

150 HOLBORN STATEMENT OF COMMUNITY INVOLVEMENT

DAH REAL ESTATES SARL

APRIL 2016



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1. Introduction

This Statement of Community Involvement has been compiled by specialist community consultation group Your Shout, part of Thornccliffe, on behalf of the Dar Group. This report supports the planning application to redevelop 150 Holborn to provide new high quality homes, retail units and improved office accommodation to the area.

This report details the public consultation the applicant has undertaken in order to inform the evolution of the proposals. Consultation has been carried out in accordance with national and local policies, as set out in the following section of this report, and exceeds the requirements of the London Borough of Camden's current Statement of Community Involvement (adopted in 2011).

Your Shout has also signed up to the Consultation Institute Charter, which sets out the best-practice principles for consultation. A copy of the charter can be found at www.consultationinstitute.org.

The key aims of the pre-application stage of public consultation, which this report documents, were:

- 1. To inform local residents, businesses, councillors and other stakeholders about the aspirations for the site.**
- 2. To gain a full understanding of local views of the proposals, engage with the local and wider community throughout the design development stage, and use these views to identify concerns and opportunities, and where possible inform the evolving final proposals.**
- 3. To demonstrate how the Dar Group has responded to the issues raised by the community and stakeholders and identify how changes have been made to the proposals.**

In addition, this report demonstrates the Dar Group's continued commitment towards consultation and engagement throughout the statutory planning process.

2. Policy framework

National Context

Pre-application consultation has long been seen as a positive process and a key part of ensuring local communities have a say in proposed developments. Many large-scale planning applications are the subject of extensive pre-application consultation as a matter of course.

However, prior to the Localism Act 2011, there was no legal requirement for applicants to undertake any pre-application consultation with communities nearby.

The Localism Act 2011 introduced “a new requirement for developers to consult local communities before submitting planning applications for certain developments. This gives local people a chance to comment when there is still genuine scope to make changes to proposals... to further strengthen the role of local communities in planning.” (A plain English guide to the Localism Act, p.13)

This amends the Town and Country Planning Act 1990 and creates several obligations for potential applicants. There is a requirement to carry out pre-application consultation for all “large scale major applications”, and applicants must:

- Publicise the proposal and consult with residents in the vicinity of the site concerned.
- Give local people a chance to comment when there is still genuine scope to make changes to proposals.
- Have regard to the local planning authority about local good practice.
- Take account of responses to the consultation.

The Town and Country Planning (Development Management Procedure) (England) Order 2015 defines “major development” as involving any one or more of the following:

- a) The provision of dwelling houses where—
 - i) the number of dwelling houses to be provided is 10 or more; or
 - ii) the development is to be carried out on a site having an area of 0.5 hectares or more and it is not known whether the development falls within sub-paragraph (c)(i).
- b) The provision of a building or buildings where the floor space to be created by the development is 1,000 square metres or more; or
- c) Development carried out on a site having an area of 1 hectare or more.

However, it is best practice to consult stakeholders and the local community on all significant developments before a planning application is submitted.

Additionally the Government has used the Localism Act 2011 to clarify the rules on 'predetermination'. Previously in some cases councillors were warned off doing such things as campaigning, talking with constituents, or publicly expressing views on local issues, for fear of being accused of bias or facing legal challenge. The Localism Act 2011 makes it clear that it is proper for councillors to play an active part in discussions on developments prior to submission of a planning application, and that they should not be liable to legal challenge as a result. This will help them better represent their constituents and influence the development proposed.

The National Planning Policy Framework (NPPF), published in March 2012, says that local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area. The NPPF adds that "early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties." (NPPF, p. 45, 118)

Regional Context

The Mayor of London's 'London Plan' (adopted March 2015), does not directly advise on how developers should engage with local communities about proposed development. However, several sections relate to the principle of involving both residential and business communities in new development.

8.2 "The Mayor recognises the complexities of delivering new development in London, with a wide range of organisational, infrastructure and other issues that have to be considered. The most effective way of achieving delivery is to work together in a collaborative manner towards agreed goals. The Mayor is committed to engagement with all groups and individuals concerned with planning for London, including:

- Government from national to local level.
- Other public bodies/agencies.
- Private businesses and trade/ representative bodies.
- Voluntary and community sector groups.

8.4 The Mayor will work with boroughs, other agencies with planning responsibilities, enterprises and their organisations and other stakeholders to ensure that planning decisions are taken as close as to the communities and interests they affect, and in as inclusive a way, as is appropriate having regard to the planning system and the nature of the decision concerned. He recognises that community and voluntary groups, local business organisations and other interest groups have particular contributions to make to planning decisions, plans and strategies to shape neighbourhoods (see Policy 7.1 and paragraph 7.6) and will support their involvement. He will also consider what guidance and support it would be appropriate for him to offer to aid neighbourhood planning.

8.5 In the same way, the Mayor supports approaches to planning, regeneration and development that harness the knowledge, commitment and enthusiasm of local communities, enterprises and other groups. In particular, he will encourage use of tools such as community land trusts, which enable communities to shape their own neighbourhoods through the management and development of land and other assets (including those transferred from public sector organisations). He recognises the importance of development trusts, other community organisations and local business partnerships and bodies in helping to shape and develop neighbourhoods, sometimes in ways that the public sector cannot.”

Local Context

Camden Council’s Revised Statement of Community Involvement (adopted July 2011) states:

“We strongly encourage pre-application advice and pre-application consultation for major, or potentially controversial, proposals. Pre-application consultation provides an opportunity for local communities and stakeholders to raise any issues directly with the applicant and influence their proposals.

“At the beginning of the pre-application consultation process we expect the applicant /agent to agree the extent and type of pre-application consultation with us to make sure that the consultation process proposed is suitable.

“Where pre-application consultation is carried out, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme addresses these issues.”

Camden Council indicates that it expects developers to undertake pre-application consultation on planning applications that are deemed ‘major developments’ and these have helped inform the Applicant’s consultation.

Full details of the public consultation are set out in the following sections of this report.

3. Summary of the proposed application

The current site

The site is located at 150 Holborn, London, WC1V 6NU and the current building was built in the 1980s. The offices in the current building are unoccupied as they are no longer suitable for the modern office environment. Additionally many of the retail units on the ground floor are unoccupied or occupied on a peppercorn rent.

The site is ideally located for a company such as Dar to establish their Regional Head Quarters with Chancery Lane Underground Station immediately outside the site and easy access to the City of London.



The proposals

The redevelopment of 150 Holborn will provide a mix of office accommodation (Class B1), retail floorspace (Class A1-A3), residential units (Class C3) and public realm improvements. The description of development is:

“Demolition of existing building and redevelopment for a mixed use development up to 9 storeys in height comprising 14,604 sqm GEA office floorspace (Use Class B1), 1,450 sqm GEA retail floorspace (Use Class A1-A3), 13 residential units (Use Class C3), improvements to the public realm and all other necessary enabling works.”

4. The consultation process

The consultation process for this scheme exceeds the requirements of the Council's Statement of Community Involvement and other consultation guidelines. Specifically, we have:

1. Made sure the consultation takes place as early as possible in the design development process, and is therefore "front-loaded".
2. Conducted appropriate engagement that fits the community's needs.
3. Conducted an accessible and visible exhibition.
4. Used Plain English and adequate response mechanisms.
5. Explained clearly what the scope of the consultation is, and what can and cannot be changed.
6. Analysed the results from the consultation objectively.
7. Provided feedback from the local community to the London Borough of Camden.
8. Summarised how these responses have affected the proposals.
9. Ensured feed-back, analysis and our response is available to the public and consultation participants.
10. Continued consultation.

Pre-application discussions with planning officers

Members of the applicant team have held a number of pre-app meetings with planning officers at the London Borough of Camden. More information on these discussions can be found within the Planning Statement and the Design and Access Statement submitted as part of the application.

Pre-application discussions with councillors

The consultation team invited local councillors to attend the public exhibition and offered an opportunity to meet to discuss the application further.

The consultation team have been involved in email contact with Cllr Awale Olad regarding the application, as he was unable to attend the public exhibition.

A formal meeting between the development team and Council Officers and Cllr Phil Jones, Cabinet Member for Regeneration, Transport & Planning, was held following the first exhibition.

Pre-application meetings with stakeholder groups

Prior to the public exhibition, we identified the community groups and other key stakeholders in the area of the application site, and built up a *List of Stakeholders*. This list included, inmidtown, the Chancery Lane Association, and the Bloomsbury Conservation Area committee, a full list is provided below

We invited all local stakeholders to attend the public exhibition, inmidtown and the Chancery Lane Association took up this invitation.

We will continue to maintain contact with these individuals and groups as the planning application progresses.

The public exhibition

The applicant held two sets of public exhibitions, the first set was held on 26th & 27th November 2015, the second was held on 24th March. The second public exhibition was held to update residents and stakeholders on the changes to the design of the project that have been made in response to the feedback from the previous round of public consultation.

Publicising the consultation

We contacted individuals and community groups to invite them to both public exhibitions, offer further information and to make them aware that we were happy to meet with them at a time of their convenience.

The community groups we contacted include:

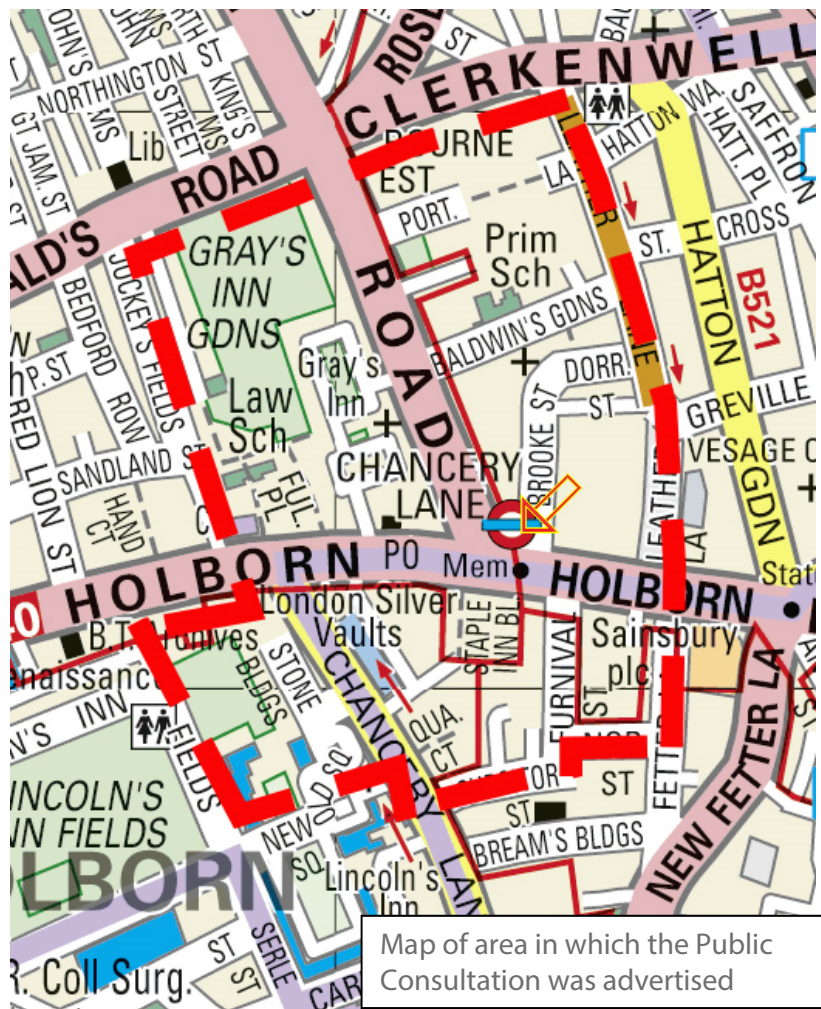
- the Bloomsbury Association,
- the Bloomsbury Conservation Area Advisory Committee,
- Bloomsbury Improvement Group,
- Camden Civic Society,
- Camden History Society,
- Chancery Lane Association,
- Covent Garden Community Association,
- Gmagas Tenants and Residents Association,
- Gooch House Tenants and Residents Association,
- Holborn Community Association,
- inmidtown,
- Red Lion Tenants and Residents Association

- St Alban's Church of England Primary School,
- St George the Martyr Church of England Primary School
- St Joseph's Catholic Primary School.

We publicised the consultation to the properties surrounding the site by distributing an information leaflet. The objective of the leaflet was to invite the local community to the public exhibition, to communicate information about the scheme, and to seek feedback from those not able to attend the public exhibition. We distributed around 2,500 copies of the leaflet for each set of public exhibitions, which were delivered by our in-house team to ensure correct delivery.

A copy of the leaflet can be found in Appendix 1 and 2.

The leaflet advertising the public consultation was delivered to all homes and businesses in the area highlighted in the map below:



Personalised invitations were also sent to the following councillors:

London Borough of Camden councillors representing **Holborn and St Pancras ward**

- Councillor Julian Fulbrook
- Councillor Awale Olad
- Councillor Sue Vincent

Members of London Borough of Camden's **Development Control Committee**

- Councillor Nasim Ali
- Councillor Danny Beales
- Councillor Roger Freeman
- Councillor Julian Fulbrook (also Ward Member)
- Councillor Adam Harrison
- Councillor Heather Johnson
- Councillor Phil Jones (also Cabinet Member)
- Councillor Claire-Louise Leyland
- Councillor Richard Olszewski
- Councillor Lazzaro Pietragnoli
- Councillor Flick Rea
- Councillor Phil Rosenberg
- Councillor Stephen Stark
- Councillor Sue Vincent (also Ward Member)
- Councillor Abi Wood
- Councillor James Yarde

A copy of the email and letter inviting them to the exhibition can be found in Appendices 3 and 4.

Promoting the exhibition

To further increase awareness of the exhibition, a poster was displayed at the entrance to the exhibition outside 6 Grays Inn Road, London WC1X 8TL. A copy of this poster can be found in Appendices 5 and 6.

Conducting a visible and accessible public exhibition

The public exhibition took place at the 6 Grays Inn Road, London WC1X 8TL on 26 November from 3.00pm to 8.00pm and 27 November 2015 from 11.00am to 3.30pm. The second public exhibition was held on 24th March 2016.

The times and date of the exhibitions were chosen to encourage the maximum number of people to attend the exhibitions, including those in full-time employment and those with parental responsibilities. We ensured the exhibition dates did not fall on any locally observed religious or other festivals.

The venue was accessible to people with limited mobility. Play materials were available at the exhibitions for young children. Posters were placed at the entrance of the exhibition adjacent to the footpath in Holborn so people could easily find it. A copy of this poster can be found in Appendices 5 and 6.

Details of the site and the scheme proposals were detailed on eight exhibition panels. These panels can be found in Appendices 7 and 8.

Visitors were encouraged to fill out a questionnaire during the public exhibition and some attendees also took the form away with them to fill in at home and return via Freepost. Copies of this questionnaire can be found in Appendices 1 and 2.



Using appropriate response channels

We had, and continue to maintain, several response mechanisms for the local community and stakeholders to give their feedback and comments about the scheme, including:

1. A Freephone telephone hotline, staffed during office hours - 0800 458 6976
2. A bespoke email address – holborn150@yourshout.org

3. A Freepost address to receive letters with comments on the proposals.
4. Members of the development team were on hand during the exhibition to answer detailed questions. Team members wore badges to identify them from consultees.

The feedback form contained information on how the responses provided would be used, which read as follows:

“Information from this consultation will be held by Your Shout and Dar. Individual and collective responses, including your name and address details, may be given to the London Borough of Camden as part of the planning application.”

Quantitative and qualitative response mechanisms

The consultation included questions which allowed us to assess the response in a quantitative (numerical) way.

The qualitative responses were gathered from listening to individuals and groups in meetings, on the Freephone hotline, and at the public exhibition.

The feedback form asked for written comments about the scheme, and the email service also gave an opportunity for people to send in written comments.

The comments have been recorded and analysed objectively by team members from Your Shout.

Feeding-back to participants and the wider community, and opportunities for continuing involvement

One of the prime objectives of this Statement of Community Involvement is to help record individual and collective responses to the proposals and how these responses have affected our proposals.

This report also allows us to feed back this information, in a more readily digestible form to the local community, respondents, other stakeholders and councillors.

This Statement of Community Involvement will be made available, alongside other planning documents, as part of the planning submission to the London Borough of Camden.

The Freephone, Freepost, and dedicated email address will all be maintained until the planning application is determined by the London Borough of Camden.

Continued consultation

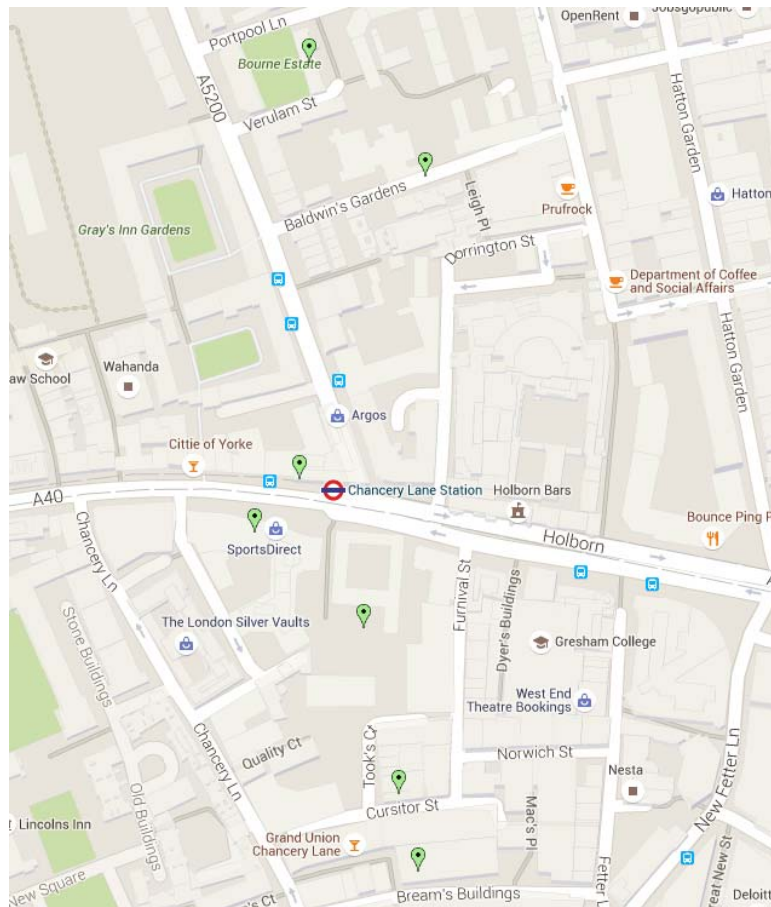
We remain committed to keeping in touch with local groups, individuals and all those that have participated throughout this consultation exercise. We will be available to meet consultees again as appropriate.

5. Response to the first consultation (26th and 27th November 2015)

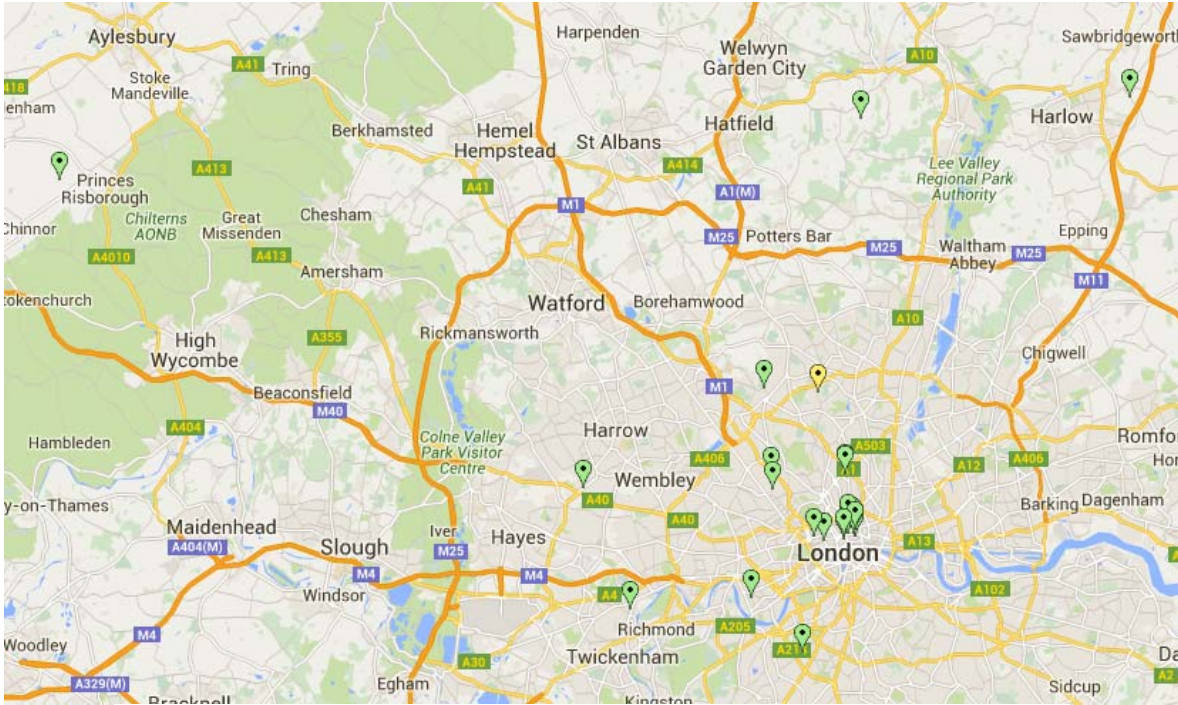
Quantitative response

37 people attended the exhibition of which seven gave an address within the consultation area.

We have plotted a map, using batchgeo.com, to show the approximate locations of the addresses given by people who attended the exhibition. Six attendees either did not supply an address or supplied an address outside of the London Borough of Camden.



Map showing addresses within the consultation zone

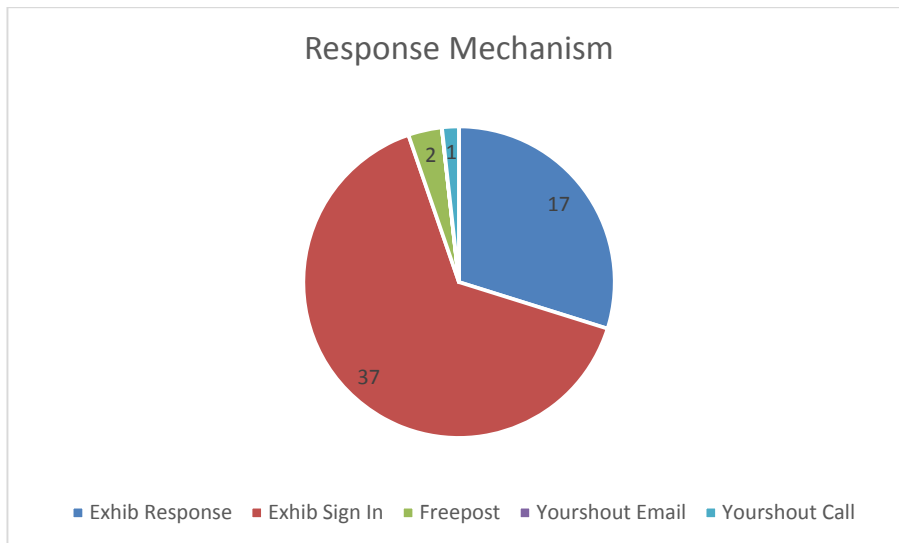


Map showing wider addresses of those who attended the exhibition.

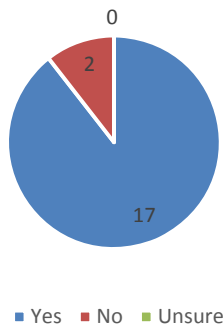
Out of the 37 attendees at the public exhibition 11 attendees provided written feedback on the proposals, additional, 3 responses were received prior to the exhibition. We have received 19 completed survey responses.

Of the 17 attendees, including the chief executives of inmidtown and the Chancery Lane Association who provided verbal comments the majority were supportive of the proposals although did not complete a feedback form.

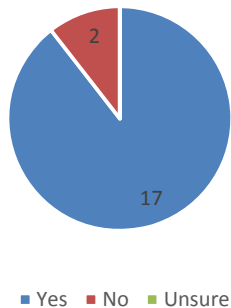
An overview of the views of the attendees that provided comments is provided below.



In principle do you support the redevelopment of the current building at 150 Holborn?



Do you support these proposals?



Qualitative response

People who attended the exhibition, recipients of the leaflet and other local residents had the opportunity to provide qualitative responses to our consultation. These responses have been collected and collated and this will continue throughout the application process. The main points raised with members of the project team and on the feedback forms are outlined below, along with a response from the applicant where appropriate.

Themes

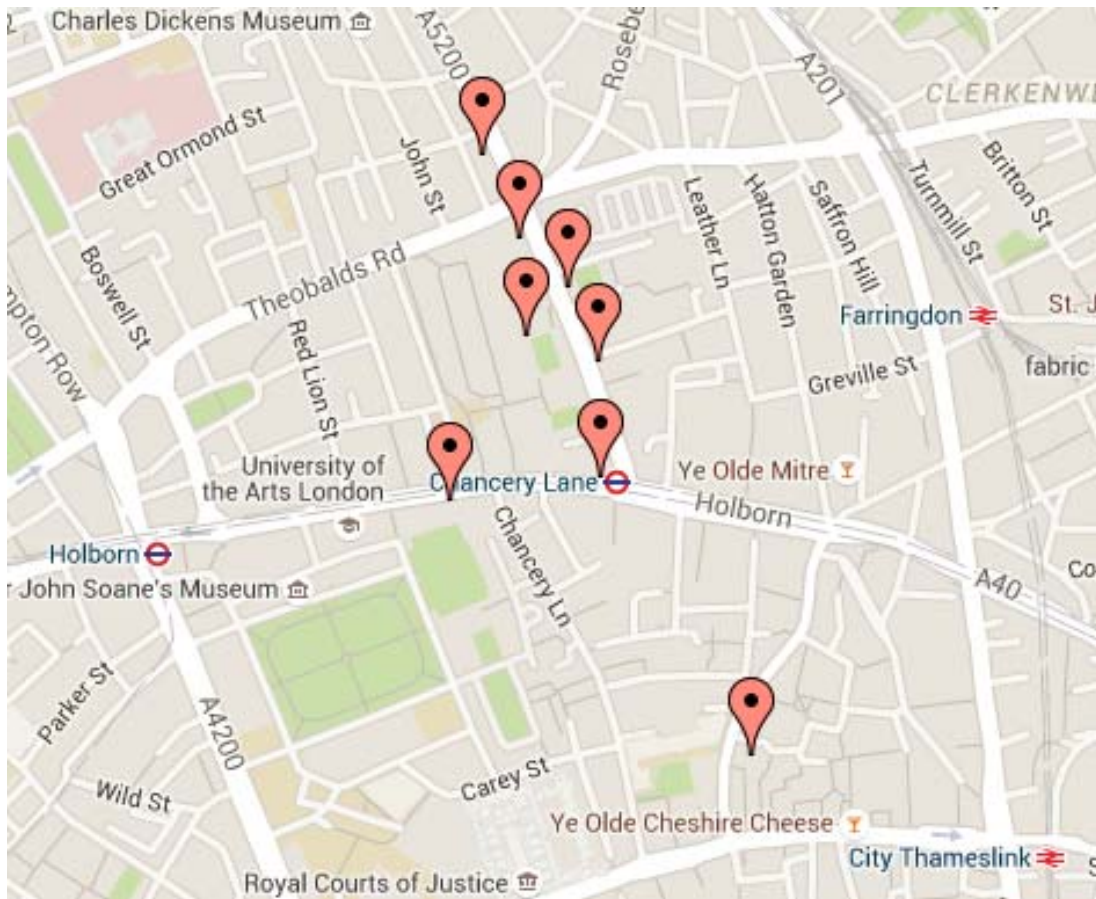
The overwhelming majority of the comments received about the development from stakeholder groups and exhibition attendees were positive, with many welcoming the redevelopment of the site and the reinvigoration of the street frontage. Of the 17 comments received on the proposals the majority focussed around the design of the building. Some who attended the public exhibition expressed concern about the glass façade. The applicant has taken on board the comments received throughout the consultation process and has amended their design to provide a more solid façade.

6. Response to the second consultation (24th March 2016)

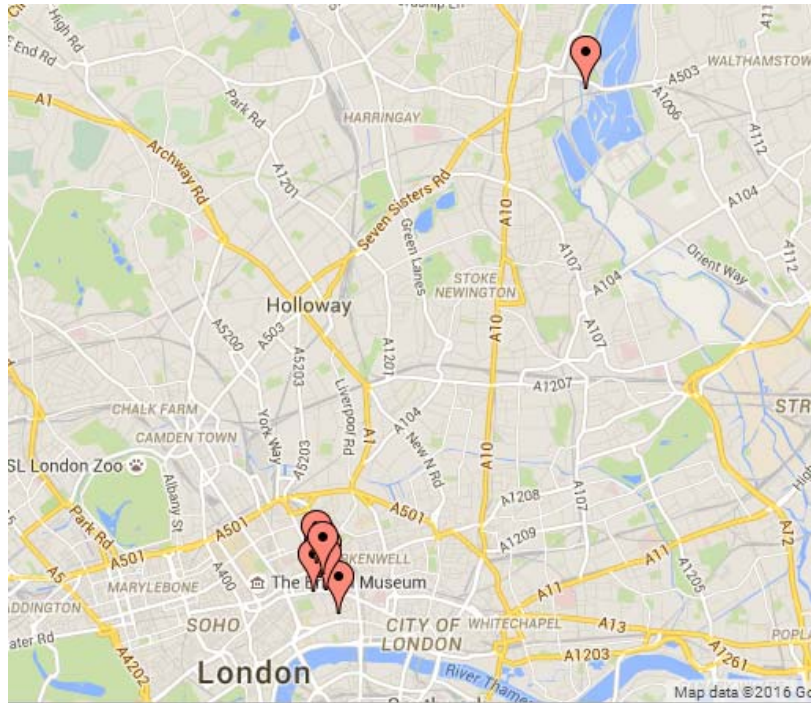
Quantitative response

12 people attended the exhibition of which nine gave an address within the consultation area.

We have plotted a map, using batchgeo.com, to show the approximate locations of the addresses given by people who attended the exhibition. Three attendees either did not supply an address or supplied an address outside of the LB Camden.



Map showing addresses within the consultation zone



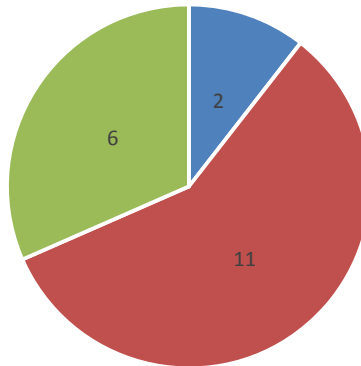
Map showing wider addresses of those who attended the exhibition.

Out of the 12 attendees at the public exhibition two attendees provided written feedback on the proposals, additional, five responses were received prior to the exhibition. We have received eight completed survey responses.

Many of the attendees at the public exhibition provided positive verbal feedback about the design and use of the building.

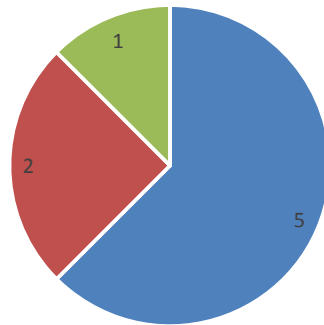
An overview of the views of the attendees that provided comments is provided below.

Response Method



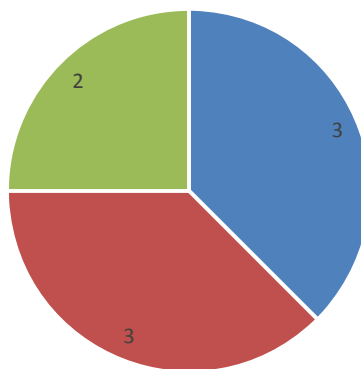
■ Exhib Response ■ Exhib Sign In ■ Freepost ■ Yourshout Email ■ Yourshout Call

In principle do you support the redevelopment of the current building at 150 Holborn?



■ Yes ■ No ■ Unsure

Do you support these proposals?



■ Yes ■ No ■ Unsure

Qualitative response

People who attended the exhibition, recipients of the leaflet and other local residents had the opportunity to provide qualitative responses to our consultation. These responses have been collected and collated and this will continue throughout the application process. The main points raised with members of the project team and on the feedback forms are outlined below, along with a response from the applicant where appropriate.

Themes

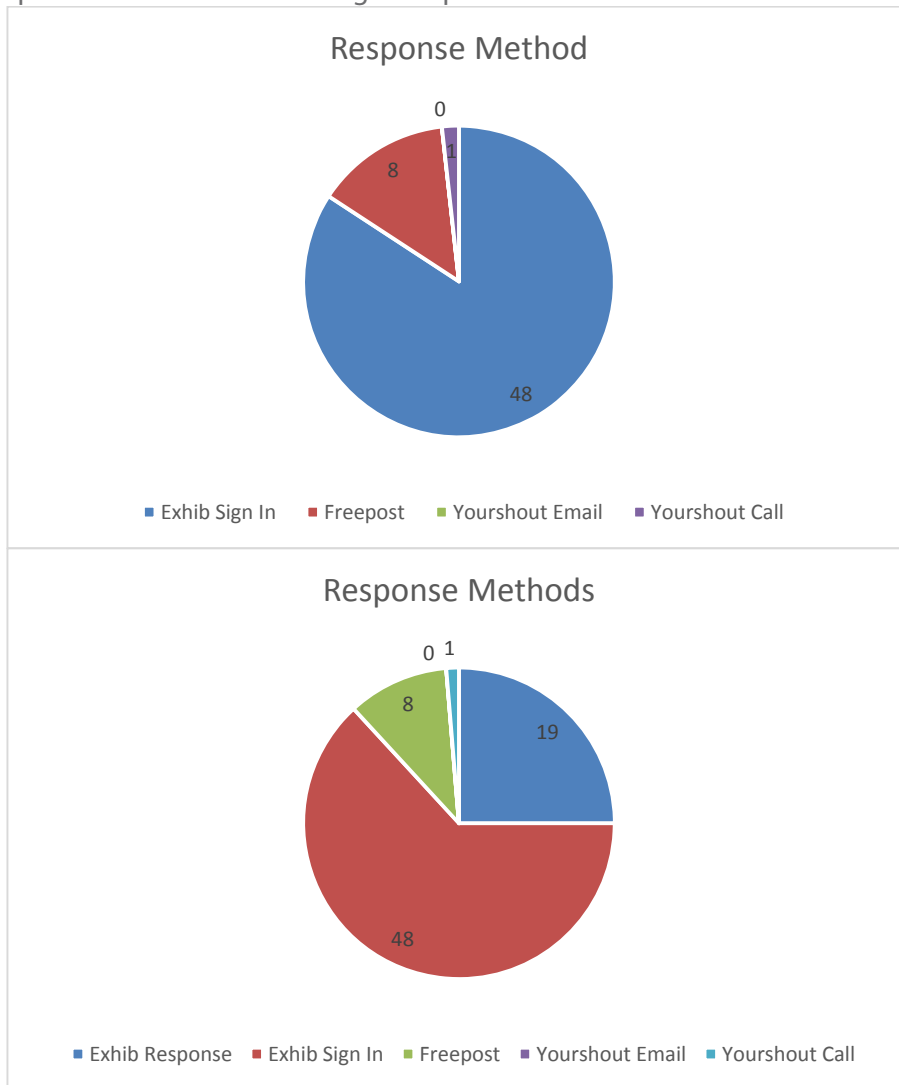
The overwhelming majority of the comments received about the development from stakeholder groups and exhibition attendees were positive, with many welcoming the redevelopment of the site and the reinvigoration of the street frontage. Of the 5 written comments received on the proposals the majority focussed around the design of the building and the construction of the building. Most responses received throughout the consultation were positive and welcoming of the proposals

7. Summary of both Consultations

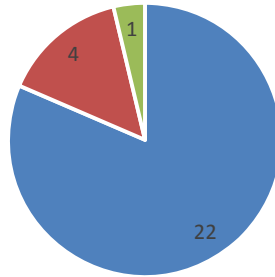
In total 57 people, either attended the public exhibition or provided feedback on the proposals.

The overwhelming majority of the comments received about the development from stakeholder groups and exhibition attendees were positive, with many welcoming the redevelopment of the site and the reinvigoration of the street frontage.

The total responses received concerning both public exhibitions are in the charts below:

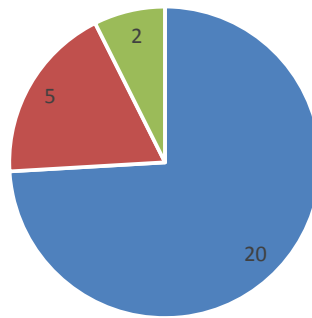


In principle do you support the redevelopment of the current building at 150 Holborn?



■ Yes ■ No ■ Unsure

Do you support these proposals?



■ Yes ■ No ■ Unsure

8. Summary and continued consultation

Dar has undertaken public consultation to ensure local stakeholders have had an opportunity to comment on the emerging proposals in advance of submission.

A list of key stakeholders has been put together to ensure that all interested parties have been kept informed of the plans and given a chance to ask questions and give feedback. This list included, but was not limited to, stakeholder groups that were suggested by council planning officers. Where information has been requested, it has been supplied in an easy to understand way.

Dar held a public exhibition of the proposals on 26 and 27 November 2015, and a further update exhibition on 24th March 2016 at 6 Grays Inn Road, London WC1X 8TL. Each round of public exhibitions were well advertised with the delivery of around 2,500 information leaflets (per consultation round) to the local area. Key stakeholders and councillors were notified with a personal invitation. The public exhibition consisted of eight panels that gave a clear indication of the proposals. Members of the applicant's professional team were in attendance to answer any questions. A wide variety of ways to respond to the public consultation were available. Feedback could be given by using the Freephone number, a Freepost address, and a dedicated email address.

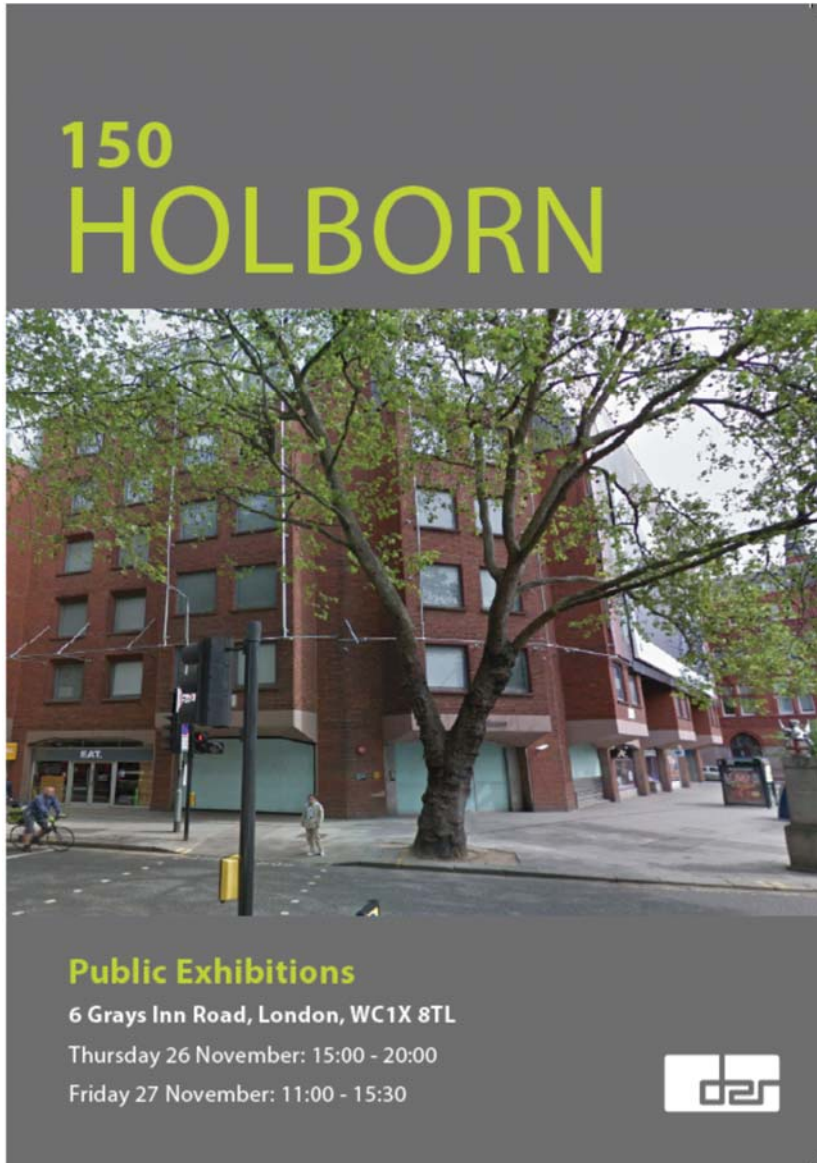
The majority of the feedback received was extremely positive with many residents and stakeholders welcoming the redevelopment and the aims of Dar with the site.

The key local stakeholders and councillors were contacted prior to the public exhibition and have been given the chance to engage since. The applicant also held a number of meetings with stakeholder groups and email contact with one of the ward councillors at an early stage in the design process.

This Statement of Community Involvement fully demonstrates Dar's commitment to thorough and meaningful public consultation and exceeds the requirements set out by the local planning authority. The submission of the planning application does not mark the end of this consultation and Dar will continue to meet with local groups and individuals as appropriate throughout this process.



Appendix 1 – Leaflet inviting residents and other stakeholders to the first public exhibition





The Site

The existing building at 150 Holborn which was built in the 1980s is situated opposite Chancery Lane tube. It has had its upper floors gutted and many of the retail units have been vacant for some time.

Dar Group

Dar Group is an international network of professional service firms, comprised of over 17,000 staff members assisting clients in over 100 countries around the world.

Proposals

Dar has acquired the 150 Holborn site as a potential Headquarters for its regional operations. This provides an opportunity to consolidate the specialist companies owned by Dar into a common hub enabling them to collaborate, cross fertilise and showcase their work in a prime location at the heart of London.

The new building will have a positive impact on the Borough of Camden by creating approximately 1,083 workplaces as well as space for retail and residential units. This will provide additional jobs as well as an active retail frontage onto Holborn.

WANT TO FIND OUT MORE?

HOLBORN150@YOURSHOUT.ORG
0800 458 6976

OR

COME TO OUR
PUBLIC EXHIBITION

WHERE: 6 Grays Inn Road , WC1X 8TL

WHEN: Thu 26th Nov: 15:00 - 20:00
Fri 27th Nov: 11:00 - 15:30



WE WANT TO KNOW WHAT YOU THINK ABOUT THE PROPOSALS. PLEASE COMPLETE THIS FORM AND RETURN BY POST - YOU WON'T NEED A STAMP.

In principle do you support the redevelopment of the current building at 150 Holborn?

Yes No Unsure

Do you support these proposals?

Yes No Unsure

Any other comments:

NAME: _____

ADDRESS: _____

POSTCODE: _____

EMAIL: _____

TEL: _____

Data will only be held by Your Shout and Dar and a summary may be sent to the London Borough of Camden. By giving us your details, you authorise us to send periodic updates about this site. If you would rather not receive any information about this development, please tick this box:



FREEPOST RTGB-KBZB-ZSKJ
150 Holborn
Your Shout
1-45 Durham Street
London
SE11 5JH



www.dargroup.com

Appendix 2 – Leaflet inviting residents and other stakeholders to the second public exhibition

150 HOLBORN



Public Exhibition

6 Grays Inn Road, London, WC1X 8TL

Thursday 24 March: 11:00 - 16:00





Dar previously held a public exhibition in November 2015. In response to the feedback received from the last public exhibition Dar have altered the external design of the development.

The Site

The existing building at 150 Holborn which was built in the 1980s is situated opposite Chancery Lane tube. It has had wretail units have been vacant for some time.

Dar Group

Dar Group is an international network of professional service firms, comprised of over 17,000 staff members assisting clients in over 100 countries around the world.

Proposals

Dar has acquired the 150 Holborn site as a potential Headquarters for its regional operations. This provides an opportunity to consolidate the specialist companies owned by Dar into a common hub enabling them to collaborate, cross fertilise and showcase their work in a prime location at the heart of London.

The new building will have a positive impact on the Borough of Camden by creating approximately 1,083 workplaces as well as space for retail and residential units. This will provide additional jobs as well as an active retail frontage onto Holborn.

WANT TO FIND OUT MORE?

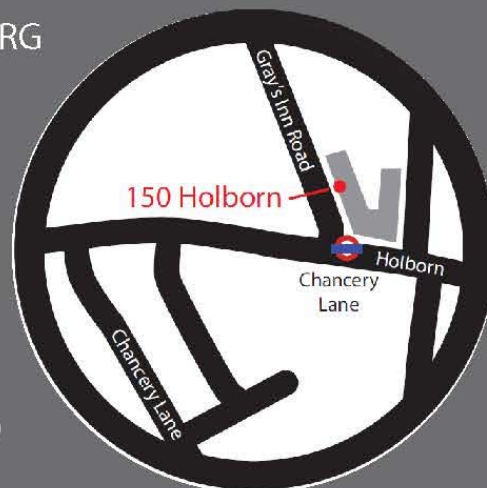
HOLBORN150@YOURSHOUT.ORG
0800 458 6976

OR

COME TO OUR
PUBLIC EXHIBITION

WHERE: 6 Grays Inn Road , WC1X 8TL

WHEN: Thurs 24 March: 11:00 - 16:00



WE WANT TO KNOW WHAT YOU THINK ABOUT THE PROPOSALS. PLEASE COMPLETE THIS FORM AND RETURN BY POST - YOU WON'T NEED A STAMP.

In principle do you support the redevelopment of the current building at 150 Holborn?

Yes No Unsure

Do you support these proposals?

Yes No Unsure

Any other comments:

NAME:

ADDRESS:

POSTCODE:

EMAIL:

TEL:

Data will only be held by Your Shout and Dar and a summary may be sent to the London Borough of Camden. By giving us your details, you authorise us to send periodic updates about this site. If you would rather not receive any information about this development, please tick this box:



FREEPOST RTGB-KBZB-ZSKJ
150 Holborn
Your Shout
1-45 Durham Street
London
SE11 5JH

Appendix 3 – Email to councillors and stakeholder groups advertising the public exhibition in November

Dear Councillor,

On behalf of Dar, we want to update you on proposed plans for the redevelopment of 150 Holborn.

Dar is now looking at options for the redevelopment of 150 Holborn and we wanted to hear your thoughts on the evolving plans. The building has been acquired to serve as a potential Headquarters for Dar's regional operations. This proposed new building would be built to the highest environmentally sustainable standards, and have a positive impact on the Borough of Camden by creating approximately 1,083 workplaces as well as space for retail and residential units. This will provide additional jobs as well as an active retail frontage onto Holborn.

The project is at an early stage. We have recently sought pre-application advice with officers, and hope to submit a planning application in the next couple of months.

We would be delighted to meet with you to discuss the plans at a time and place to suit you, and welcome any initial thoughts you may have.

In addition to this we are planning to host a public consultation event on Thursday 26th November, 15.00 – 20.00 and Friday 27th November, 11.00 – 15.30 at 6 Grays Inn Road, London, WC1X 8TL.

Please do not hesitate to call on 020 7840 5905 or email ben.murray@yourshout.com.

Kind regards,

Ben Murray

Your Shout

T 0800 458 6976
yourshout.com

[Email disclaimer](#)



Appendix 4 – Letter to councillors and stakeholder groups advertising the public exhibition in March

Dear XXXXXXXXXX,

Re: Free Public Exhibition, Thursday 24th March, 11.00 – 16.00 at 6 Grays Inn Road, London, WC1X 8TL.

I am writing to you on behalf of Dar, we want to update you on proposed plans for the redevelopment of 150 Holborn.

As you will be aware, Dar is now looking at options for the redevelopment of 150 Holborn. The building has been acquired to serve as a potential Headquarters for Dar's regional operations. This proposed new building would be built to the highest environmentally sustainable standards, and have a positive impact on the Borough of Camden by creating approximately 1,083 workplaces as well as space for retail and residential units. This will provide additional jobs as well as an active retail frontage onto Holborn.

In November of last year, Dar held a public exhibition to display their proposals, to which many local residents and community groups attended. Since the public exhibition we have taken on-board your comments and we have made some design changes. You can view the finalised plans at our free public exhibition on **Thursday 24th March, 11.00 – 16.00 at 6 Grays Inn Road, London, WC1X 8TL.**

We would be delighted to meet with you to discuss the plans at a time and place to suit you.

If you have any questions and cannot attend the public exhibition, please do not hesitate to call on 0207 5873049 or email jacob.lister@yourshout.com.

Kind regards,

Jacob

Appendix 5 - poster displayed in Holborn outside the public exhibition for the November Exhibition

150 HOLBORN



Public Exhibition Here

6 Gray's Inn Road, London, WC1X 8TL

Thursday 26 November: 15:00 - 20:00

Friday 27 November: 11:00 - 15:30



Appendix 6 – Poster advertising 24th March 2016 Exhibition

150 HOLBORN



Public Exhibition

6 Gray's Inn Road, London, WC1X 8TL

Thursday 24th March: 11:00 - 16:00



Appendix 7 – Exhibition boards for the November Exhibition

150 HOLBORN



Dar group is an international network of professional service firms, comprised of over 17,000 staff members assisting clients in over 100 countries around the world.

The group is dedicated to planning, designing, engineering, and project managing facilities, installations and structures that contribute to the sustainable advance of communities worldwide. All members can draw upon the resources and experience of the entire group.

With its principal offices in London, Paris, Linz, Beirut, Cairo, Rome, Amman, Chicago, San Francisco, Taipei, Singapore, Cincinnati, St Louis, Johannesburg, Soho, and Oakland, Dar group operates from a total of 200 offices in 49 countries spanning Europe, the Americas, Australasia, the Middle East, Africa, and Asia.



HOLBORN150@YOURSHOUT.ORG



PERKINS+WILL

Currie & Brown



elemento



TVL INTRAVISION

d2 consult



PENSPEN



Rossi & Bazzini

150 HOLBORN



CURRENT SITE

The development site is situated next to Chancery Lane station, bound by Holborn to the South, Gray's Inn Road to the West, Brooke Street and the Prudential Assurance Building to the East and Fox Court residential block to the north.

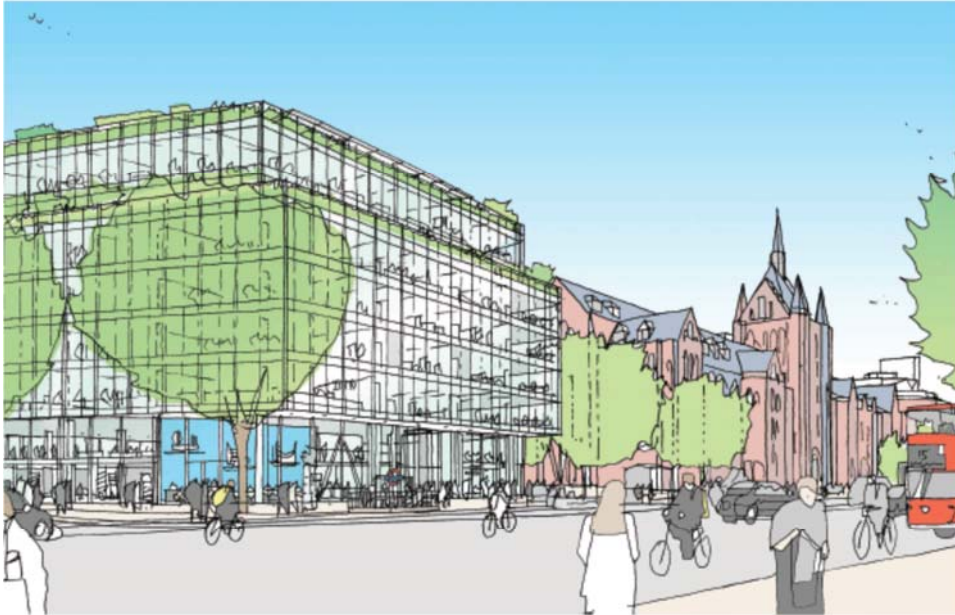
The site is currently occupied by a 1980s building, comprised of office space on its upper floors and mostly vacant retail units.

The site is centrally located for transport links with Chancery Lane immediately outside, Farringdon and Holborn Stations both within 10 minutes' walk and numerous bus routes.



HOLBORN150@YOURSHOUT.ORG

150 HOLBORN



PROPOSAL

Dar group has acquired the 150 Holborn site as a potential headquarters for its regional operations.

This provides an opportunity to consolidate the Dar group specialist companies present in Europe into a common hub enabling them to collaborate, cross fertilise and showcase their work in a prime location at the heart of London.



BENEFITS OF THE SCHEME

- A sustainable building for the 21st Century
- New pedestrian route through the site connecting through the Prudential Assurance Building
- Spaces for 200 bicycles, with changing and shower facilities, reducing congestion on London's roads
- Set back ground and first floors, creating more pedestrian space, particularly around the tube station entrance
- Rooftop garden which will be available during London's 'Open House'
- Enlivened retail shop fronts
- Residential accommodation
- New construction jobs in Camden
- Jobs available in the finished development

HOLBORN150@YOURSHOUT.ORG

150 HOLBORN



USE & AMOUNT

The existing uses on the site include office and retail.

The proposal is to increase the quantum of space on the site from approximately 12,000m² to a total of approximately 18,000m². Some of that uplift will be provided as new residential accommodation and the rest as office. The retail uses on the site will be preserved generally on ground floor and in the basement with frontages on Holborn, Gray's Inn Road and Brookie Street. The residential block is accessed from Brookie Street.

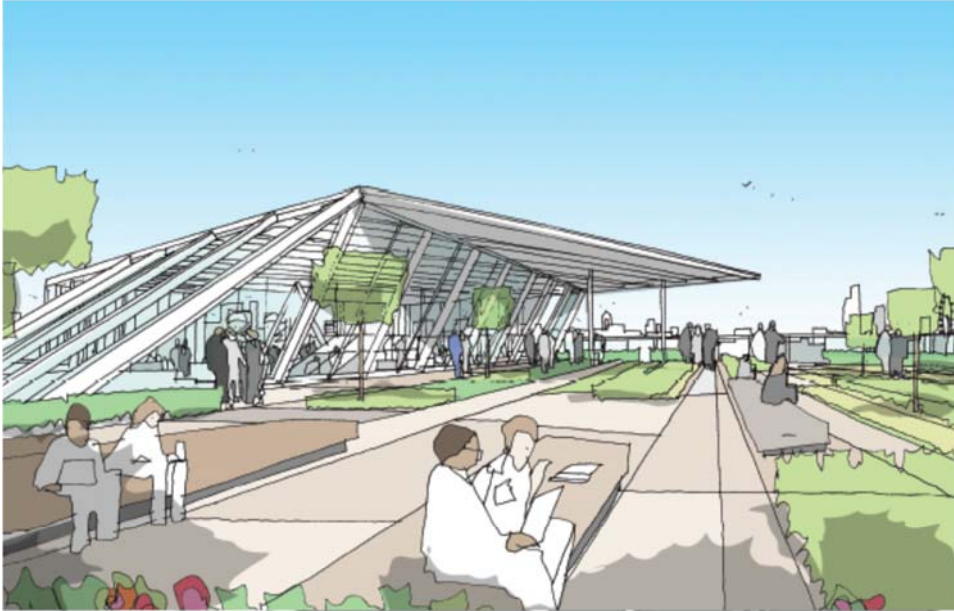
The quantum of development is limited by the St Paul's viewing corridor, Rights to Light from adjacent buildings and townscape issues. The requirement for office space on the site has been derived from the current requirement for space for the companies within the Dar group, who are anticipated to be the occupiers of the new building, and their anticipated expansion over the coming decade.

Commercial Space: ~12,500m² GIA
Residential Space: ~1,500m² GIA
Retail Space: ~1,250m² GIA



HOLBORN150@YOURSHOUT.ORG

150 HOLBORN



SUSTAINABILITY

The proposed building is aiming to achieve a high level of sustainability. It is targeting the following ratings:

BREEAM. The world's leading design and assessment method for sustainable buildings - Excellent

LEED. The US certification established by the Green Building Council - Platinum

Ska. An environmental assessment method by RICS for non-domestic fit-outs - Gold

The development will be incorporating green roof habitats to enhance biodiversity, high levels of water efficiency, will utilise responsible materials and considerate contractors amongst many other initiatives.

SUSTAINABILITY TARGETS

- BREEAM Excellent
- LEED Platinum
- Ska Gold
- Green roof habitats
- Low carbon technology
- Water efficiency
- Responsible materials
- Community engagement and enhancement
- Considerate contractors
- Sustainable transport solutions

BREEAM®



HOLBORN150@YOURSHOUT.ORG



150 HOLBORN



CONSTRUCTION

During the course of the redevelopment of 150 Holborn, the following initiatives and solutions will be agreed with the appropriate Local Authority and then implemented, in order to **minimise the impact** on the immediate neighbours and the local community.

The Environment

- Tree protection to be provided
- Noise, vibration and dust monitoring will be strategically positioned at the site perimeter so that conditions created within the site are no worse than that created by the local environment itself. These monitors will be in place throughout the demolition and construction process, the information generated will be publicly available.
- Dust and dirt control measures implemented

Working with the Community

- Liaison with interested public bodies
 - Schools
 - Residents
 - Cycling
 - Heritage groups
 - Emergency Services
- Local employment opportunities
- Regular newsletters and information boards to keep neighbours informed.

Construction of 150 High Holborn

- A perimeter all enclosing scaffold will be erected and fully sheeted to enable the demolition to be completed from within.
- Construction techniques selected by design to reduce disruption on site and to the local community
- Off-site manufacturing of components to reduce the number of deliveries and the amount of waste generated

Summary

Through the use of Construction Best Practice the objective is that the site will not have a negative impact on the local community during the transformation from the existing, to the vibrant proposal to enhance High Holborn.



As a CCS registered site, disruption to the local community will be kept to a minimum during the transformation of the building to our vibrant proposed development.

HOLBORN150@YOURSHOUT.ORG

150 HOLBORN

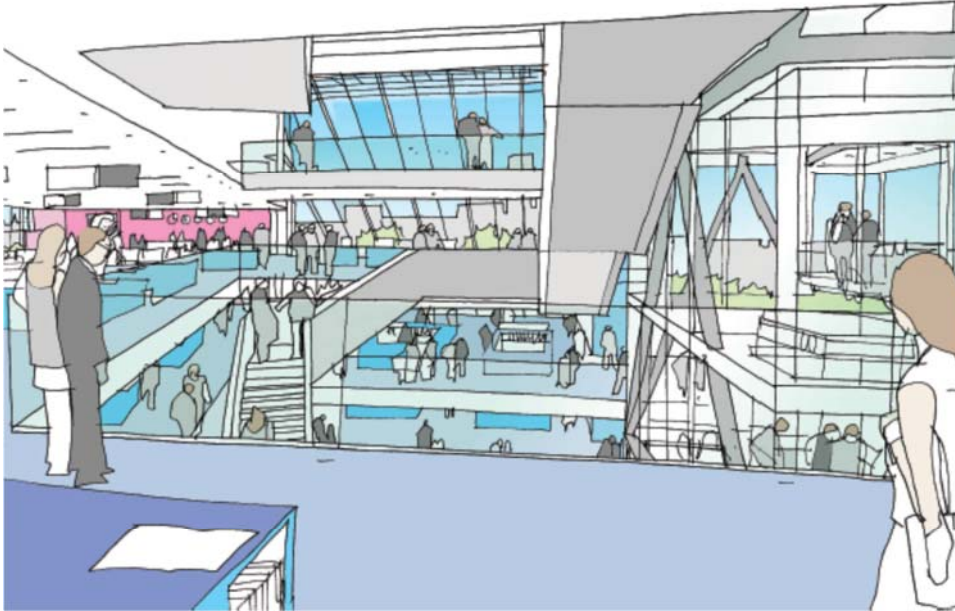


TIMESCALES

NOVEMBER 2015	Public exhibitions and meetings with community representatives. Review of feedback.
DECEMBER 2015	Submission of planning application to London Borough of Camden.
SPRING 2016	London Borough of Camden statutory and neighbour consultation.
APRIL 2016	Decision by London Borough of Camden Planning Committee.

HOLBORN150@YOURSHOUT.ORG

150 HOLBORN



CONSULTATION

Please keep in touch by completing a **comment card**, or alternatively email us at **holborn150@yourshout.org** or phone **0800 458 6976**

Liaisons with public bodies are always encouraged to keep them informed of the activities on site and educate them on the dangers presented by the Construction Industry: residents, local schools, cyclists, heritage groups, the Emergency Services will all be approached during the period ahead of work starting on site. Regular public consultations will occur during the construction phase to monitor the progress made.

Local employment opportunities will be available both during the construction phase and thereafter with the completed development.

Regular newsletters will be distributed in the construction phase so that all interested parties are advised of progress being made on the site itself.

The site will be registered with the Considerate Constructors Scheme and therefore be implementing "Best Practice" as promoted by this national organisation.

We will operate the Considerate Constructors Scheme. The Scheme is concerned about any area of construction activity that may have a direct or indirect impact on the image of the industry as a whole.



HOLBORN150@YOURSHOUT.ORG

Appendix 8 – Exhibition Boards from 24th March Exhibition

150 HOLBORN



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HOLBORN150@YOURSHOUT.ORG



m 24th

March Consultation

150 HOLBORN



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The site is currently occupied by a 1980s building, comprised of office space on its upper floors and mostly vacant retail units.

The site is centrally located for transport links with Chancery Lane immediately outside, Farringdon and Holborn Stations both within 10 minutes' walk and numerous bus routes.



HOLBORN150@YOURS.HOUT.ORG

150 HOLBORN



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150 HOLBORN



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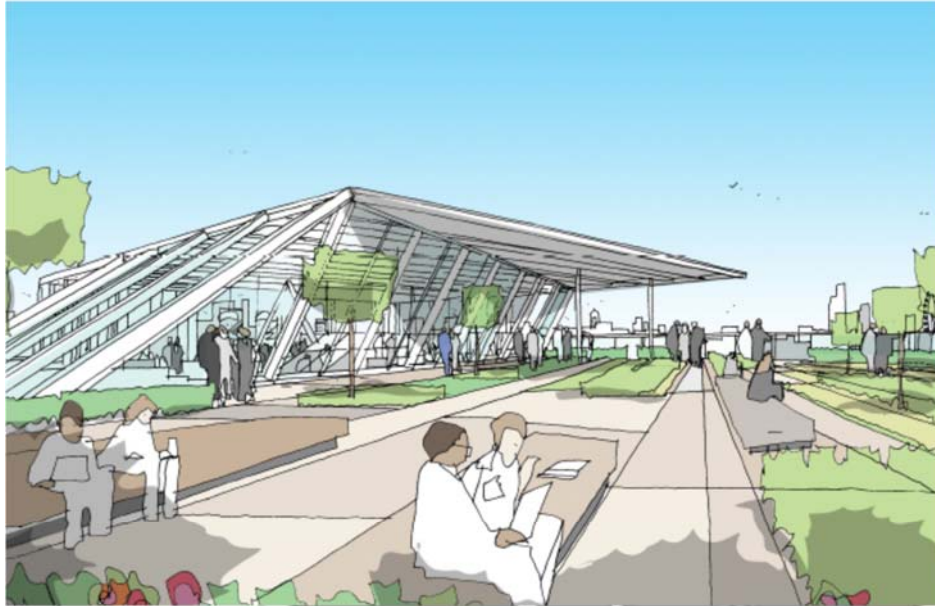
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Commercial Space: ~13,000m² GIA
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150 HOLBORN



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BREEAM



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150 HOLBORN



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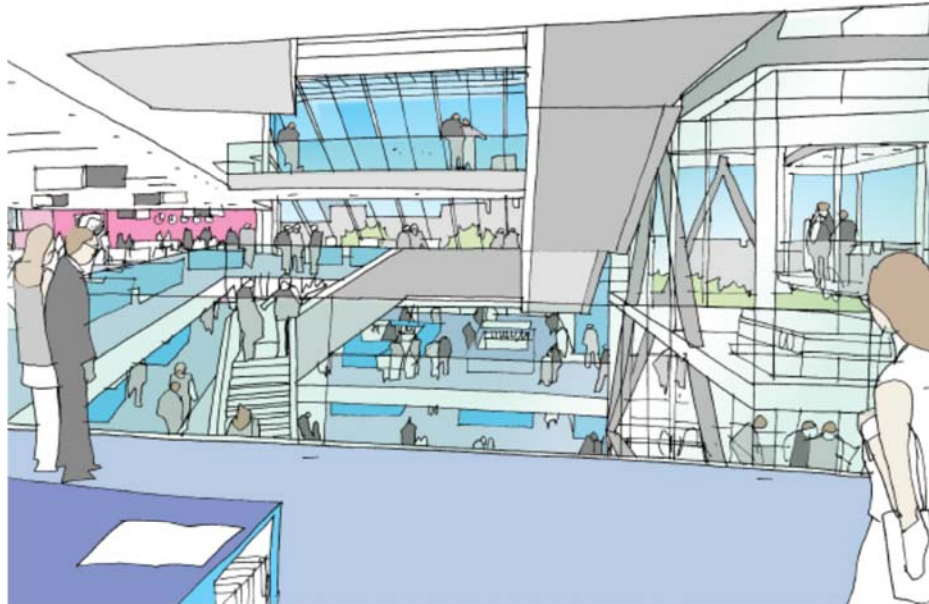


TIMESCALES

MARCH 2016	Public exhibitions and meetings with community representatives. Review of feedback.
MARCH 2016	Submission of planning application to London Borough of Camden.
SPRING 2016	London Borough of Camden statutory and neighbour consultation.
JULY 2016	Decision by London Borough of Camden Planning Committee.

HOLBORN150@YOURSHOULOUT.ORG

150 HOLBORN



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HOLBORN150@YOURSHOUT.ORG

Appendix 9 – Comments received about the project

Concerned that the air quality in the area is already very bad. The RC school has been identified as being one of the worst for air quality in the country. Deliveries for the construction will make this problem worse.
Please consider Duddle in your future plans!
This would be a great building and amazing addition to Camden. The biggest plus being having the creative and construction combined.
Brilliant concept and idea, I like the fact that this building will look very modern.
Improvement to existing building
Seems reasonable and Welcomed Change
Nice to see the eco/green contributions that have been planned. It will be a relief to see <u>anything</u> here with people in!
Marvellous idea - it will be a big improvement.
This site needed a development.
Excellent Landscape proposals.
Excellent scheme for the regeneration of the area
If the redevelopment is like the glasshouse picture, I am against the redevelopment as it is not in-keeping with the area. We have lots of beautiful old buildings in the area and this is a complete contrast. I would be concerned about the amount of disruption too.
It's overlarge, height excessive & quite at odds with the [illegible] red brick of the prudential and the [illegible]. It's awful contrast to the black & white of Staples inn!
Very well-mannered spacially exciting urban building with atrium and roof garden. Maybe some Arabic Mashrabiya screening should be on the south face to give some sun control to the building to add to the 'open London' destination attractiveness.
The design looks hideous and does not suit the area at all
As long as the area won't be affected by congestion created by work, its fine (i.e. bad traffic around the area)
It's a shame to see a sound building being pulled down after having served less than 40 years. It seems a waste that such a building was approved in the first place, given that it is now deemed unfit for purpose - though it is arguably more of a waste to pull it down now. I note that the building opposite has stood for over 400 years.
Need to ensure maximum possible affordable housing

End of Appendices