

# 11-12 Ingestre Road, London, NW5 1UX

## Statement of Community Involvement



On behalf of Four Quarters (Ingestre Road) Limited  
August 2018



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## 1. INTRODUCTION

This Statement of Community Involvement has been compiled by specialist community consultation group Your Shout, part of Thorncliffe, on behalf of Four Quarters (Ingestre Road) Limited (the applicant). This report supports a planning application for Demolition of existing buildings and the erection of a six storey plus single storey basement building accommodating 50 Assisted Living residential apartments with associated communal and support facilities and ancillary cafe, salon and mini gym, together with external amenity spaces, car lift, basement parking, laundry, plant, CCTV, lighting, access, landscaping, infrastructure and other ancillary works.

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 regional 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 2016).

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

1. To inform local residents, businesses, councillors and other stakeholders about the redevelopment 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 applicant has responded to the issues raised by the community and stakeholders and identify how changes have been made to the proposals to address them.

In addition, this report demonstrates the applicant'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.

The Localism Act 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.”

There is a requirement for applicants undertaking major development applications to carry out pre-application consultation, by:

- Publicising the proposal and consulting with residents in the vicinity of the site concerned.
- Giving local people an opportunity to comment when there is still scope to make changes to proposals.
- Taking account of responses to the consultation.
- Having regard to the local planning authority about local good practice.

It is also best practice to consult stakeholders and the local community on all significant developments before a planning application is submitted. The NPPF urges early engagement which “has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”

As part of this consultation, we have consulted councillors. The Localism Act 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, so better to represent their constituents and influence the development proposed.

This application is considered a major development under the Town and Country Planning Order 2015, and so this report will demonstrate the measures the applicant’s team have taken to meet the consultation requirements of the Localism Act.

### London Regional Context

This consultation also meets the consultation approach outlined in the Mayor of London’s ‘London Plan’. “The Mayor ... 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 and will support their involvement. 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.”

### Local Context

#### LB Camden Statement of Community Involvement (adopted 2016)

Camden Council’s revised Statement of Community Involvement (adopted 2016) states the following in respect of pre-application consultation on planning applications:

##### Pre-application consultation

3.7 We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application. We encourage other groups such as local Conservation Area Advisory Committees (CAACs) and any other local interest groups to be consulted. It is especially important to undertake consultation on a wider scale for major, or potentially controversial, proposals where:

- the proposals are likely to have a significant impact on the environment or on the local community, and
- the nature of the development is likely to attract significant local interest.

3.8 Pre-application consultation provides an opportunity for neighbours, local communities and stakeholders to discuss any proposals with the applicant so any issues can be raised directly with the applicant and influence their proposals.

3.9 We cannot require a developer to undertake pre-application discussions or pre-application consultation. The onus is on the applicant to carry out pre-application consultation.

3.10 As part of pre-application discussions 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. Whilst the consultation will be undertaken by the applicant Council officers will recommend suitable methods, such as Development Forums/Exhibitions.

3.11 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. This report should be submitted with any subsequent planning application.

(LB Camden Statement of Community Involvement, July 2016, p.18)

### **Kentish Town Neighbourhood Plan (adopted 2016)**

The Kentish Town Neighbourhood Plan, prepared by the Kentish Town Neighbourhood Forum and adopted in 2016, also includes policies concerning pre-application consultation:

#### **Policy CC1: Pre-application Consultation**

Applicants proposing major developments that include 10 (or more) dwellings or 1,000 square metres of floorspace are strongly encouraged to actively engage in consultation with KTNF and the wider community, including hard to reach groups and groups with protected characteristics, as part of the design process prior to any planning application being submitted.

#### **Policy CC2: Statements of Community Consultation and Statements of Neighbour Involvement**

Further to a Development Brief, applicants proposing major developments or proposals involving community uses are strongly encouraged to submit a Statement of Community Consultation to KTNF and LB Camden. Applicants proposing demolitions, extensions or conversions to residential buildings and demolitions, extensions or change of use to non-residential buildings are strongly encouraged to submit a Statement of Neighbour Involvement.

(Kentish Town Neighbourhood Plan, 2016, p.33)

### 3. SUMMARY OF PROPOSED APPLICATION

#### The current site

Ingestre Road is in the London Borough of Camden and is situated in a highly sustainable location to the north of Kentish Town and centrally between the North London Line station Gospel Oak (to the west) and London Underground station Tufnell Park (to the east).

The nearest district centre is Kentish Town, which is a 15-minute walk from the site. However, there are several amenities located on the nearby Highgate Road including a Post Office, doctor's surgery, pharmacy, and convenience store.

Access to the site can either be from the west off Highgate Road via Little Green Street or from the east from Ingestre Road off Burghley Road. Little Green Street is a narrow single carriageway road flanked with Victorian dwellings to both sides. Vehicular access from Little Green Street into the Ingestre Road Estate is restricted to emergency vehicles only. The main vehicular access into the estate is via Ingestre Road from Burghley Road. Pedestrian access is via these routes too.



The surrounding Ingestre Road Estate is a residential development from the mid twentieth century except for the community centre located in the south-east corner of the site and a nursery providing child care for children aged 2 – 8 years old (The Spanish Nursery and Children's Centre for Culture and Language). The community centre is situated on an upper level with pedestrian access to the building.

The residential estate is comprised of a variety of flat roofed buildings which range from two to four and a half storeys due to the topography of the site. The building opposite the site is Grangemill, a seven to nine storey block of residential flats. Grangemill is located on the northern boundary of the estate, backing onto the North London Line viaduct. Ingestre Road Estate is planned around multiple ground levels connected with pedestrian routes via ramps and steps. This creates an undercroft for vehicle routes with residents' garages located off this.

The proposed site has an area of 0.18ha and comprises of a part two-storey, part three-storey purpose built elderly persons' care home on the south side of Ingestre Road. The property consists of four wings arranged around a central courtyard. The existing property is redundant and of no architectural merit and represents an excellent opportunity for comprehensive redevelopment with the potential to deliver significant social, economic and environmental sustainability and regeneration benefits to the area.

### The proposals

The proposals entail the demolition of the former Ingestre Road Care Home for the Elderly building (the 'Site').

The former Ingestre Road Care Home for the Elderly (C2 Use Class) included 48 self-contained bedrooms for residents. It closed in 2013, when the then residents were relocated to more modern and fit for purpose elderly person's accommodation at Maitland Park.

The Site will be redeveloped to provide a six storey plus single storey basement building accommodating 50 assisted living apartments and associated communal and support facilities for the over 55's:

- It is anticipated that each resident will require a minimum of between 2 to 4 care hours per week in the first year that will include assistance with shopping and cleaning. Care provision will increase as residents age in place. A consultation room will be provided for external health care professionals.
- The proposed scheme incorporates appropriate communal facilities for use by residents and a CQC registered care provider in line with current best practice.
- The facility will offer a range of nursing, personal and domestic care services, which will be available 24 hours a day, 7 days a week. Nursing and care will be provided by an on-site team coordinated by the end operator.
- The type and frequency of care provision will depend on the age and health profile of incoming residents who will be required to provide the results to the selected care provider of a recent full medical examination.

Ancillary communal and wellbeing facilities include:

- Facilities include reception area, staff offices, guest suite, bar/ lounge area, hobby rooms, multi-use consulting rooms, laundry room, kitchen area, cycle / car/ buggy parking areas, external courtyard amenity spaces, plant and storage areas.
- Facilities that will be primarily for the residents but also open to the public include:
  - Café: 8am to 6pm Mon-Saturday, Sundays and Bank Holidays 11am to 4pm.
  - Salon: 10am to 7pm Monday to Saturday, closed Sundays and Bank Holidays.
  - Mini Gym: Opening hours will be 24/7 for residents via controlled access. A discounted membership rate will be offered to residents of the wider community who are over the age of 55 with access to these facilities available between 11am to 4pm, 7 days a week.

The proposal include public realm improvements, comprising improvements to the staircase to the South west corner of the site in order to improve the link up to the community centre, street planting, CCTV, lighting and road resurfacing.

The proposed parking provision includes:



- Disabled Blue Badge: 8 x spaces.
- Concierge: 2 x spaces for electric vehicles owned by the management company. Residents will have access to the 2 x electric cars on a booking basis for shopping/ medical appointments, to assist residents in the transition from no longer having access to their own private vehicle.
- Staff Cycle: 14 x spaces in the basement
- Resident Cycle: 12 x spaces at ground floor level, 50 in basement
- 12 x Scooter charging spaces in the basement
- The proposal includes the relocation of a number of existing parking bays on Ingestre Road

### Staff:

Staff will include:

Cafe x 3 staff

- Salon x 2 staff
- Concierge x 1 staff
- Management x 1 staff
- Maintenance x 1 staff
- Cleaning x 1 staff
- Kitchen Staff x 2 staff
- Care Agency Staff x 3 (levels of care provided and therefore numbers of staff will inevitably evolve (i.e. will increase over time)).

## 4. THE CONSULTATION PROCESS

The consultation process for this scheme exceeds the requirements of the Council's Statement of Community Involvement.

Specifically, we have:

1. Made sure the consultation takes place as early as practically 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. Publicised collective responses, with due regard to the Data Protection Act.
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.

### Pre-application discussions with planning officers

A series of pre-application meetings have been undertaken with LB Camden planning officers on the following dates:

- 10th August 2017
- 11th September 2017
- 16th November 2017
- 19th December 2017
- 5th March 2018

In addition, the design team presented the emerging iterations of the scheme to Camden Design Review Panel on the following dates:

- 6th October 2017
- 19th January 2018
- 11th May 2018

Over the course of these meetings the design of the scheme has been refined. Detailed information about this process and the evolution of the design is included in the Design and Access Statement.

### Pre-application contact with Councillors

Prior to the public exhibitions, we contacted the following LB Camden councillors to introduce the proposals, invite them to the public exhibitions to offer further information and to make them aware that we were happy to meet with them at a time of their convenience.

- Cllr Meric Apak, Kentish Town ward member, Cabinet Member for Better Homes
- Cllr Georgia Gould, Kentish Town ward member, Leader of the Council
- Cllr Jenny Headlam-Wells, Kentish Town ward member, Deputy Mayor

### LB Camden Developer Briefing

Members of the project team attended a LB Camden Developer Briefing session on 27 November 2017. The following councillors attended:

- Cllr Heather Johnson (Chair, Planning Committee)
- Cllr Roger Freeman (Vice-Chair, Planning Committee)
- Cllr Danny Beales (Planning Committee, Cabinet Member for Investing in Communities)
- Cllr Marcus Boyland (Planning Committee)
- Cllr Meric Apak (Kentish Town ward)

LB Camden planning officers and the project team gave a presentation on the evolving proposals. Councillors asked questions of clarification on points relating to the proposed ground floor facilities, operation of the scheme, construction and parking. LB Camden's notes of this meeting are attached in **Appendix 5**.

### Pre-application discussions with individuals and groups

Prior to the public exhibitions, we identified the community groups and other key stakeholders in the area of the application site, and built up a list of stakeholders. We contacted individuals and community groups to invite them to the public exhibition, offer further information and to make them aware that we were happy to discuss the plans with them.

The community groups we contacted include:

- Dartmouth Park Road Residents Association
- Highgate Road Estate Tenants and Residents Association
- Ingestre Road Tenants Association
- Camden Police Safer Neighbourhoods Team Kentish Town Ward
- College Lane and Little Green Street Residents Association
- Evangelist Road Residents Association
- Railey Mews Residents Association

- Camden Civic Society
- Camden History Society
- Dartmouth Park Conservation Area Advisory Committee
- Dartmouth Park Neighbourhood Forum
- Grove End Green Action Group
- Ingestre Community Centre
- Kentish Town Neighbourhood Forum
- Twentieth Century Society

A meeting and site visit was held with five representatives of the Kentish Town Neighbourhood Forum on 19 December 2017. The main issues discussed included height/design, the public link through the site, the proposed facilities, the assisted living concept, construction/servicing/technical arrangements, consultation, and the project timeline.

Following interest from a representative of Ageing Better in Camden, further information on the proposals and the assisted living concept was sent to this organisation in November 2017.

Following revisions made to the plans, a meeting was held with two representatives of the Ingestre Road Tenants and Residents' Association on 11 April. The issues discussed included the design changes, the history of the Ingestre Estate and experiences with previous developments, parking, affordability, construction management, security, and the next steps for public consultation.

A second meeting was held with representatives of the Kentish Town Neighbourhood Forum on 16 April. The revised plans were presented and discussed. Other issues raised included the principle of the development and the need for assisted living facilities, overlooking, day to day operation of the site, facilities available, and the applicant's track record on delivering developments elsewhere, community space, construction management and air quality.

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

## 4.1 First round of public consultation

### Publicising the consultation

We publicised the first public exhibition to the residential units 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

approximately 2,200 copies of the leaflet, which were delivered by Royal Mail using a specialist mailing company. A copy of the leaflet is available in **Appendix 1**.



Leaflet distribution area for public exhibition held on 8 & 9 November 2017

Invitations were also sent to the following elected representatives:

### LB Camden councillors representing Kentish Town ward

- Cllr Meric Apak,
- Cllr Georgia Gould
- Cllr Jenny Headlam-Wells

### Members of the LB Camden Planning Committee

- Cllr Danny Beales
- Cllr Andrew Marshall
- Cllr Marcus Boyland
- Cllr Lazzaro Pietragnoli



- Cllr Roger Freeman
- Cllr Sally Gimson
- Cllr Adam Harrison
- Cllr Sarah Hayward
- Cllr Heather Johnson
- Cllr Claire-Louise Leyland
- Cllr Flick Rea
- Cllr Sue Vincent
- Cllr Abi Wood
- Cllr James Yarde
- Cllr Nasim Ali OBE
- Cllr Samata Khatoon

### Members of LB Camden Executive

- Cllr Georgia Gould, Leader of the Council
- Cllr Danny Beales, Cabinet Member for Investing in Communities
- Cllr Patricia Callaghan, Cabinet Member for Tackling Health Inequality and Promoting Independence and Deputy Leader

### Member of the London Assembly

- Mr Andrew Dismore, AM - London Assembly Member for Barnet and Camden

### Member of Parliament

- The Rt. Hon. Sir Keir Starmer, KCB, QC, MP - Member of Parliament for Holborn & St Pancras

### The first public exhibition

The first public exhibition took place at the Ingestre Community Centre on Wednesday 8 November 2017 between 4.00 and 8.00pm, and Thursday 9 November 2017 between 3.00pm and 7.30pm. A total of 66 people attended the public exhibition over the two days (42 on Wednesday and 24 on Thursday), of whom 47 signed in.



Public exhibition held on 8 & 9 November 2017

Attendees included LB Camden Kentish Town ward member Cllr Jenny Headlam-Wells and representatives of the Ingestre Road Tenants Association, Kentish Town Neighbourhood Forum and College Green & Little Green Street Residents Association.

The times and date of the exhibitions were chosen to encourage the maximum number of people to attend the exhibition, 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 cultural festivals. We kept the exhibitions open beyond its advertised hours to allow those still present at the closing time to gain full benefit from the exhibition. The venue was accessible to people with limited mobility.



Posters and an A-board were placed around the exhibition venue so people could easily find it. Visitors had the opportunity to view seven pop-up display banners containing details of the scheme, including site layout and details of the proposed development. A copy of the display banners is available in **Appendix 2**.

Members of the project team were available to answer any questions visitors had about the plans and wore name badges to identify themselves. Representatives from each of the applicant, the architect, the planning consultant, an assisted living consultant and Your Shout were present throughout the exhibitions.

Visitors were encouraged to fill out a questionnaire during the public exhibitions and some attendees also took the form away with them to fill in at home and return via Freepost. A copy of this form is available in **Appendix 3**.

### LB Camden Development Management Forum

Members of the project team attended a Development Management Forum, organised by LB Camden, on 22 November 2017 to present the evolving plans and answer questions from residents.

Around 50 members of the public attended, including representatives of the Ingestre Road Tenants Association, Kentish Town Neighbourhood Forum, College Lane & Little Green Street Residents Association, and Ingestre Community Centre. Cllr Meric Apak, ward member for Kentish Town, also attended.

Issues raised by attendees included: principle of development, height of the proposed buildings, local benefits, affordable housing, the developer's track record, proposals for public space, proposed café and shop, scope of the consultation and local feedback.

LB Camden's notes of this meeting are attached in **Appendix 4**.

### 4.2 Second round of public consultation

In response to feedback from local residents and stakeholders, LB Camden planning officers and Camden Design Review Panel, the applicant made a number of changes to the scheme:

- reduction in height by two storeys;
- layout changed from two separate blocks to a single building, with a new landscaped courtyard area to the south;
- fewer flats (reduced from c.65 to 58)
- building line stepped back, increasing the distance from neighbouring properties;
- public realm improvements, including a wider pavement and new trees along the Ingestre Road frontage;
- amended layouts and obscured glazing to avoid overlooking;
- balconies removed from the Ingestre Road frontage;
- removal of the originally-proposed separate convenience shop;
- space for a community mural.

A second public exhibition was held in May 2018 to update residents on the revised plans and to allow a further opportunity to provide feedback.

#### Publicising the consultation

We publicised the second exhibition to the closest properties to the site – within the Ingestre Estate and surrounding roads. 293 copies of an invitation letter to the event were sent by Royal Mail first class post on Thursday 10 May 2018. The letter made clear that we could send copies of the consultation material to anyone who was interested but unable to attend on the day of the drop-in session. A copy of this letter is included in **Appendix 6**.



Letter distribution area for drop-in session held on 17 May 2018

Invitations were also sent to the following elected representatives and local groups:

### LB Camden councillors representing Kentish Town ward

- Cllr Meric Apak,
- Cllr Georgia Gould
- Cllr Jenny Headlam-Wells

### Members of LB Camden Executive

- Cllr Georgia Gould, Leader of the Council
- Cllr Danny Beales, Cabinet Member for Investing in Communities

### Member of the London Assembly

- Mr Andrew Dismore, AM - London Assembly Member for Barnet and Camden

### Member of Parliament

- The Rt. Hon. Sir Keir Starmer, KCB, QC, MP - Member of Parliament for Holborn & St Pancras

### Local groups

- Dartmouth Park Road Residents Association
- Highgate Road Estate Tenants and Residents Association
- Ingestre Road Tenants Association
- Camden Police Safer Neighbourhoods Team Kentish Town Ward
- College Lane and Little Green Street Residents Association
- Evangelist Road Residents Association
- Railey Mews Residents Association



- Camden Civic Society
- Camden History Society
- Dartmouth Park Conservation Area Advisory Committee
- Dartmouth Park Neighbourhood Forum
- Grove End Green Action Group
- Ingestre Community Centre
- Kentish Town Neighbourhood Forum
- Twentieth Century Society

### The second public exhibition

The second exhibition took place at the Ingestre Community Centre on 17 May 2018 between 2:30pm and 7:30pm. The session was attended by a total of **20** people, of whom 11 signed in.



Public exhibition held on 17 May 2018

Attendees included LB Camden Kentish Town ward members Cllr Jenny Headlam-Wells and Meric Apak and representatives of the Ingestre Road Tenants Association and Kentish Town Neighbourhood Forum.

Posters were placed around the exhibition venue so people could easily find it. Visitors had the opportunity to view an information booklet containing details of the updated plans. The principal images used in this booklet were also displayed in large format on a pop-up banner. A copy of the display banner is included in **Appendix 7** and a copy of the information booklet in **Appendix 8**.



Members of the project team were available to answer any questions and wore name badges to identify themselves. Representatives from each of the applicant, the architect, the planning consultant and Your Shout were present.

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. A copy of this form is available in **Appendix 9**.

### Using appropriate response channels

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

- A freephone number, staffed during office hours: 0800 955 1042 (or 020 7587 3049 from a mobile)
- A bespoke email address: [ingestreroad@yourshout.org](mailto:ingestreroad@yourshout.org)
- A freepost address: FREEPOST RTXU-JGSR-KHLE, Ingestre Road Consultation, Your Shout, 107 Southbank House, Black Prince Road, London SE1 7SJ

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

#### First public consultation:

Data will only be held by Your Shout and a summary may be sent to the council. 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:

#### Second public consultation:

Data will be held by Your Shout and the project team. Your comments, name and address details may be given to Camden Council as part of the planning application process. By volunteering this information you are giving your consent for us to process your data regarding the 11-12 Ingestre Road project. You are also confirming you are aged 16 or over. If you are under the age of 16 your parent or guardian must sign this form.

You can withdraw consent for us to use your data at any time by emailing us at [privacy@yourshout.com](mailto:privacy@yourshout.com). You have a right to complain to the Information Commissioner's Office at any time if you feel there is a problem with the way we are handling your data.

### Quantitative and qualitative response mechanisms

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

The qualitative response was gathered from listening to individuals and groups in meetings, on the freephone hotline, and at the public exhibitions.

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 quantitative and qualitative 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 main 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 email address will all be maintained until the planning application is determined by the local planning authority.

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. THE RESPONSE TO THE CONSULTATION

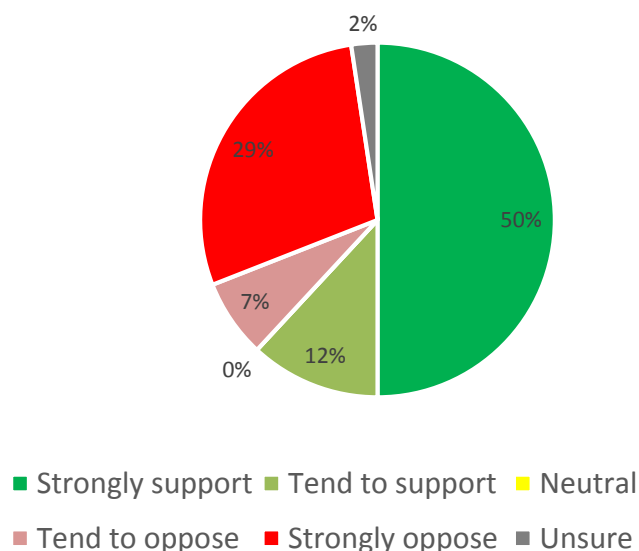
### 5.1 First public consultation

66 people attended the exhibition with 47 of them signing in. 7 people provided feedback on the day with 39 sending in comments via Freepost and 12 people using the dedicated email address.

Do you support our proposals to regenerate the former Ingestre Road Care Home, providing an assisted living scheme? Responses on comment cards (46 comment cards returned – at exhibition and by freepost)

Strongly support	Tend to support	Neutral	Tend to oppose	Strongly oppose	Unsure
21	5	0	3	12	1

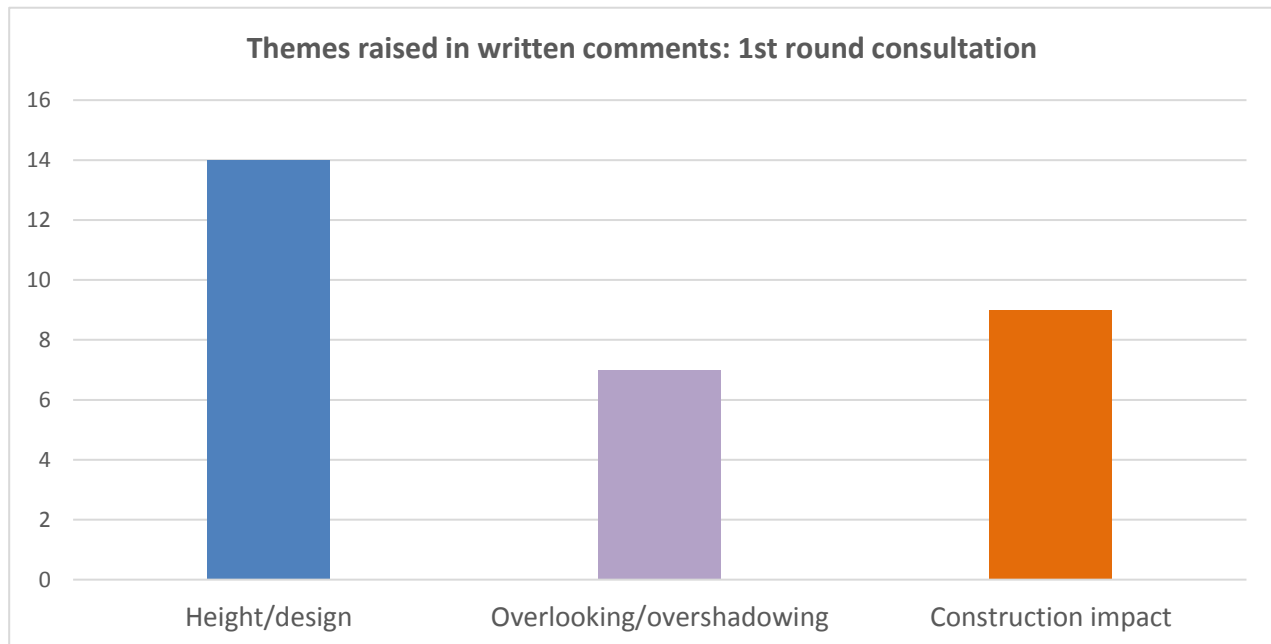
Do you support our proposals to regenerate the former Ingestre Road Care Home, providing an assisted living scheme?  
Responses from 46 comment cards returned



#### Comments by email and letter

Consultees also had the opportunity to provide comments or questions using the dedicated project email address or by letter to the freepost address. 12 people submitted comments by email and one person submitted a letter. Of these responses 7

**people** asked questions or requested further information about the plans and **6 people** expressed objections or cited concerns.



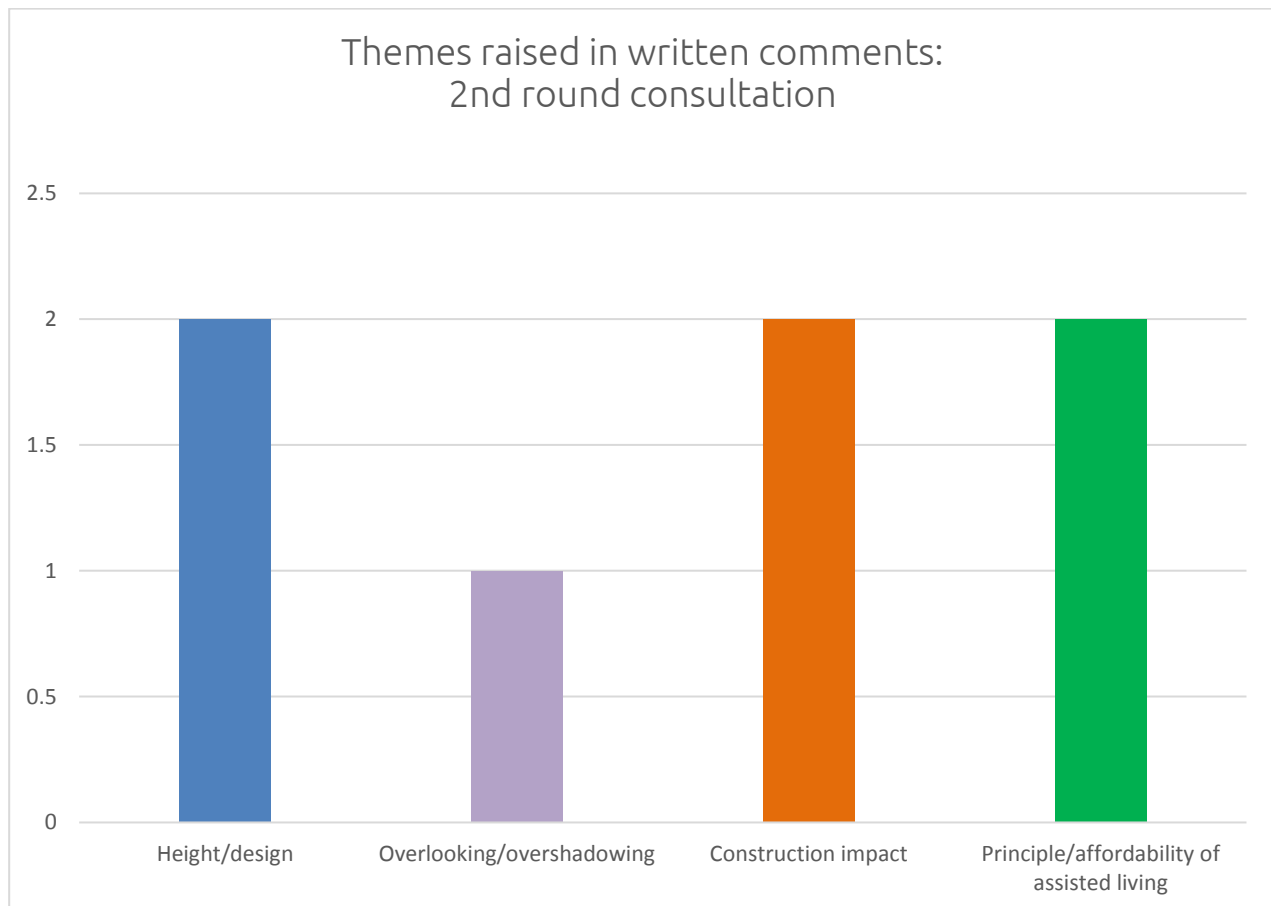
## 5.2 Second Public Exhibition

**20** people attended the exhibition with **11** of them signing in. **5** people provided feedback on the day with **1 person** sending in comments via Freepost. **6** people used the dedicated email address while 3 people used the Your Shout call service.

Did you view the original plans we presented in November 2017?		
Yes	No	Unsure
4	0	0
Do you consider the revised plans to be an improvement on the original plans?		
Yes	No	Partly
3	0	1
Overall, do you support our proposals to regenerate the former care home on Ingestre Road?		
Yes	No	Unsure
2	0	2

### Comments by email

As with the first round of consultation, consultees also had the opportunity to provide comments or questions using the dedicated project email address. **7 people** used this response mechanism, of which **5 people** asked questions or requested further information about the plans and **2 people** expressed objections or cited concerns.



### 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 are outlined below, along with details of how the applicant has responded to each comment. The full comments received are included in **Appendix 8**.

### Summary of key points and how we have responded to these comments

The written and verbal feedback received over the two rounds of consultation covered a number of themes; the most frequent are displayed below:

- Height/design



*Applicant's response:* In response to feedback received, the height of the proposed development was reduced by two storeys and an amended layout introduced. The proposed materials and finishes were also reconsidered, with less glass and a greater use of traditional materials such as brick.

- **Overlooking/overshadowing**

*Applicant's response:* in response to concerns on this point, the revised scheme included amended apartment layouts and use of obscured glazing to avoid overlooking; the full balconies originally proposed for the Ingestre Road frontage have been removed to help avoid overlooking of properties in Grangemill. A full daylight & sunlight assessment, undertaken by qualified consultants in line with the required BRE guidance, has been submitted as part of the planning application.

- **Construction Impact**

*Applicant's response:* We appreciate that construction management is a key concern for many residents. A Construction Environmental Management Plan (which will include an assessment of construction traffic impact and mitigation measures) and basement impact assessment will be submitted as part of the planning application. The detailed plans for construction will be agreed in consultation with local stakeholder groups and residents and approved by LB Camden before any works could begin.

- **Principle/affordability of assisted living schemes**

The number of specialist homes for older people will need to increase as a result of the UK's ageing population. Having suitable housing is critical to people's health and wellbeing. There is a need for assisted living units in LB Camden, with a current under-supply of private for-sale units in excess of 700. The under-occupation of housing and the lack of viable alternatives for older people looking to downsize contributes to the housing shortage. The provision of on-site care reduces the pressure on the NHS and social services. The proposed development will therefore provide a viable, quality option for older people looking to "right size". This in turn will help free up the stock of larger homes that would be suitable for families. The development will include a contribution to provide much-needed affordable housing in Camden.

- **Security/anti-social behaviour**

*Applicant's response:* In response to feedback from local residents, the proposed development no longer includes a standalone convenience shop. The proposed development will include CCTV; this, along with improved natural surveillance and the 24/7 management of the assisted living facility, should help deter anti-social behaviour around the site.

## 6. SUMMARY AND CONTINUED CONSULTATION

The applicant 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 London Borough of Camden's planning officers. Where information has been requested, it has been supplied in an easy to understand way.

The applicant held two rounds of public consultation on the proposals, exceeding the requirements of the London Borough of Camden's SCI. The public exhibitions were well advertised with the delivery of information leaflets/letters to the local area. Key stakeholders and councillors were notified with an email invitation.

The public exhibitions consisted of information 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 feedback form, freephone number, a freepost address and a dedicated email address.

The key local stakeholders and councillors were contacted prior to the public exhibitions and have been given the chance to engage since. Meetings have been held with representatives of the Ingestre Road Tenants and Residents' Association and the Kentish Town Neighbourhood Forum; the applicant team also presented the initial plans to residents at a Development Management Forum and to Planning Committee members at a Developer Briefing.

In response to feedback received during the consultation, a number of significant design changes have been made to the proposed development, including a reduction in height by two storeys, amended layouts and a reduction in the number of units proposed.


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



August 2018

## 7. APPENDICES

### Appendix 1: First exhibition - information leaflet




FREEPOST RTXU-JGSR-KHLE  
Ingestre Road Consultation  
Your Shout  
107 Southbank House  
Black Prince Road  
London SE1 7SJ

YOUR SHOUT  
HAS A SAY

### PUBLIC EXHIBITION

#### VIEW THE REDEVELOPMENT PLANS FOR THE FORMER INGESTRE ROAD CARE HOME



EXISTING SITE

**WHEN:** WEDNESDAY 8 NOVEMBER 4:00PM-8:00PM  
THURSDAY 9 NOVEMBER 3:00PM-7:30PM

**WHERE:** INGESTRE COMMUNITY CENTRE  
INGESTRE ROAD LONDON, NW5 1UX

Four Quarters (Ingestre Road) Limited would like to invite local residents and businesses to view the plans for an assisted living scheme at 11-12 Ingestre Road. The project team will be available to discuss the plans and answer any questions you may have.

## INGESTRE ROAD

Ingestre Road Care Home closed in 2013. We want to regenerate this site to provide 'assisted living' homes for the over 55s, allowing future residents to live independently for longer.

### THE PROPOSALS


Replacing the existing, tired building with a high quality, well-designed development that will enhance the site and the wider Ingestre Estate.

Reducing the pressures on the NHS by providing 24/7 nursing, personal and domestic care for future residents.

A new café and convenience shop, open for all local residents to use.

Creating a range of new jobs on a site that is currently unused.

Improving the public spaces around the site, with landscaping and better pedestrian access (including step-free access) to the Community Centre.




INDICATIVE SKETCH OF PROPOSED DEVELOPMENT

### FIND OUT MORE

Find out more by coming along to one of our exhibitions. If you are unable to attend, we would be happy to send a copy of the information displayed at the exhibition. You can get more information by contacting our community engagement team, Your Shout.

PHONE: 0800 955 1042  
(020 7587 3049 from a mobile)

E-MAIL: [ingestreroad@yourshout.org](mailto:ingestreroad@yourshout.org)



## FEEDBACK FORM

We want to know what you think about these proposals. All feedback will be carefully reviewed as we finalise the plans and design the best possible scheme. Please fill out this form and return it in the post - no need for a stamp!

**Do you support our proposals to regenerate the former Ingestre Road Care Home, providing an assisted living scheme?**

Strongly support ☐ Tend to support ☐ Neutral ☐ Tend to oppose ☐  
Strongly oppose ☐ Unsure ☐

**Please indicate which of the following apply to you:**

Local resident ☐ Local business ☐ Other ☐  
Representing a local residents' or community group ☐

**Any other comments:**

NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
POSTCODE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_  
TEL: \_\_\_\_\_

Data will only be held by Your Shout and a summary may be sent to the council. 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. ☐

SEND US YOUR VIEWS ON THE PLANS

### Appendix 2: First exhibition - display banners

#### PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

## Welcome

### Thank you for visiting our exhibition.

Four Quarters (Ingestre Road) Limited are pleased to welcome you to view our plans for an assisted living scheme on the site of the former care home at 11-12 Ingestre Road.

Before the plans are submitted to Camden Council, we would like to share our ideas for the site and listen to what you have to say.

Members of the project team are here to answer any questions.

### Our proposals will:

- Provide quality 'assisted living' homes for the over 55s.
- Improve the public spaces around the site, with landscaping and better pedestrian access.
- Provide a new café and convenience shop, open for all local residents.
- Include a contribution to much-needed affordable housing.



### A highly sustainable location

- Accessible from Highgate Road (via Little Green Street) or from Ingestre Road.
- Walking distance of Gospel Oak station and Turnell Park tube station.
- A 15 minute walk from Kentish Town centre.
- Amenities on the nearby Highgate Road include a post office, GP's surgery, pharmacy, convenience shop and library.



### A tired site, in need of regeneration

- The elderly people's home closed in 2013 and has remained empty ever since.
- A well-designed new development will enhance the site and the wider Ingestre Estate.

### Why we need assisted living

The number of specialist homes for older people will need to increase as a result of our ageing population.

Having suitable housing is critical to people's health and wellbeing.

Nearly 2.5 million people over 75 live alone. The under-occupation of housing and the lack of viable alternatives for older people looking to downsize adds to the pressure on health and social care.

Almost a third (29%) of all households aged over 55 are looking to downsize. The most common reason for not going through with a move is a lack of suitable properties.

Source: Report prepared by the Housing LIN for Neighbourhood Regeneration / BHGS, October 2017

#### PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

## The site

The site currently presents a number of constraints that need to be considered and addressed in the design, as well as several opportunities. The architects have carried out a thorough analysis of these challenges and the proposed design looks to respond to these.



### The site is:

- Derelict.
- In a highly sustainable location.
- Existing building has little architectural merit and has reached the end of its useful life.
- The wider Ingestre Road Estate comprises a variety of flat roofed buildings of varying heights.
- Grangemill, opposite the site is part seven, part nine storeys.
- Poor public spaces and pedestrian access.



HOW THE PROPOSED DEVELOPMENT COULD LOOK

The site represents an excellent opportunity for comprehensive regeneration, with the potential to deliver significant social, economic and environmental benefits to the local area.



### PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

## High quality design

Through a series of pre-application meetings with London Borough of Camden planning department and a presentation to the Design Review Panel the design concept has been analysed, tested and developed.



AERIAL VIEW

### Our Initial design priorities

- Ensure good separation distances from neighbours.
- Avoid any unacceptable overlooking.
- Avoid any single-aspect apartments with only north facing windows.
- Ensure the proposed height is in keeping with surrounding buildings, including Grangemill across the road.

### Design development

- Break up the building into two separate blocks, to reflect the style of the surrounding buildings.
- Step the building line to reflect neighbouring buildings and to maximise the amount of south-facing homes.
- Provide a link from the community centre, through the site, to the Ingestre Road frontage.
- Provide the communal facilities along ground floor frontage, to make the building more active and open.



HEIGHT OF THE DEVELOPMENT IN RELATION TO NEIGHBOURING BUILDINGS

### PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

## Making a positive contribution to the Ingestre Estate

Delivering a much-needed assisted living housing scheme in Camden whilst making a positive contribution to the area with new local amenities and attractive, landscaped walkways.



THE DEVELOPMENT WILL INCLUDE ACTIVE FRONTAGES OPENING ON TO THE STREET



ACTIVE FRONTAGES ONTO ADJACENT STREETS

ENHANCED NATURAL SURVEILLANCE OF PUBLIC SPACES

IMPROVED CONNECTIVITY THROUGH THE SITE





### PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

## Assisted living

Assisted living developments allow older residents to 'right size' to accommodation with secure leaseholds and access to the services and facilities that they need as they age, allowing them to live independently for longer in their local community, close to friends and family

Professionally managed and registered by the Care Quality Commission, the facility will provide a range of nursing (minimum commitment of 5 hours per week), personal and domestic care services, available 24/7 and provided by an on-site team. Additional services will include security and emergency support, an activities organiser, meals and transportation.



EXAMPLE FLOOR PLAN FOR A TYPICAL ONE BEDROOM APARTMENT



EXAMPLE FLOOR PLAN FOR A TYPICAL TWO BEDROOM APARTMENT



#### Facilities will include:

- Cafeteria for residents and public
- Newsagent/ convenience shop for residents and public
- Guest suite, available for visiting friends and relatives.
- Communal lounge and function room
- Residents' restaurant
- Consulting rooms
- Hobby, craft and activity room with a library
- Mini gym
- Cinema
- Disabled and concierge car parking
- Mobility scooter storage & charging
- Terraced gardens
- Hospital and surgery transport

### PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

## Landscaped living & linkages

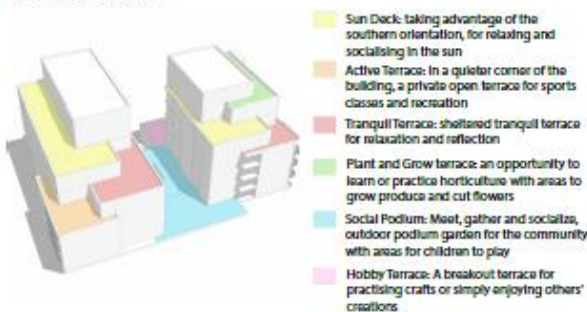
The landscape proposals have the unique opportunity to enhance the existing community facilities whilst also providing a new publicly accessible podium garden for use by the local community.

The garden has been designed to create a series of outdoor rooms, with spaces for people to sit and socialise and an area for children to play. Planting beds have been positioned to soften the development whilst providing privacy for ground floor windows. A generous set of steps link the new garden to Ingestre Road, providing a direct route to the community centre.

The proposals look to improve the street environment by enhancing the pedestrian experience with new street surfacing, furniture and lighting, to make it safer and more attractive to local residents. The proposals soften the street through tree planting whilst creating a new external café space.



New landscaped terraces have also been provided at various levels up the building. These spaces will be used by the residents for social activities such as gardening, fitness and relaxation.



## PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME, CAMDEN

## Next steps

## Our plan for construction

We understand that one of the greatest concerns that neighbours can have about a new development is the disruption caused by construction works.

We will agree a Construction Environmental Management Plan with Camden Council. **Our commitments to considerate construction will include:**

- Wheel-washing facilities to keep the roads and pavements clean,
- 24 hour security to keep everyone safe.
- A strict delivery management system, run by a specialist logistics company, to minimise any disturbance caused by delivery vehicles.
- Site workers will be prohibited from parking on or around the site.
- Traffic will access the site from Ingestre Road, minimising the impact on surrounding streets as far as possible.
- Deliveries and collections will be scheduled to avoid coinciding with residential or commercial waste collections, peak traffic times and co-ordinated with any other local construction sites.
- Measures will be taken to minimise any impact from dust and emissions during the demolition and construction stages.

## Expected timeline



## Tell us what you think

Complete one of our feedback forms today, or send it back to us **FREEPOST**  
Write to: FREEPOST RTXU-JGSR-KHLE,  
Ingestre Road Consultation,  
Your Shout,  
107 Southbank House,  
Black Prince Road,  
London SE1 7SJ

Call our community engagement team on  
**0800 955 1042**  
(020 7587 3049 from a mobile)  
Email us at  
[ingestreroad@yourshout.org](mailto:ingestreroad@yourshout.org)

### Appendix 3: First exhibition - feedback form

## FEEDBACK FORM

We want to know what you think about these proposals. All feedback will be carefully reviewed as we finalise the plans and design the best possible scheme. Please fill out this form and return it in the post - no need for a stamp!

**Do you support our proposals to regenerate the former Ingestre Road Care Home, providing an assisted living scheme?**

Strongly support ☐ Tend to support ☐ Neutral ☐ Tend to oppose ☐

Strongly oppose ☐ Unsure ☐

**Please indicate which of the following apply to you:**

Local resident ☐ Local business ☐ Other ☐

Representing a local residents' or community group ☐

**Any other comments:**

NAME:

ADDRESS:

POSTCODE:

EMAIL:

TEL:

Data will only be held by Your Shout and a summary may be sent to the council. 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: ☐

SEND US YOUR VIEWS ON THE PLANS

### Appendix 4: LB Camden notes of Development Management Forum 22 November 2017

#### Summary of comments and questions

##### Kentish Town Neighbourhood Forum (KTNF)

Have not taken a view at the moment but the application will need to have regard for the Neighbourhood Plan. Representatives from the Neighbourhood Forum will be meeting with the applicant and want to hear views from residents. The current concerns of KTNF are:

- affordable homes
- implementation of planning permission (too many granted schemes are not being implemented)
- pollution and air quality (would expect to see modern boiler system installed)

##### Councillor Apak – ward councillor for Kentish Town

Explained Councillor Jenny Headlam-Wells is leading on the application. Urged residents to make observations based on planning policy and not to go down the route of submitting a petition. He will feedback to Cllr Headlam Wells on the points raised by residents which he summarised as:

- development/design concept
- business model
- affordability
- construction management
- parking and public realm
- contributions to the estate
- lack of trust

##### Height, scale, bulk

The original design of the estate does not accommodate the proposals. Concern that a development of 8 storeys will set a precedent for future development on the estate and may even lead to the estate being sold. Query what was the maximum capacity of the originally built estate and the maximum capacity of the proposed development. Views expressed that the proposal is ‘overdevelopment’. How and why does 8 storeys benefit the estate?

##### Replies

Architect: increasing density can be beneficial, the impact of the proposed height will be tested by the applicant before submitting a planning application. Rachel English, Camden planning officer: confirmed the proposed height is not set in stone, any application will be assessed against planning policy and an on balance recommendation will be made.

##### Construction impact

Questions about planned route for construction vehicles and specific concerns about lorries potentially using Burghley and Oakford Roads. Residents also wanted confirmation there would be no access through Little Green Street. Concern about potential damage to the road surface in Ingestre Road – it is a private road which leaseholders and freeholders pay to maintain. A statement was made that, in the light of the recent works at College Lane, residents want the existing buildings on the estate surveyed before construction is started on site.

##### Replies

Developer confirmed a construction management plan (CMP) would be submitted with the planning application. They will involve the tenants and residents association (TRA) in preparation of the CMP. It will

specify the hours of operation, number of vehicles and routes. They cannot confirm any details at this moment in time as the scheme is still evolving. RE: confirmed that the Council will expect a draft CMP be submitted with the planning application. If planning permission is granted the CMP will then be secured by legal agreement.

### **Affordable housing**

View expressed that the development should have public housing provision and care units within it for older Camden residents. Question whether there would be affordable housing as part of the development.

#### **Replies**

Developer confirmed affordable housing will be discussed. RE: explained the Council's policy that for a development over 25 units the target would be to ask for 50% of the units to be affordable and provided on site. If onsite provision is not viable then other options are to provide the affordable housing off site or as a financial contribution.

### **Design, layout and ancillary uses**

Care providers should be involved with the architect in the design of the building. The proposed residential units appear to be too large for assisted living and suspect this will lead to sale and conversion into private residential units. Strong feeling that there shouldn't be any retail in the development and that existing shops in the area should be supported. View also expressed that there are insufficient units to support the ground floor uses and suggestion that the restaurant should be relocated to the top floor with views to the city.

#### **Replies**

The leases for the residential units will specify 'assisted living' and will prevent the conversion into private residential units.

### **Basement car parking**

Do the proposals include basement car parking?

#### **Replies**

RE: confirmed the current proposal includes disabled parking in the basement which will be accessed via a car lift. The Council will expect a basement viability assessment be submitted with the planning application.

### **Impact on amenity and wider estate**

Views expressed that the approach to the development does not benefit the wider estate – it will bring more transport in the form of goods/services/doctors/visitors. The wider estate should be improved. The proposed 'open space' is more of a 'thoroughfare' there is no increase in public realm.

#### **Replies**

Developer: the route between the two blocks will be public open space and will connect through to the existing community centre.

### **Developer consultation methods and results**

Residents raised concern about the public consultation that had taken place to date.

#### **Replies**

Darren Mackin, Chair of the meeting confirmed the developer slide referring to consultation would be removed from the presentation before it is displayed on the council website.



### Appendix 5: LB Camden notes of Developer's Briefing 28 November 2017

#### Summary of Committee Members Feedback:

##### Land use

- Affordable housing contribution should be onsite, if this is not possible then off-site on a donor site
- Could there be any affordable assisted living? There would be a high service charge, no rental product. Low cost lunches beneficial.
- Is there scope for a community centre within the site? Could there be an agreement with the existing community centre? Any scope for flexible meeting space within the scheme – could hold tea dances. Need to think about with the new communities

##### Amenity

- Concerned about anti-social behaviour and that the proposals could exacerbate the issue. Consideration of anti-social behaviour needs to underpin all aspects of the development.
- Work needs to be done engaging the local community further

##### Urban Design

- Height, form and massing are broadly ok

##### Transport

- Concern about parking. How will on-street parking by visitors and future occupiers be managed (given there might be a high proportion of blue badge holders? Can we find out more about proportion of people who would live here who might be disabled, how many might have blue badges? What happened when the former care home was operational? Parking demand needs to be analysed
- There are lots of vacant parking spaces across the existing estate. TA needs to assess all this.
- Construction concerns – we will need to see a detailed CMP at application stage

##### Other

- CIL money – should be spent locally on the estate
- How do the proposals fit with the health and wellbeing aspect of the Local Plan?

## Appendix 6: Second exhibition - invitation letter

# 11-12 INGESTRE ROAD

## MAY 2018 CONSULTATION UPDATE

Dear Resident,

**Drop-in session: view the updated plans for the former Ingestre Road Care Home**

In November 2017, we consulted with local people on plans to redevelop the former care home site at 11-12 Ingestre Road, providing an assisted living scheme for older people.

Over the last few months the project team have taken your feedback on board and have made some significant changes to the plans, including reducing the size of the proposed development.

We would now like to update you on the proposals. We will be holding a drop-in information session on:

**Thursday 17 May 2018, 2:30-7:30pm**  
**at Ingestre Community Centre, Ingestre Road, London, NW5 1UX**

The latest plans will be on display and members of the project team will be available to answer questions and listen to your feedback, ahead of submitting a planning application to Camden Council.

If you are unable to attend the drop-in session, we would be very happy to send you a copy of the information on display. You can get more information or provide feedback by contacting us\*.

**FREEPHONE:** 0800 955 1042 (020 7587 3049 from a mobile)

**EMAIL:** [ingestreroad@yourshout.org](mailto:ingestreroad@yourshout.org)

**WRITE TO:** FREEPOST RTXU-JGSR-KHLE, Ingestre Road Consultation, Your Shout, 107 China Works, Black Prince Road London SE1 7SJ (**no need for a stamp!**)

We look forward to seeing you on Thursday 17 May.

Yours faithfully,

Your Shout

11-12 Ingestre Road Consultation Team  
 On behalf of Four Quarters (Ingestre Road) Ltd.



\*Data will be held by Your Shout and the project team. Your comments, name and address details may be given to Camden Council as part of the planning application process. By volunteering this information you are giving your consent for us to process your data regarding the 11-12 Ingestre Road project. You are also confirming you are aged 16 or over. You can withdraw consent for us to use your data at any time by emailing us at [privacy@yourshout.com](mailto:privacy@yourshout.com). You have a right to complain to the Information Commissioner's Office at any time if you feel there is a problem with the way we are handling your data.

## ANOTHER CHANCE TO HAVE YOUR SAY



### Appendix 7: Second exhibition - display banner

**UPDATED PROPOSALS FOR THE FORMER INGESTRE ROAD CARE HOME**

**Current design**  
View from the north-west corner



**Current design**  
Ground floor plan showing landscaping and water features in the public realm around the site



**Current design**  
First floor plan showing flat layout and structural changes



**CHANGES MADE:**

- Two storeys lower
- Fewer flats
- Stepped back from Ingestre Road
- No balconies opposite Grangemill
- Obscured glazing to avoid overlooking
- Widened pavement and new trees

**Current design**  
View from the south-east corner



**PREVIOUS DESIGN**

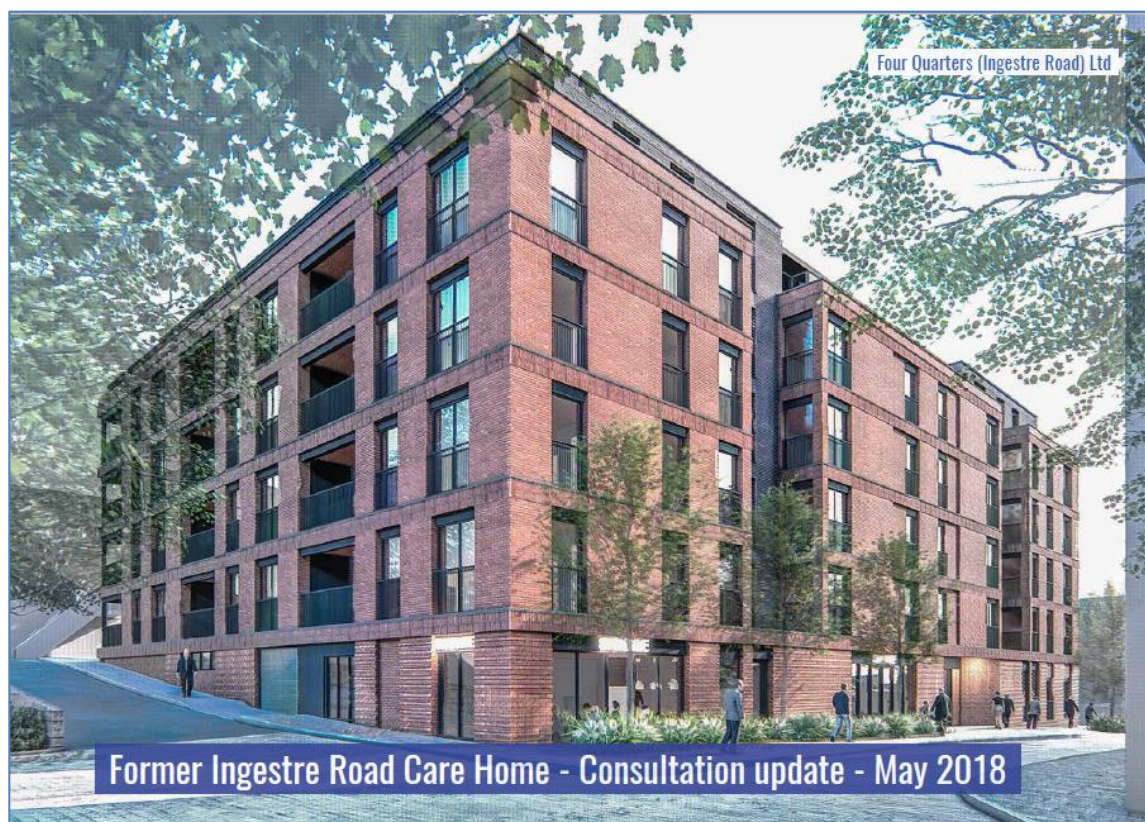


**PREVIOUS DESIGN**





### Appendix 8: Second exhibition - information booklet



## Introduction

In November 2017, we consulted with local people on plans to redevelop the former care home site at 11-12 Ingestre Road, providing an assisted living scheme for older people. Over the last few months the project team have taken feedback from local residents on board and have made some significant changes to the plans, including reducing the size of the proposed development.

This booklet shows how the plans have changed. Before we submit a planning application to Camden Council, we want to hear your thoughts and answer any questions you may have.

Quality 'assisted living' homes for the over 55s  
Improved public spaces around the site  
Landscaping and better pedestrian access  
New café with convenience shop, open for all  
Contribution to much-needed affordable housing





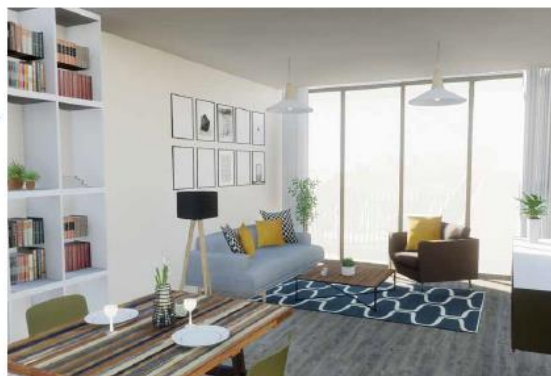
## Assisted living

Assisted living developments allow older residents to 'right size' to accommodation with secure leaseholds, complete with access to the services and facilities that they want and need as they age; allowing them to live independently for longer in their local community, close to friends and family.

Professionally managed and registered by the Care Quality Commission, the facility will provide a range of nursing, personal and domestic care services (likely minimum commitment of 2-4 hours per resident per week), available 24/7 and provided by an on-site team.

Additional services will include security and emergency support, an activities organiser, meals and transportation.

A number of the facilities, including the cafeteria/shop, hairdresser and mini-gym will be open for local residents to use as well.



### Facilities will include:

- Cafeteria, incorporating a small convenience shop, open to residents and the public
- Guest suite, available for visiting friends and relatives
- Communal lounge and function room
- Residents' restaurant
- Consulting rooms
- Hairdressing/beauty salon, open to all
- Hobby, craft and activity room with a library
- Mini gym, also open to the public (over 55s)
- Disabled and concierge car parking
- Mobility scooter storage & charging
- Landscaped courtyards
- Hospital and surgery transport

## Responding to feedback

### Consultation so far

- Initial public exhibition held on 8 and 9 November 2017.
- 66 people attended to view the plans, ask questions and leave feedback.
- Presentation to local residents at a LB Camden-run Development Management Forum on 22 November.
- Meetings with representatives of Ingestre TRA and Kentish Town Neighbourhood Forum.
- Overall, 46 people returned comment cards, 12 people submitted comments by email.



### What you said...

Issues raised by residents and local groups in the verbal and written feedback from the first round of consultation included:

**Height and design**

**Impact on neighbouring properties: overlooking/overshadowing**

**Questions about the operation of assisted living schemes**

**Construction management**

**Concerns about anti-social behaviour**

**Questions about the community facilities**

**Support for the principle of regenerating the site**

### What has changed...

- We've made it smaller: reduction in height by two storeys (now five storeys, with a sixth storey set back).
- Layout has been changed from two separate blocks to a single building, with a new landscaped courtyard area to the south.
- Fewer flats (reduced from c.65 to 58).
- Building line stepped back, increasing the distance from neighbouring properties.
- Public realm improvements, including a wider pavement and new trees along the Ingestre Road frontage.
- Amended layouts and obscured glazing to avoid overlooking.
- Balconies removed from the Ingestre Road frontage.
- In response to concerns about anti-social behaviour, we are no longer providing a separate convenience shop.
- As suggested by the TRA, we have incorporated space for a community mural, which could be created by a local artist.



### The new design



Looking north



Looking west



Looking south



Looking east

The red line shows the outline of the development as proposed in November 2017

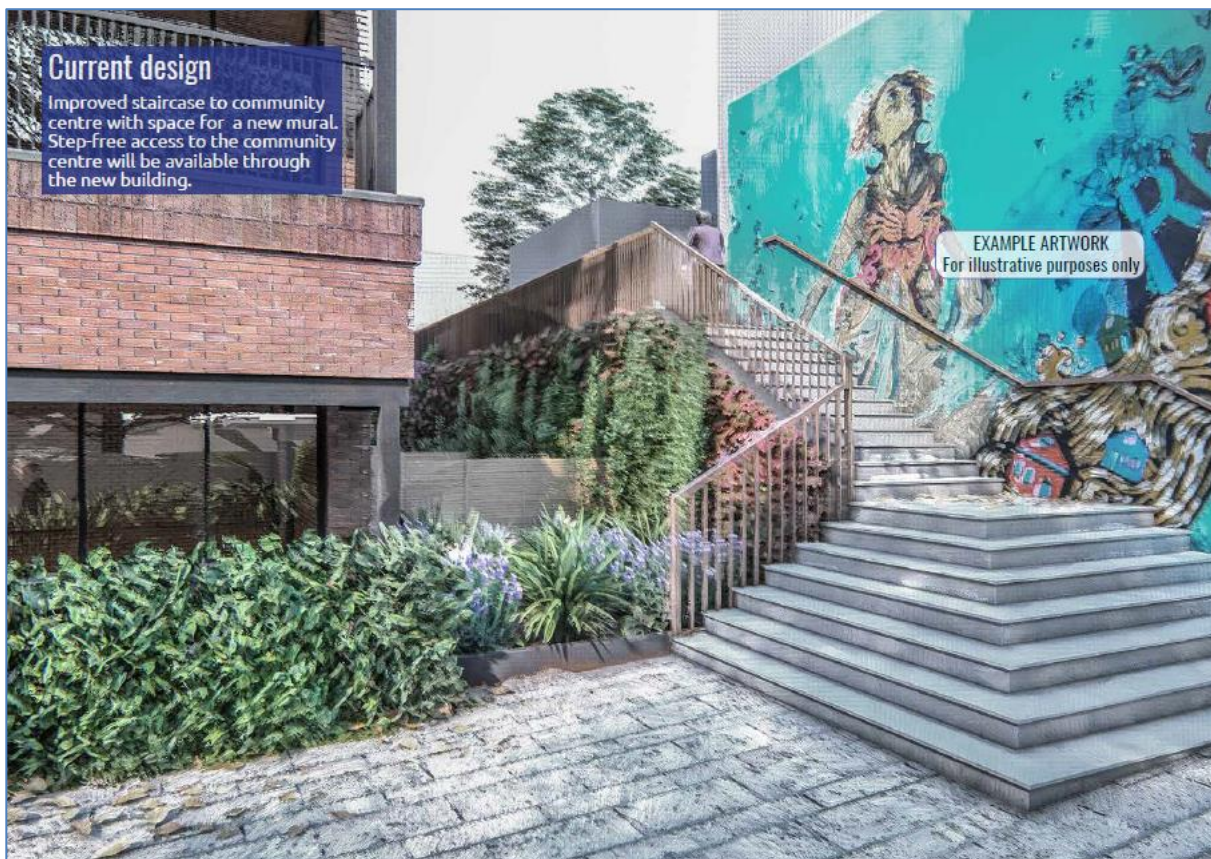
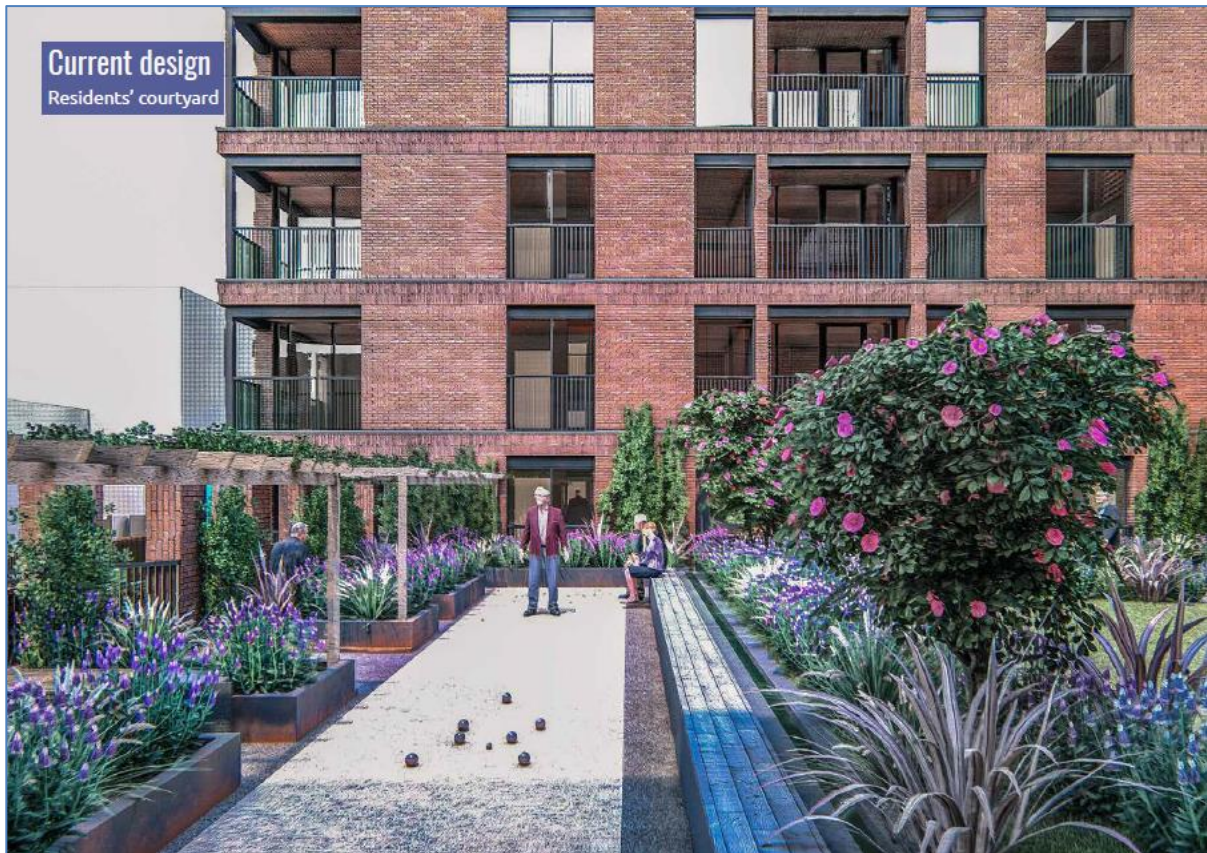
### Current design

View from the  
north-west corner

- Two storeys lower
- Fewer flats
- Stepped back from Ingestre Road
- No balconies opposite Grangemill
- Obscured glazing to avoid overlooking
- Widened pavement and new trees













### Construction management

We are preparing a detailed Construction Environmental Management Plan, for submission to Camden Council as part of the planning application.

This plan will have to be agreed by the council before any works can begin.

Example measures include:

- Environmentally-friendly construction vehicles.
- Wheel-washing facilities to keep the roads and pavements clean.
- 24 hour security to keep everyone safe.
- A strict delivery management system, run by a specialist logistics company, to minimise any disturbance caused by delivery vehicles.
- Site workers will be prohibited from parking on or around the site.
- Traffic will access the site from Ingestre Road, minimising the impact on surrounding streets as far as possible.
- Deliveries and collections will be scheduled to avoid coinciding with residential or commercial waste collections, peak traffic times and co-ordinated with any other local construction sites.
- Measures will be taken to minimise any impact from dust and emissions.

### Have your say

We want to hear your thoughts on the revised plans. Complete one of our feedback forms today, or send it back to us **FREEPOST**.

**Write to:** FREEPOST RTXU-JGSR-KHLE, Ingestre Road Consultation, Your Shout, 107 Southbank House, Black Prince Road, London SE1 7SJ

Call our community engagement team, Your Shout, on **0800 955 1042** (020 7587 3049 from a mobile)

Email us at [ingestreroad@yourshout.org](mailto:ingestreroad@yourshout.org)

Feedback received throughout the consultation will be included in our Statement of Community Involvement, which will be submitted to Camden Council as part of the planning application. The council will then carry out its own consultation with residents before deciding whether to grant planning permission.

Data will be held by Your Shout and the project team. Your comments, name and address details may be given to Camden Council as part of the planning application process. By volunteering this information you are giving your consent for us to process your data regarding the 11-12 Ingestre Road project. You are also confirming you are aged 16 or over. You can withdraw consent for us to use your data at any time by emailing us at [privacy@yourshout.com](mailto:privacy@yourshout.com). You have a right to complain to the Information Commissioner's Office at any time if you feel there is a problem with the way we are handling your data.

### Expected timeline



## Appendix 9: Second exhibition - feedback form

## FEEDBACK FORM

**All feedback will be carefully reviewed as we finalise the plans and design the best possible scheme. Please fill out this form and return it today or by FREEPOST - no need for a stamp!**

Data will be held by Your Shout and the project team. Your comments, name and address details may be given to Camden Council as part of the planning application process. By volunteering this information you are giving your consent for us to process your data regarding the 11-12 Ingestre Road project. You are also confirming you are aged 16 or over. If you are under the age of 16 your parent or guardian must sign this form.

You can withdraw consent for us to use your data at any time by emailing us at [privacy@yourshout.com](mailto:privacy@yourshout.com). You have a right to complain to the Information Commissioner's Office at any time if you feel there is a problem with the way we are handling your data.

**Did you view the original plans we presented in November 2017?**  
Yes ☐ No ☐ Unsure ☐

**Do you consider the revised plans to be an improvement on the original plans?**  
Yes ☐ No ☐ Partly ☐

**Overall, do you support our proposals for the redevelopment of the former care home on Ingestre Road?**  
Yes ☐ No ☐ Unsure ☐

**Comments:**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSTCODE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

TEL: \_\_\_\_\_

SEND US YOUR VIEWS ON THE PLANS

## Appendix 10: Comments from consultation

Consultation round 1	
Postcode (where given)	Comments (transcribed verbatim with personal details excluded, notes of calls indicated in [ ]) Some consultees returned comment cards with the quantitative response boxes ticked (results shown in sect. 5) but <i>without</i> providing any written comments.
EC1M 6EJ	Thanks for getting in touch. Unfortunately I won't be able to attend but would you be able to send me an electronic version of the information that will be displayed at the exhibition?
NW5 1BJ	I am a local resident, but I am unable to attend your two meetings this week. I would be grateful if you could send me a copy of the information to be displayed at your exhibitions.
<i>Not given</i>	Could you please send me a copy of the information displayed, an electronic copy is fine.
NW5 1XE	<p>1st comment: I wasn't able to attend the viewing of the plans for the redevelopment of the old people's home so please could you forward the details to me? Based on the leaflet I received through the door I am very concerned with the intended height of the new structure. Our flat receives light on one side only, looking to the West. The new structure will severely impact the light falling on the property, especially in winter, as the low setting sun will no longer be visible. A year or so ago, when Four Quarters was still engaging with the residents, they talked of a light survey being conducted, but the results of that have never been shared, to my knowledge. From the limited information I have at the moment, I can only strongly oppose the development. I look forward to receiving the further information. 2nd comment: , I've just been looking at the promotional material you sent through. The view west from my flat in Fletcher Court will be utterly destroyed by this proposed development. We receive light only through the west side of the building, and that will be taken away. I do not know what Your Shout's relationship is to Four Quarters, or this development process, but I'd like to object in the strongest terms.</p> <p>Is there a formal process to lodge my objection? Do I need to wait for planning permission to be submitted? I'd appreciate any information you can provide.</p>
NW5 7HP	Exactly what the community needs.
<i>Not given</i>	<p><b>Email 1:</b> Please send me a copy of the information to be displayed at the exhibition.</p> <p><b>Email 2:</b> 1. There are too many new homes all together. Reduce numbers considerably. 2. The height of the building opposite Grangemill is excessive. Many of the flats in Grangemill will suffer severe loss of light and sightlines, and the two blocks are too close unless the proposed block is lowered. 3. The huge flight of steps is horrible. It would be better broken into several short flights (with replanning needed). 4. Many residents are likely to need wheelchairs. It looks as if there is provision for these in the flats, but wheelchair access to the buildings from outside the estate is going to be poor, especially to get to the Highgate Road. Little Green Street is unsuitable (narrow cobbled road, pavement not wide enough). College Lane might be possible, but the council might have to change the barriers, I think. It is a longish trek via Burghley Road to Tufnell Park. One possible answer might be to have a community bus parking space in the building, where the bus is designed to accommodate more than one wheelchair; this to be available to disabled people elsewhere on the estate too -- for regular trips and as required for special outings. 5. A certain percentage of the flats should be offered to residents from the council estate as they fall vacant -- at subsidised rent if required. Or the council should be permitted and encouraged to purchase a few flats at cost. (The brochure does not indicate what sort of lease will be generally available)</p>

Not given	I am sorry, but I cannot attend today's meeting re: the above plans. Please could you send me some more details?
Not given	I am a local resident – Burghley Road – and go the letter from the council about the meeting on the redevelopment proposals for the Ingestre Road Estate and I wondered if there were details you could send me/a link to a website as I will find it difficult to make the meeting, and the council gave me this email,
Not given	Please email me a PDF copy of the above mentioned exhibition boards as am unable to attend the events.
NW5 1TY	<p>Please find below my feedback and comments following last Wednesday 22nd November's public meeting at the Ingestre Community Centre and the public exhibition on 8-9th November.</p> <p>Firstly I would like to say that I strongly oppose the proposed development as it stands for the following reasons:</p> <ul style="list-style-type: none"> <li>• The proposed 8 storey block is enormous and will completely dominate and overshadow the estate.</li> <li>• The whole proposed development is a gross overdevelopment of the existing site and will have a massive impact on the local residents as well as the wider local community.</li> <li>• The proposed development will have an impact on daylight, sunlight, views/outlook and privacy. It will increase noise levels, and effect the general amenity of the immediate neighbours and residents as a whole. The recent development by Four Quarters at College Lane is a case in point, it caused a huge amount of disruption to immediate neighbours as well as those on neighbouring roads - the drilling, working outside of hours, the diesel, dust and constant din, were appalling.</li> <li>• The drawings both at the exhibition and the public meeting were woefully inadequate which made it very difficult to see how the proposed new development would really sit within the existing flats and spaces. There also should have been a 3D model to give a proper sense of scale, impact and situation.</li> <li>• There hasn't been any real engagement with the residents or local community, instead these proposals for an exclusive and private development are being imposed on them - it was good to hear residents' voices at the meeting and the strength of feeling against this short-sighted development. There also seemed to be very strong feeling of mistrust from residents and the community towards Four Quarters and these feelings and their fears were not allayed at the meeting.</li> <li>• This is a commercial enterprise with absolutely no benefit whatsoever to the local residents or local community. It will mean huge upheaval and huge compromises on the part of local residents if this development takes place.</li> <li>• This is an exclusive, luxury development which does not include any social or truly affordable housing and unashamedly doesn't even begin to address the needs of the local residents - it will create a gated and exclusive enclave, which was most certainly not welcomed by anyone at the meeting.</li> <li>• It's also hard to fathom how as a local community we have to continually stand up to the awful and inadequate proposals from developers such as yourselves, in order to defend and preserve our living spaces, our communities and our green spaces whilst what we really want is to be able to continue to live here peacefully and not to be forced out or priced out all in the name of profit for the very few, whilst the many suffer the consequences and loose out every which way.</li> <li>• The proposed development will heighten air pollution with an increase in dust, particulates, NO<sub>2</sub>, PM<sub>2.5</sub> (especially from construction) etc.. Air pollution levels in the area are already illegally high, at more than 50% higher than the legal limits set by the WHO - on those grounds alone this development should not go ahead.</li> <li>• If a development were to be considered for this site, then a building of no more than four storeys, which includes a mix of social and affordable flats and an agreement to carry out improvements across the estate would be a far better starting point.</li> </ul>

	<p>I attended one of your consultation sessions last week and have listened to the plans made. The proposed building work is literally about 50m away from the community centre. I have a number of concerns which I would like to raise and am seeking for responses to these...</p> <p>a) What plans are there made to assess the impact of heavy construction work on the infrastructure of a Community Centre, which is already a very old building... to ensure that there is no damage to the building?</p> <p>b) As the new proposed building site is so close to a functioning nursery, what are the plans to address the continuing undisturbed functioning of a nursery with around 30 children ages 7m to 4 years old – I am interested in plans to address: the noise pollution during the construction phases; the impact of the amount of dust, debris, building contaminants, air pollution which will have a direct impact on the health and safety of the children and staff attending the nursery; c) The proposed plans will have a negative impact on the business of the Spanish Nursery as parents should not want to subject their children to over 12 months of continuous noise, disruptive environment in such a close proximity to their small children. What are the plans to mitigate against this? How will the nursery be compensated for the loss of business during the construction phases? I would be grateful for your immediate response to the above concerns. I have cc-ed the local councillor in this email, to draw attention to my concerns over the impact of these plans to an existing provision which offers childcare education to Camden residents.</p>
NW5 1UT	<p>1. Please will you ensure that the Kentish Town "Neighbourhood Plan" is complied with in all its recommendations? Bear in mind that this document is approved by the Council of the London Borough Camden and must be used to assess all planning applications in this area.</p> <p>2. Who owns this site, is it \$ Quarters2, if not are you acting as agents? Or is it subject to a successful planning application?</p> <p>3. Please ensure that all 'rights of light' are assessed for all the existing buildings around the site.</p> <p>4. Please ensure that the overlooking of all surrounding dwellings, their windows and gardens, are protected, the privacy of the existing residents is really important.</p> <p>5. We need details of any proposed parking and access for cars and service vehicles.</p> <p>6. All flats should be fully accessible for old and disabled residents.</p> <p>7. No social or affordable units are included! Why not, when the Mayor of London has promised to ensure that all schemes should be.</p> <p>8. The viability of this scheme will rely on full occupancy. Bearing in mind the location of this site in the middle of a Local Authority estate, together with the costs of each unit + service charges, how do you plan to interest buyers?</p> <p>9. Is this proposal really going to be viable, could it become a "white elephant"! Or do you plan to sell the site once planning permission is achieved?</p> <p>10. Finally, in planning terms, this present proposal is surely a gross overdevelopment of the site?</p>
Not given	<p>I attended your public meeting the other night and wrote the following comments, bullet-pointed below, in no particular order.</p> <p>I was sad to see such a 'them and us' divide at the meeting and at the very least hope that something can be done to build better, more constructive and productive relationships within our community.</p> <ul style="list-style-type: none"> <li>• The timescale from planning permission to building completion is too tight</li> <li>• The scale of the proposed building will dominate the site</li> <li>• As suggested at the meeting - we need a 3D scale model with sun paths</li> <li>• There was no discussion about the woodland area &amp; safeguarding it</li> <li>• The exclusive, private model does not sit well with either the immediate community or anyone else. This needs to be completely reconsidered &amp; a new plan involving 'affordable' and/or 'social' should be integrated at the very least.</li> <li>• The history of Four Quarters management &amp; transfer of power to new director/s does not seem transparent &amp; needs explaining better</li> <li>• The precedent of Camden selling part of an estate for private development should be</li> </ul>

	<p>challenged - is this happening elsewhere in the borough? For instance, there was a significant private development on the Maiden Lane Estate York Way</p> <ul style="list-style-type: none"> <li>• The residents present at the meeting wanted estate renovation to be part of any development deal</li> <li>• The consultation data presented was suspiciously misleading especially the pie chart implying there was broad support for the development plan. On scrutiny this was blatantly untrue</li> <li>• the hypothetical question was asked that if the development went ahead as 'assisted living' space and was then unsuccessful commercially, how easy would it be to switch it to private flats? There were also related questions about the relevance and necessity of key features of the interior design and specification details. This gave rise to a suspicion that there was indeed another (hidden) agenda behind the whole proposal i.e. the type &amp; size of the accommodation could mean it is in danger of becoming private</li> <li>• questions were asked about the benefit to residents when most of the development would be inaccessible to the estate community i.e. a gated community within the estate? Peter, the architect explained which features were accessible and which were not but I found the plans hard to interpret at this level of detail. It would have been helpful if the accessible / open to public parts of the development had been identified by colour-coding i.e. exact footage of the Public Realm is required / what is thoroughfare &amp; access route only?</li> <li>• residents who had been made promises by the previous management team at Four Quarters challenged the new team on the grounds of breaching contract law, which in this case had been verbal</li> <li>• residents whose lives were severely disrupted by the College Lane development received a mere £100 compensation for redecoration. Noise levels from drilling were intolerable and the hours agreed for this kind of work were breached on many occasions. What protection will be in place for this?</li> <li>• On several of the above points the credibility and integrity of Four Quarters seems to be in serious doubt.</li> <li>• communication between the TRA (Tenants and Residents Association) the Council planning dept. and the developers needs improving</li> <li>• there needs to be more, &amp; better, cooperation, communication, co-production &amp; collaboration between all parties</li> </ul>
NW5 1XH	<p>[Call: Requested copy of leaflet]. <i>Comment card:</i> I oppose the complex being built 8 stories high. I understand you believe you are legally entitled to make a 7 story building because Grangemill is already at this height. However this argument fails to take into account the fact Ingestre Road was originally designed to accommodate a 2 story care home. To build a giant complex will dramatically increase the state's number of residents, traffic and noise pollution - something the estate has not been designed to accommodate. If the development is to proceed it should respect the layout and design of the estate and not be built higher than the current existing care home. The north facing side of the care home should not have windows to respect the privacy of the residents in Grangemill. Please respond that this has been received.</p>
NW5 1TR	<p>I strongly oppose to greedy developers out to make a quick buck out of our community, which I have lived in most of my life.</p>
NW5 1XH	<p>[requested copy of exhibition banners]</p>
NW5 1XB	<p>So long as the promises overleaf are fulfilled + considerate building! E.g. noise + drilling.</p>
<i>Not given</i>	<p>I would like to find out how the care home attends to the patient needs?</p>
NW5 1XH	<p>Your idea for Ingestre Rd old people's home. Nice idea but NO WAY. 7 floors = ground floor then 6 more. One more than it is now, maybe, but NO MORE crazy idea. Again coffee shop nice but NOT A GOOD idea - have you been around when the schools empty or hang around - Fortess Road/Burghley Road is MAYHEM - we do not want this on Ingestre Rd we have a peaceful estate. Signed in protest.</p>
NW5 1NU	<p>But I don't like this design. FAR TOO tall. It's awful.</p>



NW5 1TU	FREEPOST comment: I like everything about this idea except the look of the high rise buildings. Please no more high rise. Four storeys - max. EXHIB comment: I support this idea as long as it is thoughtful and incorporates the idea of energy-saving building and appliances as well as local food co-operatives and other local initiatives.
NW5 1BX	Brilliant idea been a long time. Should have been done years ago. Good work. Hope it happens.
NW5 1XH	I am leasehold and I live here. My question is there was a work going on Ingestre Road for the Four Quarters. There used to be car coming in and out in Ingestre Rd. My husband car few time his tyre was flat because of nail were left behind. He had to change tyres 3x time. I strongly advise after the daily work road should be clean. My husband car space is 79. What will happen to his space?
<i>Not given</i>	I have concerns about the height of the buildings, and the impact of noise as well. To suggest to have a minibus for day trips out, to prevent cost of using many company cars.
NW5 1XH	I have a back problem and I'll use the shop and the café. The contributions to the council so other people get help is good. If people haven't bought their houses or can't afford the new development here, the contributions can go towards people who might need their help but need more help in affordable accommodation.
NW5 1UP	I have thought for a long time that the area could be better utilized.
NW5 1XH	The proposed development is too high. I would lose the only view from my window. It would also bring too much foot traffic and people to the already quite busy area. The estate is noisy enough as it is.
<i>Not given</i>	Send me banners
NW5 1XH	I live in Grangemill and am concerned about the noise levels and especially if there is a shop and a café open to the public. We have very close amenities already and don't need these. The concrete amplifies the sound and projects it into the flats in Grangemill. The children from local schools tend to congregate outside shops and cafes and make a lot of noise. I would also prefer there to be less floors as we will now be overlooked.
NW5 1UX	Scheme is too high and too many units. There would be a privacy/reduced light and increased artificial light pollution to existing residents on most sides. Café not a good idea as nobody on site to monitor youths congregating etc. Same for newsagents/shop. The 2 block approach with gulley and access to community centre from Ingestre Road is a positive solution but then community centre needs refurbishment - paid for by the developers.
NW5 ITR	Company have no experience in the area. Sadly no thought has been given to the complete social housing needs of the existing community on Ingestre Estate.
NW5 1UH	Not enough information for people to make a sensible decision with this info. 2x8 storey blocks unacceptable! Noise & heavy vehicles going up Burghley Road causing damage to property & nuisance. Is liability insurance? Is compensation considered? Increase in vehicles, lack of parking in the area. Increase in people. This is phase 1? If care home is viewed as tired, then the whole estate is tired? Phase 2-3-4-5. Medical just money making & useless!
NW5 1PA	Support the redevelopment but would prefer low rise development as opposed to high rise.
NW5 1SR	Great to redevelop it making sure of better space allocation and more local facilities.
NW5 1UN	Wrong place to house this centre for vulnerable people. I urge you to reconsider this proposals and find an alternative site. The estate is home to many dangerous people/gang related crime.
NW5 1NU	As I was unable to attend on 8/9 Nov I would like more information. I am optimistic about the project so I would like to have a copy of the information that was displayed at the exhibition along with anything else such as the predicted completion date and the eligibility criteria for residents. I am happy to receive this by post or email. Thank you in advance
NW5 1BP	Very nice project! More better developments in the area. More local jobs! Thanks

NW5 1BP	I really like this project. There is scope to improve the whole area of Ingestre Road.
<i>Not given</i>	You are taking no responsibility for the disaster with the previous site and the impact on local residents.
<i>Not given</i>	Social cleansing!
NW5 1UH	Too much development! Create noise, dust, vibration of heavy vehicles. The medical facility is useless. The residents have a GP & if accident A&E! This is just a money making useless idea. The heavy vehicles will cause damage to our properties!
NW5 1UB	Much of the plan is ok but I think the main building is too high, should be one or two floors lower. Although there is one other tall building here, this one would not be suitable in this location, would make it too urban and hemmed in. Also I'm concerned about having a private development separate from the local community - the developers should give up a little of their profit for the sake of the greater good.

## Consultation round 2

Postcode (where given)	Comments (transcribed verbatim with personal details excluded, notes of calls indicated in [ ]) Some consultees returned comment cards with the quantitative response boxes ticked (results shown in sect. 5) but <i>without</i> providing any written comments.
EC1M 6EJ	Thanks very much for this – unfortunately I'm in Coventry and not able to attend, so would very much appreciate copies of any documents you're able to send.
NW5 1BJ	I am unable to come to your display on 17 May. Could you please send me the documents via email
<i>Not given</i>	My concern is the impact of works, drilling out an already very fragile structure of the community centre and the impact of works 50m away from a functioning nursery with children 6 months-5yr old in (illegible): noise, pollution, trepidations, potential loss of clients for the duration of construction.
NW5 1XH	<p>Comment 1: it is disheartening to again receive feedback that is inaccurate and not in keeping with the true views of the residents in Ingestre Road. It is incorrect to state that the design changes were 'generally welcomed'. Canvassing people from in the estate I can confirm the opposite is true. This is further deteriorating trust, especially after the last consultation led to the incorrect statement that 70% of residents were 'generally in favour.' No evidence was ever provided to back up this statement and the people who attended the last meeting made it abundantly clear that this statistic was a falsehood, designed to curry favour with the council and minimise opposition to building plans. The new designs are a continued attempt to maximise profits without thinking about the wellbeing of the residents. As the attached document highlights the new designs are still in breach of the legal rights we have as residents. Outstanding issues which need to be resolved, as highlighted in the attached Camden Planning Guidance PDF, include:</p> <ol style="list-style-type: none"> <li>1. Distance from Grangemill should be a minimum of 18 metres as there are no obstacles preventing this from taking place.</li> <li>2. The 25 degree rule (as shown in figure 4a) is being broken and the proposed level of floors will cause harm to the levels of daylight and sunlight of existing buildings.</li> <li>3. The original care home was designed to ensure that the sunlight and daylight would reach the surrounding buildings. The new build needs to reflect the pre-existing design of the estate and should not be built any higher than the currently existing building.</li> <li>4. In addition to the frosted windows there should be no open stairwells facing Grangemill and effecting the resident's privacy.</li> <li>5. There should be clarification that the penthouse floor will not give residents a view over Grangemill.</li> <li>6. A cafe selling products to the public should not be included. Statistical evidence proves that when a cafe is opened in an estate it leads to a rise in non-residents spending time in the estate, in turn causing a rise in noise pollution and antisocial behaviour</li> </ol> <p>Please respond to myself, the council and everyone included in this email chain, with how you propose to tackle the issues I have raised. I have been recording the promises residents were made, starting with announcement in 2013 that the existing care home</p>

	<p>would be replaced with a building of similar height. If the planning submission takes place next month without sufficient changes I will be using my contacts in the media to highlight the way lies and misinformation have been spread throughout the process to date, trampling over residents rights.</p> <p>Comment 2: It has made clear that parts of the proposed new build will not be 18 metres distance away from Grangemill. This puts the proposed build in breach of Camden Councils very own guidelines on the privacy laws within the council. In addition to this, the proposed new build's height is also in breach of the 25 degree rule, again set by Camden Council. Separate to privacy and sunlight and daylight laws, it is vital that the gap between Grangemill and any new building is at least 18 metres to allow Fire Engines space to treat any potential fire. The proposed car park underneath the new build is an additional fire risk to the estate, especially when our estate has already been victim of two fires revolving around cars in the last 6 months. It is believed that at least one of the fires which occurred on the estate in the last year was arson and developers' insistence to continue with plans to have a cafe catering to the public will only further increase social disobedience in the estate and the dangers of fires. I have raised these issues with Keir Stamer and request that representatives of Camden Council provide your own explanation of why these issues have been overlooked to date. It is not acceptable, both legally and morally, for the Council to allow Developers to submit a planning application they already know to be in breach of its own guidelines. I have been in talks about a BBC documentary on the subject of council's bypassing due process in favour of the financial reward selling land to developers brings. In the post Grenfell era, it is more important than ever that Councils serve the interests of residents living in estates and tower blocks and don't sell the public short in favour of profit. It is not just myself and residents of Ingestre Road estate who care deeply about these matters, but the nation at large.</p>
NW5 1XH	[YS call - requested copy of information from exhibition]
<i>Not given</i>	I cannot come to the consultation and am surprised it is only on one day and with so little notice? Please forward me the relevant information.
NW5 1XH	Just consider the noise if tables are outside of the café. Concrete amplifies the sound straight into Grangemill.
NW5 1BJ	EMAIL 1: Surely you have had this exhibition in preparation for some time and booked the Centre well in advance. So why are we given only seven days' notice? I, and others keenly interested, will be away. EMAIL 2: Thank you. That would be very helpful.
NW5 1UH	[YS call - requested copy of information from exhibition]
NW5 1XH	Everyone I have spoken to, on the estate and in particular in Grangemill, and all the surrounding flats opposes the plan. It's not taking OUR needs, our LIVES, our estate into consideration at all. In fact, we would gain absolutely NOTHING from this plan and lose a lot: our quality of life, "our" sunshine, "our" light, the views some of us afford over London, the peace we enjoy on the estate... Besides, to me, the plan dramatically increases the binary divide between RICH and POOR, us and "them", without trying to make the plan part of the estate, like an alien community landing right in the middle of our estate,

NW5 1BL	<p>Comment 1: As a resident of Little Green Street, I visited the display boards on show in the community centre, not having seen the first scheme, the comments from which had been incorporated. My comments are -</p> <ol style="list-style-type: none"> <li>1. Are the plans available online?</li> <li>2. Too many individuals present - only the client and the architect need to have been there, and the architect should have led the questions/answers.</li> <li>3. I think the need for two bedroom suites is a waste of space. Visitors can arrange by booking one or two rooms set aside for this purpose. More care customers could be accommodated to meet the acknowledged shortfall in these facilities.</li> <li>4. I like the cafe, but should not be open to the public, and could be located in the central courtyard.</li> <li>5. low level planting in beds and around the perimeter of the building only catch litter and do not add to the integrity of a hard setting. Spend the money on some quality paving with appropriate trees.</li> <li>6. The fenestration is reminiscent of a converted office building. Someone mentioned external louvres - need to be shown on any planning drawing. Be careful that balconies, if incorporated, do not become external storage areas.</li> <li>7. Are the ceiling heights appropriate? - for a care home, ensure no suspended tiled ceilings - negative impact on atmosphere and lighting. Hopefully none are intended.</li> <li>8. A very large basement - purpose?</li> <li>9. Small scale 'green roofs' are not a very important contributor to sustainability, as problems of maintenance can easily cancel any benefits.</li> <li>10. Is the entrance area environment - form and layout- welcoming? Canopy? Visible from reception desk, if there is one?</li> <li>11. Identify locations of external signage, leading to and on the building - size and type?</li> <li>12. Identify at least 2 other Care Homes that you rate highly as providing, through management and facilities, the quality of service to be emulated or bettered.</li> </ol> <p>Comment 2: Thanks for your response to the points I raised earlier. As an architect, I don't get much sense of the essence of the care home as will be experienced by the residents. Perhaps the building design is safeguarding another future use, should the care home prove to be unviable. This could make perfect sense, but if so, then it should be acknowledged. Alternatively, it may just be the modern interpretation of a building expressed by marketing agents as opposed to the architect - whom I feel, should inject some empathy for the future occupants into any planning application, beyond the necessary but rather cold, statistics of required accommodation. This would be of great benefit and re-assurance to the councillors and the neighbouring residents, which is the object of planning applications. All the best with your development.</p>
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END OF APPENDICES

# Your Shout

107 China Works  
Black Prince Road  
Albert Embankment  
London  
SE1 7SJ

0800 955 1042