



MAGGIE'S

At the Royal Free Hospital

# Statement of Community Involvement



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## Executive Summary

This Statement of Community Involvement has been prepared on behalf of Maggie's, in support of a planning application to build a new Maggie's centre within the grounds of the Royal Free Hospital. Discussions with Camden Council and other stakeholders have helped to develop the project to enable Maggie's to provide their unique support to those living with cancer in north London.

Prior to the preparation and submission of a planning application, Communications Potential undertook a programme of engagement, which included:

- Pre-application meetings with planning officers at Camden Council in 2018 and 2019.
- Meetings with key stakeholders to present the proposals and foster relations going forward.
- A postcard mailout inviting local residents to a public drop-in engagement event.
- A drop-in public engagement event held between 5pm-8pm at the Cancerkin Centre on Tuesday 16<sup>th</sup> July. Members of the project team were available to discuss the draft development proposals, answer questions and encourage feedback.
- An email reminder was sent to key stakeholders regarding a second drop-in public engagement event at the Cancerkin Centre.
- A second drop-in public engagement event held between 5pm-8pm, at the Cancerkin Centre on Wednesday 31<sup>st</sup> July. Members of the project team were, again, available to discuss the proposals for the new centre, answer questions and encourage feedback.
- Key stakeholder events were held at the Cancerkin Centre before each drop-in public engagement event, in order to allow local representatives an early opportunity to view the proposals.
- Follow-up contact with residents and key stakeholders, including those unable to attend the drop-in public engagement events.

All those who engaged in the process were encouraged to provide feedback

All those who engaged in the process were encouraged to provide feedback via the feedback form box, through the post (using a freepost address) or by email.

Approximately 18 people submitted a response to the exhibition event feedback forms and the responses received helped inform the proposals.

Through engagement with Maggie's, the Royal Free London NHS Foundation Trust, Camden Council planning officers and members of the local community, the architect and project team have made changes to the original proposed plans after reflecting on the comments received.

These changes include:

- Alteration to the original layout, allowing for improved landscape setting and the loss of fewer car parking spaces.
- Improved exterior timber walls, opening outwards to allow for more space and a larger rooftop garden.
- An improved pathway from the proposed new centre to Rowland Hill Street hospital entrance.
- An assessment of Bio-diversity impact

Engagement is an on-going process and the project team is committed to continuing the dialogue

Engagement is on-going and the project team is committed to continuing the dialogue, with both Camden Council and the local community, throughout the duration of the planning application.

## 1. Introduction

- 1.1. This Statement of Community Involvement (SCI) has been prepared on behalf of Maggie's, in support of a planning application to build a new Maggie's centre on the grounds of the Royal Free Hospital.
- 1.2. The application site is located in the southwestern corner of the southern car park.
- 1.3. The site is currently used as car parking.
- 1.4. Maggie's firmly believe that the proposals provide a much-needed contribution to cancer services at the Royal Free Hospital
- 1.5. Before preparing a planning application, Maggie's and the Royal Free London NHS Foundation Trust were keen to engage with stakeholders to see what they thought of the proposals. We prepared a stakeholder engagement strategy, to discuss the draft plans with a wide range of stakeholders.
- 1.6. This SCI provides details of the public engagement activities, which were used to communicate the development proposals and seek feedback.
- 1.7. The stakeholder engagement exercise reflects Maggie's and the Royal Free London NHS Foundation Trust's commitment to working closely with the local community to bring forward the best possible proposals for the site.

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The stakeholder engagement exercise reflects our commitment to working closely with the local community to bring forward the best possible proposals for the site.

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## 2. Development Proposals

- 2.1. Full details of the application proposals are set out in the Design and Access Statement. Maggie's are seeking to gain consent for a new centre in the grounds of the Royal Free Hospital.
- 2.2. Maggie's at the Royal Free Hospital has been designed by Daniel Libeskind and his world-renowned architectural practice, Studio Libeskind.
- 2.3. Achieving planning permission is an essential element of Maggie's fundraising strategy and the charity is keen to maintain the momentum of the fundraising secured to date.
- 2.4. Maggie's are confident that the development proposals will be a positive addition to the Royal Free Hospital. The benefits include:
  - Creating a warm and inviting space, full of light and open space, where Maggie's professional teams can offer social, emotional and practical help to those who are affected by cancer,
  - Placing great emphasis on architectural design whilst aiming to provide a comforting place for those relying on the cancer services they provide;
  - Providing an attractive, landscaped public realm and a robust landscaping scheme to connect the new centre with the Rowland Hill Street Hospital entrance; and
  - Consideration of feedback from extensive community engagement and pre-application meetings with Council officers, key stakeholders and local residents.

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Maggie's are confident that the development proposals will be a positive addition to the Royal Free Hospital

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### 3. Planning Policy Context

- 3.1. The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. It outlines and encourages positive community engagement between all parties involved and affected by the proposals. Specifically, the NPPF states that:

*“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”*

- 3.2. The NPPF also recognises that the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities.

- 3.3. Camden Council's SCI sets out the Council's commitment to community involvement in planning. It explains how Camden Council strongly encourages all applicants to engage with local residents who may be affected by proposals before a planning application is submitted.

- 3.4. Camden Council's SCI was adopted by the Council in July 2016.

*“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*

## 4. Engagement Objectives

4.1. The stakeholder engagement strategy was designed to reflect the following key objectives:

- Identification of local groups and individuals who are likely to have an interest in the Maggie's centre proposals.
- Endeavour to identify issues of likely interest or concern to ensure these can be addressed at an early stage.
- Prepare key messages and communicating the many benefits of Maggie's proposals clearly and effectively.
- Obtain elected member support for the proposals.

4.2. At all stages in the process the team has been – and will continue to be – open to responding to feedback on the proposals for a new Maggie's centre at the Royal Free Hospital.

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At all stages in the process the team has been – and will continue to be – open to responding to feedback

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## 5. Key Activity

### Pre-application engagement with officers at Camden Council

- 5.1. In order to seek preliminary feedback from Camden Council, pre-application meetings were held with planning officers from the Council between 2018-2019.

### Engagement with Stakeholders

- 5.2. Once advice and consent had been received from Council officers, key stakeholders and elected representatives were invited to pre-briefing events in advance of the public drop in exhibition events. The purpose of this engagement was to ensure that elected representatives and key local stakeholders, including schools, were kept abreast of the plans to engage with local residents, and offer them an early opportunity to view the proposals. It was also an opportunity to raise awareness to the work undertaken by Maggie's and the benefits a new centre will bring to patients, carers and families in north London.
- 5.3. Camden Council planning officers reviewed the project list of key stakeholders and made a number of suggested additions.
- 5.4. The local MP and ward councillors were provided with a copy of the invitation postcard circulated to local residents so that they were aware of the correspondence circulated prior to the events.
- 5.5. On suggestion from the Royal Free London NHS Foundation Trust, the project team telephoned the office of Tulip Siddiq, Labour MP for Hampstead and Kilburn, to let her know of the plans and explain the proposals and next steps.

Members of the project team were on hand to discuss the proposals and answer questions

### Engagement with Neighbouring Residents

#### Postal communications

- 5.6. A postcard invitation was distributed (using Royal Mail) to residents within the vicinity of the site (110 addresses in total) on Monday 8th July 2019. The invitation advised residents that we would be holding a drop-in engagement event, encouraging them to attend on either Tuesday 16th July or Wednesday 31st July 2019.

#### First public drop-in exhibition event

- 5.7. The first public drop-in exhibition event was hosted at the Cancerkin Centre on Tuesday 16th July 2019 between 5pm-8pm.
- 5.8. Draft plans and illustrations were presented at the drop-in exhibition event and members of the project team were on hand to discuss the proposals and answer questions. Copies of the exhibition boards are provided in the appendices.
- 5.9. The exhibition event allowed residents to view the proposals on large exhibition boards.
- 5.10. Exhibition event attendees were asked to complete a questionnaire form – which could either be completed and returned on the day, or returned using a freepost address.
- 5.11. Further feedback and questions were invited by post or email.

### Second public drop-in exhibition event

- 5.12. The second public drop-in exhibition was hosted at the Cancerkin Centre on Wednesday 31st July 2019.
- 5.13. The purpose of the drop-in exhibition was to provide another opportunity for those not able to attend the first event, to view the proposals and speak with a member of the project team.
- 5.14. Anyone who was unable to attend an event was invited to email the project team and pop into the Cancerkin Centre in their own time to view the exhibition boards as they were kept up until the end of August 2019.

The purpose of the second drop-in exhibition was to provide another opportunity for those not able to attend the first event

## 6. Review of Engagement Exercise and Feedback Provided

### Public drop-in exhibition event – Tuesday 16<sup>th</sup> July 2019

- 6.1. Postcard invitations to the drop-in exhibition event were delivered to 110 residential addresses, with 17 visitors attending the first event.
- 6.2. Comments on the proposals were provided using the feedback forms, of which 9 attendees took the time to complete.
- 6.3. Attendees' comments and questions centred on a number of themes evident throughout conversations during the event and in the written feedback submitted by attendees. These included: the architectural designs of the proposed new Maggie's centre, the profile of Maggie's and the work undertaken to improve the lives of people affected by cancer, the proposed site location within the grounds of the Royal Free Hospital, the connection with the Rowland Hill Street Hospital entrance, the impact of the development on existing car parking spaces and potential construction traffic.
- 6.4. A number of attendees were positive about the high-quality architectural plans and expressed excitement that world-renowned Studio Libeskind is designing the new centre. Residents were pleased to see that high quality design and sensitivity to the unique site location for the new centre were taken into consideration by the project team.
- 6.5. Several attendees remarked that they were pleased to see that the Royal Free London NHS Foundation Trust had worked with Maggie's to identify an appropriate site, which will have a positive impact on the lives of people affected by cancer in north London.
- 6.6. A selection of positive written comments submitted included:
  - *"...it will boost the centre's profile within the community, allowing more people to receive support and raise awareness of the centre's presence."*
  - *"Great concept. The design so simple but also environmentally friendly. I like the wooden sections and it's shaped like a butterfly"*
  - *"Extremely creative"*
  - *"...it is very high end and would attract more visitors and ultimately support more people suffering from cancer within the community."*
  - *"Very interesting and very organic in contrast to the clinical surrounding atmosphere of the hospital. It will be a haven for people who are or have been through very difficult experiences."*
- 6.7. A small number of concerns were raised in comments by attendees at the first event. These issues tended to be in regards to the indicative images displaying the representative floor plans for the new centre. Some sample comments are provided below:
  - *"... another treatment room is needed and a pangen exercise area."*

A number of attendees were positive about the high-quality architectural plans

- *"I understand open plan desirability but think that the current floor plan could inhibit aspects of group work (sharing very personal details in a group)"*
- *"Possibly more thought required on sizes of internal rooms"*

6.8. One respondent commented on the landscaping around the proposed site:

- *"...need to maintain biodiversity and ensure exclusive planting of mature trees in the landscaping."*

#### Public drop-in exhibition event – Wednesday 31<sup>st</sup> July

6.9. The second event followed exactly the same format as the first, with 30 visitors taking the opportunity to attend and review proposals for the new Maggie's centre.

30 visitors took the opportunity to attend the second event and review proposals for the new Maggie's centre.

6.10. There were 10 feedback forms submitted during/after the second exhibition drop-in event on 31<sup>st</sup> July.

6.11. All submitted feedback forms indicated agreement that the Royal Free Hospital would benefit from having a new Maggie's centre.

6.12. All submitted feedback forms indicated that respondents liked the proposed designs for the new centre.

6.13. All submitted feedback forms indicated that those who attended the exhibition drop-in events found it to be helpful.

6.14. A selection of positive written comments submitted during/after the second event included:

- *"Currently the accommodation Maggie's has at the Royal free Hospital is relatively limited although they do amazingly with all they provide. To have a purpose-built centre would truly halo the work they do and provide a wonderful space for everyone..."*
- *"Yes. The environment is so important to someone dealing with a life changing illness, such as cancer, and Maggie centres are the epitome of good practice."*
- *"A quiet space will greatly benefit patients and carers. A non-clinical, easily accessible building is very needed."*
- *"I like the proposed design, especially the idea of a roof garden."*
- *"Lovely shape and design"*
- *"Good innovative architect!"*

6.15. In a similar fashion to the first event, a small number of concerns were by attendees. Some sample comments are provided below:

- *"The look of the building is spectacular but the interior a disappointment, basically a reduction of space for group classes and no therapy rooms."*
- *"I am not sure that there is a need for the very spacious consultation area (as illustrated in the plan)"*

- *"...there is only room for 12 mats in the 'yoga' room and the tai chi etc. is taking place on a small roof terrace..."*
- *"Parking needs to be considered as it's a major issue for patients"*

6.16. In addition to the questionnaire section of the feedback form, an additional comments section was provided to encourage visitors to leave further feedback. A selection of comments submitted can be found below:

- *"This is an exciting development which will benefit a community who need reassurance, support and T.L.C. Great news Thank you."*
- *"Two / duplicated entrances, use valuable interior space. A single entrance on north elevation could gather up clients to a single point from both approaches and is easier to observe."*
- *"The 2 counselling rooms are too large, which many clients may find intimidating and uncomfortable."*
- *"All questions fully answered - gives one confidence..."*

6.17. In addition to the written feedback above, attendees also expressed concerns which can be categorised in the following themes:

- The potential impact on the hospital during construction deliveries.
- Access concerns on Rowland Hill Street,
- The loss of parking spaces in the southern carpark
- The removal of trees and current biodiversity

#### **Meeting with Pegasus Life – 11<sup>th</sup> July 2019**

6.18. Ahead of the first public exhibition event on 16<sup>th</sup> July 2019, members of the project team met with representatives from Pegasus Life, a provider of retirement homes, following completion of their new building 'Belle Vue' on Rowland Hill Street, not far from the proposed site for the new Maggie's centre. The intention of the meeting was to present the proposed plans and initiate a dialogue to foster potential relations going forward. The meeting was also a good opportunity to understand more about key local stakeholders that could influence the project and learn from any past experiences which could facilitate the delivery of the proposals. Pegasus Life were invited to attend both exhibition drop-in events.

An additional comments section was provided to encourage visitors to leave further feedback

## 7. Evolution of the proposals

- 7.1. Maggie's are grateful to all those who took the time to participate in the engagement process and provide feedback.
- 7.2. The proposals have developed through engagement with officers, councillors, residents and stakeholders, which include changes to the site location, size of the external walls, location of entrance/exit door to the proposed centre, internal space on each floor of the centre and designs for the landscaping between the new centre and the entrance to the hospital.

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Maggie's and the Royal Free London NHS Foundation Trust are grateful to all those who took the time to participate in the engagement process and provide feedback.

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## 8. Conclusion

- 8.1. Maggie's and the Royal Free London NHS Foundation Trust are grateful to all those who took the time to participate in the engagement process and provide feedback on the proposals.
- 8.2. Feedback from Council officers and engaged stakeholders has helped to inform and shape the development proposals.
- 8.3. Engagement is an on-going process and the project team is committed to continuing the dialogue with both Camden Council and the local community. In line with this, Communications Potential will continue to maintain open lines of communication for local stakeholders throughout the duration of the planning application.
- 8.4. We will notify all those who participated in the engagement exercise when the planning application is submitted – explaining how feedback has helped shape the plans.
- 8.5. We will refer ongoing enquiries to Camden Council's website and encourage them to submit representations to the Council in the usual way. We will also be monitoring representations and liaising with officers to ensure that appropriate responses are provided.

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Feedback from Council officers and engaged stakeholders has helped to inform and shape the development proposals.

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# Appendix I



## Appendix I: Invitation postcard to residents and stakeholders



**Discover** more about the proposed plans for a **MAGGIE'S** centre at the Royal Free Hospital. Attend one of our drop-in information sessions on either:

Tuesday 16th July  
between 5 pm and 8 pm or  
Wednesday 31st July  
between 5 pm and 8 pm

Maggie's Cancerkin Centre  
Royal Free Hospital  
Rowland Hill Street Hospital Entrance  
London, NW3 2QG

If you are unable to attend or require further information  
email [maggies@communicationspotential.co.uk](mailto:maggies@communicationspotential.co.uk)  
or call: 02073975212



The Occupier  
Address Line One  
Address Line Two  
London  
NW3 \*\*\*

# Appendix II

### Appendix II: Postcard distribution area

Red line drawing illustrating the postcard distribution area.



# Appendix III

## Appendix III: Correspondence with elected representatives

## Example letter – Labour MP for Hampstead and Kilburn



London  
Magdalen House  
149 Tooley Street  
London SE1 2TU  
020 7357 8000

Harrogate  
14-15 Regent Parade  
Harrogate  
HG1 5AW  
01423 502115

Bristol  
13-14 Orchard Street  
Bristol  
BS1 5EH  
0117 214 1820

Tulip Siddiq FRSA MP  
House of Commons  
London  
SW1A 0AA

Our Ref: 4369CPL

8 July 2019

Dear Ms Siddiq,

**Maggie's at the Royal Free London**

We are writing on behalf of Maggie's and the Royal Free London NHS Foundation Trust, to advise you that we are currently developing proposals for a new Maggie's centre on site at the Royal Free Hospital.

As you may be aware, Maggie's is a national charity that provides support to people with cancer, as well as to their friends and families. Maggie's centres are built in the grounds of specialist NHS cancer hospitals, in the most convenient and accessible locations available for patients. The environment they offer is deliberately distinct from clinical treatment facilities. The centres provide a warm and inviting space, full of light and open space, where Maggie's professional teams offer social, emotional and practical help to those whose lives are affected by cancer.

Inspiring architecture is vital to the care Maggie's offers and the charity works with great architects to create the calm environments that are so important to the people who visit and work in Maggie's centres. Maggie's at the Royal Free London is designed by Daniel Libeskind and his world-renowned architectural practice, Studio Libeskind.

Prior to submitting a planning application later this year, the project team will be consulting local residents on the plans for the new Maggie's centre. Members of the local community are invited to drop in to the Cancerkin Centre at the Royal Free Hospital later this month to see the draft proposals. For those who wish to meet the development project team, we are holding two information sessions on Tuesday 16<sup>th</sup> July and Wednesday 31<sup>st</sup> July between 5pm and 8pm, when representatives of Maggie's and Studio Libeskind will be on-hand to answer questions.

As the Member of Parliament for Hampstead and Kilburn, you would be very welcome to attend the public information sessions mentioned above, but we are keen to arrange a briefing meeting with you at the earliest opportunity, to explain our proposals in more detail and ensure you have all the information you require.

We look forward to receiving some date suggestions from your office.

Yours sincerely,

James Hodgson

**Communications Potential**  
London

Directors  
Helen Cuthbert | Stuart Sletter  
Consultant  
Lorna Byrne

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[info@communicationspotential.co.uk](mailto:info@communicationspotential.co.uk)

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Letters to local schools:



**London**  
Magdalen House  
148 Tooley Street  
London SE1 2TU  
020 7357 8000

**Harrogate**  
14-15 Regent Parade  
Harrogate  
HG1 5AW  
01423 502115

**Bristol**  
13-14 Orchard Street  
Bristol  
BS1 5EH  
0117 214 1820

Rosary Catholic Primary School  
238 Haverstock Hill  
Hampstead  
London  
NW3 2AE

Our Ref: 4369CPL

8 July 2019

Dear Mr Keane,

**Maggie's at the Royal Free London: Invitation to members' briefing event, Tuesday 16<sup>th</sup> July or Wednesday 31<sup>st</sup> July**

We are writing on behalf of Maggie's and the Royal Free London NHS Foundation Trust, to invite you to a briefing event to view draft proposals for a new Maggie's centre on site at the Royal Free Hospital.

As you may be aware, Maggie's is a national charity that provides support to people with cancer, as well as to their friends and families. Maggie's centres are built in the grounds of specialist NHS cancer hospitals, in the most convenient and accessible locations available for patients. The environment they offer is deliberately distinct from clinical treatment facilities. The centres provide a warm and inviting space, full of light and open space, where Maggie's professional teams offer social, emotional and practical help to those whose lives are affected by cancer.

Inspiring architecture is vital to the care Maggie's offers and the charity works with great architects to create the calm environments that are so important to the people who visit and work in Maggie's centres. Maggie's at the Royal Free London is designed by Daniel Libeskind and his world-renowned architectural practice, Studio Libeskind.

Prior to submitting a planning application later this year, the project team want to hear feedback from local residents on the plans for the new Maggie's centre. As you can see from the attached postcard invitation, members of the local community have been invited to drop in at any time between 5pm and 8pm on either Tuesday 16<sup>th</sup> July or Wednesday 31<sup>st</sup> July at the Cancerkin Centre, Royal Free Hospital, Rowland Hill Street Entrance, London, NW3 2QG. Members of the project team will be on-hand to answer questions, and exhibition boards will be on display with information about the proposals.

As headteacher of Rosary Catholic Primary School, we would like to invite you to attend a briefing event in advance of either drop-in engagement event, to explain our proposals in more detail and ensure you have an opportunity to ask the project team any questions you may have. These events will run from 4pm-5pm on Tuesday 16<sup>th</sup> July and Wednesday 31<sup>st</sup> July, also at the Cancerkin Centre, Royal Free Hospital, Rowland Hill Street Entrance, London, NW3 2QG.

If you are unable to attend either of the events, we would be pleased to arrange an alternative briefing, and forward you copies of the material presented at the event.

Yours sincerely,

James Hodgson

**Communications Potential**

London

**Directors**  
Helen Culbert | Stuart Slater  
**Consultant**  
Lorna Byrne

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**Harrogate**  
14-15 Regent Parade  
Harrogate  
HG1 5AW  
01423 502115

**Bristol**  
13-14 Orchard Street  
Bristol  
BS1 5EH  
0117 214 1820

Hampstead Hill School  
St Stephen's Hall  
Pond Street  
London  
NW3 2PP

Our Ref: 4369CPL

8 July 2019

Dear Mrs Taylor,

**Maggie's at the Royal Free London: Invitation to members' briefing event, Tuesday 16<sup>th</sup> July or Wednesday 31<sup>st</sup> July**

We are writing on behalf of Maggie's and the Royal Free London NHS Foundation Trust, to invite you to a briefing event to view draft proposals for a new Maggie's centre on site at the Royal Free Hospital.

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Prior to submitting a planning application later this year, the project team want to hear feedback from local residents on the plans for the new Maggie's centre. As you can see from the attached postcard invitation, members of the local community have been invited to drop in at any time between 5pm and 8pm on either Tuesday 16<sup>th</sup> July or Wednesday 31<sup>st</sup> July at the Cancerkin Centre, Royal Free Hospital, Rowland Hill Street Entrance, London, NW3 2QG. Members of the project team will be on-hand to answer questions, and exhibition boards will be on display with information about the proposals.

As Principal of Hampstead Hill School, we would like to invite you to attend a briefing event in advance of either drop-in engagement event, to explain our proposals in more detail and ensure you have an opportunity to ask the project team any questions you may have. These events will run from 4pm-5pm on Tuesday 16<sup>th</sup> July and Wednesday 31<sup>st</sup> July, also at the Cancerkin Centre, Royal Free Hospital, Rowland Hill Street Entrance, London, NW3 2QG.

If you are unable to attend either of the events, we would be pleased to arrange an alternative briefing, and forward you copies of the material presented at the event.

Yours sincerely,

James Hodgson

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# Appendix IV



## Appendix IV: Exhibition event boards

## Welcome to the information event for the new MAGGIE'S centre.

Maggie's is a national charity that provides support to people with cancer, their friends and families. Maggie's centres are built on the grounds of specialist NHS cancer hospitals, in the most convenient and accessible locations available for patients, offering an alternative environment from clinical treatment facilities. Maggie's centres provide a warm and inviting area, full of light and open space, where professional staff are on hand to support people living with cancer.

Our new centre would complement the cancer services provided at the Royal Free Hospital and add to our network of support offered by our existing centres at Charing Cross Hospital, St Bartholomew's Hospital and the Royal Marsden Hospital in south London which is about to open.

The proposed new Maggie's centre is a stand-alone project, promoted by the charity working in conjunction with the Royal Free London NHS Foundation Trust (RFL).



## MAGGIE'S centres

More than 30,000 people are diagnosed with cancer across London each year.

Of these 30,000, some 3,100 newly diagnosed people are treated at the Royal Free Hospital every year.

Over half a million people are living with cancer in London.

Statistics suggest that by 2030 about 1 in 2 people will receive a cancer diagnosis at some point in their lifetime.

## Our Aims

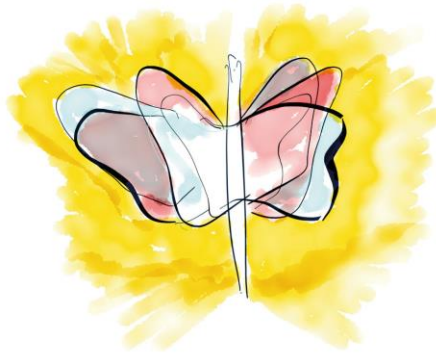
Maggie's is working with RFL to propose a new cancer centre within the grounds of the Royal Free Hospital. Discussions with Camden Council and the local community are underway to bring forward this much needed facility where Maggie's are keen to provide their unique support to those affected by cancer in north London.

Maggie's is an independent national charity and works separately from, but alongside specialist cancer hospitals. The planning application for our proposals will be submitted to Camden Council this autumn.

The proposed centre will provide an environment that is deliberately distinct from clinical treatment facilities, providing a warm and inviting area, full of light and open space, where Maggie's staff can help everyone who needs it.

**"As soon as I entered it was a different world, a calm world. From that day on I felt an affinity with the place."**  
– Gordon, Maggie's Dundee.

**"Cancer hijacks your life and drops you into a situation where you have to learn a new language. Having a Centre within easy reach has been vital in helping me cope."**  
– Rani, Maggie's West London.



MAGGIE'S CENTER

## The Site

The proposed site of the new Maggie's centre lies within the south car park and adjacent embankment at the Royal Free Hospital. The proposed centre has been designed to maximise the space from its modest footprint and is located in the corner of the site to minimise disruption to ongoing services. The positioning allows the centre to be flanked by existing and newly landscaped trees and green space, currently adjacent to the car park boundary.

The proposed centre will be easily accessible from existing hospital facilities. Maggie's and RFL also intend to take the opportunity to make substantial improvements to the green area between the hospital and the new centre.



## The Design

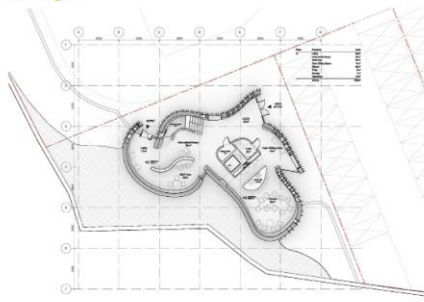
The proposed Maggie's at the Royal Free Hospital has been designed by the renowned Studio Libeskind. Founded by architect Daniel Libeskind, Studio Libeskind has designed many iconic buildings around the world, some small and some large in scale.

The centre has been conceptualised with a combination of Libeskind's resonant, practical and sustainable design and Maggie's core values.

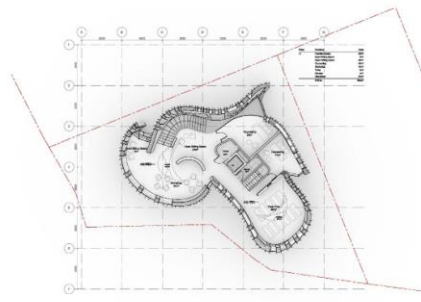
Although limited in size the proposed site will be landscaped with both soft and hardscape areas and offer quiet seating as well as connecting to the hospital entrance.



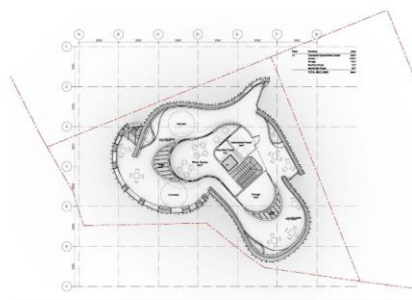
## The Design



Ground Floor



First Floor



Roof Garden

## Important Considerations

The development of a Maggie's centre at the Royal Free Hospital would naturally bring about some short-term impact from construction operations, which would include occupying space set aside for on-site construction within the car park.

The construction of the centre at the Royal Free Hospital would result in the permanent loss of 12 parking spaces. It is acknowledged that during the 12-month construction period, further car parking spaces would be impacted, but this will be more than compensated by the new car parking spaces associated with the Pears Building. The proposed commencement of on-site works has been deliberately scheduled to commence when the Pears Building is complete.



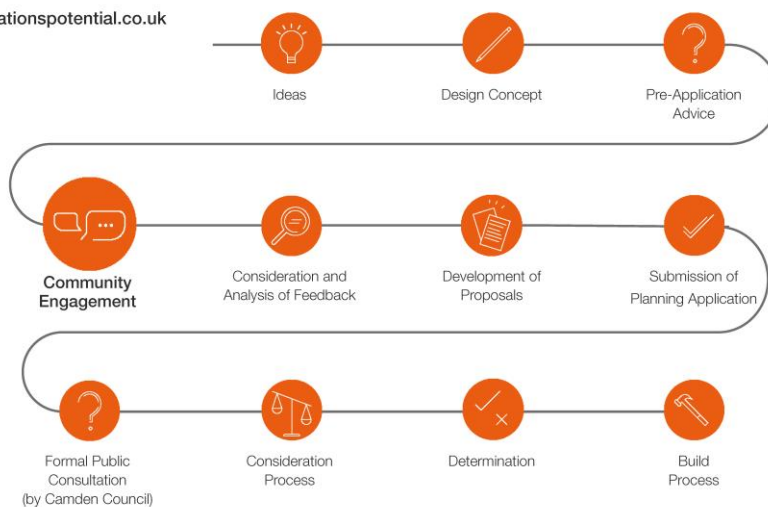
## Next Steps

As part of our desire to work closely with surrounding residents, we would like to keep you updated throughout the planning process.

If you would like to provide your feedback today, please fill in a form and pop it in the secure post box provided. If you would like any further information, get in touch with the team using the contact details below:

**Maggies@communicationspotential.co.uk**

**Tel: 020 7397 5212**



# Appendix V

## Appendix V: Exhibition event feedback form

## Consultation Response Form



First Name:

Address:

Surname:

Email:

Postcode:

Tel:

- 1 Were you previously aware of Maggie's centres and the work they undertake before attending today's event?  Yes  No

Tell us more

- 2 Do you think the Royal Free Hospital would benefit from having a new Maggie's centre?  Yes  No

Tell us more

- 3 Do you like the proposed designs for the new Maggie's centre at the Royal Free Hospital?  Yes  No

Tell us more



4 Did you find today's event helpful?  Yes  No

Tell us more

Additional Comments

By completing this questionnaire, you are acknowledging that the information you provide can be used by Communications Potential Ltd for the purposes of the Maggie's at the Royal Free Hospital consultation exercise. Your comments may be shared with Camden Council, but please be assured that your personal details will not be passed on to any third parties. If you wish to do so, you have the right to withdraw consent for your data to be used. Please email: [Maggies@communicationspotential.co.uk](mailto:Maggies@communicationspotential.co.uk) or call 020 7397 5212.

Please drop your completed form into the feedback box. Alternatively, you can return it in one of the FREEPOST envelopes provided.

Please tick here if you wish to receive further updates from the project partners.