

Imperial Hotel

Statement of Community Involvement



On behalf of Imperial Hotels London
April 2019



CONTENTS

1. INTRODUCTION	2
2. POLICY FRAMEWORK	3
3. SUMMARY OF PROPOSED APPLICATION	6
4. THE CONSULTATION PROCESS	8
5. THE RESPONSE TO THE CONSULTATION	15
6. SUMMARY AND CONTINUED CONSULTATION	20
APPENDICES	21

1. INTRODUCTION

This Statement of Community Involvement has been compiled by specialist community consultation group Your Shout, part of Thorncliffe, on behalf of Imperial Hotels London (the applicant). This report supports a planning application for the refurbishment and extension of the Imperial Hotel.

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 London Borough of Camden's current Statement of Community Involvement (adopted July 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 2019 NPPF calls for pre-application engagement and front-loading, stating that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for everyone. The NPPF states that “Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.” (p. 13)

Applicants undertaking major developments can 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.

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.

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 July 2016).

LB Camden’s SCI has the following advice for developers’ consultation on planning applications in the borough:

“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 were:

- 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 preapplication 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.”

3. SUMMARY OF PROPOSED APPLICATION



Sketch of refurbished hotel façade

The current hotel

Built in 1966, the 10 storey Imperial Hotel building is located on the eastern side of Russell Square. The building consists of hotel bedrooms, meeting and conference rooms, ground floor retail, bar and concessions facing Russell Square, basement car parking and the feature courtyard. The hotel needs refurbishment and to ensure a high quality experience for guests and visitors we are putting forward our improvement plans for the hotel.

The proposals

- Restore the façade of the hotel with sensitive cleaning and restoration of the feature mosaics, signage and concrete panels.
- Improve the ground floor of the hotel, upgrade the shop fronts and restaurant space, and improve the internal courtyard view from Russell Square.
- Refurbishment and upgrade of all hotel bedrooms and public areas to include new windows and air conditioning throughout.
- Provide a new rooftop sky lounge, restaurant, meeting rooms and garden open to guests and visitors.
- All works to reflect the architectural style of the building and its era.



Sketch of refurbished hotel and courtyard

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 and General Data Protection Regulations.
8. Ensured feedback, 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 London Borough of Camden. Discussions have been ongoing for the duration of the pre-application period. 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

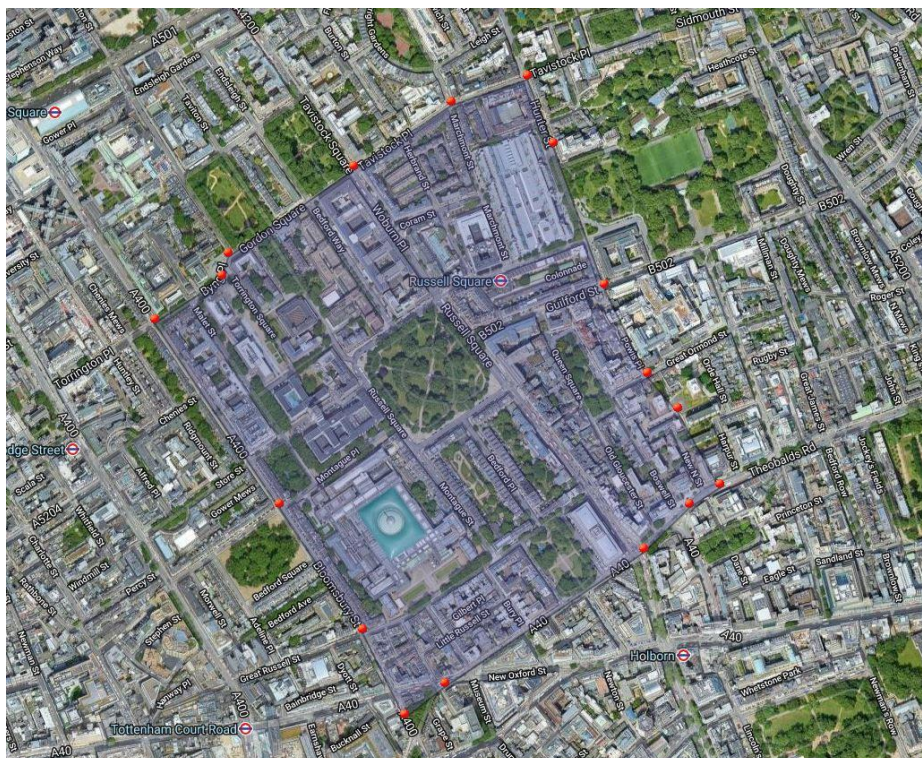
Holborn and Covent Garden and Bloomsbury Councillors were offered one-to-one meetings with the team prior to the public exhibition.

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 exhibitions, offer further information and to make them aware that we were happy to meet with them at a time of their convenience. A full list of the stakeholders invited is available on page 10. We will continue to maintain contact with these individuals and groups as the planning application progresses.

Publicising the consultation

We publicised the consultation to the properties surrounding the hotel 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 4,118 copies of the leaflet, which were delivered by Royal Mail post to ensure correct delivery. The leaflet was delivered to all properties in the area highlighted in the map. A copy of this leaflet is available in **Appendix 2**.



Invitations to the exhibitions and an offer of a one-to-one meeting with the team were sent to the following elected representatives and stakeholders:

London Borough of Camden councillors representing Holborn and Covent Garden ward:

- Cllr Julian Fulbrook
- Cllr Awale Olad
- Cllr Sue Vincent

London Borough of Camden councillors representing Bloomsbury ward:

- Cllr Sabrina Francis
- Cllr Adam Harrison
- Cllr Rishi Madlani

Stakeholder groups

- Association of Bloomsbury Squares and Gardens
- Bedford Estates
- BEE Midtown
- Bloomsbury Association
- Bloomsbury Conservation Areas Advisory Committee
- Bloomsbury Hoteliers
- Camden Civic Society
- Camden History Society
- Covent Garden Community Association
- Fitzrovia Neighbourhood Association
- Friends of Bloomsbury Square
- Friends of Brunswick Square
- Friends of Red Lion Square Gardens
- Friends of Tavistock Square
- Holborn Community Association
- Marchmont Association
- Queen Square Gardens Trustees
- Tropea Café
- West End Community Network

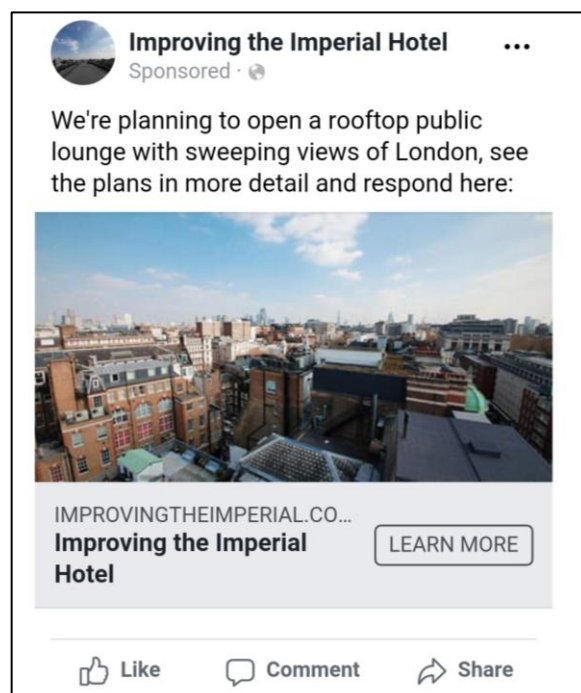
- 54 Russell Square Residents' Group
- Bloomsbury Mansions
- Bloomsbury Residents' Action Group
- Brunswick Tenants and Residents' Association
- Jessel House Residents' Association
- Red Lion Tenants and Residents' Association
- Commissioners of Russell Square
- Kimpton Hotel

Project website

A project website was set up to communicate information and seek feedback on the scheme. The website has a unique URL at www.improvingtheimperial.co.uk. A screenshot of the website can be viewed in **Appendix 5**.

The website allows people to access documents such as the display boards for the consultation events and provide their feedback on the scheme. The website will continue to be updated and maintained throughout the planning application process.

As part of the consultation we used social media to notify local people of the improvement plans for the hotel. We did this to specifically target local people between the ages of 18-34, a demographic traditionally under-represented in consultation processes. The below advert was posted on social media platform, Facebook. If consultees clicked onto the link it directed them to the consultation website where they could learn more about the plans and leave their feedback.



Consultation advert posted on social media

Conducting a visible and accessible public exhibition

The public exhibitions took place in the Senate Room at the Imperial Hotel on Thursday 28 March between 12:00pm – 8:00pm and Saturday 30 March 2019 between 9:00am – 1:00pm with 69 people attending across both the exhibition dates.



More photographs of the exhibition are available in Appendix 1

The times and date of the exhibitions were chosen to encourage the maximum number of people to attend, 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 attendees still present to gain full benefit from the exhibitions. The venue was accessible to people with limited mobility.

Posters were placed in the vicinity of the exhibition venue and at the entrance so people could easily find it. Visitors had the opportunity to view six display banners containing details of the scheme, including details of the

proposed development. A copy of the display banners is available in **Appendix 3**.

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 the applicant, the architect, the planning consultant, the heritage consultant and Your Shout were present throughout the exhibition.

Visitors were encouraged to provide their feedback during the public exhibition. There were three options to do this:

- Digital survey (see image 3 in **Appendix 1**)
- Consultees using their mobile phones to scan a code that directs them to the consultation website to complete the online survey
- Hard copy feedback form - a copy of this form is available in **Appendix 4**.

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
- A bespoke email address: imperial@yourshout.org
- A project website: www.improvingtheimperial.co.uk

The feedback form contained GDPR-compliant information on how the responses provided would be used, which read as follows:

Data will be held by Your Shout and the project team. By volunteering this information you are giving your consent for us to process your data regarding the Imperial Hotel project. Your comments, name and address details may be given to the council as part of the planning application process.

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. 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 survey, both online and hard copy asked for written comments about the plans 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.

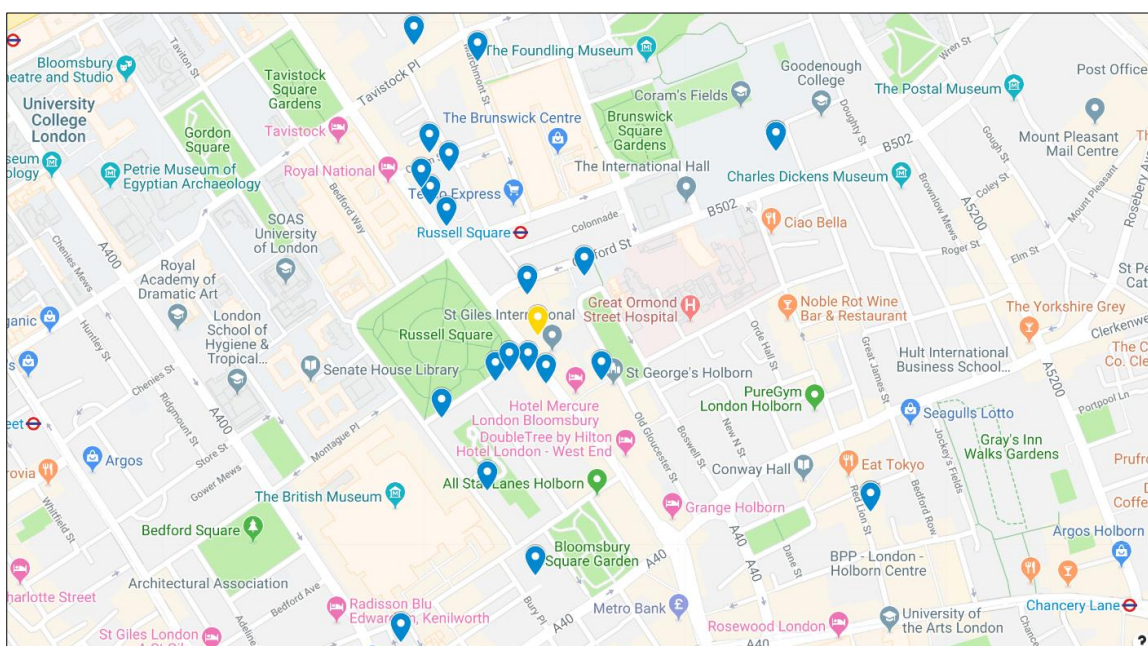
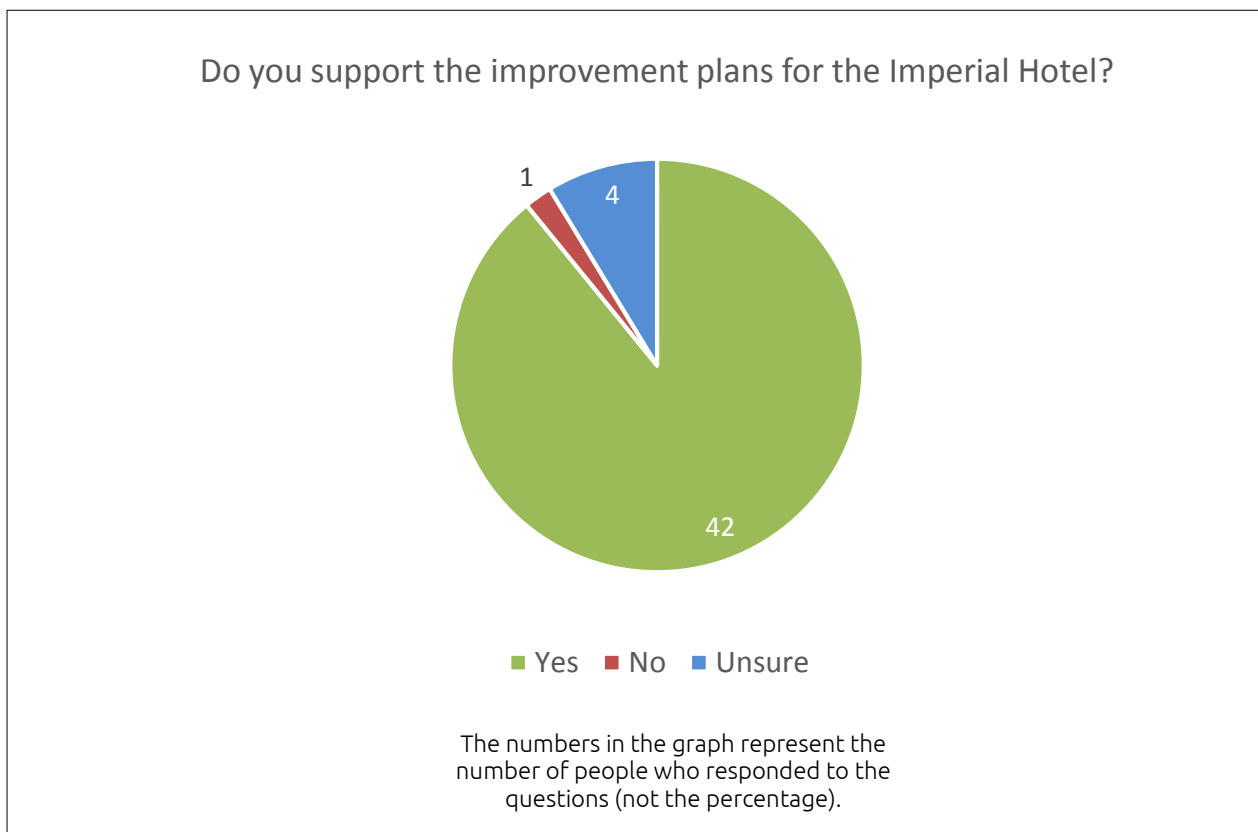
This Statement of Community Involvement will be made available, alongside other planning documents, as part of the planning submission to the London Borough of Camden.

The freephone, freepost, email address and website 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

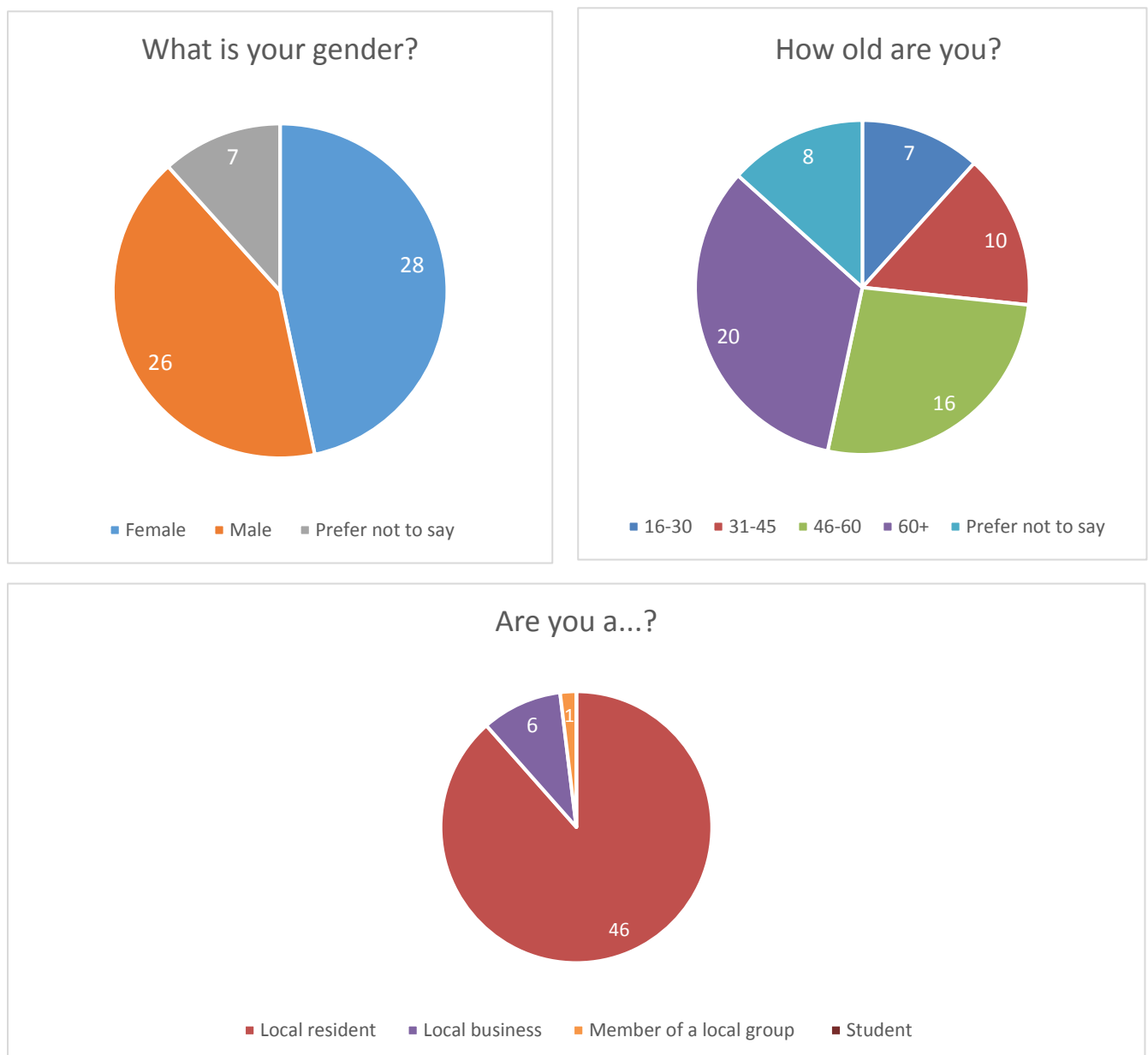
69 people attended the exhibition. 34 people provided feedback on the day with 15 sending in comments via Freepost. 12 people provided feedback on the consultation website following the consultation.



We have plotted a map, using Google My Maps, to show the locations of the addresses given by people who responded to the consultation. The hotel is marked in yellow and the approximate location of respondents marked in blue.

Demographics

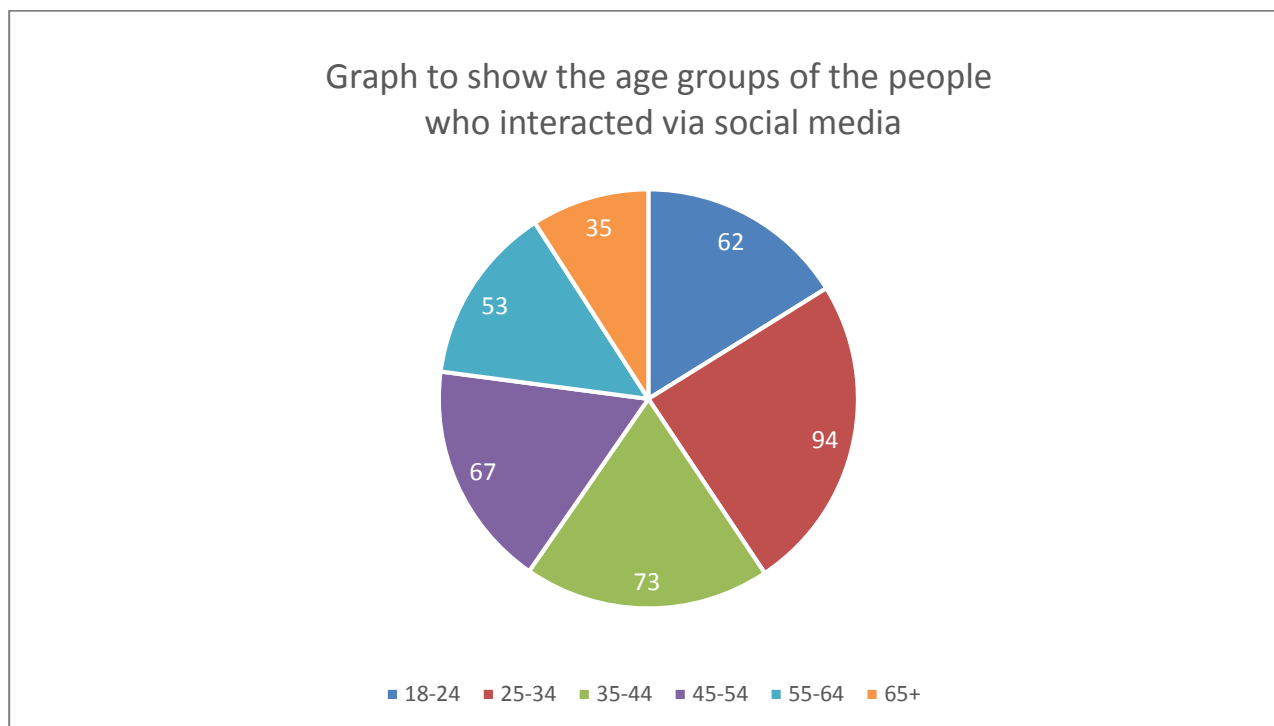
(including freepost feedback forms, exhibition feedback and online feedback)



The numbers in the graph represent the number of people who responded to the questions (not the percentage).

Response to the social media advert

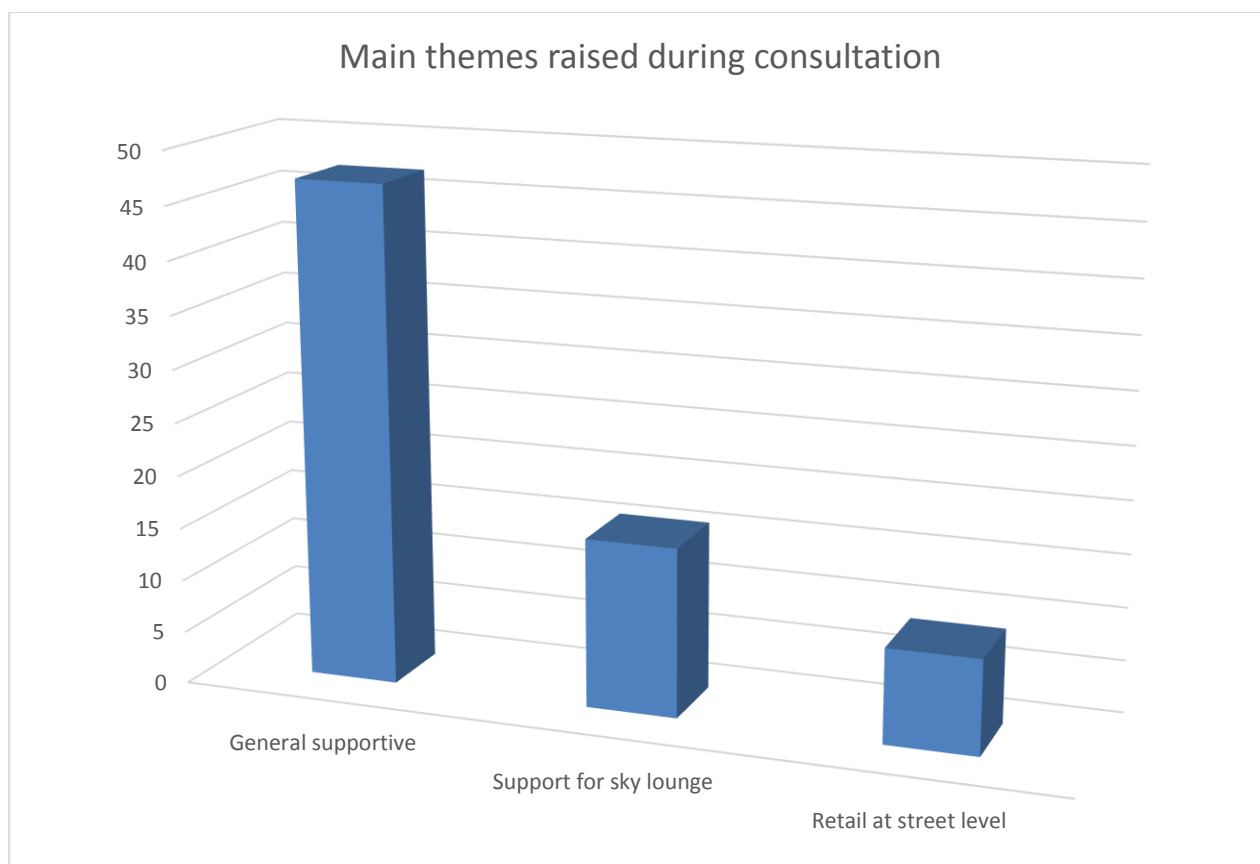
The social media advert targeted residents in the surrounding area, with 384 people interacting with the proposals.



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. A total of 54 people left comments. The full comments received are included in **Appendix 6**.

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



Themes from feedback

The feedback received covered a number of themes; the most frequent are displayed below:

- **General supportive comments**

Many of the written comments mentioned residents support for the improvement plans for the hotel. Qualitative responses included:

"The plans look to be a great improvement."

"Should be a good improvement."

"I think it is a very nice proposal and look forward to seeing the end product."

"Looks like it will be great - we stay here now and again and look forward to breakfast with a view"

"I am delighted the project is being undertaken in a way sympathetic to both the original design of the hotel and the local area."

Applicant's response:

We are very pleased to have received so much support for the improvement plans.

- **Support for Sky Lounge**

Many of the comments included support for the Sky Lounge on the 10th floor. Qualitative responses include:

"Good that the public will have access to roof-top and can admire the fantastic views."

"Great to make the best of viewing possibilities."

"I like the upper line of the sky lounge."

Applicant's response:

We are very happy that the Sky Lounge proposals are supported by local people.

- **Retail at street level**

Some of the comments mentioned the shops that face onto Russell Square. There were questions on whether the same shops will remain following refurbishment or if new shops will move in. Qualitative responses included:

"I really hope the shops (not just shop fronts) themselves will improve."

"It would be good if you can also improve the quality of the shopping offers on the ground floor (eg get rid of tourist tat!)"

"I wonder if the proposed retail shops will attract tenants. I hope they will not just be selling tourist tat or even more coffee"

Applicant's responses:

The shop fronts will be improved by way of a co-ordinated design which will relate to the hotel elevation above.

6. SUMMARY AND CONTINUED CONSULTATION

The applicant has undertaken public consultation to ensure local stakeholders have had an opportunity to comment on the 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 planning officers. Where information has been requested, it has been supplied in an easy to understand way.

The applicant held two public exhibitions of the proposals in March 2019. The public exhibitions were well advertised with the delivery of information leaflets to the local area and adverts on social media. Key stakeholders and councillors were notified with an email invitation. In total, 69 attended to view the plans in person.

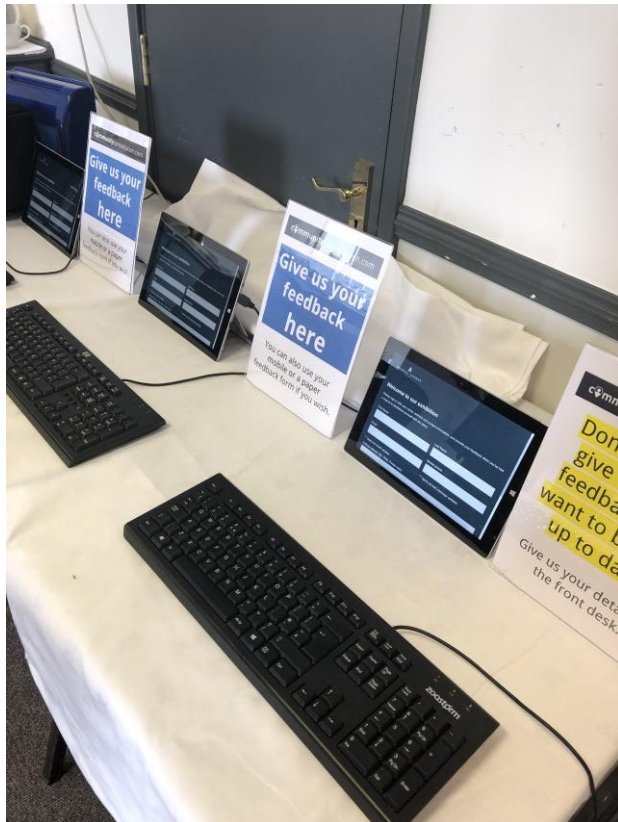
The public exhibitions consisted of banners that gave a clear indication of the proposals. Members of the applicant's professional team were in attendance to answer any questions. A wide variety of ways to respond to the public consultation were available. Feedback could be given by using the feedback form, freephone number, online survey, 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.

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.

April 2019

Appendix 1: Public exhibition – photos





Appendix 2: Public exhibition – invitation leaflet




FREEPOST RTXU-JGSR-KHLE
 Imperial Consultation
 Your Shout
 312 China Works
 Black Prince Road
 London SE1 7SJ





The Imperial Hotel today

Improving the Imperial Hotel

The Imperial Hotel is proud to present proposals to improve the appearance of this important building and provide more facilities for guests and visitors.

Visit our exhibition to view the plans:

Where: Senate Room, Imperial Hotel
61-66 Russell Square, Bloomsbury, London WC1B 5BB

When: Thursday 28 March 12:00pm - 8:00pm
Saturday 30 March 9:00am - 1:00pm


IMPERIAL LONDON
HOTELS

Our plans:

After extensive discussions with Camden Council, we are keen to discuss our proposals with residents and businesses. We propose to:

- Restore the façade of the hotel with sensitive cleaning and restoration of the feature mosaics, signage and concrete panels.
- Improve the ground floor of the hotel, upgrade the shop fronts and restaurant space, and improve the internal courtyard to soften the view from Russell Square.
- Refurbishment and upgrade of all hotel bedrooms and public areas to include new windows and air conditioning throughout.
- Provide a new rooftop sky lounge, restaurant, meeting rooms and garden open to guests and visitors.
- All works to reflect the architectural style of the building and its era.

Our exhibition is a great opportunity to meet the team, ask any questions you may have and leave your feedback. We look forward to seeing you. If you have any questions please get in touch using our contact details below.

Find out more

Senate Room, Imperial Hotel
61-66 Russell Square, Bloomsbury, London WC1B 5BB

Thursday 28 March 2019
12:00pm - 8:00pm

Saturday 30 March 2019
9:00am - 1:00pm

Contact us

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

imperial@yourshout.org

ImprovingTheImperial.co.uk



Feedback Form

We want to know what you think about these proposals. Please fill out this form and return it in the post, you won't need a stamp!

NAME: _____

ADDRESS: _____

POSTCODE: _____

EMAIL: _____

TEL: _____ DATE: _____

- Q1. What is your age bracket?**
- 16 - 30 31 - 45 46 - 60
 Over 60 Prefer not to say

- Q2. What is your gender?**
- Female Male Prefer not to say

- Q3. Are you...?** Please tick all that apply
- A local resident A member of a local group
 A local business Other _____


Q4. Do you have any comments on our proposals?

Data will be held by Your Shout and the project team. By volunteering this information you are giving your consent for us to process your data regarding the project. Your comments will be given to the council as part of the planning application process. 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. 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.

SEND US YOUR VIEWS ON THE PLANS

Appendix 3: Public exhibition: Display banners



Improvement plans for the Imperial Hotel

Welcome


Thank you for visiting our exhibition.

We are delighted to welcome you to view our proposals to improve the appearance of the Imperial Hotel and provide more facilities for guests and visitors.







If you have any questions, please feel free to speak with a member of the project team.

Built in 1966, the 10 storey Imperial Hotel building is located on the eastern side of Russell Square. The building consists of hotel bedrooms, meeting and conference rooms, ground floor retail, bar and concessions facing Russell Square, basement car parking and the feature courtyard.


The hotel needs refurbishment and to ensure a high quality experience for guests and visitors we are putting forward our improvement plans for the hotel.



The Imperial Hotel



Photographs from inside the Imperial Hotel



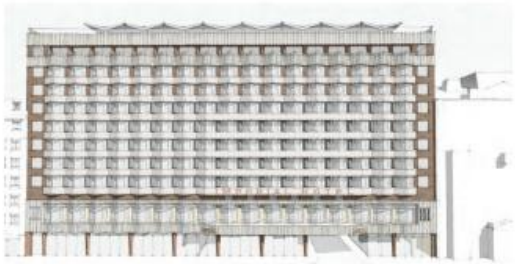
Improvement plans for the Imperial Hotel

Restoration of façade


The proposals include the restoration of the hotel façade. The existing façade is in need of cleaning, general repair and refurbishment. The proposed works will include sensitive cleaning of the feature mosaics and concrete paneling, and replacement of the windows and lighting. The iconic signage will remain and will be restored as this is part of the character of the building and its era.


Concrete finish of existing façade Decorative mosaic feature




Proposed elevation of restored façade including sky lounge on 10th floor




Existing 3D view




Clearing of façade and replacement windows




Existing view from Russell Square



Proposed 3D view



Proposed enhancements



Proposed new view from Russell Square


IMPERIAL LONDON
HOTELS

Improvement plans for the Imperial Hotel


Upgrade to ground floor

The improvement plans include the remodeling of the shop frontage at ground floor level. This includes the removal of the raised terrace to the Night and Day Bar that faces onto Russell Square. The design at ground floor level will reflect the architectural treatment and articulation of the façade and the roof form at high level. The new façade will be elegant and sophisticated and will create a harmonious elevation to the hotel.

These changes will also include improvements to the public realm and the paving.




Sketch of shop front improvements




Precident images of shop front improvements


The courtyard, which is accessed from Russell Square, is the main vehicular drop-off area for guests and will benefit from landscape improvements. The existing tarmac surface of the courtyard will be repaved in more sympathetic materials. The courtyard elevations will be enhanced and the entrance will be relocated to provide direct access to the Atrium Bar.




Sketch of refurbished hotel and courtyard



Façade improvements to courtyard



Courtyard improvements



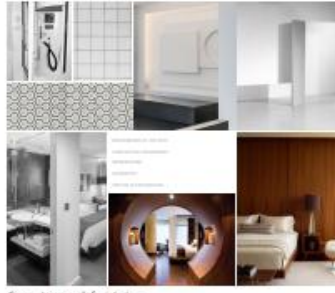
Courtyard precedent images

IMPERIAL LONDON
HOTELS

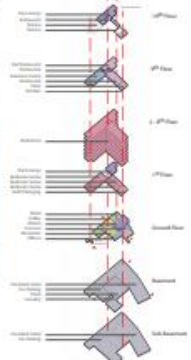

Improvement plans for the Imperial Hotel

Refurbishment of hotel


The plans include the refurbishment of the reception, ground floor areas, all hotel bedrooms, meeting rooms and the reorganisation of the hotel accommodation. The aim is to raise the hotel to Four Star standard whilst retaining the character of a much loved building in Russell Square.




Concept proposals for interiors


Precident images of refurbished hotel bedrooms



Concept ideas for bedrooms refurbishment




Concept ideas for public areas refurbishment


IMPERIAL LONDON
HOTELS

Improvement plans for the Imperial Hotel

Sky lounge

The proposals include a rooftop extension that will offer a new publicly accessible sky lounge. The sky lounge will be set back from the main building façade and in line with the existing service riser on the roof. Located on the 10th floor, the new sky lounge will be a place for guests of the hotel and visitors to enjoy the amazing views over Russell Square and of London's skyline.



The sky lounge







Image of Imperial Hotel from street level to show new sky lounge on 10th floor



The sky lounge close up




Section of the existing hotel Section of the proposed hotel


IMPERIAL LONDON
HOTELS





Improvement plans for the Imperial Hotel

Next steps



Improvements to the rear of the hotel including external courtyard

Expected timeline

March 2019	Spring 2019	2020	2021/22
			
Consultation	Submission of planning application	Start on site	Completion

Tell us what you think

We welcome your thoughts on the proposal. Complete one of our feedback forms today, or send it back to us **FREEPOST**.

FREEPOST RTXU-JGSR-KHLE
Imperial Consultation
Your Shout
312 China Works
Black Prince Road
London SE1 7SJ

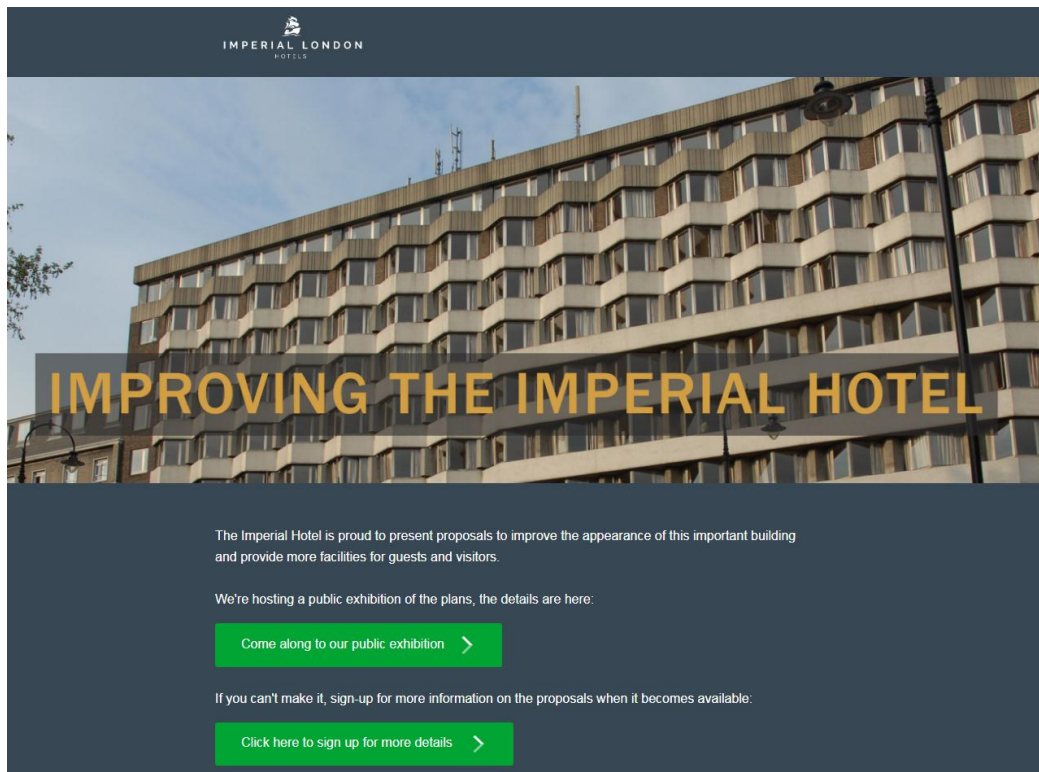
If you have any questions you can call or e-mail our team on:
0800 955 1042
(020 7587 3049 from a mobile)
Imperial@yourshout.org
ImprovingTheImperial.co.uk

Thank you for visiting our public exhibition.

Appendix 4: Public exhibition: sign in/feedback form

SIGN IN FORM	IMPERIAL HOTEL	FEEDBACK FORM	IMPERIAL HOTEL
28 + 30 March 2019	Public Exhibition	28 + 30 March 2019	Public Exhibition
<p>PLEASE LEAVE THIS SECTION AT THE FRONT DESK BEFORE YOU VISIT THE EXHIBITION, AND COMPLETE THE OTHER SECTION BEFORE YOU LEAVE. THANK YOU.</p>		<p>We want to know what you think of the improvements. Please complete this form and return it before you leave today.</p>	
<p>PLEASE PRINT CAREFULLY (Please make us aware if you would not like us to take pictures of you or your children as a record of this event)</p>		<p>Alternatively, you can send this completed form back to us at: FREEPOST RTXU-JGSR-KHLE, Imperial Hotel, Your Shout, 312 China Works, Black Prince Road, London SE1 7SJ E-mail: imperial@yourshout.org Website: www.ImprovingTheImperial.co.uk Tel: 0800 955 1042</p>	
NAME: _____		Q1. What is your age bracket?	Q2. What is your gender?
		<input type="radio"/> 16 - 30 <input type="radio"/> Over 60 <input type="radio"/> 31 - 45 <input type="radio"/> Prefer not to say <input type="radio"/> 46 - 60	<input type="radio"/> Female <input type="radio"/> Male <input type="radio"/> Prefer not to say
ADDRESS: _____		Q3. Are you...? Please tick all that apply	
		<input type="checkbox"/> A local resident <input type="checkbox"/> A local business <input type="checkbox"/> A member of a local group (please state/specify) _____ <input type="checkbox"/> Other (please state/specify) _____	
POSTCODE: _____		Q4. Do you support the improvement plans for the Imperial Hotel?	
		<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure	
EMAIL: _____		Your comments:	
TEL: _____			
<p>Data will be held by Your Shout and the project team. By volunteering this information you are giving your consent for us to process your data regarding the Imperial Hotel project. Your comments will be given to the council as part of the planning application process. You are also confirming you are aged 16 or over.</p>		<p>Data will be held by Your Shout and the project team. By volunteering this information you are giving your consent for us to process your data regarding the Imperial Hotel project. Your comments will be given to the council as part of the planning application process. You are also confirming you are aged 16 or over.</p>	
<p>You can withdraw consent for us to use your data at any time by emailing us at 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.</p>		<p>You can withdraw consent for us to use your data at any time by emailing us at 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.</p>	

Appendix 5: Consultation website



IMPERIAL LONDON
HOTELS

IMPROVING THE IMPERIAL HOTEL

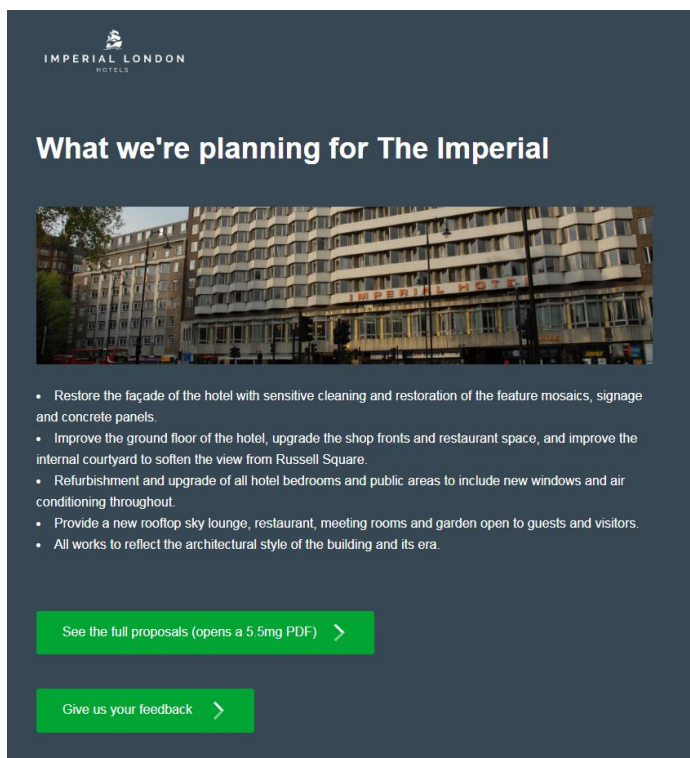
The Imperial Hotel is proud to present proposals to improve the appearance of this important building and provide more facilities for guests and visitors.

We're hosting a public exhibition of the plans, the details are here:

[Come along to our public exhibition >](#)


If you can't make it, sign-up for more information on the proposals when it becomes available:

[Click here to sign up for more details >](#)



IMPERIAL LONDON
HOTELS

What we're planning for The Imperial



- Restore the façade of the hotel with sensitive cleaning and restoration of the feature mosaics, signage and concrete panels.
- Improve the ground floor of the hotel, upgrade the shop fronts and restaurant space, and improve the internal courtyard to soften the view from Russell Square.
- Refurbishment and upgrade of all hotel bedrooms and public areas to include new windows and air conditioning throughout.
- Provide a new rooftop sky lounge, restaurant, meeting rooms and garden open to guests and visitors.
- All works to reflect the architectural style of the building and its era.

[See the full proposals \(opens a 5.5mg PDF\) >](#)

[Give us your feedback >](#)









Appendix 6: Comments from consultation (Feedback form, email and online survey responses)

	General supportive comments	Support fo sky lounge	Retail on ground floor	Tags
Comments <i>(transcribed verbatim)</i>				
Please include "shrubs" etc in front of hotel as is further down Southampton Road to keep combat the heavy pollution around Russell Square	✓	✓	✓	Shrubs Pollution
I hope, as part of these (very welcome) plans you will remove or re-design the eyesore of a bar/pub that faces R. Square. It is an ugly, over-lit monstrosity truck stop you can do better. With the new principal hotel, everyone needs to up their games. I wish you well.	✓			Welcome Night & Day Bar
They sound wonderful! I really hope the shops (not just shop fronts) themselves will improve. I also hope that non-guests will be able to use your rooftop lounge as it sounds splendid, as well as gaurded.	✓	✓	✓	Sky lounge Shops
Knowing what the hotel looked like orignally, I am thrilled by these plans. It will be wonderful to have somewhere new to eat in the area + also a dynamic meeting area in the rooftop lounge.	✓	✓		Wonderful Sky lounge
The restoration and refurbishment sounds interesting. It would be very interesting if they have some branded shops on the hotel area it would bring in lot'sof different people as it present the choise of shops are not very attractive.			✓	Shops Interesting
Nice proposal to leave the sky terrace open to everybody - special discounted cafe and or offers for local residents would be easy way to boost the business.	✓			Sky lounge

It all looks good. I'm very in favour of cleaning and restoring the outside of the building and the proposal seems very sensitive. I like the upper line of the sky lounge.	✓	✓		Sky lounge
I have wondered for years when they are going to air-con this place *illegible* and the timing is right. *illegible*	✓			Air-con
Beautiful new public venues. Great to make the best of viewing possibilities.	✓			Views Great
looks very sensible. It would be good if you can also improve the quality of the shopping offers on the ground floor (eg get rid of tourist tat!)	✓		✓	Shops
Very pleased to see a fine piece of concrete architecture being treated with the respect it deserves	✓			Concrete
The plans look to be a great improvement. Suggest facade of shop fronts has uniformity etc. concrete panels, cladding *illegible* existing facade.	✓		✓	Shops Concrete
Have stayed at Imperial when on business or pleasure since 1989. Stayed in all Imperials in Bloomsbury and this is favourite. Once stayed in Holiday Inn (Brunswick Square) and left due to non-opening windows. I am seriously claustrophobic and need opening windows even with AC I worked for Suzy Lamplugh Trust who recommended this as the safest hotel for a single woman in London. Will this still be the case with public access to the sky lounge?	✓			Air-con Sky lounge
Should be a good improvement.	✓			Improvement
would be nice to have a nicer interior compared to next door. I am looking forward to the refurbished restaurant at ground level. Would be good to get rid of the boards at the front of the shops. Making	✓		✓	Interior Shops

sure the toilets are easy to find and safe for visitors.				
I love the 1960's style of this building and glad to see that is being enhanced by the refurbishment, not spoiled	✓			Style
Good that the public will have access to roof-top and can admire the fantastic views. I shall look forward to these facilities opening. From the experience of the street-level shops at what was the Bonnington Hotel, I wonder if the proposed retail shops will attract tenants. I hope they will not just be selling tourist tat or even more coffee	✓	✓	✓	Sky lounge Shops Views Facilities
Will you be restoring the Barbarella Bar? It's a little time capsule, probably untouched since the building was built, and therefore quite interesting. Also, I wonder what the approach will be to the shop fronts? It would be a shame if they all became tourist gift shops - there seem to be more and more of those round here, and they tend to look scruffy and add little to the neighbourhood for locals, so it would be nice if the elegant new frontage also had elegant new shops or cafes that residents could enjoy as well as visitors.			✓	Shops Interesting
The Imperial has a lovely atmosphere. I hope these renovations don't spoil it	✓			Atmosphere
I am delighted the project is being undertaken in a way sympathetic to both the original design of the hotel and the local area. Overlooking the Bedford Hotel garden, as I do, I just hope the Imperial will be equally successful and a pleasure to behold and be in!	✓			Successful
An interesting and timely project, worth the doing -- short of rebuilding the previous building this looks to be a good project and will improve the appearance and function of the building in a particularly interesting part of London	✓			Interesting

i think it is a very nice proposal and look forward to seeing the end product	✓			
looks like it will be great - we stay here now and again and look forward to breakfast with a view	✓			Views
Nice project, just wait to be finish soon. Thanks to improve ours hotels	✓			Nice
The roof garden should be very successful especially with the great view. Interiors necessary - people expect it now! as for the font it should make it look more attractive to visitors, especially the new finish at the top.	✓	✓		Sky lounge Views Interiors
Very positive, particulrarily the development of the roof area	✓	✓		Positive
Really impressive - pleasing to see exterior being improved so well	✓			Impressive
This looks like a necessary improvement and like the idea of the public skylight overlooking Russell Sq	✓	✓		Sky lounge
inspirational and exciting. restaurant name pinnacles	✓			Exciting
Plans are very acceptable	✓			Acceptable
Nice to preserve and echo the brutalist elements. Looks really interesting.	✓			Interesting
Would like to know if you will continue to host Masonic dining after the refurbishment				Masonic
It looks very impressive to me. A welcome improvement.	✓			Welcome
Over the last few years, Russell Square and the surrounding area have improved enormously and this project fits in perfectly with that. Returning the pavement to its full	✓	✓		Sky lounge Views

<p>depth will be excellent to reflect the greater sense of space in the area and "smartening - up" the area will keep the area in touch with its original roots. Having the new restaurant and Sky Lounge will be a great draw for Bloomsbury as a new focal point and with such amazing views to enjoy, this is a winner in my eyes!</p>				
<p>The proposed revamp will enhance the local area. My only concern is that there should be no disruption to traffic in Russell Square/Southampton Row.</p>				<p>Traffic</p>
<p>Having reviewed the plans at the exhibition on 28 March. I am generally in favour of them. The hotel would benefit from refurbishment and the addition of a sky lounge, open to the public, is positive. I am little concerned about the impact on the ground floor businesses. I hope the refurbishment affects them as little as possible as i use them frequently.</p>				<p>Sky lounge Shops Benefit Positive</p>
<p>Lived here for 16 years. Remember walking round with my father as a youngster. Recall original hotel that was demolished - a tragedy. Am very much in favour of proposals, particularly roof top restaurant etc. the façade does need restoration. There re-named Kilroy Hotel is very attractively illuminated at night. Perhaps the facade of the Imperial could be illuminated, thus enhancing the attraction of Russell Square.</p>				<p>Sky lounge Façade</p>
<p>I believe the proposals will be of benefit to guests and local residents in terms of the general upgrade to the area.</p>				<p>Benefit Upgrade</p>
<p>The roof garden should be very successful especially with the great view. Interiors necessary & people expect it now! as for the front it should make it look more attractive to visitors, especially the new finish at the top.</p>				<p>Sky lounge Views Interiors</p>

What level of change will there be. What efforts will be made to make the hotel more eco and environmentally friendly.				Eco-friendly
You do not allow locals to make use of your facilities. You have a late night bar, but do not let us use it.				Facilities
As an urban economics student I am excited to hear that Imperial Hotel is planning to do some major renovations, which will lead to a revitalisation of the neighbourhood. In particular, I like the idea of a roof top terrace which would make use of the significant height of this building. I think it would also help to contribute to the growing nightlife scene of Bloomsbury. With Kimptons Hotel close by, the rooftop would be another attraction of the scene. Also, I like the focus on preserving the history of the building, by maintaining its unique architectural facade.	✓	✓		Sky lounge Façade
Hope it does still have place for Masonic Festive Boards				Masonic
It is great to see a local landmark and loved building is being sympathetically restored, yet brought up to date for future generations to experience and enjoy. I hope it will be accessible for everyone, especially for local people, that have grown up and live in the area, also people who have been working in the area for many years, as they have been out priced and intimidated by other renovations /redevelopments in the area, to go out of the area to socialise and spend quality time with friends and family.	✓			Great
It will be an improvement to the area. A rooftop garden will be an asset, provided it allows visitors as well as residents.	✓	✓		Sky lounge
We fully support the proposed changes, we had no idea until we visited the hotel for the consultation that it had such wonderful views from the top floor, the roof bar will be fabulous!	✓	✓		Sky lounge Views

I really like the idea of the public roof terrace. Russell Square is a fantastic area and a roof space for people to sit back and enjoy the view with a drink would be a great addition.	✓	✓		Sky lounge
Masonic meetings and dining need to be maintained				Masonic
We've always loved the architecture of the Hotel. Its needed an upgrade, in line with the style of building for a long time.	✓			Upgrade
As I said on the day I am really impressed by all the work and studies that your architectural team has undertaken. The proposals look well thought through and even though one might have some views on some of the details, I for one think that over all the proposals are very positive and make great improvements to the hotel and by extension to the neighbourhood.	✓			Positive
The 'New' Imperial will be a welcome addition to the amenities of the square. However I am sad that it will be hidden behind those concrete chevrons of the sixties on the front.	✓			Welcome Concrete
A family run business with great thought and care been put into them I'll try and make public exhibition, but this will depend on my shift patterns.	✓			Great
I support the proposal to renovate the facade; it is something of a design classic; even if the kerb appeal is a bit limited. A rooftop bar would look out over a really interesting vista and would be an addition to the area.	✓	✓		Façade Sky lounge Views
Really good to see all the proposed improveemnts especially smartening up at street level. New sky bar and restaurants will be a great addition to the area.	✓			Sky lounge Shops
Totals:	48	16	9	

Your Shout

312 China Works
Southbank House
100 Black Prince Road
London
SE1 7SJ

0800 955 1042

Your Shout is part of Thorncliffe
Communications Ltd

