

The Hope Project
KOKO + Hope & Anchor, 1 Bayham Street and 65 Bayham Place

Statement of Community Engagement Addendum



Date: 20 December 2017

Prepared by Comm Comm UK

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Executive Summary

- In October 2017, Vevil International, applying as the Hope Lease Limited, submitted a planning application for the buildings at KOKO, Hope & Anchor, 1 Bayham Street and 65 Bayham Place. The proposals seek the wholesale restoration of KOKO and the adjoining building to include internal and external restoration, a rooftop terrace, restaurant and recording studio.
- In November 2016, the applicant undertook a programme of community consultation in relation to original planning applications, which were granted by committee on May 2017. The consultation included public exhibitions, meetings with political stakeholders and regular updates to the local community.
- In October 2017, a programme of community engagement and consultation began for the revised scheme for the restoration of KOKO, the Hope & Anchor pub, 65 Bayham Place and 1 Bayham Street. The engagement and consultation targeted Camden Council members and officers, local ward councillors, community and amenity groups as well as local residents and businesses.
- Letters and invitations were sent on 23 October 2017 to political and community stakeholders as well as Historic England, the Victorian Society, Theatres Trust and Camden Conservation Advisory Committee to inform them about the revised scheme and to invite them to meet.
- On 24 October, the project team met with Amy Lame, Night Czar, to discuss the scheme, see appendix A for letter received following the meeting. Meetings also took place with Music Venues Trust, Camden Town Unlimited BID and Theatres Trust.
- On 3 November, around 250 letters were hand-delivered to residents and businesses in the local area. The letter notified residents about the revised scheme as well as the submission of the planning application to Camden Council. The letter was also emailed out to a list of people who had previously signed up for project updates.
- The webpage, www.koko.uk.com/hopeandanchor_restoration, will continue to be updated throughout the planning process.
- Meetings and engagement will continue with stakeholders throughout the planning process.

Introduction

Vevil International owns a large property portfolio that contains a number of the capital's most significant listed buildings. Vevil International is the landlord of the building that houses KOKO and the buildings to the rear.

In May 2017, planning consent was granted by Camden Council's planning committee, for the restoration and extension of KOKO and adjoining buildings.

Since permission was granted, the project team has been looking at a number of amendments to the consented scheme to maximise flexibility for the building's future. The revised application and listed building application was submitted to Camden Council to address internal configurations as well as changes to uses. Many aspects of the original application remain unchanged. The project team is working on a robust business plan to ensure the building's future sustainability.

The proposal will see the hotel use replaced by a members' club to ensure that ancillary uses are compatible with the music venue and support its long-term future. The fly tower and gallery will be revealed and sensitively repaired to its former, historic glory. The Hope & Anchor pub will be linked to the fly tower, allowing flow between buildings creating flexible and versatile entertainment spaces. The aim of these amendments to the scheme is to ensure the building's uses are complementary, ensuring a viable future as a live music venue and cultural hub. The building has been at the heart of Camden and the live music scene in London for over a century and must evolve to keep up with changing demands. The members' club would be aimed at a growing number of professionals within music and arts industry who seek daytime work and meeting spaces as well as evening facilities for dining, networking and events. The members' club will complement KOKO's public events and arts programme.

The applicant has undertaken a programme of community engagement. The aim of the community engagement was to update the community of the plans for the site and answer any queries they had.

Why Consult

Comm Comm UK was instructed by the applicant to assist with the pre-application engagement around the redevelopment of KOKO and adjoining buildings.

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

Consultation can benefit development schemes by ensuring local residents and the community understand what is proposed and why. The consultation process and local community can also help to inform and improve the design, enhancing its community value.

Consultation is a key pillar of the Localism Act 2011 and 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 the Killian Pretty Review 2008 and HM Government's Code of Practice Consultation 2008.

Overview of Methodology

This section sets out the community engagement undertaken by the applicant and the project team. It outlines how the project team engaged with local community and stakeholders in the local area.

The overall strategic aims for the engagement were to:

- Ensure as many local people as possible were engaged
- Ensure as many local people as possible understood the updated proposals and were given the opportunity to comment
- Promote positive aspects of the scheme
- Assess the proposed scheme in light of local views.

Our audiences were identified as follows:

- London Borough of Camden's Cabinet Members
- London Borough of Camden's Planning Committee
- Regent Park and St Pancras & Somers Town ward councillors
- Hampstead and Kilburn MP, Sir Keir Starmer
- Barnet and Camden Greater London Assembly Member, Andrew Dismore AM
- Department of Culture, Media and Sport
- Mayor of London
- Deputy London Mayor for Culture
- Night Czar
- Camden Town Unlimited BID
- Camden Town Speaks Residents' Association
- Bayham Place Estate Residents' Association
- Mornington Area Action Group
- Somers Town Neighbourhood Forum
- Historic England
- Victorian Society
- The Theatres Trust
- Music Venues Trust
- Residents and businesses from the surrounding area.

Stakeholder Letters

On Monday 23 October, letters (appendix A) were posted and emailed to political and community stakeholders to update them on the proposals and the revised application for the site. The letter informed stakeholders of the history of the site, the plans for restoration and offered to meet one-to-one to discuss the proposals.

Community Letters

On Friday 3 November, letters (appendix B) were hand-delivered to the surrounding residents and businesses (appendix C) updating them on the proposals and the revised application for the site. The letter detailed contact details for the local community to get in

touch with any queries. The letter was also emailed out to the updates database, which includes individuals that have signed up over the past year for updates about the project.

Website

The webpage www.koko.uk.com/hopeandanchor_restoration.com , was updated with details about the scheme and contact details. The webpage continue to be updated throughout the planning process and beyond.

Stakeholder Meetings

The Design and Access Statement was used throughout stakeholder meetings to assist with discussions surrounding the proposals. Drawings were also send out to Groups who did not want to meet but review the updated scheme, including Historic England. Stakeholders were also keen to review the Management Plan, which was circulated after meetings.

Date	Meeting	Attendees in addition to the project team
Tuesday 24 October	Meeting with Amy Lame, Night Czar	1
Wednesday 22 November	Meeting with Music Venues Trust	2
Wednesday 22 November	Meeting with Camden Town Unlimited BID	1
Friday 1 December	Meeting with the Theatres Trust	1

To date, the team have been unable to arrange a meeting with the Regent's Park ward councillor to discuss the scheme. Handshake letters, invitations and telephone calls have been made to the members.

Meetings were offered to Sir Keir Starmer MP following meeting previously in February 2017 to discuss the scheme. Correspondence with his office can be found in appendix E. He was unable to meet in person but was keen to be updated on the revised scheme and an email update was sent on 13 December.

The project team will continue meeting stakeholders throughout the planning process.

Overview of Feedback

Tuesday 24 October, Amy Lane

The project team met with Amy Lane and the GLA's Culture at Risk officer to discuss the scheme and history, as well as the licensing application. Please see appendix D for correspondence from Amy Lane in regards to the proposals and positive feedback, which includes details surrounding:

- Safeguarding London's night-time economy
- Protecting grassroots venues
- KOKO's contribution to London's night time economy is significant and valuable
- Details surrounding London's Supplementary Planning Guideline, Agent of Change and the London Plan
- Details of the London Music Board
- The project is an excellent example of culture led development.

Wednesday 22 November, Music Venues Trust (MVT)

The project team met with two members from the Music Venues Trust to discuss the proposals for the site. Key discussion points:

- Uses – MVT was keen to understand more about how the new spaces would link, how they work with the existing venue and potential for live music offer in the new development
- Recording Studio – MVT was pleased the recording studio was included in the revised plans. They were keen to know about who the team has been working with to create the space. The group discussed the management of this space and use for the community as well as acoustic treatments
- Operations Management Plan - Types of membership and price level was discussed MVT was keen to see different memberships to ensure that the local community and emerging talent could access live music through gifted commitments
- Planning – The group discussed timings moving forward. It was explained that application would likely go to planning committee in the new year. The construction programme was discussed along with the phased work and it was explained that KOKO would need to close to allow some of the works to be carried out.

Following the meeting, the team circulated the draft Operations Management Plan to the attendees for review. MVT was keen to be understood throughout the planning process.

Wednesday 22 November, Camden Town Unlimited (CTU)

The project team met with Camden Town Unlimited to discuss the proposals for the site. Key discussion points:

- Uses – CTU was disappointed to see the removal of the hotel use due to the loss of hotels in Camden recently. However CTU was keen for the provision of member's club noting that there is significant demand in the area for this use, as many businesses are heading to Soho. It was also noted that there is demand for affordable workspaces in Camden

- Acoustics – The group discussed the acoustic report and insulation. CTU noted the London Plan, which outlines Agent of Change, which the CTU champions
- Terraces – Terraces were discussed and the group went through the plans floor by floor in detail
- Place Management – The area surrounding KOKO was discussed in detail. CTU noted there were a number of local initiatives that KOKO has been involved with to date and the group was keen to get the new Operations Manager up to speed on local initiatives. CTU added that putting a ‘Please do not feed the pigeons’ sign up outside might help the street environment.
- Construction – CTU queried the construction process as well as plans for scaffolding. Counter-terrorism was noted with particular regard to queuing around the building. CTU was not advocating bollards but keen to ensure this was looked into by the KOKO team.

Following the meeting, the team circulated the draft Operations Management Plan to the attendees for review. Terry Marks, KOKO Operations Manager, is in contact with CEO and attending a number of local meetings.

Friday 1 December, The Theatres Trust

The project team met with one member of the Theatres Trust to discuss the revised proposals. The group met at KOKO, looked at the elevations in detail, as well as the fly tower, lobby and auditorium. The member was keen to understand what original features would be retained in the fly tower and was positive about the proposals.

Conclusion

The engagement programme undertaken by the applicant and the project team has been successful in raising awareness with local residents and community groups as well as Camden Council about the proposals for the site.

Following distribution of update letter, the project team conducted a targeted meeting programme with interested members of the local community. The project team has successfully opened dialogue channels with local groups and built strong lines of communications.

From feedback received, it is clear that stakeholders were keen to see the Hope & Anchor pub reopen and provide a new community asset. Most stakeholders were keen to understand how the operations would work in practice and were interested in the Operations Management Plan and membership details. The scheme was also seen by the local community as beneficiary in bringing historical aspects of the building into public use as well as protect KOKO as a live-music venue for generations to come.

The project team was keen to ensure that the local community understood the revised proposals as well as the rationale behind the changes. The applicant and the project team will continue to liaise and update local residents and stakeholders about the proposals throughout the planning process and beyond.

Appendices

Appendix A – Stakeholder Letter

23 October 2017

Dear [REDACTED]

RE: Invitation to meet to discuss the redevelopment of KOKO, Hope & Anchor pub, 65 Bayham Place and 1 Bayham Street.

As you may be aware, in May 2017, planning consent was granted for the wholesale restoration of KOKO and the adjoining buildings, including internal and external restoration, a rooftop terrace, restaurant and recording studio.

Since permission was granted, the project team has been looking at a number of amendments to the consented scheme to maximise flexibility for the building's future. A revised planning and listed building application will be submitted to Camden Council to address internal configurations as well as changes to uses. Many aspects of the original application, including the refurbished dome, sky lobby and Hope & Anchor pub retention will remain unchanged. The project team is continuing to work on robust business planning to ensure the building's future sustainability.

The amendments to proposals include the following:

- The hotel use would be replaced by a members' club to ensure that ancillary uses are compatible with the music venue and support its long-term future
- The fly tower and fly gallery would be revealed and sensitively repaired to its former, historic glory
- The Hope & Anchor pub will be linked to the fly tower, allowing flow between buildings creating flexible and versatile entertainment spaces.

The aim of these amendments to the scheme is to ensure the building's uses are truly complementary, ensuring a viable and sustainable future as a live music venue and cultural hub. The building has been at the heart of Camden and the live music scene in London for over a century and must evolve to keep up with changing demands.

The members' club would be aimed at a growing number of professionals within music and arts who seek daytime work and meeting spaces as well as evening facilities for dining, networking and arts events. The members club will complement KOKO's public events and arts programmes.

Vevil International is committed to delivering a high-quality scheme that will have a positive impact on the neighbourhood. Please find below further details on the proposed amendments:

Members' Club

The previously proposed bedrooms have been omitted from the revised proposals to ensure that ancillary uses are fully compatible with the existing music venue. A new members' club for music and arts professionals is now proposed on the second and third floors to the rear of the development offering dining, lounge and function rooms for members, guests, artists and crew. The new space will also allow corporate functions and events to take place, meeting demand in the local area. The members' club will act separately to KOKO, however, it will interlink in key spaces. The management of these spaces will be outlined in an updated Operations Management Plan.

The Fly Tower

In the previous application, the fly tower was converted into two levels of function rooms. We are now proposing to reveal the fly tower and fly gallery, which will be sensitively repaired in line with the original plans. Structural brackets will be added to allow for safe use of the fly gallery.

Hope & Anchor Pub

As per the original application, the Hope & Anchor pub will be reinstated on the ground floor with bar and dining spaces, as well as back of house facilities. The façade and original signage will be retained.

The pub will be linked to the fly tower by opening up the doorway, allowing for a better flow between the buildings. This new connection will allow diners to use the stage area, when performances are not taking place, creating a versatile and unique dining experience.

We would be keen to meet you to discuss the proposals in more detail. Please do get in touch if you have any queries or if you would like to arrange a meeting. You can contact me via jessicas@commcommuk.com, 020 7125 0421 or by writing to Comm Comm UK, 25 Frith Street, W1D 5LB.

Yours sincerely

Jessica Stewart
Managing Director

Comm Comm UK

Appendix B – Community Letter

25 October 2017

Dear Neighbour

RE: Redevelopment of KOKO, Hope & Anchor pub, 65 Bayham Place and 1 Bayham Street.

As you may be aware, in May 2017, planning consent was granted for the wholesale restoration of KOKO and the adjoining buildings, including internal and external restoration, a rooftop terrace, restaurant and recording studio.

Since permission was granted, the project team has been looking at a number of amendments to the consented scheme to maximise flexibility for the building's future. A revised planning and listed building application will be submitted to Camden Council to address internal configurations as well as changes to uses. Many aspects of the original application, including the refurbished dome, sky lobby and Hope & Anchor pub retention will remain unchanged. The project team is continuing to work on robust business planning to ensure the building's future sustainability.

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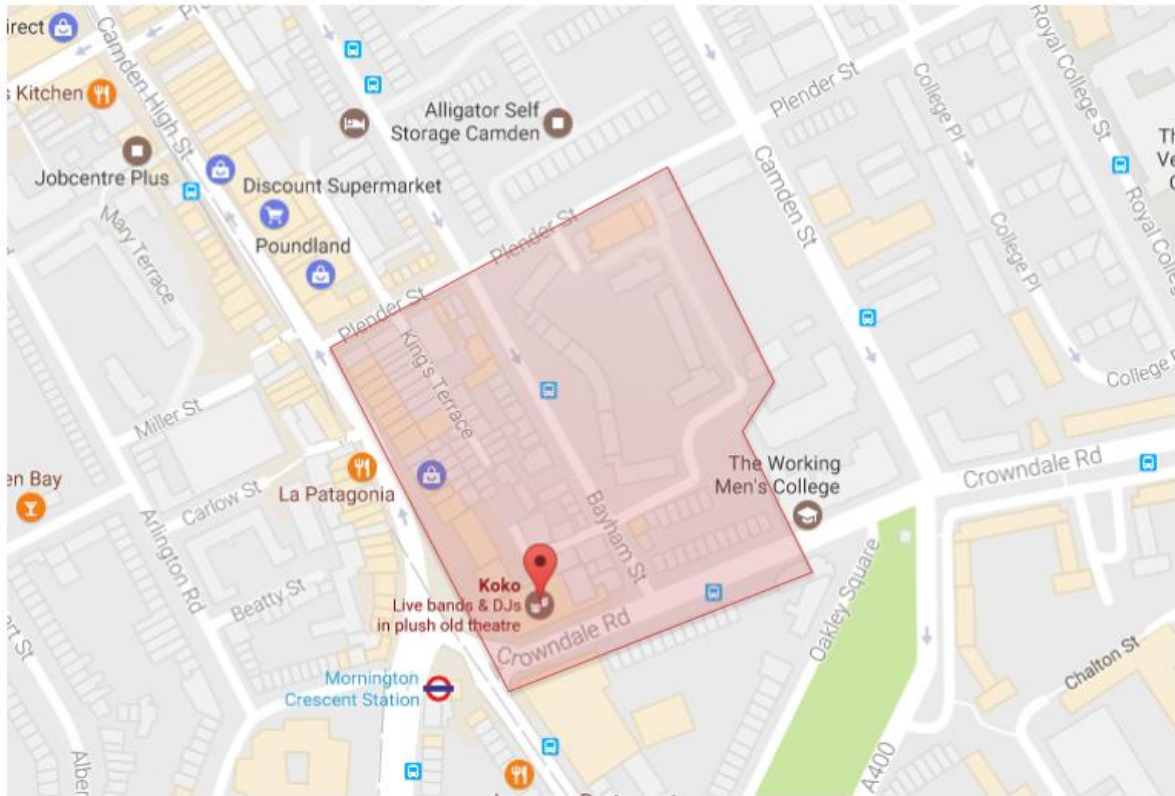
Please do get in touch if you have any queries. You can contact me via jessicas@commcommuk.com, 020 7125 0421 or by writing to Comm Comm UK, 25 Frith Street, W1D 5LB. You can also visit our website at www.koko.uk.com/hopeandanchor_restoration.

Yours faithfully

Jessica Stewart
Managing Director

Comm Comm UK

Appendix C – Community Letter Distribution Area



Appendix D – Correspondence with Amy Lane



MAYOR OF LONDON

London Plan. He has also published his Vision for London as a 24-Hour City, which can be viewed at: www.london.gov.uk/24hourvision. It sets out the ten principles that will guide the work of City Hall and focuses on building a night-time culture which serves the needs of all Londoners and visitors to the capital.

I chair the London Music Board, bringing together the music industry, government, property developers and the tourism sector to foster music as the beating heart of London's creative life. We are working to implement the landmark Rescue Plan for Grassroots Music Venues, which can be found at www.london.gov.uk/musicvenues. KOKO is one of the 94 music venues identified in the rescue plan.

Through this work we support venues to diversify their business models. This helps make them more resilient against commercial pressures including rising rents and business rates. Koko's plans to restore the venue provides a unique opportunity for it to diversify its offer and secure its long-term future, helping to protect Camden's reputation as a world-leading live music hub.

This project is also an excellent example of culture led development, where a cultural organisation is in the driving seat of development that will support the local community and economy. There are some great examples of this from around the world including Artscape in Toronto.

I hope that a resolution can be found to enable Koko to continue doing excellent work and if I can be of any further help, please do not hesitate to contact me or my team.

Yours sincerely



Amy Lamé
Night Czar

Appendix E – Correspondence with Sir Keir Starmer MP’s office



Jessica,

Thank you for your letter dated 23rd October.

Apologies as on this occasion Keir will not be able to have a meeting but I would be grateful if you could please send over a summary of the situation.

Thank you for keeping us updated on this matter.

Best wishes,




Yasmeen Sebbana

0207 219 6234

Office of Keir Starmer QC, MP

Member of Parliament for Holborn and St Pancras

Shadow Secretary of State for Exiting the EU

To keep up to date with Keir please click   

Redevelopment of KOKO



Dear Yasmeen

Following our meeting back in March 2017 with Sir Keir and our recent email regarding the proposals for KOKO and the adjoining buildings, I am emailing to update you on the status of the scheme. We are extremely pleased to let you know that in November 2017, our licensing application was granted for the original scheme.

As highlighted, since permission was granted in May 2017, the team has been working on a number of amendments to the consented scheme to maximise flexibility for the building's future. Our revised planning application has now been submitted to London Borough of Camden and will likely be determined in the new year. We have been liaising closely with community groups, including Camden BID, Music Venue Trust, Theatres Trust and Historic England and have received positive comments regarding the revised uses, demand in the area for live music, workspace and members' clubs as well as conservation and preservation of historic elements of the buildings.

The amendments to the proposals include:

- The hotel use would be replaced by a members' club to ensure that ancillary uses are compatible with the music venue and support its long-term future
- The fly tower and fly gallery would be revealed and sensitively repaired to its former historic glory
- The Hope & Anchor pub will be linked to the fly tower, allowing flow between buildings, creating flexible and versatile entertainment spaces.

The aim of these amendments to the scheme is to ensure the building's uses are truly complementary, ensuring a viable and sustainable future as a live music venue and cultural hub. The building has been at the heart of Camden and the live music scene in London for over a century and must evolve to keep up with changing demands. The members' club would be aimed at a growing number of professionals within the music and art industries who seek daytime work and meeting spaces as well as evening facilities for dining, networking and arts events. The members' club will complement KOKO's public events and arts programme.

We understand that Sir Keir is busy at this time, but would be delighted if he was able to visit KOKO and adjoining buildings to see the current state of affairs. We would very much like to show him some of the hidden secrets, such as the fly tower and dome, before the redevelopment begins. We would be extremely grateful for any support that you can offer that you think appropriate.

Please do not hesitate to contact me if you have any questions or would like to set up a tour of KOKO.

All the best

Catherine

FW: Redevelopment of KOKO



Reply all | v

Action Items

Dear Catherine,
Many thanks for your email.
Keir's diary is exceptionally busy in the New Year but we'd love to come back at some point. Please do let us know the outcome of the revised planning application and we can then look at putting something in the diary.
All the best,



Office of Keir Starmer QC, MP
Member of Parliament for Holborn and St Pancras Shadow Secretary of State for Exiting the EU
020 7219 6234 or 020 7388 7862



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