

**Application for variation of Planning Permission to allow occupation by persons connected to
the 2012 Olympic and Paralympic Games**

Planning Statement

1. Introduction

- 1.1 Planning permission 2006/0695/P was granted on 2 June 2006 for the provision of residential student accommodation in respect of Woburn Place, 19-29 Woburn Place, London WC1H 0LU (the "Property"). The Unite Group plc (UNITE) is applying for a temporary change of use to allow occupation by officials and other persons associated with the Olympic and Paralympic Games in 2012.
- 1.2 The change of use will apply for the period 12 July to 7 September 2012 only. During this period the property will be occupied by members of the International Olympic Committee, the International Paralympic Committee, the British Olympic Association or members of the British Paralympic Association and their guests, members of national Olympic Committees and their guests, international sports federations, any official sponsors of the Olympic Movement or London 2012, members of the international broadcasting and written media, judges, referees and VIP guests.
- 1.3 The Council also entered into the enclosed section 106 Agreement in respect of the development, which restricts the use of the Property to accommodation by students (Clause 4.3). As part of this application the Applicant seeks a variation of the Agreement to allow this temporary change of use.
- 1.4 The enclosed draft Deed of Variation disapplies the restriction on occupiers between 12 July and 7 September 2012 only (Clause 5 of the Deed of Variation). The remaining terms are unchanged.
- 1.5 This Statement explains that this application is fully policy-compliant and will bring economic and sustainability benefits for Camden and London.

2. Background

- 2.1 London will host the Games between 27 July and 9 September 2012. This represents an unparalleled opportunity to promote London and its boroughs internationally, and the Olympic Legacy will ensure that the benefits continue to be reaped beyond the period of the Games.
- 2.2 In addition to the competing athletes and huge numbers of expected visitors, London will play host to members of national and international sporting organisations, Games officials, media representatives and numerous other support personnel. It is traditional for such personnel to be accommodated in high quality accommodation within easy reach of the Games, and to this end UNITE and LOCOG have agreed to utilise the Property during the period 12 July to 7 September 2012 subject to this planning application being approved.

3. Benefits of the application

- 3.1 We are sure that Camden already recognises the huge benefits which the Olympics can bring to the local area. This application provides an opportunity for Camden to deliver its vision of a new type of welcome to the Borough during Games and to derive employment and other economic benefits during the event. The visitors accommodated in the Property will consume local goods and services and will have the opportunity to sample the Borough's great cultural offerings. It is hoped that the regeneration benefits of the Games will persist beyond 2012, based on the positive experiences of visitors during the Games.

3.2 The public transport links offered by the Javelin service will allow the visitors in Camden easy access to the Games in a sustainable manner.

4. **Planning policy**

4.1 The application is for a minimal and temporary change of use. The use of the Property will continue to be as accommodation, and the primary function as student accommodation. No alterations will be made to the Property itself or its operation.

4.2 The provision of accommodation within easy reach of the Olympic sites will support sustainability objectives by decreasing travel distances and encouraging the use of public transport.

5. **LOCOG**

5.1 A letter of support for the application from LOCOG is attached.

6. **Conclusion**

6.1 The application is fully in line with planning policy and will bring economic and sustainability benefits to the Borough and to London during the period of the 2012 Games. Accordingly permission should be granted.

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