

Revised Summary:
Proposal for new
PegasusLife *development*

Fitzjohn's Hampstead
London Borough of Camden

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Fitzjohn's Hampstead London Borough of Camden

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Headline summary

- *For the first time, the London Plan now includes indicative requirement benchmarks for the delivery of specialist housing for older people for every London borough. The London-wide target is 3,900 specialist units for older people a year until 2025. In the last few years, delivery in the capital has been around 1,200 units a year;*
- *The proposed PegasusLife development would make a real contribution in terms of helping Camden meet the housing needs of older people in London.*
- *A highly competitive market means suitable land is very scarce and very expensive so that developers shy away for this type of much needed development;*
- *In Camden there is a significant shortfall in specialist leasehold accommodation for people aged over 60. In 2015, provision stands at 47 units. New research suggests that Camden will need 568 units by 2035;*
- *The completed development would allow Camden residents a choice to stay in the Borough and thereby free up under-utilised properties;*

Fitzjohn's: Local architecture and historical context

The buildings surrounding the site are typical of the mix of architectural styles of Hampstead. In 1875 the development contract for Fitzjohn's Avenue was let. A number of prominent architects such as Norman Shaw built houses there for fashionable artists in the Queen Anne style. These confirmed Hampstead's avant-garde reputation and set the style for developments elsewhere in the village.

In the 1950s, 79 Fitzjohn's Avenue was occupied by Hyelm, an organisation founded in 1926 by the late Arthur J West who, responding to the then needs of young people moving to London to work or study, founded an accommodation 'club'.

Funded mainly by grants from the Greater London Council, the original, Victorian property on Fitzjohn's Avenue was demolished during the 1970s. It made way for Arthur West House, a purpose-built development that went on to provide accommodation and support services for young people.

A revised scheme to support older people in Camden

Following the purchase of the site in 2014 by PegasusLife, award-winning architect Sergison Bates was commissioned to design a development specifically for older people wishing to continue an independent life into their later years. After extensive consultation the Fitzjohn's scheme now comprises:

- *33 self-contained specialist accommodation units for older people, spread over two buildings and rising up to ground floor plus five storeys in height at its highest point;*
- *A well-being centre featuring a hydrotherapy suite that includes a sauna and steam rooms as well as supporting treatment and physiotherapy facilities. The active element of the services provided is supported by a gym and stretch space with specialist, low intensity equipment;*
- *Generous communal areas encouraging social interaction and foster greater inclusion; PegasusLife is only too aware older people are particularly vulnerable to isolation and loneliness, which can have a detrimental effect on health and wellbeing;*
- *A not-for-profit management company, co-owned by the residents will take responsibility for the whole development;*
- *Domiciliary and extra care services provided by a suitably qualified and registered organisation and approved by the management company;*
- *A café with social kitchen and guest suite, a variety of open and secluded communal areas;*
- *Extensive landscaped gardens;*
- *Cycle and mobility-scooter parking for residents, visitors and staff;*
- *There are 33 car storage spaces available for residents in a secure basement facility;*
- *There is a communal external courtyard, which will be an extension of the residential lounge, allowing for communal activity to spill outdoors in fine weather. The lower level garden is a visual amenity planted to look attractive when viewed from above;*
- *The high quality trees along Prince Arthur Road and Fitzjohn's Avenue will be retained and further planting will create an enhanced green 'buffer';*

How consultation helped the design

In accordance with PegasusLife's mission to contribute to the area in which it invests, the final designs for this scheme are a response not just to the residential needs of older people in Camden but also to the many comments, concerns and suggestions proffered by the local community:

- *Modifications to the materials palette, adopting lighter tones and appearances, and more closely matching the adjacent buildings and wider architectural style across Hampstead.*
- *Upper floors of the development stepped back to reduce mass of the scheme;*
- *The massing has been adjusted to mediate with the neighbours in a better way as do the revised positions of the rounded, shaped bays and wider landscapes;*
- *Significant additional landscaping to enhance the boundary definition between the site and its most immediate neighbours on Prince Arthur Road;*
- *A draft construction management (CMP) plan has been prepared in conjunction with key neighbours. Agreements to ensure the liaison continues throughout the development process. The CMP considers issues such as noise, dust, safety and security as well as measures to reduce traffic, congestion and other disruptions as well as giving special consideration to restricting demolition and other noisy stages to set times;*
- *A Stakeholder Engagement Forum for residents and resident associations;*

The Consultation Programme

The consultation programme for the Fitzjohn's proposals involved and engaged neighbours, local representatives, stakeholders and the wider community from the earliest opportunity. These consultations have been instrumental in helping to shape and inform evolving proposals for the scheme.

The consultation programme was phased to ensure there was opportunity for members of the public and other stakeholders to inform the evolving designs. We delivered a variety of different engagement opportunities so that local residents and key stakeholders were able to help us refine the proposals. These included 1-2-1 meetings, correspondence and public events.

Consultation with political stakeholders

- *No less than four pre-application meetings with Camden Council and substantial post application engagement;*
- *Letters and emails sent to key local community groups – Heath & Hampstead Society and Hampstead Conservation Area Advisory Committee, Redlington & Frognal Residents Association, Arkwrights Residents Association and Hampstead Neighbourhood Forum;*
- *Frequent engagement with former MP Glenda Jackson, meeting at Portcullis House, Westminster and emails;*
- *Telephone and email briefing with the office of Tulip Siddiq MP. Briefing note provided;*
- *A meeting as well as telephone and email exchanges with council officers in Adult Services Directorate to discuss housing context for older people in Camden;*
- *A Website was established to provide members of the public and other interested parties with information about the proposed scheme and also to support the promotion of the exhibition - www.fitzjohnshampstead.co.uk*
- *Media relations were undertaken to support the consultation. A press release drafted and sent to key local papers Camden New Journal and Ham & High, ahead of the public exhibition and ahead of the planning application being submitted;*

Fitzjohn's Public Exhibition – October 2014

The primary focus for the public exhibition was to reach local residents and others who currently live and work within the vicinity of the Fitzjohn's Avenue site as these are the people most likely to be affected by the proposed redevelopment.

We targeted the residential areas close to the boundaries to the site with a leaflet to outline the proposal and to promote the exhibition. The Keeble Brown team identified the roads and streets we needed to reach and delivered leaflets to homes and other addresses within the locale.

Also, we carried out repeated flyer drops inviting the community to attend on Fitzjohn's Avenue, Prince Arthur and Ellerdale Road leading up to the public exhibition.

The public exhibition was held over two days between 3.00pm and 8.00pm on Tuesday 07 October and Wednesday 08 October 2014 in Arthur West House.

Councillors, residents and other stakeholders such and local media were invited to visit so that each group could gain an informed understanding.

The exhibition comprised a number of information panels, table-top maps and print outs to help outline the evolution of the development programme. All visitors were encouraged to record their details and feedback using a questionnaire form.

There were members of PegasusLife, Gleeds team and Sergison Bates architects on hand to explain the proposal, to help answer queries and to discuss suggestions and potential amendments.

The majority of the visitors to the exhibition supported the principles of the redevelopment of Arthur West House and providing specialist accommodation for older people in the area.

Continuing consultation

After the public exhibition PegasusLife and Sergison Bates met with a number of immediate neighbours on Prince Arthur Road. There were a number of specific comments and issues discussed which were useful in informing the design of the Fitzjohn's scheme.

Additional emails were sent to ward councillors, portfolio holders and key stakeholder groups to advise them that the proposal was progressing and that an application would be submitted early 2015. Individual meetings with councillors and their representatives were offered.

The consultation activity is set out below:

- *Engagement with Ward Councillors (Gio Spinella, Siobhan Baillie and Andrew Mennear), and relevant portfolio holders, Phil Jones and Patricia Callaghan – initial introductions, invitation to exhibition and follow-up, engagement ahead of submission of planning application and follow-up post application submission;*
- *Meeting with local residents: Dr & Mrs Lipman (The Dutch House) – twice at the public exhibition and in person on 15th October 2014. Plus letter, email and telephone communication;*
- *Meetings with Mr & Mrs Booth (and other leaseholders at 3 Prince Arthur Road) – 27th October and 10th December 2014;*
- *Meeting with Mr & Mrs Cave (16 Prince Arthur Road) – 15th October 2014;*
- *Follow up letters and emails sent to key local community groups – Heath & Hampstead Society and Hampstead Conservation Area Advisory Committee, Redlington & Frogna Residents Association, Arkwrights Residents Association and Hampstead Neighbourhood Forum;*

Ongoing dialogue with residents on both Prince Arthur Road and Ellerdale Road, on both the design of the scheme and the emerging construction management plan continued this year:

- *Letter Dr and Mrs Lipman, Prince Arthur Road sent 4th March 2015, addressing their concerns;*
- *Frequent two way communication with David, Judy Booth and their tenants (including Katri & David Yates), Prince Arthur Road sent 28th January, 11th February and 04th March 2015, responding to their concerns;*
- *Frequent two way communication with Brian Susskind, Ellerdale Road sent 28th January and 11th February 2015, responding to his concerns;*
- *Frequent two way communication with Mr and Mrs Andrew Cave and their tenants, Prince Arthur Road sent 11th February and 4th March, responding to concerns. Directed Mr Cave to Camden's website for plans and section 106 information;*
- *Response to Sonia Westman, Ellerdale Road sent 10 March 2015 on traffic concerns;*

Context: Homes for Older People in Camden

For the first time, the London Plan now includes indicative requirement benchmarks for the delivery of specialist housing for older people for every London borough. The London-wide target is 3,900 specialist units for older people a year until 2025. In the last few years, delivery in the capital has been around 1,200 units a year.

Schemes like Fitzjohn's should be seen as important contributions to Camden's delivery target.

- *Fewer of Camden's 55-75 year olds remain in the Borough as they age than in neighbouring authorities – lack of appropriate accommodation is a key driver;*
- *There is a significant shortfall in specialist leasehold accommodation for people aged over 60. In 2015, provision stands at 47 units. New research suggests that Camden will need 568 units by 2035;*
- *This rising demand is seen across London, and has recently been identified by the Mayor of London as one of the most important emerging planning issues for the capital. It is anticipated that between 2011 and 2036, the number of people over the age of 64 will increase by nearly 580,000 to reach 1.49 million – an increase of 64 per cent. During the same time period, the number of over 90 is expected to grow by 89,000;*
- *Frognaal & Fitzjohns ward, where the proposed scheme is located, is one of the highest number and highest percentage of older people of all Camden wards;*
- *Nearly 2000 older people living near the scheme have a long term health condition, representing 25% of the total population of the over 65s in Camden with a long term health condition;*

The PegasusLife approach complements the ambitions of the Care Act 2014, which is underpinned by a new statutory principle of individual wellbeing. The Act states that well-being must be the driving force behind care and support. Similarly, well-being sits at the heart of the PegasusLife offer. The Act understands the importance of prevention and states that local authorities (and their partners in health, housing, welfare and employment services) must now take steps to prevent, reduce or delay the need for care and support for all local people. The PegasusLife approach to accommodation provision for older people supports this very important aspect of the Act;

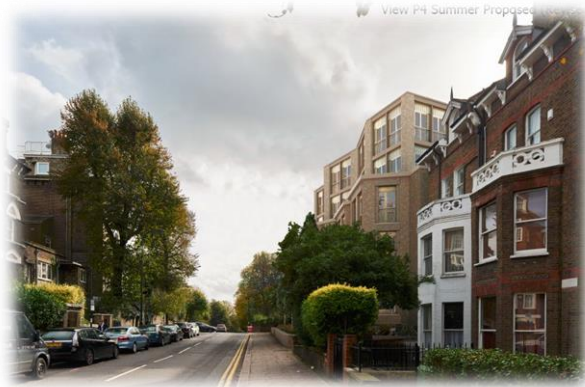
In terms of financial contributions, Fitzjohn's will contribute £1.5 million towards CIL;

The section 106 agreement for the scheme will also contain a review mechanism which will be used to assess the ability of the scheme to contribute additional contributions to the Council's Community Investment Programme;

Fitzjohn's: About the Site (summer)



View from Northern Approach (current)



View from Northern Approach (proposed)

Fitzjohn's: About the Site (winter)

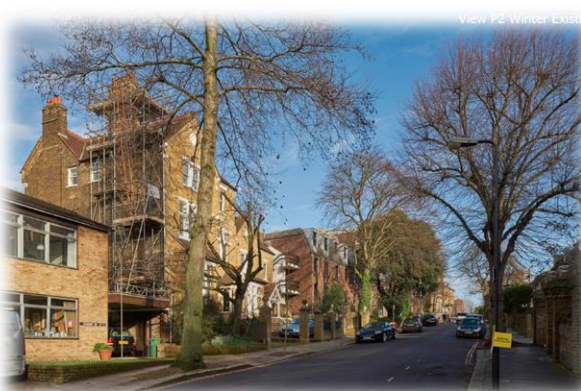


View from Eastern Prince Arthur Road (current)



View from Eastern Prince Arthur Road (proposed)

Fitzjohn's: About the Site (winter)



View from Western Prince Arthur Road (current)



View from Western Prince Arthur Road (proposed)

- Computer generated images and photographs are indicative only -

Addressing a growing need: PegasusLife

"With London's rapidly growing population it's vitally important we ensure the housing needs of older people and disabled adults are properly addressed. This funding will encourage house builders to prioritise specialised housing...I would particularly like to see new accommodation with easy access to town centres and local amenities, ensuring residents can fully remain part of the community."

Boris Johnson, 25 March 2015, launching the new Specialised Housing Fund for London

PegasusLife commissioned research into the provision of age specific accommodation in the Camden and the wider socio-economic impacts of schemes such as Fitzjohn's.

The research concluded that there is substantial under-occupancy among over 65s in Camden and that specialist accommodation, such as Fitzjohn's, provides an opportunity to down-size, therefore freeing up housing stock in Camden.

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

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.

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 specialist accommodation like Fitzjohn's.

Looking at the area as a whole, specialist facilities such as are being proposed at Fitzjohn's, should be seen as part of the elderly 'care' solution in the borough and as contributions that will ease the growing pressures on essential care services.

Camden acknowledges an ageing population and the need to develop a more appropriate range of accommodation meeting the needs of people living in the borough. Without action being taken now, the shortage of housing in the borough will continue to get worse, and more and more old people will be forced to stay in inappropriate properties or move outside of the borough they call home.

Moreover, in the absence of appropriate housing options across all tenures, including private owner occupier properties, pressures will only increase on critical services such as Registered Care Homes providing personal and nursing care.

It is quite right and just that older people are able to make positive decisions about their own lifestyles. This includes making decisions about where and how they live, ensuring their accommodation meets their evolving needs.

The Previous Owner of Arthur West House

Arthur West House had been providing accommodation for young people for almost forty years. For many of the young people that had lived there it was their first stepping stone into London. However, Hyelm, the charity that owned the property was faced with declining demand, rapidly increasing costs and the growing burden of a building that no longer suited its purposes.

Hyelm put the property on the market and was rewarded with significant interest from the UK and overseas: foreign investors naturally saw the opportunity to acquire more real estate in the Hampstead area.

PegasusLife had already recognised the need to meet the residential requirement of older people in London. Camden's housing gap for older residents made the site of Arthur West House very attractive. After competitive negotiations, PegasusLife purchased the property in October 2014.

The sale of the one building, with all its faults, will allow Hyelm to develop two new sites and double the number of young people that it is able to help in London.

Background information about PegasusLife

PegasusLife is a business on a mission to fundamentally re-think and re-invent the places and ways in which we live as we get older. The company already has thirty developments in locations across the U.K. and Ireland, with many more in the pipeline.

The central idea is that everyone, irrespective of age, shares an aspiration to live independently within an intelligently designed, socially inclusive environment, supported by an intuitive service offer, and an efficient and ethical approach to property management. Backed by Oaktree Capital Management, a leading investment company in growth sectors, PegasusLife never follows a 'cookie cutter' approach and employs the country's best architects, designers, academics and creative thinkers to truly change how this industry is understood and delivered.

Next Steps

Thank you for taking the time to read our document.

If there are any questions or queries on the schemes, please do not hesitate to contact the PegasusLife Development Team:

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If there are any questions or queries on the consultation, please contact either Anne-Marie Batson or Spencer Neal at Keeble Brown on 0207 843 3085 or 0207 843 3194