

STATEMENT OF COMMUNITY INVOLVEMENT

The Albert, Primrose Hill

October 2014

1. Introduction

Curtin&Co has been commissioned by Brooks/Murray on behalf of TXL to undertake the political and community engagement, with regards to the proposed development of a single dwelling house in the rear garden of The Albert public house in Primrose Hill, Camden.

This report aims to summarise the consultation programme that has been undertaken, prior to the submission of an application to the London Borough of Camden Council.

Curtin&Co has been tasked with conducting this programme of consultation; at no point have we had direct influence over the design of the proposals beyond reporting the feedback of local community representatives.

2. Consultation

Brooks/Murray and Curtin&Co believe it is important to engage with all key local stakeholders, in line with the Government's Localism Act 2011, the National Planning Policy Framework and the London Borough of Camden's policy on community engagement.

The consultation programme has been designed to ensure compliance with Para. 66 of the National Planning Policy Framework, which states: "applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably".

2.1 Public Exhibition

A public exhibition was held at The Albert on Thursday 2nd October 2014, between the hours of 4pm and 8pm. The exhibition was attended by 55 individuals, with 21 feedback forms submitted at the exhibition, followed by a further three returned by post to Curtin&Co in the days following, making a total of 24 forms returned.

The exhibition ensured that the local community, in particular residents living in the area neighbouring the site, were properly informed about the proposals. The exhibition displayed the emerging plans for the site, including details of the design, and helped gather feedback from local residents and other stakeholders.

2.2 Publicity

Residents were informed in the week prior to the exhibition through hand delivered letters. In total, 450 letters (Appendix I) were delivered personally by a Curtin&Co consultant on Friday 26th September. Below is a map of the catchment area covered in this delivery:



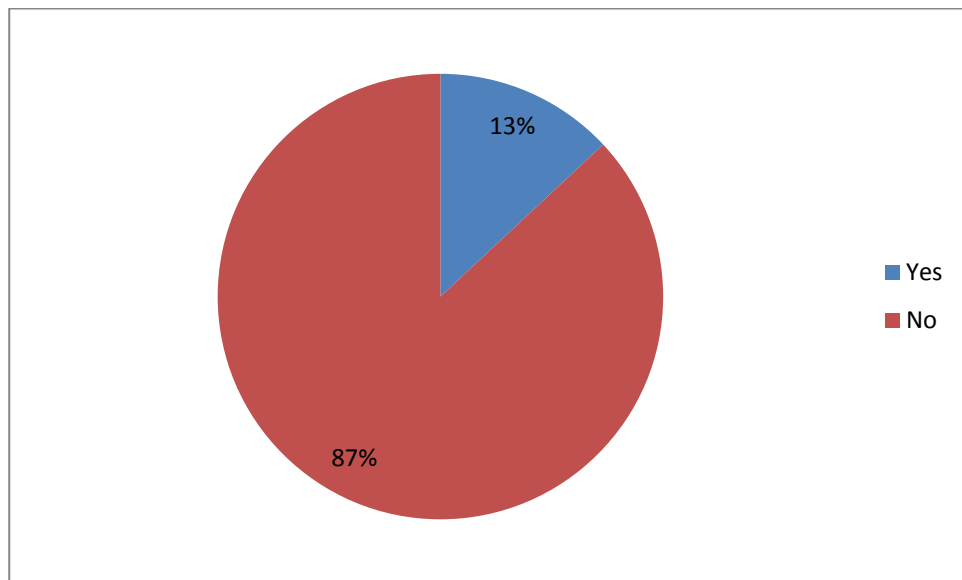
In addition to this, approximately 50 copies of this letter were left at The Albert to inform residents and patrons of the exhibition.

3. Feedback

Attendees at the exhibition were asked to submit feedback via a form (Appendix II) which asked four questions relating to the proposals.

3.1 Breakdown by question:

1. Do you support the provision of a new dwelling house?



Out of the 24 forms, a total of 20 respondents indicated that they did not support the provision of a new dwelling house on the site. The reasons for this opposition were principally down to concerns over the viability of the pub as a business should it lose part of its garden. Concerns over a restriction of light and space in the garden were indicated as specific concerns relating to this.

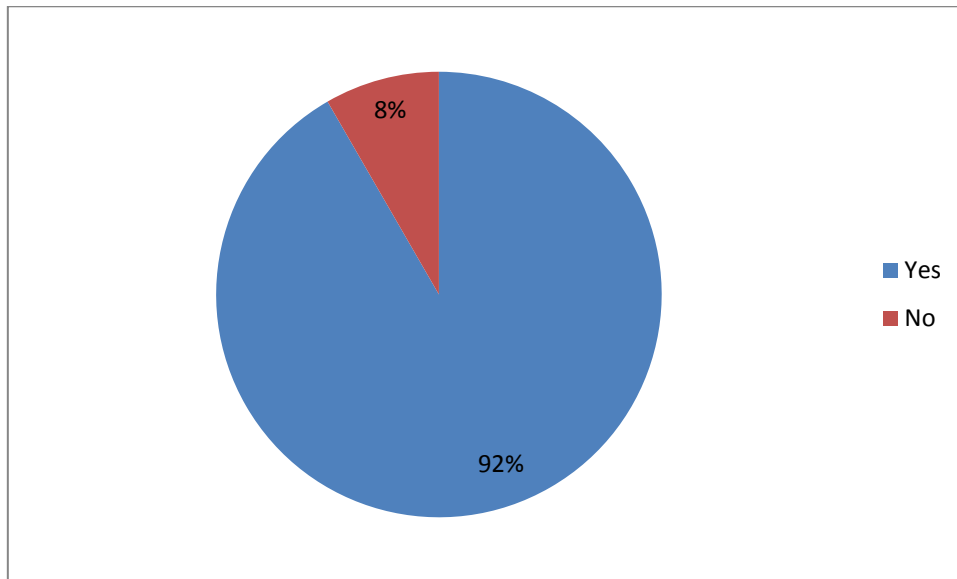
Those indicating support for the dwelling house reiterated the importance of the pub remaining open.

Example of comments received:

"I accept the reasons for construction as long as the pub is protected"

"Will halve size of well-used garden – a community asset. The proposed house would significantly reduce light levels in the garden still left"

2. Are you aware the pub lease for The Albert will continue under new tenants?



Of the 24 respondents, 22 were aware that the pub lease for The Albert will continue under new tenants. Comments received for this question reiterated concerns over the future viability of the pub despite the commitment the appointment of new publicans. Once again, concerns over the potential impact of losing part of the pub garden were expressed, as well as concerns over the new tenants modernising the pub and potentially altering the character of it.

Examples of comments received:

"It feels to me that this building will be the start of a gradual erosion of our beloved pub that will end in its closure"

"I hope the tenants have the lease at a reasonable enough rate to cope with loss of revenue from losing half the garden"

3. Are there any additional comments you would like to make regarding the application?

Many respondents took the opportunity to emphasise their belief that the pub remaining open was of great importance. 12 of the 24 respondents stated their belief that the development of the dwelling house would impact on the viability of the pub and that they would oppose it.

Other comments included concern over additional traffic during the construction phases causing dangers for school children in the local area, as well as additional traffic and parking issues once the dwelling house is completed.

Finally, an emphasis on maintaining the family and community orientated character of the pub was also evident.

Example of comments received:

"We hope that all the new housing will not be allowed to apply for parking permits. Any green communal space in London is far too precious to sacrifice. Most folk round here don't have access to a garden. If the land is available for development a pity Camden has it taken it's part of this community, a family home involved with us all and unique. It's been a neighbourhood pub forever"

"I object to the new house building in the garden of the Albert. I believe that the loss of the garden at the rear yard will negatively impact on the attraction of the community pub in the area"

"If you win planning permission please factor in the local school (Primrose Hill, Princess Road) and Auden Place Nursery (Auden Place, access via Manley Street and Kingstown Street) and ensure your lorries etc. are only used outside of pick-up/drop-off times for the children, otherwise it will be extremely dangerous! Also most tenants in Auden Place were not informed of this meeting or consultation process"

- 4. The below map shows the proposed vehicle routes for the construction period which will be discussed with the Council. Working hours will be specified by the Council and delivery hours will respect morning and evening travel periods, including the school run. All waste would be kept on-site and transferred directly into recently arrived vehicles. Temporary parking suspensions or road closures are not anticipated. Do you have any views on the construction management plan for the Albert?**

10 of the 24 respondents either submitted no comments on this question or stated that they were satisfied with the construction management plan outlined.

Those that expressed concerns did so for a variety of reasons, including:

- The additional construction work in the area to the HS2 project;
- Scepticism that construction vehicles would not be restricted in reality to the stated time periods;
- Noise and dust from construction; and
- An emphasis on maintaining safe access and travel for parents collecting and dropping off children from local primary schools.

Example of comments received:

"How will this interact with the proposed building work for HS2? What about school runs, dog walking and general standard of living for people living in the area?"

"Provided schools access is provided safely – no objections"

"A CMP should involve receiving Council updates to locals and monthly local resident meeting with the developer"

"Seems well thought out within limitations of its remit (does not take into account its effects on pub-goers re garden) if you want to really see the effect, put up a structure that really shows in 3D its effect on the garden"

4. Amendments following consultation

Attendees at the exhibition raised concerns and issues with the proposed development. The most prominent amongst these was a concern that a reduction in the size of the garden at the rear of the pub would impact on the future viability of the business.

Consequently, steps have been taken to reduce the dwellings house in size and maintain a larger proportion of the pub garden. The following amendments were made in order to achieve this:

1. Reduction of the house from 2.5 storeys to 2 storeys to reduce impact on daylight/sunlight.
2. The dividing wall between the house garden and pub garden is moved closer towards the house so the pub garden is larger.
3. The dividing wall between the house garden and pub garden is higher to increase privacy between the two spaces.

5. Conclusion

In conclusion, the exhibition proved an effective and thorough community consultation, in which not only the proposals for a new dwelling house were displayed but also the future of the pub under the new tenants were explained and discussed.

It is obvious that any potential development attracts concerns, which is why the project team has taken the initiative to engage the local community, in order to help ensure that the development is fully understood and that concerns regarding the plans were addressed before the submission of an application. The project team has taken account of issues raised and responded to them by making suitable amendments to the scheme.

The consultation process that has been carried out has paid full heed and fully complied with the requirements of both s. 122 of the Localism Act and para. 66 of the NPPF. s. 122 of the Localism Act which sets a requirement for the applicant to undertake a pre-application consultation.

Appendix I

26th September 2014

Dear Resident,

The Albert, Princess Road – Public Consultation Event

As you may aware Brooks/Murray Architects have been consulting on planning proposals for the Albert Public House, Primrose Hill. Curtin&Co, a community engagement specialist is working with Brooks/Murray to ensure that the local community is kept updated on the proposals for The Albert.

Following initial engagement with local stakeholders, the proposals now include;

- A new lease to be offered to the Albert Public House which will enable them to continue trading;
- Three apartments to be situated above the public house, which have received planning approval;
- One home to be built to the rear of the public house, with an area of garden retained, for which planning permission is being sought.

Curtin&Co and Brooks/Murray Architects are committed to continued consultation with the local community and will be holding a public drop-in event to present the plans. Attendees will have the opportunity to speak to members of the project team and offer feedback on the scheme and its construction.

The drop in event will be held on Thursday 2nd October from 4pm-8pm at The Albert Public House, 11 Princess Road, London NW1 8JR.

Should you have any questions regarding the proposals for the Albert, or the drop-in event, please do not hesitate to contact me on 0207 399 22 93/07711 317 250 or email edwardbe@curtinandco.com.

I look forward to welcoming you at the event.

Yours sincerely,

Edward Butler-Ellis
Associate Director, Curtin&Co

Appendix II

The Albert | Your Views

Name:

Address:

Postcode:

Telephone:

Email:@.....

All feedback received is treated anonymously and not passed on to any third party. The responses will be analysed and a report detailing how we have engaged will be submitted as part of the Planning Application.

1. Do you support the provision of a new dwelling house?

Yes No

2. Are you aware the pub lease for the Albert will continue under new tenants?

Yes No

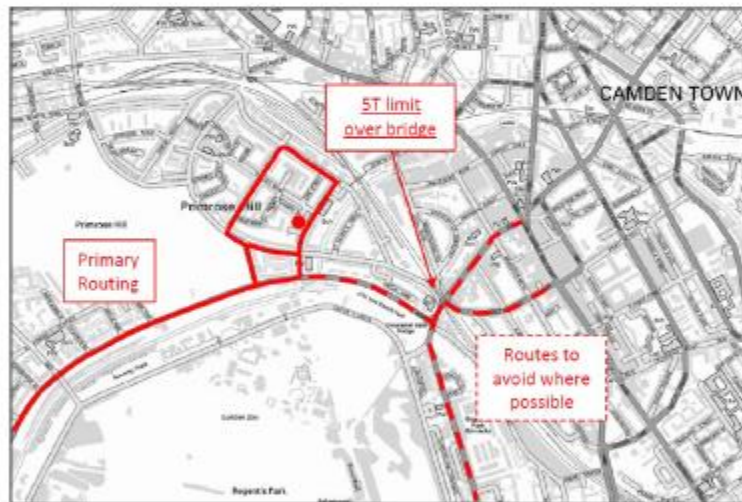
3. Are there any additional comments you would like to make regarding the application?

PTO

The Albert | Your Views

4. The below map shows the proposed vehicle routes for the construction period which will be discussed with the Council. Working hours will be specified by the Council and delivery hours will respect morning and evening travel periods, including the school run. All waste would be kept on-site and transferred directly into recently arrived vehicles. Temporary parking suspensions or road closures are not anticipated.

Do you have any views on the construction management plan for the Albert?



Thank you for taking the time to complete this form and letting us know your views. Please note the deadline for returning feedback by post is Friday 10th October 2014.

Return to:

Jennifer Berger, Curtin&Co, 299 Oxford Street, London, WC1 2DZ.

Telephone: 0207 399 2293 Email: jenniferb@curtinandco.com