

Statement of Community Engagement  
The Hoxton (Holborn) Limited

5 October 2015



For The Hoxton (Holborn) Limited

By Comm Comm UK

**Comm Comm UK**  
Community Communications

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## Executive Summary

- The Hoxton (Holborn) Limited, (The Hoxton, Holborn) has undertaken a programme of community engagement and consultation around the proposals from August 2015 to October 2015.
- The engagement and consultation targeted Camden members and officers, local ward Councillors, residents, local businesses and community groups to ensure that as many people as possible understood the proposals.
- The public exhibition took place on Monday 28 September in The Apartment meeting room at The Hoxton, Holborn. It offered attendees the opportunity to view the emerging proposals and discuss queries they may have with the project team. The exhibition was well-attended by the local community. Feedback forms were provided for attendees to leave contact details in order to be kept-up-to-date throughout the process. A comments box was also included on the form to gain feedback on the designs and proposals displayed.
- The engagement includes liaison with ward councillors and a presentation to the Covent Garden Community Association's planning committee.
- The feedback on the proposals was extremely positive from the local community. Attendees to the public exhibition thought the design and concept were interesting and looked forward to seeing improvements to Newton Street. Some concerns were raised regarding around potential noise, rodents and litter.
- As a result of discussions with residents, The Hoxton, Holborn will be submitting an Operational Management Plan alongside the planning application. This will take into account concerns raised by residents and include a commitment to closing the kiosk area at 7.30pm to the public, shutting further use of the courtyard by the meeting rooms at 10.30pm and no smoking in the pavilion. There will also be details about litter bins, collections and management and washing down of the area.

# 1. Introduction

The Hoxton is a well-respected business operating in Holborn, Shoreditch and Amsterdam. The Hoxton, Holborn offers a place for people to sleep, eat, work and play within London's West End. The Hoxton, Holborn has 174 bedrooms, a restaurant and bar, Chicken Shop, nail salon and meeting rooms all open to the public.

The site is an area of unused, redundant land on Newton Street, which is owned by the hotel. The proposal is for a single-storey pavilion to be built in this area that will bring this part of the building in line with the existing façade. The pavilion will create an active frontage and help to remove the opportunity for anti-social behaviour. The public realm around the hotel will also be improved through landscaping, which will break up the hard urban context to create an attractive streetscape.

The pavilion will offer meeting rooms, a small food offer and a landscaped courtyard. The new meeting rooms will be connected to the hotel's existing business facilities. The food offer will be an opportunity for up and coming businesses that will change from time to time. It will give fledging cooks and chefs a step-up to help them into the industry allowing them to trial their ideas in a small outlet. The courtyard will have space for seven tables and will be covered by awnings and exposed in the summer months.

The Hoxton, Holborn has undertaken a programme of community engagement before the submission of the planning application to Camden Council. The aim of the community engagement was to introduce The Hoxton, Holborn to ward councillors, Camden members and officers, local groups, residents and businesses and answer any queries they may have.

## 2. Why Consult

Comm Comm UK was instructed by the applicant to assist with the pre-application community engagement around the redevelopment of the site for The Hoxton, Holborn.

Comm Comm UK is a specialist planning, licensing and infrastructure communications agency with expertise and experience of advising and implementing consultation and communications programmes.

Consultation can benefit development schemes by ensuring local residents and the community understand what is proposed and why.

Consultation is a key pillar of the Localism Act 2011 and National Planning Policy Framework. Both encourage developers to engage proactively with local communities from the early stages of a scheme's development.

There are other guidance and best practice documents that set out the importance of consultation and offer advice on the best way to undertake meaningful community engagement. These include Killian Pretty Review 2008, HM Government's Code of Practice on Consultation 2008 and the National Planning Policy Framework.

### 3. Overview of Methodology

This section sets out the pre-application consultation undertaken by The Hoxton, Holborn and the professional development team. It outlines how the team engaged with the local community and stakeholders in the local Camden area.

The consultation programme started engaging with the local community before an application was submitted to Camden Council.

The overall strategic aims for consultation were to:

- Ensure as many people in the local areas as possible were engaged from an early stage and throughout the pre-planning phase
- Ensure as many local people in the local area as possible understood the proposals and had the opportunity to feed into the consultation process
- Promote positive aspects of the scheme and gain support locally
- Provide an opportunity for local people to give feedback.

Our audiences were identified as follows:

- Camden members and officers
- Local residents and businesses from surrounding streets
- Community organisations, including Covent Garden Community Association.

#### 1.1. Consultation Materials

Copies of all materials issued as part of the consultation process can be found in the Appendices.

##### Introduction Letters

'Handshake letters' (Appendix A) were sent out to political and community stakeholders outlining who The Hoxton, Holborn is, giving information about the company and details of the proposals for the site. Letters were sent to:

- MP for Holborn and St Pancras
- AM for Barnet and Camden
- Camden Council's Cabinet Members
- Camden Council's Development Control Committee
- Holborn and Covent Garden ward Councillors
- Covent Garden Community Association.

##### Public Exhibition

1,000 invitation leaflets (Appendix B) were delivered to the local community inviting them to the public exhibition to discuss the scheme and view the emerging designs. The area distribution map for the leaflets can be found in Appendix C. Invitations were also emailed to key political and community stakeholders. A contact email address and telephone number were available in order for local stakeholders to get in touch with any queries prior to the event.

The exhibition was held in Monday 28 September 2015 between 5.30pm and 8pm on site in The Apartment meeting room at The Hoxton, Holborn.

The aim of the consultation was to introduce the team to the local community and to hear the local community's views on the emerging proposals. The team from The Hoxton, Holborn, Gundry and Ducker Architects, DP9 and Comm Comm UK were on hand to answer questions from the public and to discuss the proposals and plans further.

On display were six information boards (Appendix D) detailing information about the proposals and plans. The boards gave information about The Hoxton, Holborn and the professional development team, the site and proposals, as well as details of landscaping and construction. Images displayed showed the designs for the pavilion and gave details about materials and key timeframes for the project.

The public consultation was designed to introduce The Hoxton, Holborn to the local community and ensure that as many people as possible understood the scheme and could discuss their queries. Feedback forms (Appendix F) were provided allowing attendees to leave their comments and contact details, in order to be kept up-to-date as the scheme progressed.

## 4. Overview of Feedback

### Public Exhibition

16 members of the local community attended the exhibition event (See sign-in sheet in Appendix E). There was an opportunity to meet the project team, raise queries about the scheme and give feedback. Feedback was captured at the public exhibition through feedback forms as well as verbal feedback by the development team members.

12 feedback forms were received at the public exhibition, some attendees also took feedback forms away to email or send in the post. Three feedback forms were in relation to registering for updates, six were very positive about the scheme and the design and three raised queries around potential for noise, litter and rodents.

	<b>Matters Raised</b>
1	Attendees commented that view The Hoxton, Holborn as a great operator that has helped to improve the area already.
2.	Attendees thought that the concept was an interesting and looked forward to having a pop-up restaurant venture in the area.
3.	Attendees believed the design was attractive and would improve the streetscape on Newton Street.
4.	Attendees were concerned about the noise from the new pavilion and requested that noise levels be managed, especially on evenings and weekends.
5.	Two were concerned about the increased litter in the area and the possibility of rodents.
6.	One attendee was concerned about increased footfall and loitering in the area.

### Feedback Quotes:

*'Super! Love The Hoxton, Holborn anyway – totally added to the area – this can only make it better. Can't wait!'* (Resident, WC2B 5LE)

*'Looks very attractive and will improve the street. Like the pop-up restaurant idea too.'* (Resident)

*'I think it's a good idea about this extension of the hotel. Just please make sure the noise level keeps down, especially weekends.'* (Resident)

*'Please don't be noisy'* (Resident)

*'Please let me know when plans are submitted. I'm concerned about the effect of this fast-food outlet on litter and vermin.'* (Resident, WC2B 5LE)



Changes As A Result Of Consultation

As a direct result of engaging with the local community The Hoxton, Holborn will be submitting an Operational Management Plan as part of the planning application.

The Operational Management Plan will address the local concerns surrounding noise, litter and rodents. It will include a commitment to closing the kiosk area at 7.30pm to the public, shutting further use of the courtyard by the meeting rooms at 10.30pm and no smoking in the pavilion. There will also be details about litter bins, collections and management and washing down of the area.

## 5. Conclusion

The consultation programme undertaken by The Hoxton, Holborn has been successful in raising awareness with local residents, local interest groups and Camden Council officers and members about the proposal for the site. It was successful in gaining the opinion of the local community and reaching out to those who may not normally engage in planning matters.

Local stakeholders were extremely positive about the design and concept and were pleased to hear that the Newton Street streetscape would be improved. A small number of attendees had concerns about the redevelopment of this site, surrounding litter, noise and vermin. These areas of concern were addressed during the engagement process at meetings as well as at the public exhibition. As a result of discussions with residents, The Hoxton, Holborn will be submitting an Operational Management Plan alongside the planning application to detail how impact will be minimised and bins and egress will be managed.

This was a locally targeted consultation as many stakeholders have a detailed knowledge of the area. The development team maintained contact with all stakeholders throughout the engagement period. The Hoxton, Holborn will remain engaging and updating the community and local stakeholders as the programme processes.

## 6. Appendices

### Appendix A – ‘Handshake’ letter

**THE HOXTON  
HOLBORN**

**THE HOXTON, HOLBORN**  
199-205 High Holborn,  
London, WC1V 7BD

**T** 020 7561 3000  
**F** 020 7561 3009

**E** info@holborn@thehoxt.com  
**W** www.thehoxt.com

18 September 2015

Dear [REDACTED]

#### **The Hoxton, Holborn – One-storey pavilion extension proposals**

I would like to invite you to meet to discuss the forthcoming application for The Hoxton, Holborn.

The Hoxton is a well-respected business operating in Holborn, Shoreditch and Amsterdam. The Hoxton, Holborn offers a place for people to sleep, eat, work and play within London’s West End. The Hoxton, Holborn has 174 bedrooms, a restaurant and bar, Chicken Shop, nail salon and meeting rooms all open to the public.

We will be submitting a planning application to Camden Council in autumn 2015 for a single-storey pavilion extension to the Hoxton, Holborn to extend the meeting room facilities and create an active frontage on Newton Street.

The proposal is for the single-storey pavilion to be built on an area of unused land on Newton Street, which is owned by the hotel. The pavilion will bring this part of the building in line with the existing facade to create an active frontage that removes the opportunity for anti-social behaviour.

The pavilion will offer meeting rooms, a small coffee shop and a landscaped courtyard. The new meeting rooms will be connected to the hotel’s existing business facilities. The coffee shop will open onto Newton Street. A landscaping scheme will create an attractive streetscape and will break-up the current hard urban environment with greenery and planters

The courtyard will be covered and the pavilion will be built to the highest specification to prevent noise from escaping. Plant will be located on the roof and will not be visible from street level. The rooftop plant will not cause a disturbance. Noise surveys are required by Camden Council to ensure that the plant is 10 decibels lower than surrounding ambient noise levels. As part of the planning application, the Hoxton, Holborn will be updating its Operational Management Plan to ensure that egress is managed and any impact on the local community is minimised.

The Hoxton, Holborn is working with a professional team, including Gundry & Ducker Architects and DP9 town planners, on a contemporary design. Materials such as terrazzo tiles and glass brick will be used to complement the surrounding area while creating an interesting contemporary architectural feature.

The Hoxton, Holborn is keen for the local community to view the proposals and designs before an application is submitted and will be holding a public exhibition on Monday 28 September 2015 from 5.30pm – 8pm in The Apartment at The Hoxton, Holborn 199-106 High Holborn, London, WC1V 7BD.

My colleague, Jessica Stewart, will be in contact shortly to arrange a meeting at your earliest convenience. In the meantime, if you have any queries please do not hesitate to contact Jessica on 020 7125 0421 or email [jessicas@commcommuk.com](mailto:jessicas@commcommuk.com).  
Yours sincerely

Stephen Lloyd  
Managing Director

Appendix B – Leaflet invitation



**The Apartment at The Hoxton, Holborn,  
199-206 High Holborn, London, WC1V 7BD**

The Hoxton, Holborn would like to invite you to a public exhibition to view the proposals and design for an extension to the hotel on Newton Street.

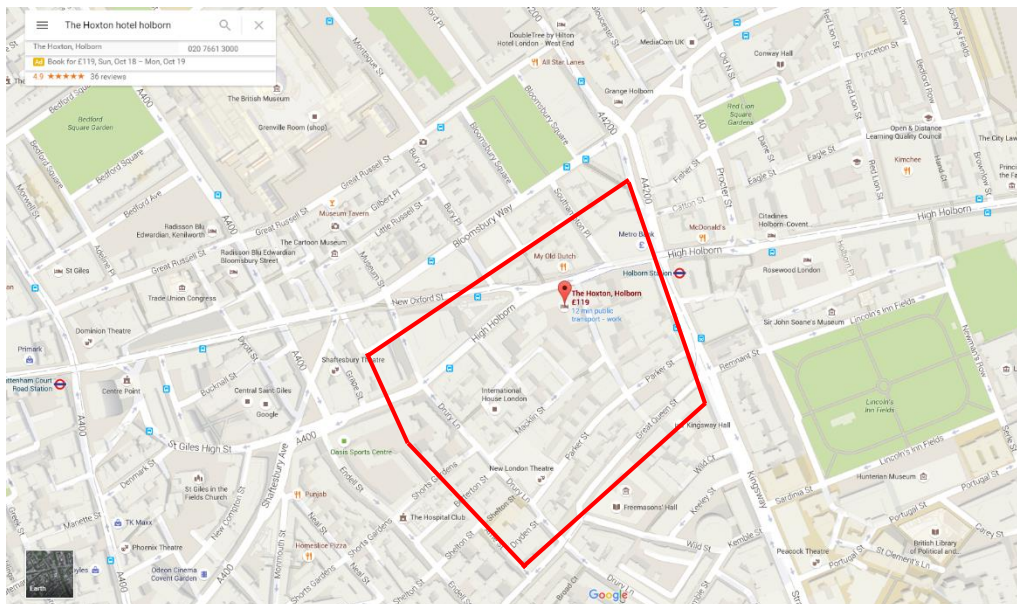
The proposal is for a single-storey pavilion on an area of unused land on Newton Street owned by the hotel. The pavilion will contain meeting rooms, a food offer and landscaped courtyard while providing an active frontage that removes the opportunity for anti-social behaviour whilst enhancing the streetscape.

We are keen for the local community to view the designs. Come along and speak to the development team, including The Hoxton, Gundry and Ducker Architects, DP9 town planners and Comm Comm UK.

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If you have any queries, please do not hesitate to contact Jessica Stewart at Comm Comm UK on 020 7125 0421 or email [jessicas@commcommuk.com](mailto:jessicas@commcommuk.com)

Appendix C – Leaflet area distribution





Appendix D – Public exhibition boards



**WELCOME TO THE HOXTON'S PUBLIC EXHIBITION**

The Hoxton, Holborn offers locals and guests a place to eat, sleep, work and play. The building houses 174 bedrooms, a restaurant and bar, Chicken Shop, Cheeky nail salon and The Apartment- the innovative meeting space which also hosts Hoxtown events. Hoxtown is a monthly events programme offering everything from free Pilates classes, to inspirational talks and masterclasses open to all.

The Hoxton will be submitting a planning application to Camden Council in autumn 2015 for a single-storey pavilion extension to the hotel on Newton Street, to extend its meeting room facilities.

The Hoxton is working with an experienced professional development team.



THE HOXTON



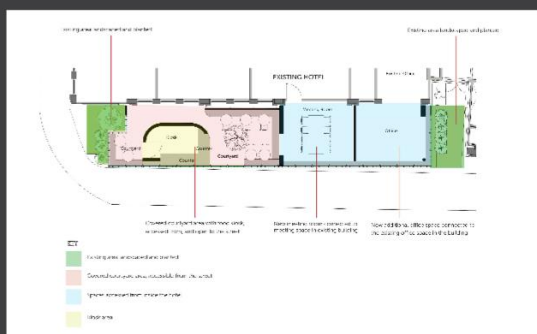
**THE SITE**

The proposal is for a single-storey pavilion on an area of unused land on Newton Street owned by the hotel.

The pavilion will bring this part of the building in line with the existing facade, to create an active frontage that removes the opportunity for anti-social behaviour.



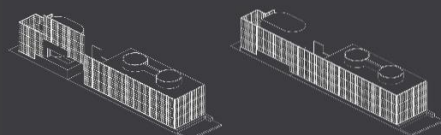
THE HOXTON



**PROPOSALS**

The pavilion will contain a meeting room, an extension to the office space, a food offer, a landscaped courtyard, and provide more activity and natural surveillance along Newton Street.

The new meeting room will be connected to the hotel's existing business and events facilities, and the food offer will be accessed from Newton Street.



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**DESIGN**

Materials such as terrazzo tiles and glass block will be used to maintain the language of the building and surrounding area, while creating an interesting architectural counterpoint.



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## COMMUNITY BENEFITS

The introduction of some soft landscaping, including greenery and planters, will add interest to an otherwise hard urban environment.

The mechanical plant will be located on the roof, will not be visible from street level and will not cause a disturbance. Noise surveys are required by Camden Council to ensure that any plant noise is 10 decibels lower than surrounding ambient noise levels.

As part of the planning application The Hoxton, Holborn will be updating its Operational Management Plan to ensure that egress is managed and any impact on the local community is minimised.

Our contractor will be required to sign up to the Considerate Constructors Scheme to ensure that any impact on communities is minimised.

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## NEXT STEPS

### TIMELINE

September 2015 – Public exhibition  
October 2015 – Submission of Application  
Early 2016 – Expected determination  
Spring 2016 – Start on site  
Summer 2016 – Completion

### CONSIDERATE CONSTRUCTION

The Hoxton, Holborn will work closely with the contractor to devise a Construction Management Plan. The Considerate Constructors Scheme is a national initiative set up by the construction industry to improve its image. Construction sites and companies register with the scheme and then are monitored against a Code of Considerate Practice, designed to encourage best practice beyond statutory requirements.

The scheme is concerned about any area of construction activity that might have a direct or indirect impact on the image of the industry as a whole. The main areas of concern fall into three categories: the general public, the workforce and the environment.



### UPDATES AND CONTACT DETAILS

Please complete the 'Keep in Touch' form if you would like to receive updates. If you have any further questions, please contact Jessica Stewart:  
Jessicas@commcommuk.com | 020 7125 0421  
Comm Comm UK, 34-35 Berwick Street, London, W1F 8RP

THE HOXTON

Appendix E – Sign in sheet

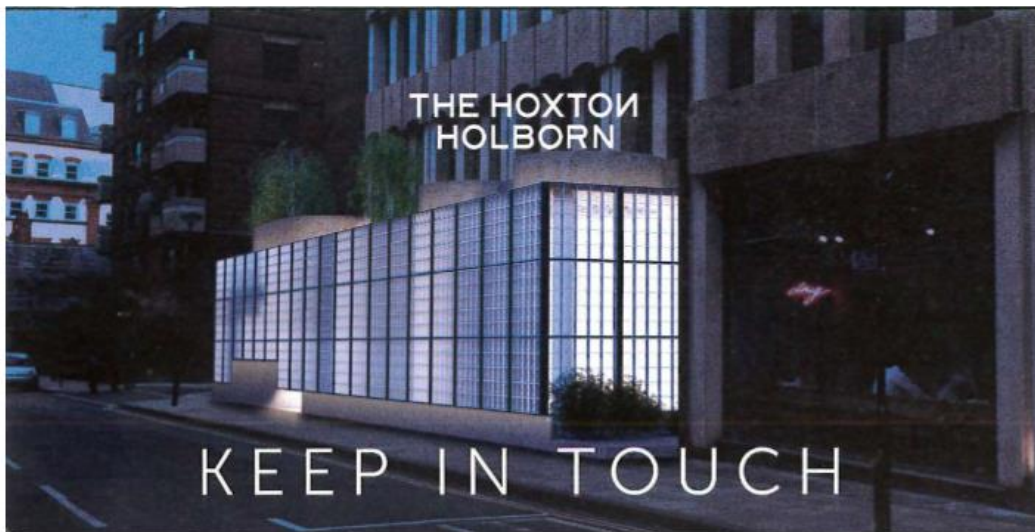
+ 2.

**The Hoxton, Holborn Public Exhibition**  
Monday 28 September 2015

NAME	ADDRESS/ORGANISATION	EMAIL (to receive updates)
[REDACTED]	[REDACTED] Newbost	[REDACTED]
[REDACTED]	11	11
[REDACTED]	[REDACTED] Newbost	[REDACTED]
[REDACTED]	11	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED] " "	[REDACTED]
[REDACTED]	[REDACTED] " "	[REDACTED]
[REDACTED]	HOLLAND DWELLINGS	[REDACTED]
[REDACTED]	NEWTON ST.	[REDACTED]
[REDACTED]	HALL R	[REDACTED]
[REDACTED]	[REDACTED] ST	[REDACTED]
[REDACTED]	NEWTON ST	[REDACTED]
[REDACTED]	HOLLAND DWELLINGS	[REDACTED]
[REDACTED]	NEWTON CT	[REDACTED]



Appendix F – Feedback form (blank)



**Please complete the form to receive updates:**

Name

Email

Address

Postcode

Phone Number

Your comments

**Contact us**

For more information please contact Jessica Stewart

[jessicas@commcommuk.com](mailto:jessicas@commcommuk.com) | 020 7125 0421

Comm Comm UK, 34-35 Berwick Street, W1F 8RP.

The information you supply will be used by The Hoxton, Holborn for administrative purposes within the terms of the Data Protection Act 1998.