

Statement of Community Involvement

18-23 Hand Court
High Holborn Estate
SRG Holborn Ltd.

26th September 2018

SRG Holborn

18-21 and 22-23 Hand Court: summary of consultation activity

August 2018

Executive summary

Four Communications, a specialist community engagement agency, was appointed to undertake consultation and engagement activities in support of the proposals for 18-21 and 22-23 Hand Court. The brief was to inform key stakeholders and neighbours about the proposals, answer any questions, and receive feedback. This was felt to be the appropriate level of consultation given the scale of the development.

In summary, consultation activity for this site has consisted of:

- **A stakeholder audit** was undertaken to gain an understanding of key political and community stakeholders in the area.
- **Stakeholder letters** were sent to ward councillors and key local groups, offering one-to-one briefings.
- **Letters to neighbours** were sent to c.200 properties in the area immediately around the site.
- **Stakeholder and resident enquiries** were responded to in a timely manner.

Introduction

Consultation activities for this application were undertaken by Four Communications on behalf of SRG Holborn Ltd (the Applicant). All activities were carried out in conjunction with the Applicant's project team and parallel to their pre-application engagement with the London Borough of Camden.

Formal consultation and engagement started in April 2018. After this time, a number of communication methods were used to inform stakeholders and neighbours about the development of the proposals. Details of this consultation activity are set out below.

Consultation activity and outcomes

Stakeholder audit

At the outset of the project Four Communications undertook a detailed audit of the key politicians and active local community groups and organisations in the local area to inform their stakeholder

engagement. The political and community stakeholders who were contacted about the application are as follows:

- Cllr Julian Fulbrook, ward councillor for Holborn & Covent Garden
- Cllr Awale Olad, ward councillor for Holborn & Covent Garden
- Cllr Sue Vincent, ward councillor for Holborn & Covent Garden
- Bloomsbury Association
- Bloomsbury Conservation Area Advisory Committee (BCAAC)

Stakeholder letters

Formal letters were issued to all the stakeholders identified in the audit by Royal Mail and by email. These letters contained details about the proposals and made the offer of a face-to-face briefing. A telephone number and email address was provided for stakeholders to contact Four Communications to arrange a briefing or to ask any questions about the proposals. A copy of the stakeholder letter is included as *Appendix I*.

Letters to neighbours

A letter was sent by Royal Mail to c.200 residents and businesses in an area around the site. Copies of both the distribution area and the letter to neighbours are included as *Appendix II* and *Appendix III* respectively.

These letters explained the proposals and provided a telephone number and project e-mail address, where neighbours were invited to direct their questions and feedback about the proposals.

A small number of people got in touch to request further information about the scheme. All enquiries were managed by Four Communications, who responded to these requests in a timely manner and liaised with the wider project team to provide detailed answers to questions and images where relevant. These conversations were generally positive, with neighbours welcoming the proposed changes.

Conclusion

In bringing forward redevelopment proposals for 18-21 and 22-23 Hand Court, the Applicant has proactively sought to engage with elected representatives, neighbouring businesses, residents and local community groups.

Stakeholders and neighbours were informed about the proposals by letter. A small number of conversations were had with neighbours, and the limited feedback received was positive.

The project team is committed to ongoing engagement with local politicians, residents, businesses and groups. The dedicated telephone number and email address will remain in operation should any members of the local community have any questions or concerns.

Appendices

Appendix I: Stakeholder letter

Appendix II: Distribution map

Appendix III: Letter to neighbours

Appendix I: Stakeholder letter

[Name]
 [Role]
 [Organisation]
 [Address 1]
 [Address 2]
 [Post code]

four

Four Communications Ltd
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 London SE1 9BF

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 F: +44 (0)20 3697 4201

the independent integrated agency
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8 June 2018

Dear [insert name],

Proposals for the redevelopment of 18-21 and 22-23 Hand Court

I am getting in touch on behalf of SRG Holborn Ltd, to let you know that they are currently working with BuckleyGrayYeoman architects on proposals for the redevelopment of 18-21 Hand Court, as well as ancillary improvements to neighbouring 22-23 Hand Court.

By way of background, these buildings are located between High Holborn and Bedford Row, bounded on the west by Hand Court and on the east by Brownlow Street. The existing site is a mix of underused office buildings that have been altered unsympathetically, some of which are at the end of their natural life.

Our proposed scheme will provide new state of the art office space in 18-21 Hand Court and refurbish 22-23 Hand Court with a new retail offer. We have designed a scheme that will enhance the setting of the area, sensitively improving and restoring the built environment and public realm. One of our main objectives has been to activate the street frontage of Hand Court, and to improve the way these buildings interact with the public realm through the creation of new flexible ground floor retail units.

As a representative of Holborn and Covent Garden ward, we would welcome an opportunity meet with you to discuss our plans and introduce the project team.

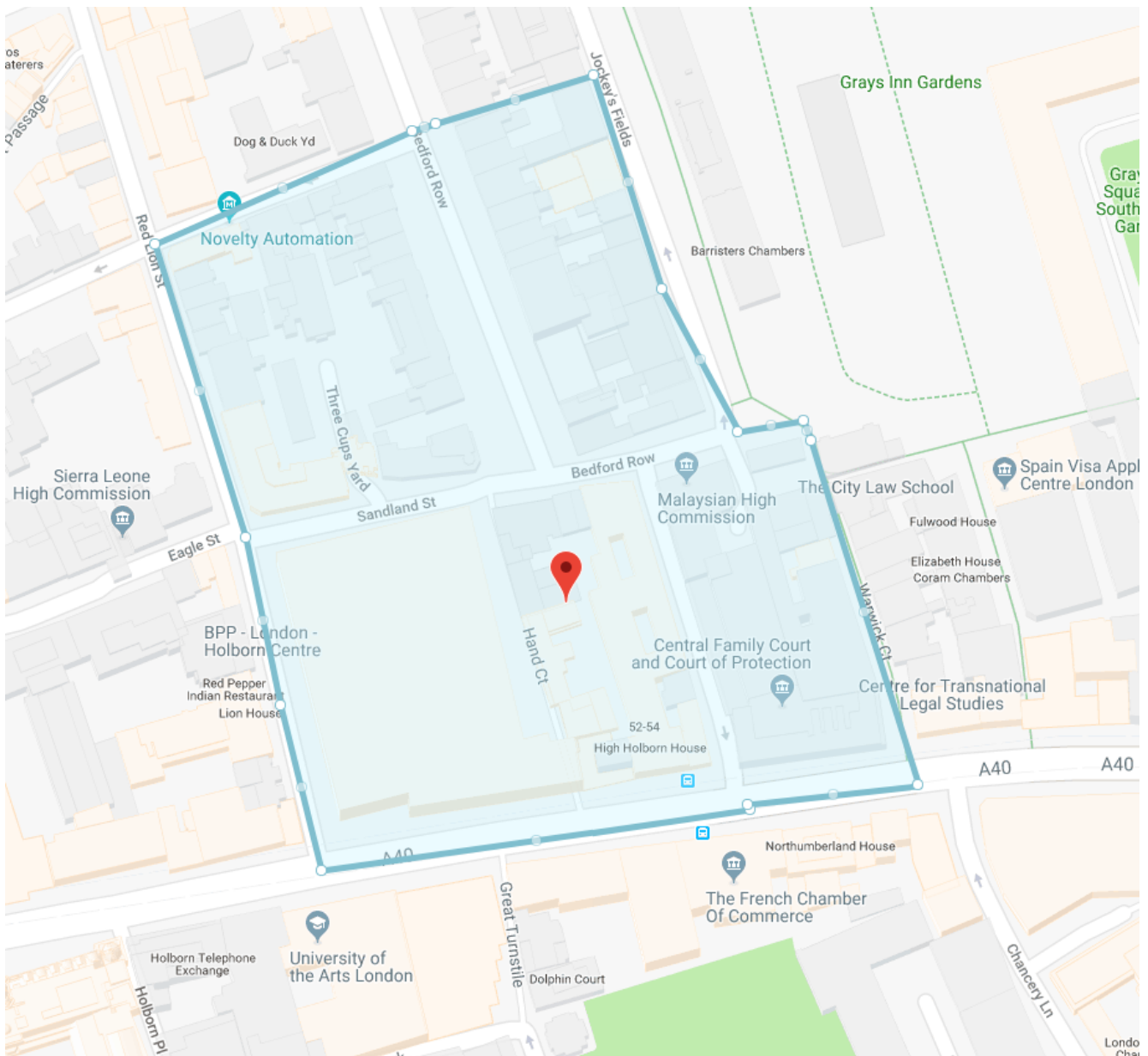
If you have any questions, or would like to arrange a briefing, please do not hesitate to contact Helena Macaskill at Four Communications on HighHolbornEstate@fourcommunications.com or 020 3697 4391.

Yours sincerely,

Four Communications
 On behalf of SRG Holborn Ltd

Registered in England and Wales
 at the above address
 COMPANY NO: 4286449 VAT NO: GB 788 309 873
 Part of Four Communications Group Ltd

Appendix II: Distribution map



Appendix III: Letter to neighbours

The Owner/Occupier
 Address 1
 Address 2
 Address 3
 Post code

four

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 London SE1 9BF

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19 June 2018

Dear Neighbour,

Proposals for the redevelopment of 18-21 and 22-23 Hand Court

I am getting in touch on behalf of SRG Holborn Ltd, to let you know that they are currently working with BuckleyGrayYeoman architects on proposals for the redevelopment of 18-21 Hand Court, as well as ancillary improvements to neighbouring 22-23 Hand Court.

By way of background, these buildings are located between High Holborn and Bedford Row, bounded on the west by Hand Court and on the east by Brownlow Street. The existing site is a mix of underused office buildings that have been altered unsympathetically, some of which are no longer viable commercial spaces.

Our proposed scheme will provide new state of the art office space in 18-21 Hand Court and refurbish 22-23 Hand Court with a new retail offering. We have designed a scheme that will enhance the setting of the area, sensitively, both improving and restoring the built environment and public realm. One of our main objectives has been to activate the street frontage of Hand Court, and to improve the way these buildings interact with the public realm through the creation of new flexible ground floor retail units.

If you have any questions, or would like to discuss the scheme in more detail, please do not hesitate to contact Helena Macaskill at Four Communications on HighHolbornEstate@fourcommunications.com or 020 3697 4391.

Yours sincerely,

Four Communications
 On behalf of SRG Holborn Ltd

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