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10th February 2014

79 Camden Road – Newlon Housing Trust Letter of Support

Since its formation in 1968, Newlon Housing Trust has developed numerous schemes across North East London, focusing predominantly in London Boroughs of Hackney, Islington, Haringey, Enfield, Waltham Forest, Redbridge, Tower Hamlets and in the last few years Camden.

Following an approach to tender by Barratt London, we have worked hard to ensure that our vast experience from working closely with these Local Authorities has been utilised in the design of 79 Camden Road.

Having been closely involved in the project from an early design stage we have worked with Barratt London and the Housing Commissioning and Partnerships Team at Camden to secure principles on the scheme that we feel are vital to ensuring the long term success of the project. To this extent we feel that the scheme submitted for planning in December 2013 offers the optimal development solution for the site.

From our initial involvement in the design process we have explained to the development team that in our experience, the key principles to secure the long term success of the scheme requires a well designed scheme, with a balance of tenure and unit types, which provides a place where people will want to live and integrate with the surrounding community.

These key drivers are as follows:

Scheme design

The location of the site and access to key public transport nodes ensures that the site can carry a reasonable density of the accommodation which befits its urban location.

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تههگر پئوئیسیتیت به وه رگئیراوی گوردیی تهه نامهیه ههیه، تکایه نیشانهیهک له ناو
تهه جو ارگزشهیه دا بکه و تهه نامهیه بۆ تهه کهسه بئیره وه که بۆئی نار دوه.
(Kurdish)

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ارسال کنندہ کو واپس بھیج دیں۔ (Urdu).

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দিন। (Bengali).

આ પરનું તમે ગુજરાતીમાં ભાષાંતર કરવા માગતા હોવ તો, ટૂપા કરીને થોડામાં નિશાની કરો અને
આ પર નીચે અ.પેલા સ્થળામે પરત કરો. (Gujarati).

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et de retourner cette lettre à l'expéditeur. (French).

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calaamee sanduuqa ka dibna warqaddan u soo celi soo diraha. (Somali).

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(Spanish).

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The principle of the S-Shape of the scheme when viewed from an aerial perspective allows the inclusion of two separate courtyards which will provide separate amenity and access points for the private and residential accommodation. This split between the affordable and private accommodation is maintained across the scheme as a whole, and is a key requirement to ensure that we are best able to focus management resources and streamline service charge liabilities, ensuring affordability for residents. The ability to control Service Charges, so that they are genuinely affordable for our residents, is an essential requirement.

In our opinion the height, bulk and massing of the scheme ties in well to the surrounding streetscape. The additional two stories above the shoulder height are well designed and by using a different palate of materials, create a complimentary feature of this element.

The stepped nature of the proposal allows for the incorporation of an extensive communal amenity space above blocks A & B which will be open to all affordable residents and will supplement the courtyard provision provided at the lower ground. A similar smaller space has been provided above blocks D & E and these spaces have the potential to provide a dynamic residential amenity offer to the residents. These areas have been well designed and provide semi segregated spaces to breakdown the space and maximise individual utility.

Within the scheme we have worked with the design team to ensure that within the 'affordable' element of the building a reasonable mix of unit sizes is provided, with affordability being a key consideration. All units have been designed to comply with the GLA unit size guidance and in the majority of cases these aspirations have been exceeded. In addition to this the majority of units within the scheme as a whole are dual aspect.

All flats have dedicated amenity space either via a garden or a balcony, and as mentioned previously access to the courtyard and rooftop amenity spaces. We have also sought to limit the number of units per core and are well within the guidance provided by the GLA.

The affordable component is split between Affordable Rent (including some Social Rent) and Intermediate units (both Shared Ownership and Intermediate rent) and is, physically delineated. We have looked to segregate these three tenure types to ensure again that services and design can be specifically tailored to requirements.

Within the Affordable and Social Rent we have looked to provide a range of sizes spread between one beds through to four bed family sized units. Within this provision we have also provided a range of designs with a number of dual aspect duplex units with dedicated and demised external amenity areas.

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Daylight and sunlight has been maximised within the units, ensuring large apertures are included within the façade design to provide an optimal balance between access to light and privacy. Newlon Housing Trust also provides curtains or blinds to all units, irrespective of tenure, as a way of helping residents with moving in costs.

Newlon Housing Trust has worked with Barratt London and the design team to meet the aspirations of all stakeholders whilst achieving a tenure neutral design. The scheme meets LHGD standards, Lifetime Homes, Secure by Design, and Code for Sustainable Homes Level 4 and has been designed to accommodate the GLA's wheelchair requirements.

The materials specified on the facades of the building provide a tenure neutral solution to the design of the scheme, and the material palette provided draws well on surrounding features whilst adding a contemporary designed solution.

Mix of tenures

Using the design parameters provided by the site, and the requirement and preferences set out by GLA and Camden policies, we have worked closely with the Camden Housing team and the developer, to ensure that the scheme ties to Newlon Housing Trust's own aspirations for the site, and meets our requirements for delivering a quality product and environment for our future tenants and residents.

Within the Intermediate component of the site, it was identified from an early stage that due to affordability constraints, units in excess of two bedrooms would not be viable and from our own experience unaffordable to the majority of eligible applicants. Within the one and two bedroom units the income thresholds were set at:

- 1 bed - £42.5k per annum target household income
- 2 bed - £50.4 - £54.9k per annum target household income.

The affordable rent values were developed through combining affordable rent levels for the 1 -2 bed units and social rents (at rent caps) for the family sized accommodation.

- 1 bed £200 per week including service charge
- 2 bed £227 per week including service charge
- 3 bed £164 per week plus service charge estimated to be £20pw
- 4 bed £173 per week plus service charge estimated to be £20pw

Across these tenure types we have worked hard with the developer to ensure that affordability criteria's are maintained. We understand that a viability assessment has been developed to support this application, and we reaffirm our position that this scheme offers an appropriate solution to the development of the site within this context.

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We have worked closely with Barratt London to design an appropriate mix for the site. From our experience sites such as this are not always the most appropriate for large numbers of family sized units, and in some cases the lack of availability of large scale amenity spaces can cause management issues, which we believe has been addressed by the current design.

As a general principle we target larger, family sized units being provided on the lower floors of the development where access to external amenity space is maximised. In this instance we have started from this position however with the roof top amenity space we agree that there is an opportunity to provide a small number of larger units higher up the building.

There is also a question of viability and working closely with the aspirations of the GLA and Camden to maximise the number of affordable units and also the number of family sized units. Having reviewed the position, we confirm that the current mix as submitted ensures a viable and deliverable scheme for all parties, now and across the foreseeable lifetime of the project.

Servicing

The private residential accommodation within the scheme will be served by a part time concierge.

The affordable section of the scheme will also have access to a 24 hour off site concierge service, a service provided to all NHT residents from our Arsenal scheme at Ashburton Triangle in Islington. This is a sophisticated service which can monitor, manage and control access for repairs and deliveries remotely via a fob activated system. Furthermore, the service also allows for daily visits and estate patrols.

We understand that there has been some concern associated with deliveries to the units accessed from Rochester Row, and we have worked closely with SKM Colin Buchanan to provide evidence of actual deliveries to equivalent Newlon Housing Trust schemes. For example at our 542 unit scheme at Hale Village in Tottenham Hale, over 2 days (23/04/14 and 24/04/14), residents had 18 packages delivered and collected by the concierge team. This is a very low number and we expect this to be even lower at Camden Road, given the proximity to excellent shops, markets, local services and public transport. On this basis we are confident that the strategies set out in the Transport Assessments will be sufficient to accommodate this low level of demand.

Summary

Newlon Housing Trust is delighted to be Barratt London's affordable housing partner for 79 Camden Road. We have been fully consulted during the design process and have worked with the Boroughs Housing Partnership Team to fully understand the local context and aspirations for this scheme.

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