on 0207 357 6606 or gavin.miller@localdialogue.com to arrange a meeting.

Yours sincerely,

PP. Asif uz Zaman

Appendix 4 - Postponement Letter

11.11.10

Dear Sir or Madam,

Travis Perkins and Unite's proposals for St. Pancras Way: postponement of public exhibition

As you will be aware from our previous correspondence, Travis Perkins and Unite are bringing forward proposals of a mixed-use development at the Travis Perkins builders' merchants, 11-13 St. Pancras Way.

I write to let you know that to allow greater pre-application consultation with community stakeholders, we have decided to postpone the date for our public exhibition.

This was due to be held on Monday 15 November. We will arrange a new date in the new year and will of course invite you when it has been arranged. Please accept my apologies for any inconvenience caused.

In the meantime, please find enclosed a summary of our emerging proposals. If you have any questions or comments on the scheme, please contact my colleague, Gavin Miller on 0207 357 6606 or gavin.miller@localdialogue.com.

Yours faithfully,

PP. Asif uz Zaman



Emerging proposals for 11-13 St. Pancras Way

INTRODUCTION

Travis Perkins have been supplying building materials to the trade for over 200 years and are now one of the largest suppliers with a national network of more than 600 branches. Travis Perkins is also keenly involved in supporting the local communities in which it operates. Travis Perkins has been operating at St. Pancras Way for 30 years and employs 31 people.

Unite are the largest developer and operator of purpose-built student accommodation in the UK and have over 19 years experience in managing

students. We provide homes for around 40,000 students across the UK - with just under 7,000 in London. Unite do not just build and walk away, but continue to manage buildings, long after the scaffolding has come down.

In Camden, Unite have been managing students since 2006 and have six halls, from Kentish Town to Bloomsbury. We already look after just under 1,250 students in the borough, with 230 students at Beaumont Court, adjacent to the Travis Perkins site.

STUDENTS

There are well over 260,000 students in London attending over 40 universities, all of which are easily accessible from St. Pancras Way. In Camden, higher education is a particular success story with a wide range of world-class universities such as the University of London colleges. Additionally, with the London campus of the Royal Veterinary College around the corner, and Central St. Martins Art College relocating to Kings Cross in 2011, this site is well placed for students.

Universities can only supply 20% of their students with accommodation. This means the majority of students are renting out houses of multiple occupation and flats that could otherwise be used by low-income tenants (for example, on Agar Grove and estates in Somers Town).



Entrance sketch

THE EMERGING SCHEME

The plans are still in the development, pre-application stages. Before design and layout are finalised, Travis Perkins and Unite are seeking the views of stakeholders and the local community. These will feed into the planning process.

Travis Perkins occupies 11-13 St. Pancras Way. The site has evolved piecemeal through additions as the business has grown. As such, it is poorly laid out and inefficient. For Travis Perkins to continue to provide excellent service the time has come for a revamp.

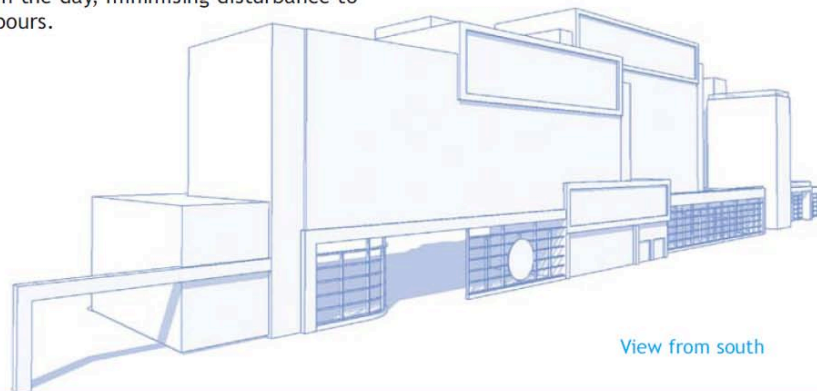
The emerging scheme is for Travis Perkins to continue to occupy the ground floor. The new layout will allow for more effective use and provide more covered storage. It will incorporate a separate entrance and exit allowing delivery lorries to drive through the yard. This will have three positive effects. It will:

- Greatly reduce the congestion currently experienced when lorries turn on and off St. Pancras Way
- Stop vans queuing on St. Pancras Way to get into the yard
- By improving servicing, will allow deliveries later in the day, minimising disturbance to neighbours.

The accommodation for around 550 students will be set on a podium above the builders' merchants. The developing proposals are for a high quality contemporary design. Consultation with Camden's planning team is ongoing but Officers' advice has consistently been that a 10 storey building on this site would be acceptable if well designed.

The emerging scheme features:

- Three blocks, each progressively stepped back from St. Pancras Way. The first will be seven storeys, the second nine storeys and the third storeys
- The majority of students accommodated in cluster apartments. There will also be 35 studio apartments and 25 rooms will be fully accessible
- A landscaped podium and collegiate style courtyard, which together with the large glazed common room, will become the heart of the scheme
- Elevations formed from a mixture of materials, which reflect the existing fabric of this part of Camden. The final design of the elevations is currently being prepared in close consultation with Camden Council's design officer.



View from south

SOCIAL BENEFITS

Clearly Camden is a popular borough for students not only to study, but also to live in. This is good news for Camden. Students bring many qualities to an area because of their youth and eagerness. They are the most willing to volunteer their time and energy; students are one of the UK's largest sources of volunteers for community and charity work. Surveys of Unite's students have shown that more than a third are looking to volunteer with a locally based charity or voluntary group in the near future.

Camden has over 16,000 students, most of who live in private rented accommodation concentrated in the wards around Euston Road. The provision of approximately 550 dedicated student spaces will help reduce pressure on lower rent properties in the area.

Unite ensures that students are made quite clear of their responsibilities prior to any tenancy being taken up. However, the vast majority of students are here to study. They are investing in their future (in time and money) and will be less inclined to throw that away.

ECONOMIC BENEFITS

Travis Perkins' strategy for the future in Camden will benefit from this development, as it will revitalise one of the best performing branches. During construction Travis Perkins will temporarily close. With greater efficiencies through the improved layout we expect to increase trade and market share, which is anticipated lead to an increase in people employed at the branch.

The student accommodation will provide around a further five full-time jobs in addition to temporary employment during the construction phase.

Students spend money in local shops (estimated at over £4m per year for the approximately 550 students on this site). They also contribute to the leisure and cultural economies in their areas. They are a future workforce, with many likely to stay on in the area after graduating, bringing a potential highly skilled resource to Camden.

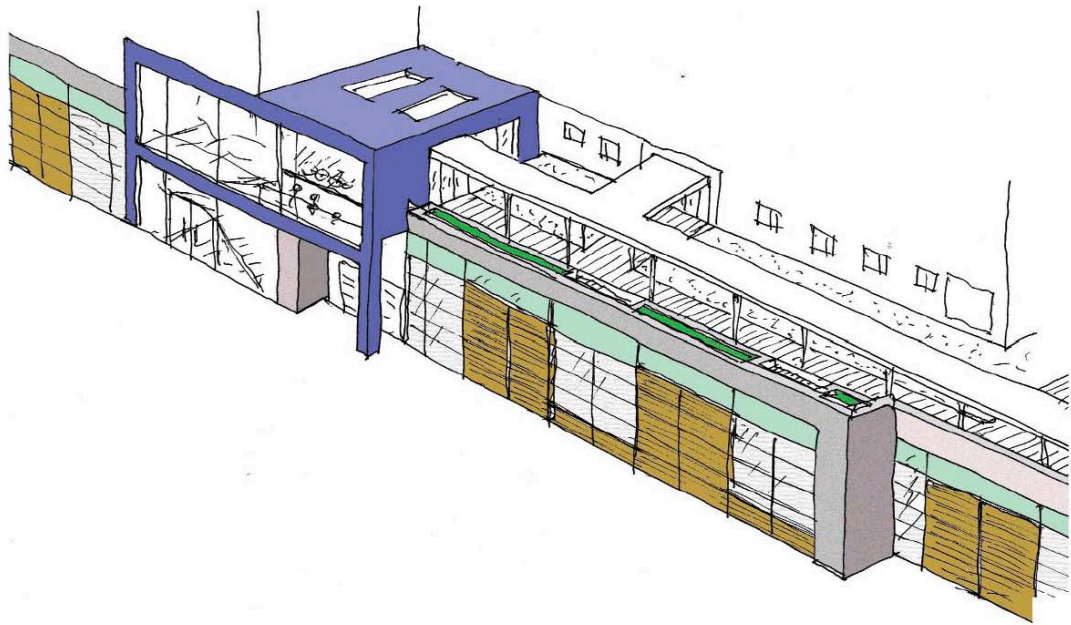
TRAVEL

The scheme will be car-free - not having a car at the site will be a condition of residents' tenancies. There are few places in London as well connected as this site. Kings Cross-St Pancras, Camden Town, Mornington Crescent and Euston stations, are all a short walk away.

Additionally, the site is well served by numerous nearby bus routes and the plans include two secure bicycle storage areas which students will be encouraged to use.

SUMMARY

Travis Perkins and Unite with proactive management teams, experience in the borough and the understanding of students, will ensure that the 11-13 St. Pancras Way development will be well-managed and contribute to the local area, its economy and Camden's future.



Unite entrance and podium sketch

Appendix 6 - Exhibition Invitation Letter

31.01.11

Dear XXXXX,

Travis Perkins and Unite's proposals for St. Pancras Way - Public Exhibition

As you will be aware from previous letters, Travis Perkins builder's merchants and Unite, the UK's leader UK's leading developer and manager of purpose-built student accommodation, are progressing plans for a new mixed-use development at 11-13 St. Pancras Way.

The proposed new building will be set in three blocks, each progressively stepped back from St. Pancras Way. The plans are for Travis Perkins to continue to occupy the ground floor but with a more efficient layout incorporating a separate entrance and exit, reducing congestion on St. Pancras way and minimising disturbance to neighbours.


Unite's accommodation for around 550 students is planned to be built on a podium above Travis Perkins. A collegiate style landscaped courtyard and terrace, together with the large glazed common room, will become the heart of the scheme.

We are pleased to let you know that a newly arranged public exhibition of the plans - originally planned for November - will be held at the **Goodwin and Crowndale Community Hall, 82 Goodwin Court, Crowndale Road, NW1 1NW between 3pm and 8pm.**

We hope you can come along to view the proposals, meet the team and give your feedback. In the meantime, we would like the opportunity to meet with your organisation to discuss the proposals. If you would like to arrange a meeting or have any questions or comments, please contact my colleague Gavin Miller on 0207 357 6606 or gavin.miller@localdialogue.com.

Yours

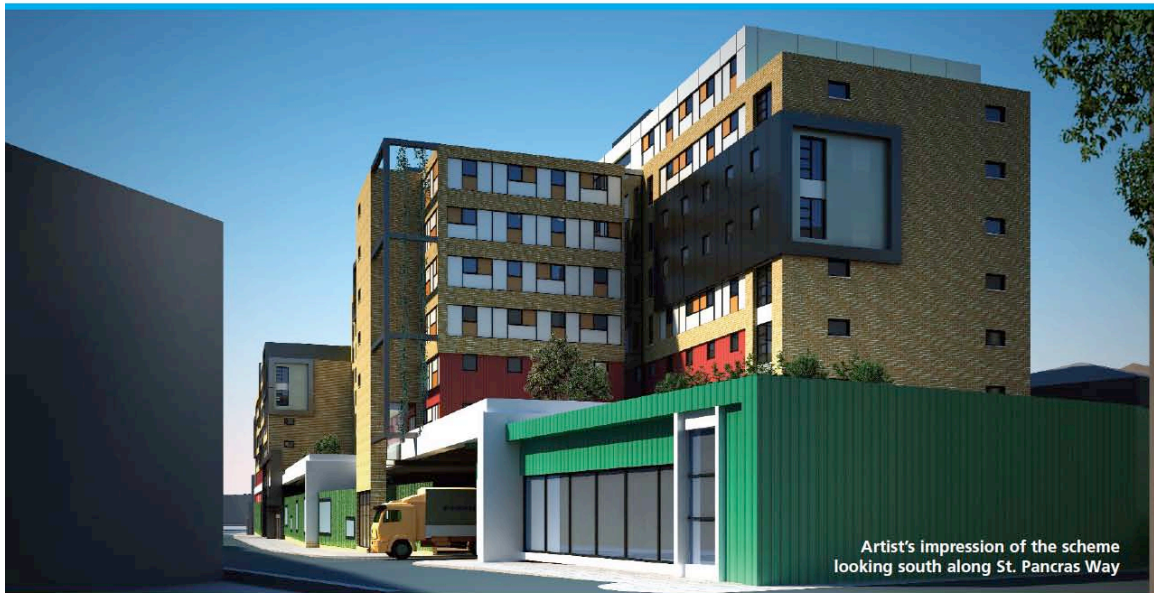
sincerely,



PP. Asif uz Zaman

HAVE YOUR SAY

on plans for 11-13 St. Pancras Way



Artist's impression of the scheme looking south along St. Pancras Way

Travis Perkins builder's merchants and Unite, the leading developer and manager of student accommodation, are proposing an innovative new mixed-use development on 11-13 St. Pancras Way. The plans include a new efficient layout for the retained Travis Perkins operation and a purpose-built student halls of residence above.

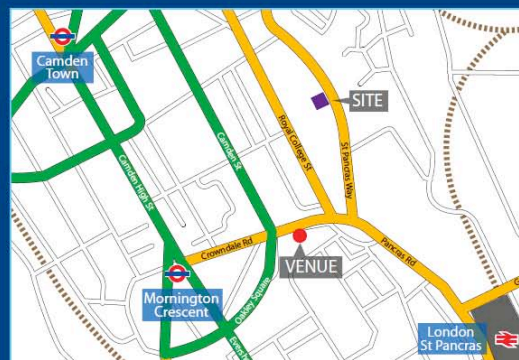
Come and see the plans, talk to our project team and have your say on our proposals.

The plans will be on display:

**Wednesday 23rd
February 2011**

Between 3pm and 8pm

Godwin and Crowndale
Community Hall, Crowndale Road,
London, NW1 1NW



For more information please contact:

Gavin Miller on 0207 357 6606 or email gavin.miller@localdialogue.com

Appendix 8 - Here Today Poster





The heart of
student living



WELCOME

Travis Perkins and Unite are proposing a new mixed-use commercial and student residential development at the Travis Perkins builders' merchants, 11-13 St. Pancras Way.

The following exhibition boards detail Travis Perkins and Unite's plans, look at the role of students in the local community and explain how the accommodation will be managed.



Artist's impression of the scheme looking south along St Pancras Way

WHO ARE WE?

Travis Perkins

Travis Perkins is one of the UK's largest builders' merchants with a national network of more than 600 branches. Travis Perkins is keenly involved in supporting the local communities in which it operates, and donated more than £665,000 to worthwhile causes during 2008.

The St. Pancras Way branch is one of the most successful in London and has been operating from its site for 30 years and employs 31 people.

Unite

Unite is the UK's leading developer and manager of student accommodation and provides homes for around 40,000 students from Aberdeen to Plymouth, including just over 6,000 in London.

Unite has been successfully managing student accommodation for almost 20 years – so we have plenty of experience in making sure that we not only provide accommodation that meets the

needs of students, but that we do so in a way that contributes positively to the communities in which we are based.

Unite already manages Beaumont Court, a residence for 235 students on College Grove, off St. Pancras Way, which opened in 2006.

St. Pancras Way

DEMAND FOR STUDENT ACCOMMODATION

Further education is a UK success story. More students than ever before attend our colleges and universities and many students come from overseas to study here. London also attracts the brightest students from around the UK.



However, at the moment in London only 20% of students live in purpose-built student accommodation. The rest live in the private sector – most renting homes that would otherwise be available to local workers and families.

Our research has identified that, given the choice, most students would like to live in modern, well managed, safe and secure student accommodation, located

close to their university or college and close to public transport, local shops and markets, services and entertainment.

Parents also prefer their sons and daughters to live in managed accommodation, where they can be sure that their first experiences away from home are safe and in an environment dedicated to seeing them succeed at their studies.



St. Pancras Way

WHAT WILL THE REDEVELOPMENT DO FOR THE COMMUNITY?

Students have decided to make a significant investment, both in money and time, in their future. The vast majority take this investment very seriously.

As well as studying, students spend money locally – for the average student this amounts to about £7,700 a year. This money is spent on food, transport, books and going out. It would represent a combined spend into the local economy from the future residents at 11-13 St. Pancras Way of almost £4 million a year. When combined with the existing 235-room Beaumont Court this would mean a spend into the local economy of over £6 million.

On average, around 20% of students live in the same student accommodation building for more than one year. This means there is a more stable community than found in many student areas.

In addition, Unite’s management policies provide students with the stable foundation they need to settle into their new homes and contribute to the local community.

Students also represent a good local source of labour – many take part-time jobs to supplement their student loans. Many also make a real contribution to their communities by getting involved with local causes or attending local churches, mosques or temples.



THE STUDENT ACCOMMODATION

Accommodating students in well-run halls reduces pressure on private-rented housing in the area. This frees up much-needed housing for families and key workers. Currently there are approximately 260,000 students in London and only roughly 50,000 live in purpose-built university halls. This means that over 200,000 students are occupying properties that could

potentially be used to meet demand for housing.

Further to this, Unite’s halls do not suffer from the problems associated with students renting flats and houses. Part of Unite’s success has always been our in-house management teams that are available to help students and local residents when they have issues to discuss.

St. Pancras Way

OUR PROPOSALS EXPLAINED



Travis Perkins and Unite are proposing to redevelop the builders' merchants at 11-13 St. Pancras Way.

The plans are for a mixed-use development of a 550-bedroom student accommodation on a podium above an improved, more efficient Travis Perkins.

The building is a high quality contemporary design that emerged through consultation with the London Borough of Camden's planning officers. This advice has shaped our plans, and given proposals on display today their height and character. Our proposed development will be a maximum of nine storeys.

The buildings are set in three blocks, each progressively set back from St. Pancras Way to follow the local streetscape and to remain in character with the height of local buildings.

During construction, Travis Perkins will temporarily close. When the builders' merchants reopens it will incorporate a separate entrance and exit allowing delivery lorries to drive through the yard. This will minimise the congestion currently experienced with deliveries and customers queuing on St. Pancras Way.

St. Pancras Way

DESIGN

The proposed scheme features:

- A more accessible Travis Perkins builders yard on the ground floor
- Three student accommodation blocks, each progressively stepped back from St. Pancras Way
- Finishing with a mixture of materials and rendering, which reflect the existing fabric of this part of Camden
- A sustainable design incorporating a combined heat and power unit and green roofs.

The student accommodation will be car-free – not having a car at the site will be a condition of residents' contracts. There are few places in London as well-connected as this site. Kings Cross-St Pancras, Camden Town, Mornington Crescent and Euston stations, are all a short walk away. Additionally, the site is well served by nearby bus routes.



Caption to be inserted

LAYOUT



Front elevation of the proposals

- ① Student Living
- ② Student Living (Office)
- ③ Student Living (Office)
- ④ Student Living (Office)
- ⑤ Student Living (Office)
- ⑥ Student Living (Office)

The entire ground floor will be occupied by Travis Perkins’ yard and office complex. Above this, the building will be laid out in three adjoining blocks each progressively stepped back from St. Pancras Way.

The first (No.11 St Pancras Way) will be seven storeys, the second (No.12 St Pancras Way) will be nine storeys and the third (No. 13 St Pancras Way) will be six storeys.

- The majority of students will be accommodated in apartments of between five and seven bedrooms with a communal dining room / kitchen. There will also be 35 studio apartments
- 25 of the shared apartments / studios will be fully accessible
- A landscaped podium and collegiate style courtyard, which together with the large, glazed common room, will become the heart of the scheme.

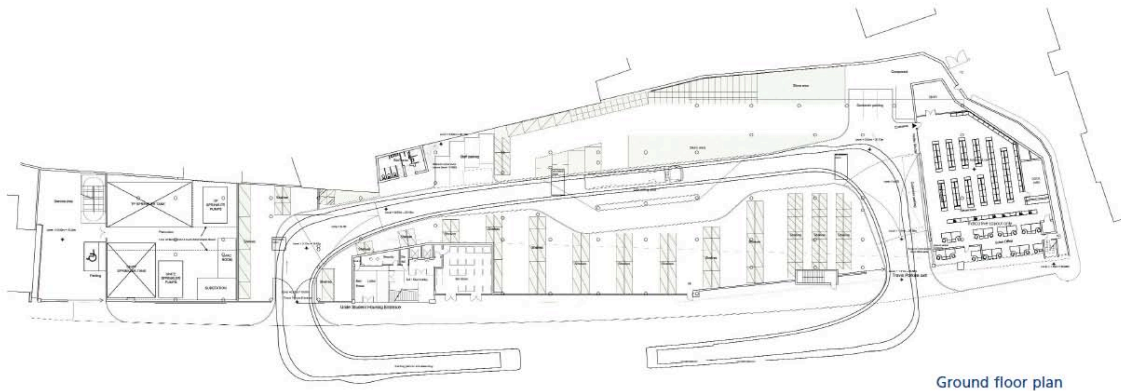
The building will also provide a range of communal facilities including a common room, post boxes, laundry room and recycling facilities.

There will be a green terrace on the second floor, set back from St. Pancras Way.

The plans include two secure bicycle storage areas which students will be encouraged to use.

St. Pancras Way

TRAVIS PERKINS



Ground floor plan

Travis Perkins will operate from the entire ground floor of the site. It will temporarily close at St. Pancras Way during the construction of the student accommodation and operate from a nearby site.

Currently Travis Perkins operates out of unsuitable buildings that were not purpose built for the day-to-day needs of a busy builders yard. The current layout is inefficient, with the sales area set between two storage areas and limited space for parking.

Travis Perkins will benefit from this development it will revitalise one of its best performing branches. The new scheme will use the site more effectively, provide greater covered storage and a well thought through entrance and exit. Customers will be able to park within the site and traffic will enter and leave via a one-way circuit, relieving congestion on St Pancras Way.

St. Pancras Way

HOW WILL THE BUILDING BE MANAGED?

Unite are recognised as the most experienced and successful managers of student accommodation in the field. Unite will continue to provide a safe and secure environment for students to live and study in a way that contributes to the local community.



Unite's teams are made up of Hospitality Managers and Assistants, Facilities Assistants, Customer Service Assistants and Night Managers. Together these dedicated professionals provide a local point of contact for students and neighbours.

Unite are a founding member of 'The Codes of Standards for Larger Student Accommodation Developments', which was agreed in 2004. It highlights commitment to being good neighbours and encourages students to contribute to the local area.

Unite's tenancy agreements are all 50 weeks in length. This means there is little disruption during the year caused by students moving in and out. In addition unlike some student halls, Unite's rooms are not let out to other tenants or visitors over the summer months.

There is 24 hour CCTV on all Unite buildings, and students, staff, visitors and deliveries can only be made through secure entry points such as the ground floor reception area.

As part of Unite's dedication to the local community we always try to hire management and construction staff from the local area, helping to ensure that everyone has a vested interest in the proper management and upkeep of the developments.

BEAUMONT COURT: A SUCCESS STORY

The first Beaumont Court residents arrived in 2006. Since then, the management team has been working with students to make sure they get settled into their new community and have the best living experience possible.

The environment our team has created has let students settle in quickly and make new friends, with many saying they feel safe and enjoy the benefits of well-managed student accommodation.



WHAT'S BEEN GOING ON AT BEAUMONT COURT?

Over 80% of residents were very happy or happy with the local area. They describe it as 'unique', 'very friendly' and 'very easy to access'.

70% of residents travel less than a mile to buy their groceries. This shows they like to shop locally and support local businesses.

51% of residents make use of local pubs, bars and clubs, again spending money in the local economy.

54% of residents undertook voluntary work in the past, including conservation, teaching and caring.

54% of residents are considering carrying out voluntary work in the near future. All they need is an opportunity!

St. Pancras Way

IN SUMMARY

Unite’s student accommodation is successful through our ability to meet the needs of our students and neighbours. The proposals for St. Pancras Way will continue this success by:



Artist's impression of entrance to Unite accommodation

- Retaining and improving Travis Perkins builders’ merchants
- Freeing up private rented accommodation in the area for families
- Providing new accommodation to satisfy demand for student housing
- Increasing income to local shops and services used by students
- Reducing congestion on St. Pancras Way
- Generating local employment opportunities with Unite
- Building to a high quality and sustainable design
- Providing car-free accommodation
- Incorporating CCTV and 24 hour management
- Including facilities such as laundry and secure bike storage.

St. Pancras Way

Appendix 10 - Questionnaire

11-13 St. Pancras Way

QUESTIONNAIRE



Thank you for attending this public exhibition to view the plans for the redevelopment of the Travis Perkins site on St. Pancras Way. We will be submitting a planning application in the coming months and welcome your comments on the proposals.

Please take the time to fill in this feedback form and if you have any questions please feel free to ask a member of the consultation team.

Name	<input type="text"/>	Telephone	<input type="text"/>
Email	<input type="text"/>	Postcode	<input type="text"/>

Do you agree the local area will benefit economically from the proposals through increased spending by students?

- Strongly Agree Agree Neutral Disagree

Do you think that St. Pancras Way is a good location for new student accommodation?

- Strongly Agree Agree Neutral Disagree

How strongly do you agree with this statement?

'Students add/would positively add to the area through community involvement and / or volunteering?'

- Strongly Agree Agree Neutral Disagree

Is it better for the local community for students to be housed in managed accommodation rather than Homes of Multiple Occupation?

- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

The information you provide will only be used for the purpose of this consultation exercise. The data will be held securely in accordance with the Data Protection Act 1998 and will not be published on an individual basis.

Appendix 11- Returned Questionnaires

11-13 St. Pancras Way

The heart of student living **UNITE**

Travis Perkins

questionnaire

Thank you for attending this public exhibition to view the plans for the redevelopment of the Travis Perkins site on St. Pancras Way. We will be submitting a planning application in the coming months and welcome your comments on the proposals.

Please tell us your name and email address and if you have any questions, please feel free to ask a member of the team.

Name _____

Email _____

Do you agree the local area will benefit economically from the proposals through increased spending by students?

Strongly Agree Agree Neutral Disagree

Do you think that St. Pancras Way is a good location for new student accommodation?

Strongly Agree Agree Neutral Disagree

How strongly do you agree with this statement?
'Students add/would positively add to the area through community involvement and / or volunteering?'

Strongly Agree Agree Neutral Disagree

Is it better for the local community for students to be housed in managed accommodation rather than Homes of Multiple Occupation?

Yes No Don't know

Please use the space below if you have any further comments on the proposals.

① Access from podium (at rear) to the passage at ground floor to Royal College Street is required for pedestrians and cyclists. St-P. Wy is a one-way road, so, not ideal for cyclists, yet the RC Str. has a two way segregated cycle path. Also, more direct access to Camden Hi Str.

② I am v. impressed by the design and the elevation treatment of your building at Tottenham Hale but I am not impressed by the design of the podium.

The information you provide will only be used for the purpose of this consultation exercise. The data will be held securely in accordance with the Data Protection Act 1998 and will not be published on an individual basis.

* Why re-invent the 1950s with a slight brutalist wink? Allow the curved horizon
block at the end of the street (1990s-1900s) dominate the street decoration...

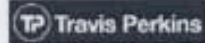
for this building - of the elevation treatment.
The elevations are too complicated and restless as
to be for attention. Don't forget, one will have a
'long distance' view from Camley Str. and
the Canal beyond. The playfulness of the
elevation should come from the placement of
the windows and their dimensions, curtain
and blinds and things in, maybe extended
window sills. (small planting boxes, fitted)

③ Roofs: Why not have an entire 'brown
roof' across the lot ?? Access for occupants
be given to the centre parts of the roof with
a glass structure (conservatory), tennis court
etc., hidden behind the 'brown' roof plant
round the perimeter. Half of the top floor
height could disappear behind trailing
plants round the edge.

④ Why not allow the general public onto the
podium? You ought to have a shop / office
shop there and security arranged from
that level up only, not at pavement/
ground level.



questionnaire



Thank you for attending this public exhibition to view the plans for the redevelopment of the Travis Perkins site on St. Pancras Way. We will be submitting a planning application in the coming months and welcome your comments on the proposals.

Please take the time to fill in this feedback form and if you have any questions please feel free to ask a member of the consultation team.

Name

Email

Do you agree the local area will benefit economically from the proposals through increased spending by students?

- Strongly Agree Agree Neutral Disagree

Do you think that St. Pancras Way is a good location for new student accommodation?

- Strongly Agree Agree Neutral Disagree

How strongly do you agree with this statement?

'Students add/would positively add to the area through community involvement and / or volunteering?'

- Strongly Agree Agree Neutral Disagree

Is it better for the local community for students to be housed in managed accommodation rather than Homes of Multiple Occupation?

- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

World be interested in copies of proposal, brochure Also

Interested in Londonmet Holloway Rd side, how well partnered, size timescales of dest to completion type units

Thank you

N of railway bridge

The information you provide will only be used for the purpose of this consultation exercise. The data will be held securely in accordance with the Data Protection Act 1998 and will not be published on an individual basis.

questionnaire

Thank you for attending this public exhibition to view the plans for the redevelopment of the Travis Perkins site on St. Pancras Way. We will be submitting a planning application in the coming months and welcome your comments on the proposals.

Please take the time to fill in this feedback form and if you have any questions please feel free to ask a member of the consultation team.

Name	
Email	

Do you agree the local area will benefit economically from the proposals through increased spending by students?

- Strongly Agree Agree Neutral Disagree

Do you think that St. Pancras Way is a good location for new student accommodation?

- Strongly Agree Agree Neutral Disagree

How strongly do you agree with this statement?

'Students add/would positively add to the area through community involvement and / or volunteering?'

- Strongly Agree Agree Neutral Disagree

Is it better for the local community for students to be housed in managed accommodation rather than Homes of Multiple Occupation?

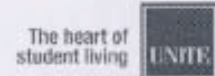
- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

COULD BE TALLER!

LOOKS GREAT - AS LONG AS THE
GROUND FLOOR DOESN'T STAY
LOOKING LIKE A HIPPING
CONTAINER.

11-13 St. Pancras Way



questionnaire

Thank you for attending this public exhibition to view the plans for the redevelopment of the Travis Perkins site on St. Pancras Way. We will be submitting a planning application in the coming months and welcome your comments on the proposals.

Please take the time to fill in this feedback form and if you have any questions please feel free to ask a member of the consultation team.

Name	[Redacted]
Email	[Redacted]

Do you agree the local area will benefit economically from the proposals through increased spending by students?

- Strongly Agree Agree Neutral Disagree

Do you think that St. Pancras Way is a good location for new student accommodation?

- Strongly Agree Agree Neutral Disagree

How strongly do you agree with this statement?

'Students add/would positively add to the area through community involvement and / or volunteering?'

- Strongly Agree Agree Neutral Disagree

Is it better for the local community for students to be housed in managed accommodation rather than Homes of Multiple Occupation?

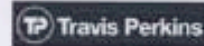
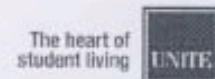
- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

On the whole agree but always some that participate & others who don't.

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11-13 St. Pancras Way



questionnaire

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Please take the time to fill in this feedback form and if you have any questions please feel free to ask a member of the consultation team.

Name	[REDACTED]	Tel	[REDACTED]
Email	[REDACTED]		

Do you agree the local area will benefit economically from the proposals through increased spending by students?

- Strongly Agree Agree Neutral Disagree

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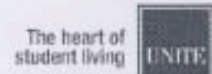
- Yes No Don't know

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CARE SHOULD BE TAKEN THAT THEY ARE GENUINE STUDENTS.

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11-13 St. Pancras Way



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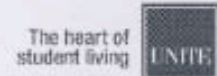
- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

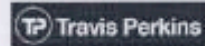
St Pancras way is not a good place for walking or cycling. The developers must help persuade the Council to continue improving the street for pedestrians, people with pushchairs, cyclists etc; and slowing down the traffic. Without this, this is too many new residents in the area. Otherwise - it looks good.

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11-13 St. Pancras Way



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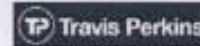
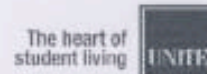
- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

As a lecturer myself, I am interested in Unite's domination of the student market and would like to know more about the economics (I imagine high returns for a fairly shoddy service - fleecing them, basically - in a situation where colleges no longer provide what they once did.) So, I am not very happy with the plans and the further corporate privatisation in the sector. But, I guess this seems like a sensible use of space and if it brought local pubs + shops into life, that would be an advantage.

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11-13 St. Pancras Way



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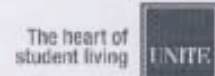
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- Yes No Don't know

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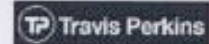
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11-13 St. Pancras Way

The heart of
student living



QUESTIONNAIRE



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- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

I KNOWLEDGE BY WATCHING THE BUILDING AND THE ARCHITECTURE DESIGN ITS VERY IMPRESSIVE ITS TOP CLASS AT WORLD CLASS LEVEL.

MY CONGRATULATIONS FOR THE PROJECT.

BEST OF LUCK TO THE MODERN BUILDING AND TO THE ARCHITECTS.

Sincerely

2.5.2014

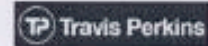
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11-13 St. Pancras Way

The heart of
student living



questionnaire



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- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

I am concerned about likely noise/pollution that could be caused by heating and ventilation such as large complex.

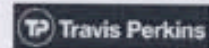
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11-13 St. Pancras Way

The heart of
student living



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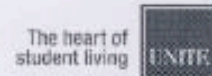
- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

It appears to be a very attractive development, suitable for the intended purpose.

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11-13 St. Pancras Way



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Is it better for the local community for students to be housed in managed accommodation rather than Homes of Multiple Occupation?

- Yes No Don't know

Please use the space below if you have any further comments on the proposals.

I am the Secretary of Elm Village Tenants & Residents Association. We shall be discussing this scheme at our next meeting, but I shall definitely recommend that we voice our support for this scheme, which seems very likely to benefit TP, Unite, its students & local residents & traders.

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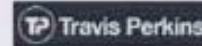
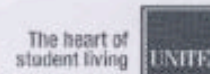
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- Yes No Don't know

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Think its a good plan as it looks ugly now.

11-13 St. Pancras Way



questionnaire

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① Some concerns have been expressed about over provision of student accommodation in this part of London.

② Drawing down St. Pancras way feels might be a feeling of being crowded between existing developments and this proposal one.

③ Face on view may be somewhat busy.

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11-13 St. Pancras Way

The heart of
student living



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Please use the space below if you have any further comments on the proposals.

I think the area around St Pancras Way would greatly improve through this development. I live on Royal College St next to the plumbers mechanics and feel this zone of industrial buildings would be better and feel safer and more vibrant with additional student accommodation.

I think this particular area of Camden is a good zone for student accommodation as it is fitting with general feel and vibrancy of Camden town.

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