



This statement accompanies listed building and planning permission applications to relocate the grade II listed Hampstead Figure Statue to the south side of Swiss Cottage Leisure Centre, Adelaide Road.

Permission is sought to relocate the listed statue from its present position, immediately to the south of 100 Avenue Road, to enable construction works to that building to be safely carried out, including associated activities and access, without fear of damage to the statue.

The statue's present position is not that of its original location. The prospect of its relocation was acknowledged by the Planning Inspector within his decision letter for the development of 100 Avenue Road. The original location is now occupied by a sports court to the north of the library and leisure centre and, for that reason, cannot be used to site the statue.

The proposed temporary position has been selected to ensure a suitable and safe location for the benefit of the statue which is accessible to all during the redevelopment programme.

Prior to completion of the redevelopment of 100 Avenue Road, and prior to the expiry of the temporary permission, a review will be carried out by Essential Living (Swiss Cottage) Ltd of potential locations in the open areas surrounding Swiss Cottage Library, Leisure Centre and 100 Avenue Road. The aim will be to establish the most suitable permanent setting for the statue ahead of a further listed building and planning application for its relocation.

The review will be carried out in conjunction with a programme of consultation and engagement with LB Camden and the public, particularly those who have sought to contact the local planning authority in response to the application consultation process. Historic England will also be invited to engage within the review process.

LB Camden planning and conservation design officers will be approached for their advice as to the best method of engagement nearer the time. However, it is envisaged the process will involve the following measures:

- a review of site opportunities and constraints including consideration of the approved landscaping works as part of the 100 Avenue Road development;
- advertisement and written invitations to third parties, local ward councillors, stakeholders and members of the public to attend a workshop session with Essential Living and the Council to review the constraints and opportunities for the statue relocation;
- invitation for written comments of those who have provided written representations previously;
- formulation of all feedback for inclusion within future submission documentation.

With the benefit of this review and engagement process it is hoped a consensus can be reached for the most suitable location for the display of the listed statue. It should be acknowledged, however, that such a process may establish varied and conflicting opinions which would need to be respected. Furthermore the process must consider all constraints and opportunities and universal agreement may not be possible. The future location of the statue will be taken into consideration and the most suitable position will be sought taking account of the completed redevelopment works.