

Statement of Community Involvement

17 Charterhouse Street, Hatton Garden
Anglo American & De Beers



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Executive Summary

This Statement of Community Involvement has been prepared on behalf of Anglo American and De Beers (AA & DB), to accompany a planning application to extend and update the former De Beers headquarters at 17 Charterhouse Street, Hatton Garden.

This report should also be read in conjunction with the Design and Access Statement.

Prior to submitting a planning application AA & DB undertook a programme of consultation and engagement, within their business and with local businesses. Activity included:

- Interviews within the business, providing feedback on the future of the workplace and the key desires for the end users
- Meetings with the London Borough of Camden Council officers
- Meetings with neighbouring businesses
- Email contact with the MP, ward councillors and adjoining ward councillors
- Leaflet drop to 173 addresses neighbouring the application site
- Drop-in event at 17 Charterhouse Street, from 4pm-8pm on Thursday 27 July
- Responding to telephone and email enquiries.

Four feedback forms were completed in response to AA & DB's consultation, which support the proposal to extend and update the existing buildings. Additional supportive comments were made by members of the local business community at the consultation event.

Consultees welcomed the return of De Beers to the local business community as a long-standing cornerstone of the Hatton Garden's jewellery trade. Local residents living in properties on Saffron Hill were also reassured by the scale of the extension, with work consisting mainly of internal refurbishment, with major construction taking place within the courtyard of the exiting complex, minimising impact on residents.

AA & DB are pleased with the level of engagement and are confident that the planning application is supported by the local community. It is evident that the proposed extension and upgrade works to 17 Charterhouse Street would be a welcome development in the Hatton Garden area.

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1. Introduction

- 1.1. This Statement of Community Involvement (SCI) provides details of the public consultation AA & DB is facilitating to support proposals for the extension and remodelling of the office building, which has historically been the headquarters of the De Beers Group of Companies, at 17 Charterhouse Street, Hatton Garden. The consultation activities have been designed to ensure continued community engagement and involvement.
- 1.2. This reflects the project team's commitment to work closely with both local stakeholders and political representatives, where possible, to bring forward proposals that are both planning compliant and reflect/respond to public and third party comment.
- 1.3. A programme of community engagement has been designed to ensure local stakeholders are provided with details of the proposals and have the opportunity to provide their feedback.
- 1.4. The project team is fully committed to engaging and liaising with the local community in order to understand the key issues that local people consider relevant to their neighbourhood.
- 1.5. This document clarifies the approach taken by the project team to date, detailing key activities and meetings, setting out feedback received and highlighting recurring themes and conclusions.

The project team is fully committed to engaging and liaising with the local community

2. The Proposals

- 2.1. The application site, known as 17 Charterhouse Street, is a large office complex with frontage onto Saffron Hill and Charterhouse Street. The current office complex was built during the 1970s and extended in the early 2000s.
- 2.2. When developed in the 1970s, there was a bridge across Charterhouse Street, which was removed when the building was extended.
- 2.3. Located within the Hatton Garden Conservation Area, the site is also home to St Andrew's House, a Grade II-listed building, which sits within the central courtyard.
- 2.4. St Andrew's House was built, in 1875, by the Corporation of the City of London. Originally known as the Viaduct Buildings, this block is the oldest surviving example of public housing in London and one of the oldest in Britain. The building is currently used for staff accommodation, particularly for staff visiting London from abroad. No changes are proposed to this building.
- 2.5. AA & DB are currently located in Carlton House Terrace in Westminster. There is a desire to relocate to Charterhouse Street, providing the existing complex of buildings can be transformed and extended into a suitable office campus to meet the needs of both businesses.
- 2.6. AA & DB are proposing to seek permission to extend and update the existing office buildings at 17 Charterhouse Street, to create a flexible, efficient and high quality work space to meet modern needs.
- 2.7. The existing buildings, predominantly built during the 1970s, are not fit for purpose and are unable to accommodate AA & DB's staff complement.
- 2.8. Significant refurbishments will be required to expand and renovate the buildings, through making better use of the internal-facing courtyard. There are also opportunities to improve connectivity between the buildings and make more efficient use of space.
- 2.9. The current Charterhouse Street frontage is considered overly imposing and "fortress-like" and AA & DB are looking to create a more effective, welcoming and approachable headquarters.

AA & DB propose to relocate to Charterhouse Street, providing the existing complex of buildings can be transformed and extended into a suitable office campus to meet the needs of both businesses

3. Planning Policy Context

- 3.1. Nationally, the National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. It outlines and encourages positive community engagement between all parties involved and affected by the proposals. Specifically, the NPPF states that:

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

- 3.2. The NPPF also recognises that the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities.
- 3.3. Section 122 of the Localism Act introduced a new duty for developers to consult local communities before submitting planning applications for certain planning applications above a certain size.
- 3.4. It includes publishing the details of the application in a manner that would reasonably bring the application to the attention of the majority of the persons living in or occupying premises in the vicinity of the application site.
- 3.5. Developers should have regard to community responses when finalising schemes and should submit a statement with their planning application to show that they have consulted with the community and taken responses into account. This should also be taken into account by the Local Planning Authority in determining the planning application.
- 3.6. The London Borough of Camden Statement of Community Involvement, adopted in 2006 and revised in 2011 states that:
- “Most applications can benefit from having planning advice before they are submitted. Pre-application discussions provide greater certainty and clarity to an applicant by identifying planning issues and requirements at an early stage, when they can influence the scheme before its submission.”
- 3.7. The Council also encourages developers to engage with the local community before making an application. The aim here is that the community are involved at the earliest possible stage before the developer firms up their proposals. Methods that could be used might include meetings, questionnaires and/or exhibitions.
- 3.8. Developers are also encouraged to give local people advance warning (at least 2 weeks) of their intention to apply for planning permission and the Council asks developers to provide information on all community engagement they have undertaken prior to the application being made.

Camden Council encourages developers to engage with the local community before making an application.

4. Consultation Objectives

- 4.1. Having prepared draft development proposals for 17 Charterhouse Street, the project team devised a third party stakeholder consultation programme.
- 4.2. This consultation programme was designed to:
- Ensure that all those who were likely to have an interest in the project were fully informed and given an opportunity to ask questions and share their views
 - Maximise the availability of information about the proposed scheme and present AA & DB's aims and objectives as clearly and accurately as possible
 - Ensure that local people were given the opportunity to put forward their ideas and felt confident that there was a process for considering these
 - Use a variety of communication channels and engagement methods to maximise consultee participation and encourage meaningful feedback
 - Identify issues of particular interest or concern – to ensure that these were addressed at an early stage
- 4.3. At all stages in the process the team has been – and will continue to be – open to responding to ideas and comments.

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5. Key Consultation Activity

Engagement with Future Building Occupiers

- 5.1. The objective of the development proposals is to create a bespoke building that will meet the specific requirements of Anglo American and De Beers (AA & DB) as the end-users.
- 5.2. AA & DB representatives completed a series of questionnaires to provide the architects and design team with their input into the future workplace requirements.
- 5.3. At the outset of the project, AA & DB set out their vision for the site to be transformed into a building of “timeless sophistication”. Critical to this is remodelling the defensive, “fortress-like” character of the Charterhouse Street exterior, to create a permeable, welcoming façade which better reflects the shared values of both companies.
- 5.4. The design team have held weekly meetings with AA & DB, which have guided the design evolution in tandem with the pre-application engagement with Officers at Camden Council as set out below.
- 5.5. These meetings have explored ways of enhancing the functionality of the building, given the current floorplates make for an inefficient and disjointed layout. The occupiers set out their desire for the existing floorspace to be rationalised, and to be united with a central ‘heart’ to the rear of the main building, providing a central area for activity and interaction.

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Engagement with Officers at Camden Council

- 5.6. Prior to preparing the planning application, the project team entered into pre-application discussions through the Council’s formal process.
- 5.7. The design team and representatives of AA & DB coordinated a guided tour of the site with Camden’s Officers on 4 May 2017. This meeting was key to understanding the context of the site and its development constraints, and opportunities presented to enhance the function of the site.
- 5.8. A formal pre-application meeting subsequently took place on 18 May 2017 and was attended by Planning, Conservation and Heritage, Transport and Policy Officers, and various representatives from the end-user’s design team. The meeting established that the principle of remodelling and extending the site was acceptable.
- 5.9. Following receipt of Camden Council’s formal written advice, the proposals were developed through a series of four design workshops attended by Planning and Conservation and Heritage Officers, which took place on 19 June 2017, 29 June 2017, 12 July 2017 and 26 July 2017. These workshops focused on the evolution of proposed remodelling of the Charterhouse Street elevation and the scale and form of the extension proposals, and presented a forum for discussion on other issues associated with the site.
- 5.10. The application is also informed by pre-application engagement with Transport for London (TfL). A site meeting took place on Wednesday 21st June 2017, with subsequent written advice issued. This engagement focused on transport and

highways related matters, and established that the principle of relocating the existing eastbound bus stop on Charterhouse Street further towards Ely Place.

Engagement with Elected Representatives

- 5.11. The project team contacted the local MP, Sir Keir Starmer; the Leader of Camden Council, Georgia Gould; and the ward councillors (Julian Fullbrook, Awale Olad and Sue Vincent). All these elected representatives were all invited to attend the consultation event, although alternative briefing meetings were offered to fit in with diary commitments.
- 5.12. Councillor Vincent was unable to attend the consultation event, so copies of the materials presented at the event were supplied to her in PDF form.

Engagement with Local Organisations

- 5.13. A number of other key individuals and local organisations were also invited to attend the consultation event. These included: representatives of Goldsmith's Centre; representatives of Hatton Garden BID; representatives of Camden Council's Economic Development team.
- 5.14. On 1 August 2017, a meeting was held with the chairman of the local Business Improvement District. The BID chairman was highly supportive of the proposals, in particular, the potential for a new visitor attraction exploring the history of the diamond trade in the area was enthusiastically received.

Engagement with Local Businesses and Residents

- 5.15. In order to achieve targeted and meaningful engagement with the immediate neighbours of the site, a postcard providing details of drop-in event was distributed to 173 addresses closest to the site on Thursday, 20 July (See Appendix 1 for distribution area).
- 5.16. The postcard (see Appendix 2) included details of the drop-in evening and contact details for the project team.
- 5.17. 14 people attended the drop-in evening, and others got in touch via email to request further information if they were unable to attend.
- 5.18. The project team directly engaged with a number of neighbouring businesses following the drop-in exhibition. Separate consultation/briefing meetings took place with representatives from these businesses on 31st July and on the 1st, 3rd, 8th and 9th August.
- 5.19. Event attendees provided verbal feedback and were encouraged to sign-in and provide written comments on feedback forms provided. A freepost envelope was provided allowing attendees to take a feedback form home and complete and return it at a time that suited them and at no cost.
- 5.20. The photographs on the following page were taken at the drop-in evening:

The project team directly engaged with a number of neighbouring businesses following the drop-in exhibition. A series of separate consultation/briefing meetings were arranged with representatives of local businesses.



A drop-in event was hosted at 17 Charterhouse Street during the afternoon and evening of 27th July.



6. Review of Response to Consultation

6.1. The drop-in consultation event on Thursday 27th July was attended by 14 people.

Overview of Results

6.2. As outlined previously, a comment form was made available at the exhibition and also circulated to local people after the event. The short form provided the opportunity to add any comments or suggestions attendees had about the development.

6.3. Only one comment form was completed during the evening, several attendees took comment forms home with them and three forms were returned in the post.

6.4. The comment form returned on the evening was positive. The comment mentioned:

“The project looks very interesting and delighted to see we shall continue to have neighbours of pedigree and long standing. Looks like quite a big internal enhancement as well as some additions”

6.5. The feedback forms returned in the post were also positive:

“Firstly we are very pleased to hear that our neighbours will remain. We have a special appreciation of the history and significance of 17 Charterhouse Street and were concerned about that being lost if De Beers were to sell the property. We are pleased to see that St Andrew’s House will be largely unaffected by the proposal. We would hope that, should opportunity present itself, Gem-A as the world’s oldest provider of gemmological education and a registered charity with a long association with De Beers reinforce relations where this is common purpose.”

“The return of De Beers to Hatton Garden is an event to be much welcomed. Among other reasons to celebrate its return, it will:

1. Add a handsome new street frontage to the Hatton Garden area, a district lacking striking facades.
2. Re-unite De Beers with the Hatton Garden jewellery quarter, a unique geographic area its presence created.
3. Add credibility to the on-going task of establishing Hatton Garden as a centre of the art of jewellery.
4. The hope that the De Beers imprimatur and its expertise in the creative branding of jewellery as a high-fashion icon will encourage young, gifted jewellery designers to locate in the area and thus add vibrancy to the area’s offer.
5. The hope that De Beers, as a mentor to the diamond trade, will enhance the expertise of those who work, create, trade and display their goods in the area will filter through to offer the public an enhanced experience in Hatton Garden. And blow the dust of mediocrity that shrouds so much of the current public perception.
6. Bring not only De Beers back to the area but an additional 700 employees of Anglo American to add vibrancy to the local retail scene.

We have a special appreciation of the history and significance of 17 Charterhouse Street

The return of De Beers to Hatton Garden is an event to be much welcomed.

7. Underscore the vibrancy of the area that will have been boosted by the opening of Crossrail and ahead of the re-location of the Museum of London.
8. The return of De Beers will be a landmark moment in Hatton Garden achieving its potential as a destination, a place to work and a place to live.”

“Thank you for providing the exhibition, very useful and informative.”

Themes Picked up from Verbal Conversations with Event Attendees

- 6.6. Attendees were pleased to hear that the Grade II-Listed St. Andrews House would be preserved.
- 6.7. Local business owners and other members of the local business community were very pleased to hear that De Beers want to return to Hatton Garden and were hopeful that the presence of a company with their expertise and history would provide a large benefit to business in the area.
- 6.8. Local residents who attended expressed concerns regarding construction noise, and vehicle access but were mostly reassured that the work would be largely internal and extensions would be built within the existing courtyard, shielding neighbours from construction impact.

Conclusion

- 6.9. 14 people attended the open evening, 13 signed the attendee register and three people completed comment forms.
- 6.10. Verbal and written feedback indicated that the plans were positively received by the local business community.

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7. Evolution of the Scheme in Response to Feedback

- 7.1. The scheme has come a long way since the original proposals were first presented to officers at Camden Council.
- 7.2. The series of design workshops have focused on the proposed remodelling of the Charterhouse Street façade, to create a building that retains its distinctiveness and offers a modern interpretation of the existing architectural features and styles which are worthy of recreating.
- 7.3. Officers stated their support for the principle of retaining the series of eight bays, which provide architectural rhythm and vertical articulation. Officers also supported the principle of retaining a solid plinth at ground and first floor level, which anchor the upper floors, and of retaining the existing 'apron' feature of glazing and cladding which protrudes from the existing building line.
- 7.4. The form of the Charterhouse Street façade has evolved following officer comments that the depth and texture provided by the existing façade should remain a prominent feature. Accordingly, the remodelling scheme offers a stepped façade with the series of bays from third to eight floor protruding from the existing structure retained behind.
- 7.5. It is acknowledged by officers that the defensive character of the existing building is to be softened, and glazing is used to achieve this objective. However, the extent of stonework has increased during the design process, particularly within the plinth, and revealing the vertical emphasis provided by the existing structure.
- 7.6. Officers support the objective of enhancing the setting of the Grade II-Listed St Andrew's House by replicating the historical street pattern through partially infilling the courtyard. The scale and form of the double height extension has been altered following officer comments to ensure that St Andrew's House remains the focal feature of views into the courtyard.
- 7.7. The proposals also provide 167 cycle spaces to reflect the total quantum of floorspace provided by the existing buildings that are to be remodelled, and the proposed extensions. Officers suggested that this would ensure the development makes the maximum contribution towards sustainable travel.
- 7.8. Detailed design matters have also been developed from of input on behalf of AA & DB since the project's inception. The staff headcount capacity of the building will be significantly increased as a result of the development and management and operational matters have been considered in dialogue with De Beers' on-site Support Services Manager and will be adequately provided through the development.
- 7.9. Feedback from the future building occupiers has led to an increased fluidity in the workplace, allowing interactions and informal meetings. The open plan approach allows for this to occur – the creation of a large open plan restaurant area facing onto St Andrews House also provides an excellent opportunity to increase the quality and flexibility of the workplace.

The scale and form of the double height extension has been altered following officer comments to ensure that St Andrew's House remains the focal feature of views into the courtyard.

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8. Summary and Next Steps

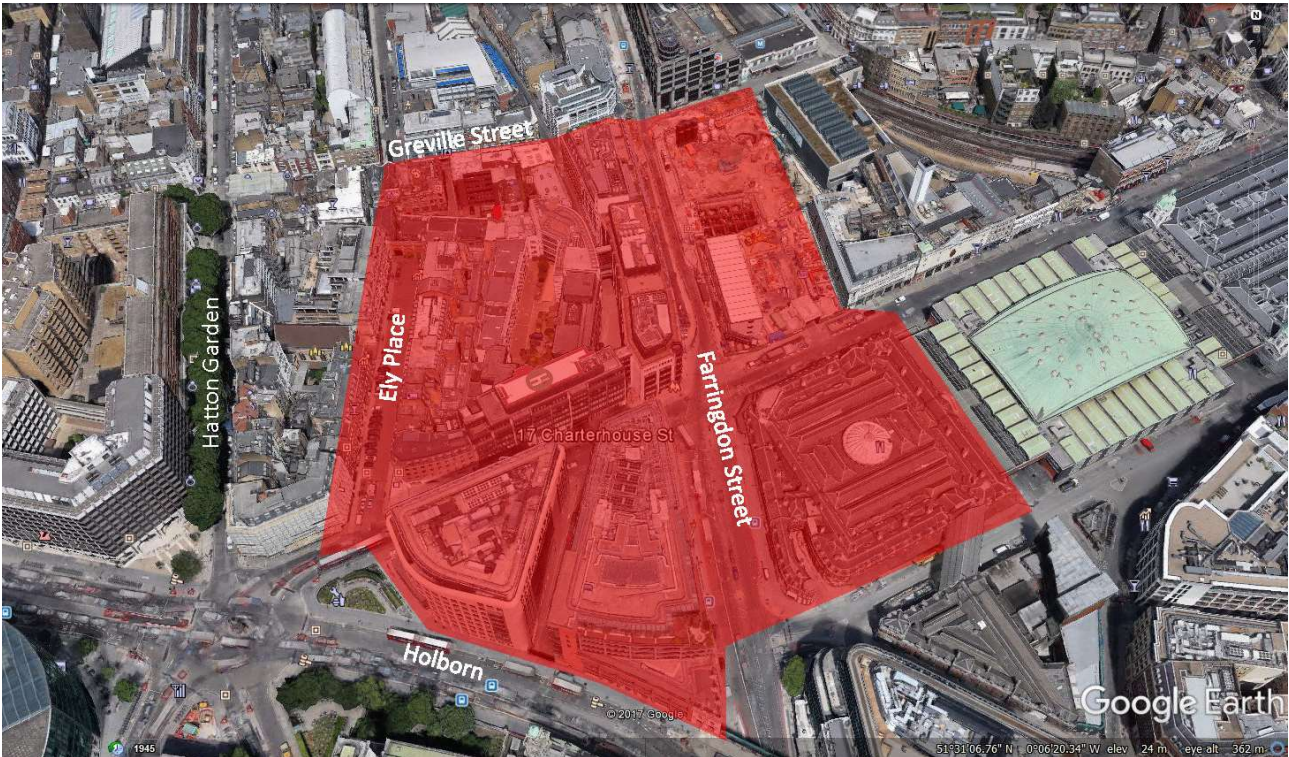
- 8.1. AA & DB are encouraged by both the interest shown in the proposals and by the considerable support that has been expressed.
- 8.2. At an early stage in the consultation process, questions were raised regarding the sensitivity of the façade treatments in the context the heritage value of the existing building.
- 8.3. As a result of feedback received during the pre-application process, AA & DB have worked hard to revise the proposals
- 8.4. AA & DB greatly value the support they have received from local people and are keen to provide a lasting contribution to the Hatton Garden area.
- 8.5. Further information relating to all elements of the scheme is available in supporting materials submitted with the planning submission.
- 8.6. AA & DB are continuing discussions with both the Council and key stakeholders to facilitate this major investment in Hatton Garden.
- 8.7. AA & DB are proud to make this investment in the area and are fully committed to the project. To this end, the project team looks forward to working with both officers and the local community to ensure the delivery of this exciting redevelopment proposal.

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Appendix I

1. Consultation Area

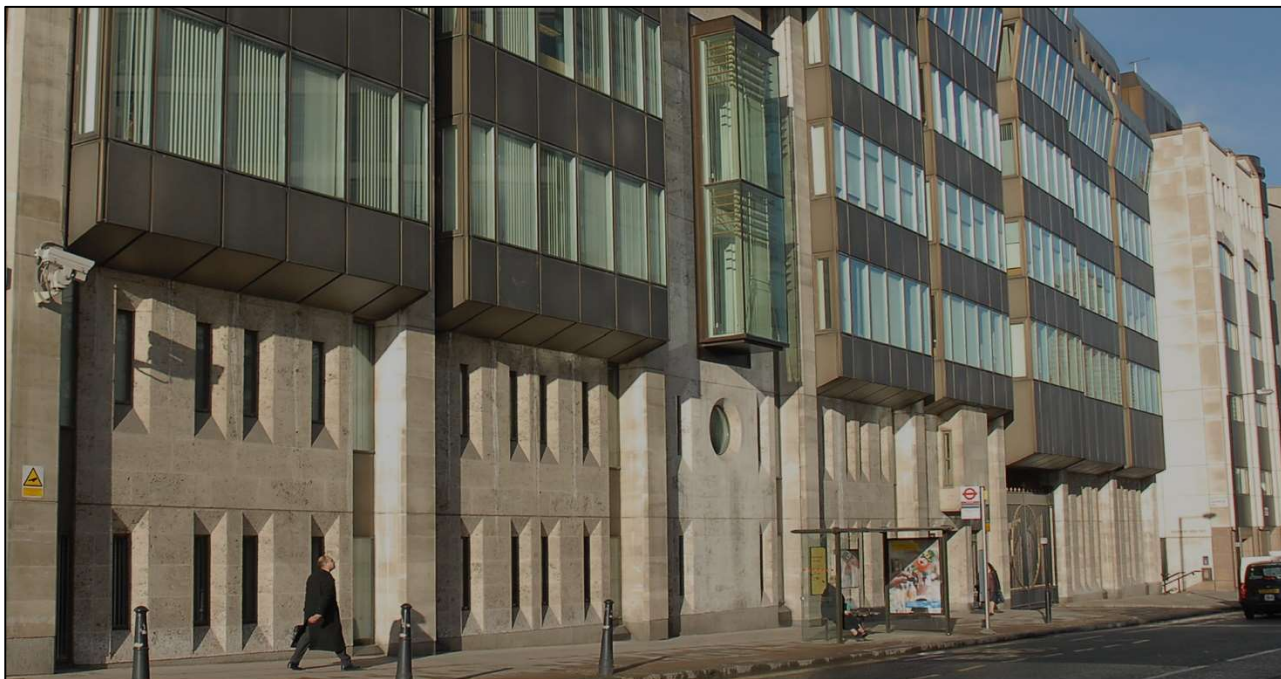
The consultation area around the proposed site used for postal distribution of the postcard:



Appendix II

2. Postcard Invitation

Postcard advertising drop-in evening distributed to local addresses and key stakeholders:



**Proposed remodelling and refurbishment
17 Charterhouse Street, London EC1A 6RA**





Our proposals

Anglo American and De Beers Group are proposing to remodel and refurbish the buildings at 17 Charterhouse Street to create a flexible, efficient and high quality work space to meet modern needs.

Subject to the necessary planning permissions and board approval, 17 Charterhouse Street will be transformed into a new headquarters building for the Group.

Come and see the plans

We will be holding a drop-in exhibition at 17 Charterhouse Street on **Thursday 27th July**.

You are invited to come along between **4pm and 8pm**. You will be able to review the draft proposals and talk to members of our project team.

Please confirm your attendance by emailing:
charterhouse@planningpotential.co.uk

If you are unable to attend the exhibition, or have any questions in the meantime, please let us know. Telephone: 020 7357 8000.

Appendix III

