
Bartram's Convent
Rowland Hill Street, NW3 2AD London
October 2014

PegasusLife

A Detailed Planning Application, Submitted on behalf of PegasusLife to Provide Specialist Living Accommodation for Older People

Supporting Document 3 Statement of Community Engagement



CONTENTS

01	Introduction	2
02	Project overview	2
03	The site	2
04	Approach to consultation	3
05	Consultation programme	4
06	Assessing need	5
07	Public exhibition	6
08	Publicity	7
09	Exhibition attendance	9
10	Political meetings	10
11	Stakeholder meetings	11
12	Developer response	12
13	Conclusion	13

PegasusLife



1.1 This document outlines the approach and activities undertaken on behalf of the applicant, PegasusLife, to consult with local stakeholders and the community regarding the proposed redevelopment of Bartram's Convent on Rowland Hill Street, Camden.

1.2 Specialist community relations consultants Keeble Brown were appointed to prepare, implement and manage the consultation programme.

2. Project Overview

2.1 PegasusLife is re-imagining retirement living. Employing the best award-winning architects, engineers, interior and landscape designers, the company is developing exemplar communities in desirable locations throughout Britain and Ireland.

2.2 In December 2013, PegasusLife acquired Bartram's Convent on Rowland Hill Street in Hampstead with a view to providing self-contained specialist living accommodation for older people. Alongside the living accommodation, the proposed scheme includes a range of 'well-being' facilities, including a swimming pool, gym and spa area, and a café.

2.3 PegasusLife has submitted a full planning application to Camden Borough Council to redevelop the site to provide an extra-care facility for older people, which supports living accommodation; communal health and well being facilities; shared communal facilities, including a restaurant, activity rooms and a library and communal gardens and terraces; staff and concierge facilities.

2.4 Further details on the proposals are found on the application drawings and in the Planning, Design and Access Statement submitted to accompany the planning application.

3. The Site – Context And History

3.1 The property is located in Hampstead within the London Borough of Camden approximately four miles north west of the City of London. To the south of Hampstead is Camden Town and to the north is Golders Green. The closest stations are Belsize Park (Northern line) and Hampstead Heath (Overground) both within 0.3 miles. There is also a wide range of bus services which serve the area providing routes into Central London. Hampstead Heath is located 0.5 miles north of the property offering excellent recreational facilities. Shops restaurants and amenities can be found a short walk away on Haverstock Hill high street.

3.2 The buildings surrounding the site vary in height and architectural style. To the immediate north-west sits the 16 storey Royal Free Hospital built in the 1970s, and to the immediate south is the Rosary Primary School. The school's red brick main building was added in 1882 to a boarding school on the Bartram's site, founded by the Sisters of Providence four years earlier.

3.3 The Sisters of Providence opened a private boarding and day school and orphanage. The old buildings were eventually demolished and the existing 4-storey Bartram hostel was constructed. A statement from the previous owners of the site confirms that the building has operated as a hostel for students and their families since 1959.

APPROACH TO CONSULTATION

4.1 The importance of pre-application engagement is recognised in the Government’s National Planning Policy Framework (NPPF), adopted in March 2012, which states that:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.” (Paragraph 188).

4.2 In accordance with the NPPF, PegasusLife has undertaken meaningful engagement with the local community, to ensure that local people have the opportunity to be consulted on the proposals prior to the submission of a planning application.

4.3 The consultation programme has sought to identify and resolve any issues or concerns raised by local residents and key stakeholders, reflecting the Government’s ‘localism’ agenda, including its fundamental ambition to empower local communities. Against this background, the objectives of this engagement strategy and programme are:

- To ensure that the local community, its representatives and key stakeholders are engaged in the plans at both the pre- and post-application stages;
- To demonstrate how feedback has been incorporated in the final proposals;
- To meet the requirements for pre-application consultation on major planning applications as set out in the Planning and Compulsory Purchase Act 2004 and supporting guidance, including the Council’s Statement of Community Involvement and the Localism Act.

4.4 Effective community involvement should ensure that people:

- Have access to information;
- Can put forward their own ideas and feel confident that there is a process for considering those ideas;
- Can take an active part in developing proposals and options;
- Can comment on formal proposals;
- Receive feedback and information about progress and outcomes.

4.5 PegasusLife and their representatives are committed to fulfilling these principles and have undertaken an extensive consultation programme to engage with local stakeholders and the community throughout the development of proposals for the Bartram’s site.

4.6 A successful communications and consultation programme on a development such as Bartram’s must follow a methodology that can be easily communicated to, and understood by all stakeholders and members of the public. This document will set out how this was achieved for the proposed Bartram’s redevelopment.

5.1 Upon appointment Keeble Brown spent time researching the local area and identifying the key local groups, residents, media and stakeholders.

5.2 The consultation programme aimed to involve and engage local representatives, stakeholders and the wider community in helping to shape and inform evolving proposals for Bartram's Convent. This process has provided a range of opportunities and channels for detailed review and feedback.

5.3 The consultation programme was phased to ensure there was an opportunity for members of the public and stakeholders to inform the evolving design. It was important that the scheme was not presented a 'fait accompli' so we wanted to have a range of different engagement opportunities, including 1-2-1 meetings, correspondence and public events.

The pre-application consultation activity is set out below:

- Pre-application meetings with Camden Council (1st Feb/28 April/24 July)
- English Heritage meeting (21st August 2014)
- Letters sent to Ward Councillors and relevant portfolio holders (June)
- Letters and emails sent to key local community groups – South End Green Association, Heath & Hampstead Society and Hampstead Conservation Area Advisory Committee (June/July/August)
- Letter sent to Glenda Jackson MP (June 2014)
- Meeting with Glenda Jackson MP (14 July 2014)
- Two day public exhibition at Rosslyn Hill Unitarian Chapel (21/22 July 2014)
- Website launched with consultation materials freely available – www.bartramshampstead.co.uk (July 2014)
- Meeting with Cllr Tom Currie from Hampstead Town ward (29 July)
- Meeting with Dan Carrier from the Camden New Journal (14 August)
- Meeting with Cllr Stephen Stark from Hampstead Town ward (15 August)
- Meeting with Michael Taylor Chair of the Trustees from St Stephen's Trust (5 September)
- Meetings with Isabel Gaffney and the Board of Governors from the Rosary Primary School (14 July, 5 September)
- Meetings with the Royal Free Hospital (invited to attend the monthly Pears Foundation building meeting organised by the Royal Free – regular engagement with the communications team regarding the consultation since they are redeveloping part of the hospital and consulting at the same time as PegasusLife)
- Emails sent to ward councillors, portfolio holders and key stakeholder groups to advise them that we are approaching a final design and that we will be submitting in the application in the next few weeks. Offered 1-2-1 meetings. (w/c 8 September)
- Publication of the final scheme via the website, to local media and direct to stakeholders (October 2014)

ASSESSING NEED

6. Assessing The Need For Extra Care Accommodation In Camden

6.1 PegasusLife commissioned a piece of research from Contact Consulting to look at the provision of age specific accommodation across the borough of Camden. The report was provided in early July 2014. We used findings in the research in our consultation messaging, in our 1-2-1 meetings and at the public exhibition, to present the rationale for Bartram's and to clearly articulate how it responds to a specific and growing need in the area. Given the PegasusLife offer is new to Camden we were aware of the importance of explaining the current situation and the role that Bartram's can play in the provision of extra care accommodation in the borough.

6.2 The report concluded that there is substantial under-occupancy among over 65s in Camden and that specialist accommodation, such as Bartram's, provides an opportunity to down-size, therefore freeing up housing stock in Camden (potentially up to 99 family homes).

6.3 Compared to national statistics, the proportions of people aged 65 and over in Camden are below the average (make up around 10% of the population). However, the report asserted that unless more housing options for older people are delivered, there will be impacts felt in other parts of the community (health and social care services, for example).

6.4 Looking at the area as a whole, extra care facilities such as are being proposed at Bartram's should be seen as part of the elderly 'care' solution in the borough and to helping contribute to easing some of the growing pressures on essential care services.

6.5 Currently the retirement housing options are limited in Camden. At the time the research was carried out in the summer of 2014, there were just 47 units of retirement housing of all types for sale in the borough for a population of home owners of 75 and over of approx. 3,978.

6.6 Those having difficulty with one or more domestic tasks will increase from 9,861 in 2012 to 19,925 by 2020. A failure to manage these tasks often persuades people to move to a higher care setting when their needs would be better met via a self-contained extra care accommodation like Bartram's.

PUBLIC EXHIBITION



7.1 The primary focus for the public exhibition was to reach local residents and workers who currently live and work within the vicinity of the Bartram's site as these are the people most likely to be affected by the final scheme.

7.2 The public exhibition was held over two days on Monday and Tuesday 21/22 July at Rosslyn Hill Unitarian Chapel, which is close to the Bartram's site

and also centrally located for people in Hampstead Town. The exhibition was open 3-7pm both days to allow people to come after work. We held the exhibition at the start of the week as we were keen to avoid the school summer holidays, which got underway later that week in Camden.

7.3 We created an exhibition, comprising a number of information panels, sketch books and models to show the evolution of the design process pursued by the team led by Duggan Morris Architects on behalf of PegasusLife. The panels explained the design influences that had resulted in the current approach and there were members of the design team and PegasusLife on hand to explain sketches and models and answer any questions. An area was created for people to sit and complete the questionnaire. We made it clear that the scheme on show was not a final scheme, but a clear indication of our design approach. We reminded all visitors that their feedback – positive and negative – was crucial at this important stage in the design process. The information panels can be found at Annex A.



PUBLICITY

8.1 PegasusLife is committed to engaging with the communities in which it proposes developments. The public exhibition in July was an important opportunity to engage with members of the public and stakeholders so an appropriate level of publicity was required. In this section we set out the various methods of publicity employed for Bartram's in the run up to the public exhibition.

8.2 Residential Leaflet Doordrop - we targeted the residential areas adjacent to the Bartram's site with a leaflet to promote the exhibition. The Keeble Brown team identified the roads and streets we needed to reach and delivered



approximately 800 leaflets to homes. The map below shows which roads were targeted.

PUBLIC EXHIBITION BARTRAM'S HAMPSTEAD

MONDAY 21 JULY
TUESDAY 22 JULY
3:00PM - 7:00PM

ROSSLYN HILL UNITARIAN CHAPEL
3 PILGRIM'S PLACE NW3 1NG

You are invited to come and learn more about proposals for the Bartram's Hampstead site, a new development which will provide self-contained specialist living accommodation for older people.



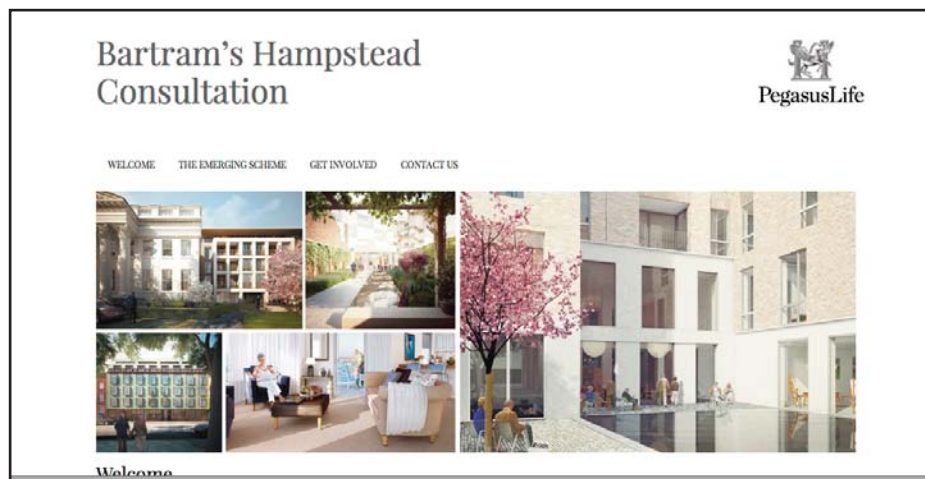
Representatives from [PegasusLife](#) and the development team will be on hand to meet members of the public, listen to their views and answer questions on the emerging scheme. Feedback gathered at the consultation will help to shape later proposals.

For more information please contact [Rob Joyce](#) at [Keeble Brown](#)
T: 0207 760 7529
E: rob.joyce@keeblebrown.co.uk



8.3 A Publicity Leaflet was produced and delivered to the addresses as per the map on the previous page. Around 300 leaflets were also delivered to the Rosary Primary School in order for the headteacher to distribute copies to parents. Leaflets were also distributed to the cafes and supermarkets around Belsize Park station, as well the Roebuck Pub on Pond St. The leaflet, shown below, promoted the date and time of the exhibition and its location. We also ensured contact details were provided.

8.4 A Website was also developed to provide members of the public with information about the proposed scheme and also to support the promotion of the exhibition. The website went live a week or so before the exhibition to coincide with the delivery of the



promotional leaflets. Following the exhibition the information panels were loaded onto the website for people to access. We were conscious that we needed to make the information available to people who were unable to attend the exhibition. The website was also updated ahead of the planning application being submitted.

8.5 Media relations were undertaken to support the consultation. A press release was drafted and sent to the key local papers: the Ham & High and the Camden New Journal ahead of the public exhibition and also ahead of the planning application being submitted. Both press releases can be found at Annex B. Dan Carrier, a reporter from the Camden New Journal was also briefed by Guy Flintoft, Public Policy and Planning Director at PegasusLife in August 2014. This resulted in an article being published in the newspaper, which can be read at Annex C.

8.6 Personal Letters and Emails were also sent to stakeholders and community groups to promote the consultation. Stakeholders and politicians were invited to meet with representatives of PegasusLife and we also invited them to the exhibition in July - a list of the meetings is provided in section 5 of this document. Ahead of the submission of the planning application, stakeholders and politicians were once again approached. There was ad-hoc engagement with ward councillors to keep them up to speed with scheme developments - we approached Tom Currie, Hampstead Town ward councillor, for example following the story in the Camden New Journal and offered a further meeting to address any ongoing concerns or questions he might have. A sample letter can be found at Annex D.

EXHIBITION ATTENDANCE & FEEDBACK

9.1 Over the two days of the exhibition 35 people attended; feedback from visitors was largely positive. Everyone who filled in the questionnaire supported the principle of the redevelopment and the concept of the scheme - many recognised there was a need for more specialist accommodation for older people (13 forms completed). A number of people who attended indicated they would like to buy one of the flats! The questionnaire can be found at Annex E.

9.2 There were some specific issues / concerns raised at the exhibition by one or two of the visitors. These are summarised below.

- One couple were keen to know whether there were any plans for the statue on the front of the existing convent.
- One gentleman said that we should not forget about 'Rowland Hill' who seemingly was the man who invented postage stamps!
- A number of people came from the Royal Free, several of those involved in their own redevelopment. They were interested in seeing the plans – all said they were keen to continue working together, especially on construction management.
- Three visitors flagged concern about the height of parts of the proposed development, but equally said they were pleased to see the lower buildings (liked the cluster approach).
- One parent from the Rosary Primary School fed back that she was concerned about the effect the building would have on the school, especially during construction (noise, dust etc). She also voiced concern about Bartram's overlooking the school playground.
- Headteacher of the Rosary Primary School, Isobel Gaffney, said she thought the development as proposed is 'too high and too close'. She is worried about the school's proximity to the boundary and concerned about the residential units overlooking the playground.

10. Meetings With Politicians – Feedback

10.1 During the course of the consultation PegasusLife met with a number of local politicians, as set out on page four of this SCI. There were a number of specific comments and issues discussed which were useful in informing the design of the Bartram's scheme.

10.2 These comments are summarised below:

- Meeting with Glenda Jackson, 14 July 2014: Ms Jackson was not aware that PegasusLife had purchased the site and wanted to understand where we were in the process;
- Parking: Ms Jackson said this is a major issue locally, and she knows that Camden want to discourage car ownership as much as possible;
- Construction impacts: Ms Jackson said that local residents would undoubtedly be concerned about the impact of construction, especially given the redevelopment of the Royal Free;
- Affordable housing: it was explained that due to the specialist nature of the PegasusLife offer there would not be any affordable provision;
- Ms Jackson said that the arguments for this type of specialist housing are great, but the cost will prohibit a lot of people accessing it. PegasusLife went on to discuss the indirect benefits: freeing up larger family homes, releasing pressure on other care services, the 'well-being' aspects of the development acting as a 'preventative' measure meaning residents won't access essential care and health services as much / as soon etc. Ms Jackson understood these arguments and agreed it will be important to explain these clearly;
- Ms Jackson was asked whether the units would be specifically for people from the borough – it was explained that it wouldn't be a condition, but PegasusLife knows there is a demand within the borough of this sort of housing and people would like to be able to move within the area they live in;
- She was also interested in things like annual management costs and expected prices.

- Meeting with Cllr Tom Currie (Hampstead Town), 29 July 2014: PegasusLife started by introducing Mr Currie to the project and the company;
- Parking: Mr Currie flagged concern about parking, stating that Camden would discourage car ownership as much as possible;
- Basements: Mr Currie asked about the proposed basement car park and suggested this could cause some worry locally. PegasusLife talked through how they were aware of the strict rules that govern basement development. They also explained that while car ownership among older people is higher than the average, usage was lower (and they tended not to use cars at peak times);
- Mr Currie stressed the importance of the scheme taking account of the character of Hampstead, its architecture and context;
- He said he would be interested in being kept up to speed on developments.

- Meeting with Cllr Stephen Stark (Hampstead Town), 15 August 2014: Mr Stark stated from that start that due to his position on the planning committee, he would have to stay neutral throughout the meeting and couldn't comment or give advice on aspects of the scheme;
- PegasusLife introduced Mr Stark to the company, its principles and approach to the redevelopment of Bartram's;
- He was brought up to date with the consultation process and the changes made to the design since the public exhibition;
- PegasusLife presented evidence pointing to demand in Camden for housing for older people;
- Mr Stark stated he was interested in the development and asked that we keep him updated as the scheme progressed.

STAKEHOLDER MEETINGS

11. Meetings With Stakeholders - Feedback

11.1 A number of meetings with key stakeholders also took place during the course of the consultation. The issues raised at these meetings are summarised below:

- Meeting with Michael Taylor, Chair of Trustees, St Stephens Church (5 September 2014): PegasusLife met with the Chair to present the emerging scheme and introduce the company;
- Mr Taylor's concerns were limited to the visual and physical impact of the proposed scheme on the listed church;
- PegasusLife explained that the visual impact would be minimal given the extensive foliage / trees present in the area and the Royal Free's proposed scheme.
- Isobel Gaffney, headteacher of Rosary Primary School (14 July/5 September 2014): PegasusLife had a number of meetings with the school at various points of the consultation. The key concerns raised by the school were as follows: 1) the height / mass of the proposed scheme (as presented on 21/22 July), 2) the issue that some of the residential units overlooked the school, 3) the proximity of the school boundary to the site, 4) impacts of construction on the school. PegasusLife took all feedback seriously, and modification were made to the scheme – a summary of which is set out in the Developer Response section on page 13 of this document.

11.2 PegasusLife made several attempts to engage with the Heath & Hampstead Society - letters and emails were sent to various members of the society to introduce PegasusLife to them and offer a meeting with a representative. Despite our attempts to make contact there was never any response from the Heath & Hampstead Society.

11.3 PegasusLife also reached out to the South End Green Association and offered a meeting with a representative. David Kitchen, acting chairman of the association, requested we send them the information which was displayed at the exhibition. We directed him towards the scheme website and explained all the information panels were available to view on there.

11.4 Introductory letters were also sent to local community groups, Hampstead 2020 and the Hampstead Conservation Area Advisory Committee. Meetings were offered with PegasusLife representatives and the groups were invited to the exhibition in July.

11.5 All the groups we reached out to through the consultation were approached ahead of the planning application being submitted and informed a final scheme was imminent. The website was updated ahead of submission to ensure stakeholders and public could access information.

12. Developer Response

12.1 The feedback received throughout the consultation process has helped to inform the redevelopment plans for Bartram's and there have been important design modifications to the proposals since the public exhibition in exhibited in the July 2014.

12.2 These changes are in direct response to the feedback from both public consultation event as well as the 1-2-1 meetings PegasusLife has had with a number of stakeholders in recent weeks. The scheme also evolved as further design work was carried out following the initial consultation in July 2014.

12.3 The key modifications and design / scheme enhancements are as follows:

- A reduction in height from Ground + 11 storeys to Ground + 9 storeys;
- Reduction in height on the smaller blocks has also been addressed;
- A reduction in the quantum of private communal space at roof level, where a viewing deck was proposed;
- A reduction in the quantum of private communal space located within the taller block;
- Following discussions with the school, the general internal layout was reconfigured and flats rearranged to reduce the opportunity for overlooking the school playground;
- Draft construction management plan has been prepared and is being discussed with key neighbours such as the Royal Free and the Rosary Primary School;
- Substantial landscaping to enhance the boundary definition between the site and its most immediate neighbour, the Rosary Primary School.

CONCLUSION

13.1 In line with national guidance PegasusLife has undertaken a programme of consultation to engage with local residents, political representatives and stakeholders on the proposals for the redevelopment of Bartram's Convent, Camden.

13.2 The consultation programme was focused around an initial public exhibition held over two days in July 2014, and ongoing discussions key stakeholders and community groups.

13.3 The public exhibition in July attracted 35 attendees and 13 completed questionnaires. This relatively low turnout was despite over 1000 leaflets being distributed to the area around Bartram's - both residential addresses, the local school and businesses. There was also media coverage following the exhibition, which will have helped raise the profile of the redevelopment to a wider audience.

13.4 Overall the consultations and the responses generated a range of issues for PegasusLife to consider. All the feedback was fully assessed and considered and PegasusLife is submitting a proposal to Camden Council that responds to the majority of concerns raised during the public consultation.

13.5 The proposal now comprises specialist living accommodation for older people consisting of 60 apartments, spread over a cluster of four blocks with the tallest block rising to ground floor + 9 storeys. There is an emphasis on the 'well-being' offer within Bartram's - at the ground floor residents will find the well-being centre, the spa/pool, thermal rooms, treatment room, relaxation zone and changing rooms. The communal spaces at this level also include the light and airy reading room, which opens out onto the courtyard. The site is enclosed on all sides so the landscape design team looked at the enclosed garden or Hortus conclusus for inspiration. The concept became a series of interlocking courts taking its form from the geometry of the building. Each court has a distinct character and quality and there is the sense of moving through different rooms as you travel through the landscape space.

13.6 PegasusLife and its team has gone to great efforts to ensure that the proposed scheme is acceptable to the local community, as explained within this document. PegasusLife is committed to ensuring an on-going dialogue with residents and stakeholders as the application goes through the planning process and as such will keep all communication channels open and interested parties updated in the future.

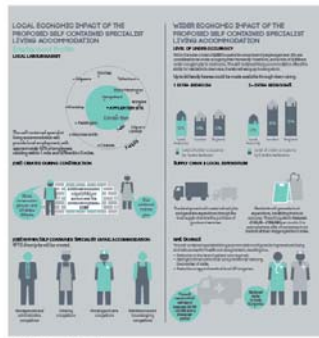
Meeting Need Within the Community

The PegasusLife Bartram's scheme will address a growing local housing need and deliver associated benefits to the community in Hampstead.

In Camden, those older people having difficulty with one or more domestic tasks will increase from 9,864 in 2012 to 19,025 by 2020. A failure to manage these tasks often persuades people to move to a higher care setting when their needs would be better met via a self-contained specialist accommodation.

Research shows there are just 47 units of retirement housing of all types for sale in the borough for a population of home owners of 75 and over of approx. 2,976.

The Bartram's development will have associated impacts too, such as tackling the high underoccupancy in Camden and freeing up some larger family homes, adding to the local economy, creating jobs and easing pressures on some NHS services.



Source: Wilmans research document



Site Considerations and Assessments

For us, a scheme does not exist in isolation - a building must respond appropriately to what surrounds it.

Before any design work got underway, a full contextual analysis of the area in which the Bartram's site sits was our first task. Understanding the surrounding area, its character and how the site interacts with adjacent buildings and areas is essential so that our design can respond to these things.

PegasusLife has commissioned specialist consultants to carry out a number of surveys to inform the design of the scheme as it progresses, these are:

- Transport
- Ecology
- Utilities
- Views
- Topography
- Heritage

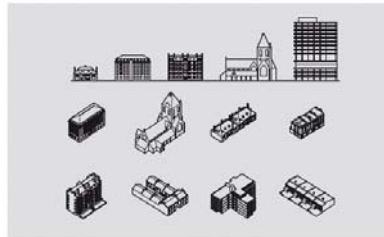
Water Contour Analysis



Site Considerations and Assessments

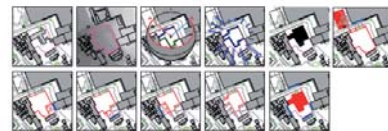
- Range of scales
- Range of typologies
- Important neighbours with two very distinct and opposing styles

Boundary context



Site Considerations and Assessments

Opportunities and Constraints of the existing Bartram's site

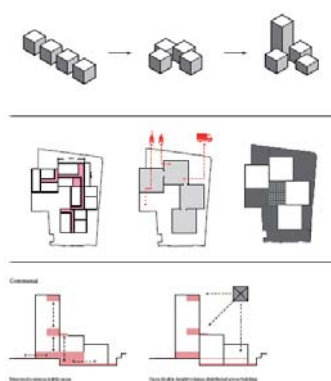


Key Design Principles

There are a number of important design features in the emerging Bartram's scheme. These 'essential aspects' will give Bartram's its identity and ensure the development works in architectural terms, considering the important context set out in the previous section. Crucially, they also mean that the 'well-being' vision of PegasusLife is a reality for residents.

- A cluster of buildings with varying heights, which mediates between the height of the hospital and the surrounding context
- Each building to have its own identity, while creating a coherent scheme overall
- Clearly defined entrances for the various users
- Each block has its own individual courtyard
- Private and communal external space
- Natural light throughout the scheme
- A communal courtyard at the heart of Bartram's
- An active main entrance

How the design reflects the ambitions of PegasusLife



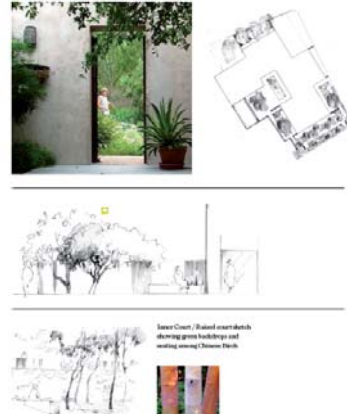
Key Design Principles - Landscape

PegasusLife appointed the landscape architecture practice, Camulda, to create the landscaping vision for Bartram's. The approach once again starts with understanding the local context. Bartram's sits at the centre of a village community with a hospital, shops, school, pub and a church adjacent to it. We think that the scheme will complement this existing village as a new component. The quality of the external landscaping is essential to us achieving this.

The site is enclosed on all sides so we looked at the enclosed garden or courtyard conditions for inspiration. We expanded this idea to include looking upwards and downwards and the revelation of unfolding views as you climb within the building as well as in the landscape space.

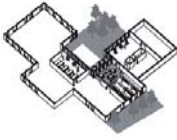
The concept became a series of interlocking courts taking its form from the geometry of the building. Each court has a distinct character and quality and there is the sense of moving through different rooms as you travel through the landscape space.

How the design reflects the ambitions of PegasusLife



Key Design Principles

Communal spaces are scattered throughout the scheme. The main communal spaces have strong relationships to the outdoors with green roof terraces and rooftop bars. The internal corridors are all naturally lit with views out to the city beyond. All flats have a private loggia.



How the design reflects the ambitions of PegasusLife



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Key Design Principles - Landscape

In reaction to the quality of the surrounding and wider context, the proposal responds to the brick texture and attention to detail. The building acts to mediate between the hospital in terms of scale but reflects the materials quality of its surroundings.



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Welcome

Welcome to this exhibition about the redevelopment of Bartman's in Hampstead.

At the end of last year, PegasusLife acquired the Bartman's Court site with a view to creating a new development providing self-contained special let living accommodation for older people. Through PegasusLife's extensive property portfolio, we are re-imagined - we are creating desirable places to live, designed to high specifications, and specifically responding to the needs of older people.

Well-being is at the heart of the PegasusLife office. Social interaction is important for all of us, but perhaps more than ever later in life and our schemes reflect this. We aim to create close-knit communities through shared spaces, lounges and leisure areas.

We have appointed a team of specialists to create the Bartman's scheme, including the award-winning architects, Duggan Morris. Representatives from PegasusLife and members of the project team are here today to help explain the approach we are taking. We are keen to hear your views on the emerging vision for Bartman's so please remember to complete the questionnaire before you leave. Your feedback at this stage will help shape the final scheme which we anticipate submitting to Camden Council in the early autumn 2016.

Our engagement programme will continue up until submission and the website www.bartmanshampstead.co.uk will be updated as the design evolves.

- 1 PegasusLife development in Chestnut
- 2 PegasusLife development in Islington
- 3 PegasusLife development in Hampstead
- 4 PegasusLife development in Isle



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Views from Haverstock Hill

The overall design aims to bring a new level of quality to the area through a mix of high-quality materials and a focus on the local context, history and the surrounding environment.



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Views from Haverstock Hill

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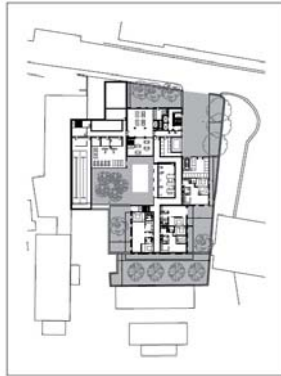


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Lower Ground Floor Plan

It is at this level that residents will find the core of Barman's well being, after there is located the well being centre, the spa pool, thermal rooms, treatment rooms, relaxation area and changing rooms. The communal space at this level also includes the light and airy reading room, which opens out onto the courtyard. There will be some residential units here too, with 1 and 2 bed apartments to the south of the site.



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Internal Courtyard

Evoking the 'for tea courtyard' or 'backyard garden', the internal courtyard is the heart of Barman's. The communal area interface with this shared courtyard, offering residents a calm space perfect for quiet contemplation or friendly conversation among friends. It is a double height space which provides a sheltered post-solar-bled ground and is softened by robust cherry trees and fruit trees planted nearby.



PegasusLife



Entrance on Rowland Hill Street

The branch aims to become part of the vibrant village community in Harpenden, and therefore we have designed its entrance to be active and welcoming to residents and visitors alike. The emerging design shows an active frontage, with views through the site to the courtyard below. Again, careful landscaping of cherry and birch trees provide important color and texture to the entrance area, and the final material flooring as your color is inspired by the traditional materials seen in other areas Harpenden.



PegasusLife



**PegasusLife
Press Release
FINAL – for issue Monday 14 July 2014**

**VIEWS SOUGHT ON PROPOSED REDEVELOPMENT OF BARTRAM'S
CONVENT IN HAMPSTEAD**

The owner of the Bartram's Convent site in Hampstead will seek views from the local community at a public consultation event on **Monday 21 July** and **Tuesday 22 July**, when they will set out their redevelopment vision for the site.

PegasusLife acquired the site in December 2013 with a view to providing self-contained specialist living accommodation for older people.

Alongside the living accommodation, the proposed scheme will include a range of 'well-being' facilities, including a swimming pool, gym and spa area, and a café.

Forecasts suggest that the number of older Londoners will soon be increasing at more than double the rate of the capital's population as a whole, and research has shown that there is a particular need for more supported accommodation within the Hampstead area. In particular, there is a lower than average provision of leasehold retirement supported housing, which in turn exacerbates the shortfall of suitable retirement accommodation across the board.

PegasusLife is a specialist developer with an ambition to re-invent how retirement housing is designed and delivered.

The public consultation will be held at the **Rosslyn Hill Chapel, Pilgrim's Place, NW3 1NG between 3:00pm – 7:00pm on 21st and 22nd July.**

Members of the project team will be on hand to meet members of the public, discuss work undertaken to date and present the current scheme design. Crucially, this will be an opportunity for the community to comment on the vision and emerging design for the site. Feedback from stakeholders, including residents groups and interested parties, will help to shape the final scheme.

PegasusLife is keen for the local community to feed in to the emerging plans ahead of a planning application being submitted to Camden Council in Autumn 2014.

James Lambert, Development Manager from PegasusLife, said:

"We are looking forward to meeting members of the public and discussing our vision for Bartram's in Hampstead. Our scheme will breathe new life into this disused site and importantly will provide some much needed new housing and meet a specific accommodation need in the local area. We are keen to get the plans right and so engagement at this stage is vital."

END

For more information please contact Rob Joyce at Keeble Brown at Rob.joyce@keeeblebrown.co.uk / 0207 843 3120

PegasusLife, Bartram's Hampstead
Planning Application – Press Release
October 2014

PLANNING APPLICATION TO BE SUBMITTED FOR BARTRAM'S REDEVELOPMENT IN HAMPSTEAD

PegasusLife scheme proposes self-contained specialist accommodation for older people with a range of well-being provisions

A planning application will be submitted shortly to Camden Council by PegasusLife, proposing the redevelopment of Bartram's Convent on Rowland Hill Street, Hampstead.

The scheme will provide specialist accommodation for older people, incorporating living accommodation, a health and well-being facility; communal facilities including a restaurant/cafe, activity room and a library, gardens and terraces; staff and concierge facilities; storage facilities and basement car parking.

Designed by award-winning architects Duggan Morris, the Bartram's scheme comprises 60 apartments, each with a private balcony and also substantial communal areas to encourage interaction. The accommodation and well-being facilities are spread across four blocks arranged in a cluster formation, with the highest block being ground floor plus nine storeys. The scheme benefits for external landscaping, featuring an internal courtyard. The design takes inspiration from the character, architecture and materials seen across Hampstead.

At a public exhibition in July, the design outline was presented to the community and feedback gathered resulted in some modifications to the scheme, such as:

- A reduction in height from Ground + 11 storeys to Ground + 9 storeys;
- A reduction in the quantum of private communal space at roof level, where a viewing deck was proposed;
- Draft construction management plan has been prepared and is being discussed with key neighbours such as the Royal Free hospital and the Rosary Primary School;
- Following discussions with the school, the general internal layout was reconfigured and flats rearranged to reduce the opportunity for overlooking the school playground;
- Substantial landscaping to help define the boundary between the site and its immediate neighbour, the Rosary Primary School.

James Lambert, Project Manager for PegasusLife said:

"Currently retirement accommodation options are limited in Camden. Looking at the area as a whole, extra care facilities such as are being proposed at Bartram's should be seen as part of the elderly 'care' solution in the borough and contribute to easing some of the growing pressures on essential care services. We'd like to thank the community and stakeholders for taking part in the consultation, their feedback has shaped the design and resulted in an improved scheme being put before the Council."

KEEBLE BROWN

Research commissioned by PegasusLife looked at the provision of age specific accommodation across the borough of Camden. It concluded that there is substantial under-occupancy among over 65s in Camden and that specialist accommodation, such as Bartram's, provides an opportunity to down-size, therefore freeing up housing stock in Camden (potentially up to 99 family homes).

At the time the research was carried out in the summer of 2014, there were just 47 units of retirement housing of all types for sale in the borough for a population of home owners of 75 and over of approx. 3,978.

Those having difficulty with one or more domestic tasks will increase from 9,861 in 2012 to 19,925 by 2020. A failure to manage these tasks often persuades people to move to a higher care setting when their needs would be better met via a self-contained extra care accommodation like Bartram's.

A statutory consultation process will get underway shortly after the application has been submitted to Camden Council and if the scheme gets approved it is anticipated that work will start on site next summer.

PegasusLife is proposing a second scheme in Hamsstead – the redevelopment of Arthur West House on Fitzjohn's Avenue. This scheme will also provide specialist accommodation for older people and the planning application is due to be submitted later this year following a public consultation process which is getting underway now.

END

Notes to editors

Media enquires contact: Kate Hart, Keeble Brown, kate.hart@keeblebrown.com; 0207 760 7529 / 07977 141216

Details of the final scheme can be found on the scheme's website www.bartramshampstead.co.uk

About PegasusLife:

PegasusLife is re-imagining retirement living. Employing the best award-winning architects, engineers, interior and landscape designers, the company is developing exemplar communities in desirable locations throughout Britain and Ireland. The company was established in 2012 by Oaktree Capital Management, a major investment organisation with substantial resources and ambitious plans for growth in the sector.

The company's central idea is that everyone, irrespective of age, shares the aspiration to live in a beautiful designed, socially inclusive environment, supported by first class services and maintenance regimes.

PegasusLife does not follow a 'cookie cutter' approach; preferring instead to adopt a nimble, flexible stance in the application of ideas to meet the specific attributes of the environment within which each project is located. The creation of caring, safe and secure environments, which promote healthy living and wellbeing, lies at the heart of these plans.

Property News

NEWS IN BRIEF

Make your home greener

Highgate Society is hosting a free event offering advice on the steps residents can take to make their homes more eco-friendly. Saturday, September 13, 11am to 1pm, at Channing St, Highgate Hill.

More space at church

Thomas More Church, in Maresfield Road, South Hampstead, has applied for permission to add an extension to its place with a two-storey meeting

Retirement homes proposals must not 'adversely affect skyline', says councillor



Bartrams Convent could be replaced by 10-storey retirement accommodation

Convent could be replaced by 10-storey tower

by DAN CARRIER

A TOWER block reaching 10 storeys high is planned for a site in South End Green.

The former Bartrams Convent, on Rowland Hill, off Haverstock Hill and next door to the Royal Free Hospital, has been bought by capital investment firm Oaktree Finance and retirement homes provider Pegasus Life.

They plan to demolish the post-war convent, which has recently been used as a student hostel, and replace it with four buildings. The highest is mooted to be 10 storeys, with three others blocks that will be five storeys high.

The scheme, yet to be officially put before planning chiefs at the Town Hall but currently subject to consultation with neighbours, has been condemned by councillors in the Hampstead ward.

Conservative councillor Tom Currie said he would be keeping a careful watch on the application when it is submitted.

He said: "I would not want to comment on specific plans until they have been lodged, but it must not be imposing and must not adversely affect the skyline."

"I am not anti-development but it has to be in keeping with Hampstead."

Clr Currie said that the plans included a basement car park. He added: "In Hampstead, we already have a problem with basements causing issues for neighbours, and the council have a clear policy for car-free developments. The plan for an under-



The large Virgin Mary statue at Bartrams

ground car park therefore must be looked at carefully."

Pegasus Life director of planning Guy Flintoft told the *New Journal* there were only 42 units in Camden providing a similar service to their proposals and that the development would provide 62 much-needed new homes.

He said: "We put a lot of investment in the long-term quality of the building and how it will be run into the future. We are looking at traditional retirement housing and our business plan is based on a much higher quality of scheme, using great architecture and designing something that is

bespoke."

Mr Flintoft said the site could handle a greater building and the current one is not suitable for conversion. "It is not a very attractive nor very efficient building," he said.

Preliminary designs include individual flats but with added communal areas.

The new building will not be a care home, said Mr Flintoft.

He added: "It is independent living accommodation. People live in apartments. They have their own front doors, with one or two bedrooms, a fully-equipped kitchen, bathroom, and living room. The extra room means a carer or relative can stay."

"We can include a communal 'eating' place, a library, a physio suite, and a pool as part of a well-being suite. There is great demand for this type of development in Camden as currently there are so few options."

Mr Flintoft said prices are expected to "reflect house prices in the area". And the large statue of the Virgin Mary on the side of the convent may be saved and incorporated into any new design.

"We would want to know if it has any intrinsic historical value or is liked by people in the area, then we will decide its future," said Mr Flintoft.

Camden Council homes

Are you looking for the right Camden Council home?

We have 16 homes available for bids this week. Their sizes vary from a studio home to 3 bedroom homes. There are 2 sheltered homes available this week. You can bid between Thursday 4 September 2014 and midnight on Monday 8 September 2014.

Below is a sample of homes available this week. You can see our full list on the website: camden.gov.uk/homeconnections. A copy of the property list or details of locations offering free internet access can be found at Camden libraries and district housing offices.

Camden Council is changing the way we allocate social housing. To find out how and when this might affect you visit camden.gov.uk and search for 'allocations scheme'. If you don't have internet access please call 020 7974 4444.



Advert no. 185732
CLEAVER HOUSE
ADELAIDE ROAD, NW3
Studio flat
Rent: £106 pw.



Advert no. 180298
QUADRANT GROVE
NW5
2 bedroom house (doubles)
Rent: £129 pw.



Advert no. 196986
WALTER NORTHCOTT HOUSE
FORTUNE GREEN ROAD, NW6
3 bedroom flat (2 doubles, 1 single)
Rent: £143 pw.

Log on at camden.gov.uk/homeconnections or phone home connections on 0845 402 7881 to place a bid

نظام تلفوني متوفر في العربية
এখানে বাংলায় টেলিফোনের সুবিধা পাওয়া যায়
以中文為語言的電話系統現已備用
Le système téléphonique est disponible en français.

ਫੋਨ ਸਿਸਟਮ ਪੰਜਾਬੀ ਵਿੱਚ ਮਿਲ ਸਕਦਾ ਹੈ
Waxa la heli karaa nidaamka telefoonka oo ku qoran
Soomaali Telefon Sistemi Türkçe olarak mevcuttur
فون سسٹم اردو میں دستیاب ہے

Please let us know if you change your telephone number, as we must be able to contact you if we want to invite you to view one of our homes.

camden.gov.uk

Camden

New signing
backs Arsenal's
style of play
See back page

1104
Creative Intelligent Design
Architects & Interior Designers
Residential
Workplace
Tel Chris Roche RIBA: 020 8444 3000
Web : www.1104architects.co.uk
Email : chris@1104architects.co.uk

London Borough of Camden
Councillor Services, Town Hall
Judd Street
London
WC1H 9JE

30 June 2014

PegasusLife, Bartram's Convent Redevelopment, Rowland Hill Street, Hampstead

Dear Cllr Currie,

As you may be aware, PegasusLife acquired the Bartram's Convent site in Hampstead in December 2013, with a view to redeveloping the site to provide self-contained and specialist living accommodation for the care and well being of elderly people.

This will be an exemplar scheme, with high design principles applied, providing contemporary, high quality retirement accommodation, meeting a growing need for this sort of residential provision in Camden.

PegasusLife has appointed the award winning architects Duggan Morris to design the scheme, and plans have evolved to a point where we would now like to meet with you to share our vision for the site.

PegasusLife will be delivering a holistic and managed living environment that will comprise of a mix of one and two bedroom apartments, a series of communal spaces, a restaurant, well-being centre, a library and shared garden space for residents, together with facilities for the passive and active care and support of residents.

In the coming weeks PegasusLife and its design team will be developing a detailed scheme for the site and we are keen to work collaboratively with the local community, stakeholders and local politicians. We are aiming to submit a planning application in early autumn 2014.

PegasusLife is committed to designing a high quality scheme that complements Hampstead and takes account of the local character of the area, and indeed adjacent developments. For example, you will of course be aware of the development plans at the Royal Free Hospital, which is next to our site. As a local councillor your views are important. We aim to hold our first public engagement event in July before the school holidays start but are keen to meet up with you before that to have an initial discussion.

Keeble Brown has been appointed to work with PegasusLife on the consultation programme for Bartram's Convent. Diaries permitting, we would like to request a meeting with you during the week commencing **14th July** at a location convenient for you. Should you want to meet or have any further questions about the site and our plans, please contact myself or Megan Dixon at Keeble Brown.

I look forward to your response and hope to meet you soon.

Yours Sincerely,

Kate Hart
Keeble Brown
T: 020 7843 3192 / 07977 141216

E: kate.hart@keeelebrown.co.uk

PegasusLife
Bartram's Hampstead - Feedback Questionnaire
July 2014 – Public Exhibition



PegasusLife

1. Do you support the principle of the redevelopment of Bartram's?

Yes No

2. Do you support the principle of the scheme providing self-contained specialist accommodation for older people?

Yes No

Do you have any other comments on this point?

.....
.....

3. What are your views on the early designs for the site on display today?

.....
.....

4. Do you have any specific concerns about the design you would like to feedback at this stage?

Yes No

Please expand a little here if necessary

.....
.....

To ensure that we have a balanced range of views, please may we have some basic information about you?

Age range

0 -24
25-34
35-44
45-64

Gender

Male Female

Name:

Address:

Email address:

Telephone number:

Your details will not be passed on or used for anything other than recording feedback and providing further information to you on the proposals for the Bartram's Hampstead site.

Thank you for taking the time to complete this feedback form. Please place it in the box provided before leaving today's exhibition.

If you would like to take this questionnaire away, you can post the completed copy to:

Rob Joyce, Keeble Brown, 36-40 York Way, N1 9AB - rob.joyce@keeblebrown.co.uk

www.bartramshampstead.co.uk