



## Premier Inn Euston

**Proposed extension to Premier Inn London Euston hotel (1 Duke's Road, WC1H 9PJ), London Borough of Camden**

Statement of Community Engagement

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September 2019  
Prepared by Camargue

# 1. Executive summary

- 1.1. Whitbread PLC (Whitbread) is submitting a planning application to extend its existing London Euston Premier Inn hotel (1 Duke's Road, WC1H 9PJ) and reconfigure the ground floor.
- 1.2. The proposals have been developed in response to consistently high occupancy levels and will enable Whitbread to meet demand from guests in the area and address the undersupply of hotel bedrooms around London Euston railway station.
- 1.3. The application is for a two-storey roof extension to the existing hotel and a lower ground plus six-storey rear extension built on stilts in the service yard of the hotel, providing an additional 66 bedrooms. Whitbread also proposes to reconfigure the ground floor of the hotel with a new Bar + Block Steakhouse restaurant, reception and main entrance to the hotel, while the external façade of the hotel and restaurant will be refurbished to improve the overall appearance of the building.

## Pre-application community engagement

- 1.4. Before submitting this planning application, Whitbread communicated with and engaged the local community (its nearest neighbours), key stakeholders at the London Borough of Camden and other local stakeholders through a programme of pre-application engagement.
- 1.5. This document describes Whitbread's approach to community engagement on the proposals.
- 1.6. The primary purpose of the engagement was to raise awareness of the application (i.e. to keep people informed) and to enable a dialogue with relevant stakeholders prior to the submission of the application.
- 1.7. This dialogue will continue throughout the planning process and, if approved, during construction.
- 1.8. Pre-application engagement included a mix of activities in order to be accessible and comprehensive. The range of engagement activity and channels used is covered in this document and included:
  - Meetings held with key neighbours (including the Somerton House Residents' Association and The Place Dance Studio)
  - Letters issued to residents and other neighbours (and follow-up responses, meetings and ongoing dialogue)
  - Briefing with ward councillors
  - Establishing a project website and dedicated communications channels.
- 1.9. A project website ([www.onedukesroadextension.co.uk](http://www.onedukesroadextension.co.uk)) has been created to inform residents and other stakeholders about the proposals and a project email address set up ([info@onedukesroadextension.co.uk](mailto:info@onedukesroadextension.co.uk)). The website contains further information about the proposals, as well as plans and CGIs of what the completed scheme will look like. Whitbread intends to communicate updates on progress and planned work on the website during the planning process and construction (if the scheme receives approval).
- 1.10. Overall, feedback to the proposals was mixed. From our conversations with key stakeholders, it was clear that certain aspects of the proposals were supported, such as the relocation of the rooftop plant equipment to the east of the building and the active frontage along Euston Road with the new Bar + Block Steakhouse restaurant and new entrance. Concerns were raised about other aspects of the proposals, including vehicle movements in the service yard, viewpoints from neighbouring properties and disruption during construction.

- 1.11. Feedback from stakeholders also included issues related to the day-to-day operation of the hotel, and these have been addressed separately with the operations team at the hotel. Effective and appropriate points of contact have been established between neighbours and the management of the hotel.
- 1.12. For the reasons set out within this report, it is considered that Whitbread's approach to pre-application engagement has met the guidance in the NPPF and the council's Statement of Community Involvement (SCI).
- 1.13. It raised awareness of the proposals and ensured that the local community, elected representatives at the council and other key stakeholders were given the opportunity to discuss any comments or views on the proposals with Whitbread prior to submission of the application (and prior to the council's own statutory consultation which would follow receipt of the application).

## **2. Introduction**

- 2.1. This Statement of Community Engagement (SCE) has been prepared by Camargue on behalf of Whitbread ('the Applicant').
- 2.2. It supports a planning application submitted to London Borough of Camden for an extension to the London Euston Premier Inn hotel and changes to the ground floor of the hotel and restaurant building.
- 2.3. Full details of the proposed development are set out in the accompanying Design and Access Statement. Further details are provided in the accompanying technical reports. This SCE should be read alongside these other documents.
- 2.4. The SCE provides a detailed record of the engagement activities and communication of the proposals to inform potential interested parties and local stakeholders of the application proposals and discuss any comments or view with the Applicant.
- 2.5. This community engagement programme was separate from, and in addition to, the pre-application dialogue entered into by the Applicant with the London Borough of Camden and other statutory and technical consultees.

### 3. Approach to engagement

- 3.1. The Applicant's approach to pre-application community engagement has been informed by guidance at both a national and local level. This guidance encourages proactive communication between applicants, local planning authorities and local communities to help facilitate better planning decisions and outcomes.

*"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." (paragraph 39)*

*"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage.... They should also encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications." (paragraph 40)*

**Revised National Planning Policy Framework (NPPF) February 2019**

*"We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application... It is especially important to undertake consultation on a wider scale for major, or potentially controversial, proposals where:*

- the proposals are likely to have a significant impact on the environment or on the local community, and*
- the nature of the development is likely to attract significant local interest." (Paragraph 3.7)*

*"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." (Paragraph 3.8)*

**London Borough of Camden Statement of Community Involvement (SCI) July 2016**

#### The Applicant's approach

- 3.2. With the area surrounding the site mainly commercial in character, and the majority of neighbours and occupiers being businesses, it was considered appropriate to focus pre-application engagement on the properties immediately adjacent to the site and nearby residential properties.
- 3.3. With Somerton House situated above the Duke's Road elevation of the existing Premier Inn hotel, and due to the nature of the extension, it was considered that the residents of Somerton House were the key stakeholders to engage. The Applicant sought to meet the Somerton House Residents' Association to introduce the proposals to them before sending a wider communication to all Somerton House residents.
- 3.4. Other key stakeholders defined by the Applicant included The Place Dance Studio, which is located directly south of the Premier Inn on Duke's Road, and the ward councillors for King's Cross Ward. The Applicant issued invitations to meet with each of these stakeholders.

- 3.5. The purpose of these meetings was to present the proposals, start a dialogue with key stakeholders, provide them with the opportunity to discuss these with the project team and make their views heard.
- 3.6. Responding to recommendations made at these initial meetings, the Applicant broadened the scope of its engagement to include residents and occupiers to the south of Duke's Road and St Pancras Church.

## **4. Engagement activity**

### **Initial meetings with key stakeholders**

- 4.1. On Thursday 6 June, the Applicant contacted the three main stakeholders (Somerton House Residents' Association (SHRA), The Place Dance Studio and the King's Cross ward councillors) to inform them of the proposals and invite them to meet with the project team. An example of the letter sent is available in **Appendix 6.1**.
- 4.2. These meetings were then arranged and took place over the following three weeks.
- 4.3. At the meetings, the Applicant presented the proposals, showed the draft project website and answered any questions the stakeholders wanted to ask. A copy of the presentation used at the meetings is available in **Appendix 6.2**.
- 4.4. The Applicant met with:
  - King's Cross ward councillors Cllr Jonathan Simpson and Cllr Georgie Robertson on Friday 14 June. Cllr Abdul Hai was invited to the meeting but did not attend.
  - The Chair and the Secretary from SHRA on Thursday 20 June.
  - Roy Adkins (Facilities Manager) and Kathryn Martindale (Director of Finance and Resources) from The Place Dance Studio on Wednesday 26 June.

### **Letter to Somerton House residents and following up on requests**

- 4.5. On Thursday 27 June, a letter was issued to all Somerton House residents (32 flats) to inform them about the proposals and point them to the new website for further information and project updates. A copy of this letter is available in **Appendix 6.3**.
- 4.6. At the meeting with SHRA on 20 June, SHRA informed the Applicant that some residents did not understand English well and translations of the letter would be useful. The Applicant sought to find out what languages were required and proceeded to arrange translations of the letter and information on the website into four different languages (Arabic, Filipino, Portuguese and Somali). The translated materials were sent to the respective residences on 17 July and are available in **Appendix 6.4**.
- 4.7. SHRA made a request for all Somerton House residences to be sent printed materials of the proposals as many of the flats do not have access to the internet at home, thus could not access the project website. Printed materials were then issued to all Somerton House residences on 18 July.
- 4.8. The Applicant also provided SHRA with high resolution files of CGI images to support a residents meeting held on 18 July.
- 4.9. SHRA requested that the Applicant meets with the Somerton House residents so they can raise their concerns and ask any questions. The Applicant agreed to this and has proposed this to take place once the planning application has been submitted and all of the technical information is available.

### **Other neighbour letters**

- 4.10. Responding to recommendations made by the King's Cross ward councillors at the initial meeting, the Applicant broadened the scope of its engagement to include residents and occupiers to the south of Duke's Road and the Reverend from St Pancras Church. Letters were issued to approx. 21 properties between 28 June and 5 July.

- 4.11. The Reverend from St Pancras Church acknowledged the letter, confirmed that the proposals looked “fine” from the Church’s point of view and asked to be kept updated on any changes to the proposals, which the Applicant has agreed to.
- 4.12. A discussion took place with the owner of the building directly adjacent to the hotel on Euston Road (137 – 139 Euston Road), informing them and providing details of the proposals. Feedback received was supportive of the proposal to improve the Euston Road frontage and the Means of Escape doorway.

**Issues raised from engagement**

- 4.13. Through our engagement with stakeholders, positive feedback was received on a number of aspects of the scheme, including the relocation of the rooftop plant equipment to the east of the building, moving the hotel entrance from Duke’s Road to Euston Road and the creation of active frontage along Euston Road with the new Bar + Block Steakhouse restaurant.
- 4.14. The main concerns and issues raised during pre-application engagement meetings and other communications are summarised below, along with an explanation of how the Applicant responded to and addressed these issues.

Key issue raised	Response
Vehicle movements within service yard and rights of access to Somerton House car park	The Applicant offered a meeting with its transport consultant (Neil Rowe, RGP), which the SHRA accepted. The meeting took place on 29 July 2019 on-site at the Premier Inn Euston hotel. Mr Rowe talked through the delivery arrangements and management for the trading hotel and the proposals for the service yard. He also answered questions on how deliveries in the service yard would work with the proposed extension in place, including discussion on the delivery management plan, which is submitted as part of this planning application.
Disruption during construction	<p>A draft Construction Management Plan has been submitted with this planning application which outlines what the Applicant will do to minimise the impact of construction on neighbours and the local area. Residents can submit comments on this as part of the planning process and there will be a separate consultation on this Plan if planning permission is granted.</p> <p>The project website will be used to provide regular updates and information on upcoming work throughout the construction programme. The Applicant also intends to explore setting up a Construction Working Group to keep residents informed on current and future activity and to ensure we minimise the impacts as far as possible.</p> <p>The management of construction deliveries is controlled by standards imposed by the local authority and will be agreed specifically for this site. A detailed site access and egress plan will be developed by the contractor should a planning permission be obtained.</p> <p>Contractors will also be required to follow the ‘Guide for Contractors Working in Camden’ also referred to as ‘Camden’s Considerate Contractors Manual’.</p>



	Contact details for the construction team will also be provided throughout the construction.
Disruption from driven piles and laying annexe foundations	This Applicant is proposing that the foundations of the annexe will be of the Rotary Bored (Auger) type, which is common within central London, rather than driven piles. Operations to place piles using a Rotary driven technique are less likely to cause noise and vibration and will be controlled within a carefully planned and monitored noise and vibration plan, to be developed when contractors are appointed.
Lack of greenery and request to incorporate this in the proposals	The Applicant sought views from the SHRA during the meeting on how they would like the new decking space on Duke's Road to be used.  Following the meetings and in response to discussions with the SHRA, the Applicant has incorporated into its proposals the provision of two areas of lightweight sedum green roofing. These will be on the new rear extension, and in the space between the new roof extension and Somerton House. Detailed designs of these new green roofs will be carried out following determination of the planning application.
Impact on privacy and light	The Applicant offered to overlay plans for the rear extension with The Place's internal layouts to better illustrate how the positioning of the rear extension in the service yard related to dance studio and its positioning of windows.  Queries were raised around the impact of the extension on privacy and light of neighbouring properties.  A subsequent meeting was held with The Place on 5 September. From a tour of their building the Applicant is satisfied that privacy will be maintained between the studio space and the hotel as the hotel bedroom windows have been angled away from this window with no direct view.  The planning application includes an assessment of light on adjacent buildings post development.
Building safety and materials	The Applicant is proposing to change the colour of the existing cladding of the hotel. The detailed specification and methodology for this has not been determined at the time of the planning submission.  Should the Applicant obtain planning permission for its proposals then further detailed investigation and review of the existing cladding and re-colouring options will be made to determine its approach.
Effect of the extension on The Place's fire exit	The Applicant has carried out an assessment of how a fire emergency within The Place's building would be managed compared to the existing scenario. There are several entrances on Flaxman Terrace into The Place's buildings which would be used by the fire and other emergency

	<p>services, which are expected to be their preferred route into the building. The existing escape in the rear yard would also remain available via a dedicated pathway around our proposed extension. In addition, proposed access and service yard arrangements have been modelled to accommodate fire tender access – a detailed vehicle path assessment demonstrating this can be found in the Delivery &amp; Service Yard Management Plan.</p> <p>The Applicant arranged a meeting with Kathryn Martindale and Roy Adkins at The Place on 5 September to discuss the fire plan in more detail. Kathryn Martindale confirmed following the meeting that The Place was comfortable with the fire arrangements.</p>
<p>Impact of the ventilation from the new kitchen on The Place's dance studio</p>	<p>The existing kitchen extract discharges at low level into the car park near to the current disabled car parking bays. The new kitchen extract point will be in the same location as there is no feasible alternative position. It is expected that there will be no difference in terms of noise and odour to the current operation.</p>

### Operational issues

- 4.15. A number of other comments were raised regarding the current operations of the Premier Inn hotel and the impact on neighbours.
- 4.16. The SHRA raised operational issues related to the management of and access to the service yard, and how this would be affected by the proposed development. In response, and as part of the application, the Applicant has included proposals for vehicle movement tracking and a draft management plan for the service yard which would be applied on completion of the development.
- 4.17. Concerns about noise from the rooftop plant equipment beside Somerton House were raised. These will be addressed by the relocation of the plant equipment to the east of the building where the proposed rooftop extension will act as a screen to the noise. Further information is detailed in the noise assessment accompanying this planning application.
- 4.18. Other operational issues that were raised are being addressed separately with the operations team at the hotel and these are not considered to be relevant to this planning application.

## 5. Conclusion

- 5.1. It is considered that the Applicant's approach to pre-application engagement has met guidance in the NPPF and London Borough of Camden's SCI.
- 5.2. The Applicant has proactively engaged the local community, elected representatives at the council and other key stakeholders to inform them about plans to submit a new planning application and provide the opportunity to enter into dialogue with the Applicant before the application was submitted.
- 5.3. Constructive meetings were organised by the Applicant, and a dialogue has been maintained with key neighbours and stakeholders (and will continue during the planning process and, if approved, during construction). The Applicant has responded to requests from ward councillors and the local community, including arranging a further meeting with its transport consultant and translating materials into a number of foreign languages to ensure all residents could understand the proposals and have the opportunity to enter into dialogue with the Applicant. A project website was set up to act as the main channel for future communication updates throughout the planning process and during construction.
- 5.4. A range of comments, queries and concerns were raised. There was support for the principle of the scheme and further investment into this hotel. Positive comments were received on the relocation of the rooftop plant equipment to the east of the building and the active frontage along Euston Road with the new Bar + Block Steakhouse restaurant and new guest entrance. The concerns included vehicle movements in the service yard and the impact of the proposed extension to neighbouring properties were raised.
- 5.5. In summary, the Applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been proactive, meaningful and effective.
- 5.6. The Applicant acknowledges that the London Borough of Camden will undertake its own consultation (subject to receiving and registering the application) – and anticipates that the pre-application engagement (as reported here) will assist in that overall process.
- 5.7. The Applicant also intends to maintain contact with key stakeholders during planning of the proposed development and into the construction phase should the application be approved. This liaison will be face-to-face, through the dedicated project website and other forms of communication.

## **6. Appendices**

- 6.1. Initial letter issued to main stakeholders (example)
- 6.2. Presentation as used in meetings
- 6.3. Letter issued to Somerton House residents
- 6.4. Translated materials issued to specific Somerton House residents (in Arabic, Filipino, Portuguese and Somali)
- 6.5. Project website

6.1. Initial letter issued to main stakeholders  
(example)

6 June 2019

[redacted]

Secretary of Somerton House Residents Association

Sent via email: [secretary@somertonhouse.org.uk](mailto:secretary@somertonhouse.org.uk)

Cc: [chair@somertonhouse.org.uk](mailto:chair@somertonhouse.org.uk)

Dear [redacted]

**RE: Premier Inn London Euston hotel and invitation to discuss investment plans**

I'm writing to you to let you know about plans we have to invest in and extend our Premier Inn London Euston hotel (1 Duke's Road, WC1H 9PJ). As the residents of Somerton House are some of our nearest neighbours, I wanted to write to you directly as Secretary of the Somerton House Residents' Association to suggest a meeting with you and the Chair of the residents' association to discuss our plans in greater detail.

We will be getting in touch with all residents of Somerton House and our other neighbours shortly. I appreciate you will want to discuss our proposals with the residents so we see this as an initial meeting to show you our plans, answer any immediate questions you may have and discuss the best way of communicating with the residents.

The proposals involve extending the hotel to provide an additional 67 bedrooms and reconfiguring the ground floor of the hotel building to provide an improved restaurant, new reception and a new main entrance to the hotel from Euston Road (to replace the existing Duke's Road entrance). Our designs have been carefully developed to ensure that vehicle access and parking provision for Somerton House residents is unaffected.

As well as helping to meet strong guest demand to stay at the hotel, we see our plans as an opportunity to invest further into the hotel and reinforce our commitment to the Euston area. The plans will also contribute to an increase in the employment opportunities provided at the hotel and restaurant.

In terms of the timeline, we are contacting you in advance of submitting a formal planning application to the London Borough of Camden later this summer. Of course, following registration of the application, all neighbours and other stakeholders will have the opportunity to formally submit comments on our plans to the Borough.

I would like to propose a meeting at the hotel during the week commencing 17 June, subject to your availability. Please do let us know what date and time would work best for you by contacting our community relations manager James Anderson on [james.anderson@whitbread.com](mailto:james.anderson@whitbread.com) or 07850 944798 to let him know your availability and we can agree on a suitable time to sit down together.

We look forward to hearing from you.

Yours sincerely

Jamie Baker  
Whitbread Hotels & Restaurants

## 6.2. Presentation as used in meetings

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# Premier Inn investing in London Euston

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Thursday 20 June 2019



**Premier Inn**



# Whitbread in Camden

- London is biggest growth area for Whitbread - 50% of targeted growth opportunities are in Greater London
- We have 5 Premier Inn hotels in Camden – Holborn, Euston, St Pancras, Hampstead and Gode Street (hub by Premier Inn)
- Approximately 250 jobs provided across 5 sites
- We're continuing to invest in the Borough with an 80-bedroom hub by Premier Inn (pre-submission) on 115-119 Camden High St



hub Godge St



St Pancras

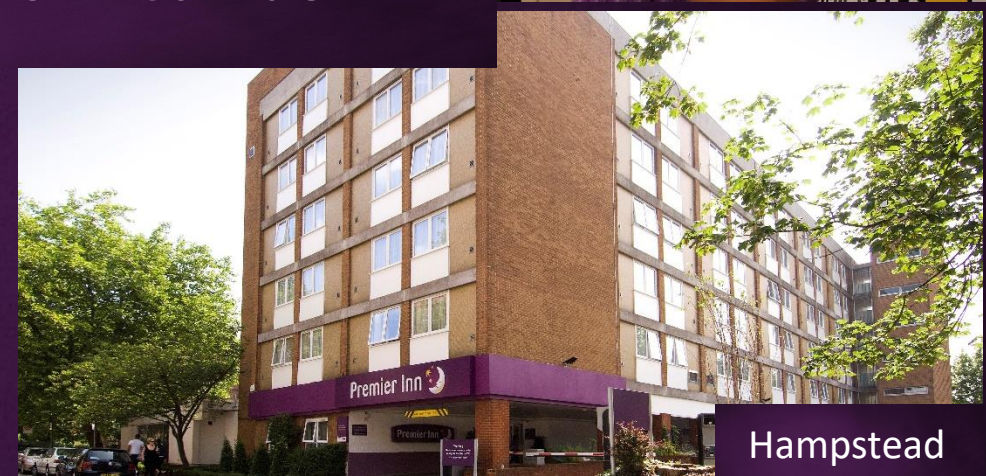
# Premier Inn hotels in Camden



Euston



Holborn



Hampstead

# Premier Inn Euston

- Euston is one of our best performing hotels with consistently high occupancy rates
- Demand from customers is increasing, particularly with improvements to transport connections in the area
- To meet this demand and to reinforce our commitment to Euston, we want to extend our existing hotel and improve our ground floor facilities
- We currently employ 68 colleagues at the hotel – if our proposals are approved, we expect an extra 30 jobs will be created with recruitment focused in Camden

# Our proposals

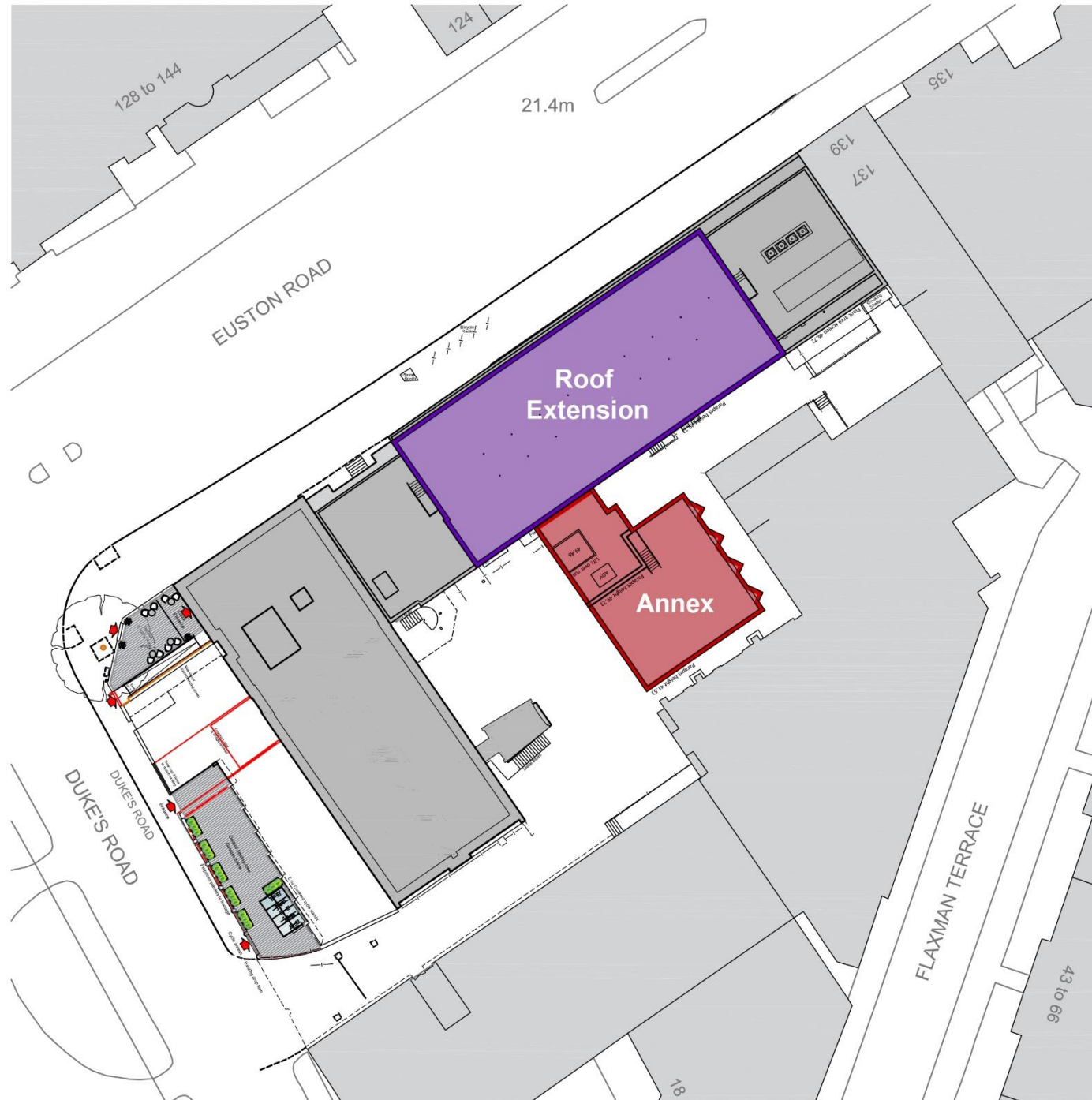
We're proposing to:

- Extend our existing hotel by 67 bedrooms through a two-storey extension to the roof of the existing hotel and an extension to the rear
- Introduce a 200-cover Bar + Block Steakhouse, our latest branded restaurant
- Reconfigure the ground floor to create a new reception area and a new main entrance to the hotel from Euston Road (to replace the existing Duke's Road entrance)
- Enhance the external façade of the hotel and restaurant to improve the overall appearance of the building
- Our designs have been carefully developed to ensure that vehicle access and parking provision for Somerton House residents is unaffected
- The proposals represent a multi-million pound investment

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# Extension Proposals

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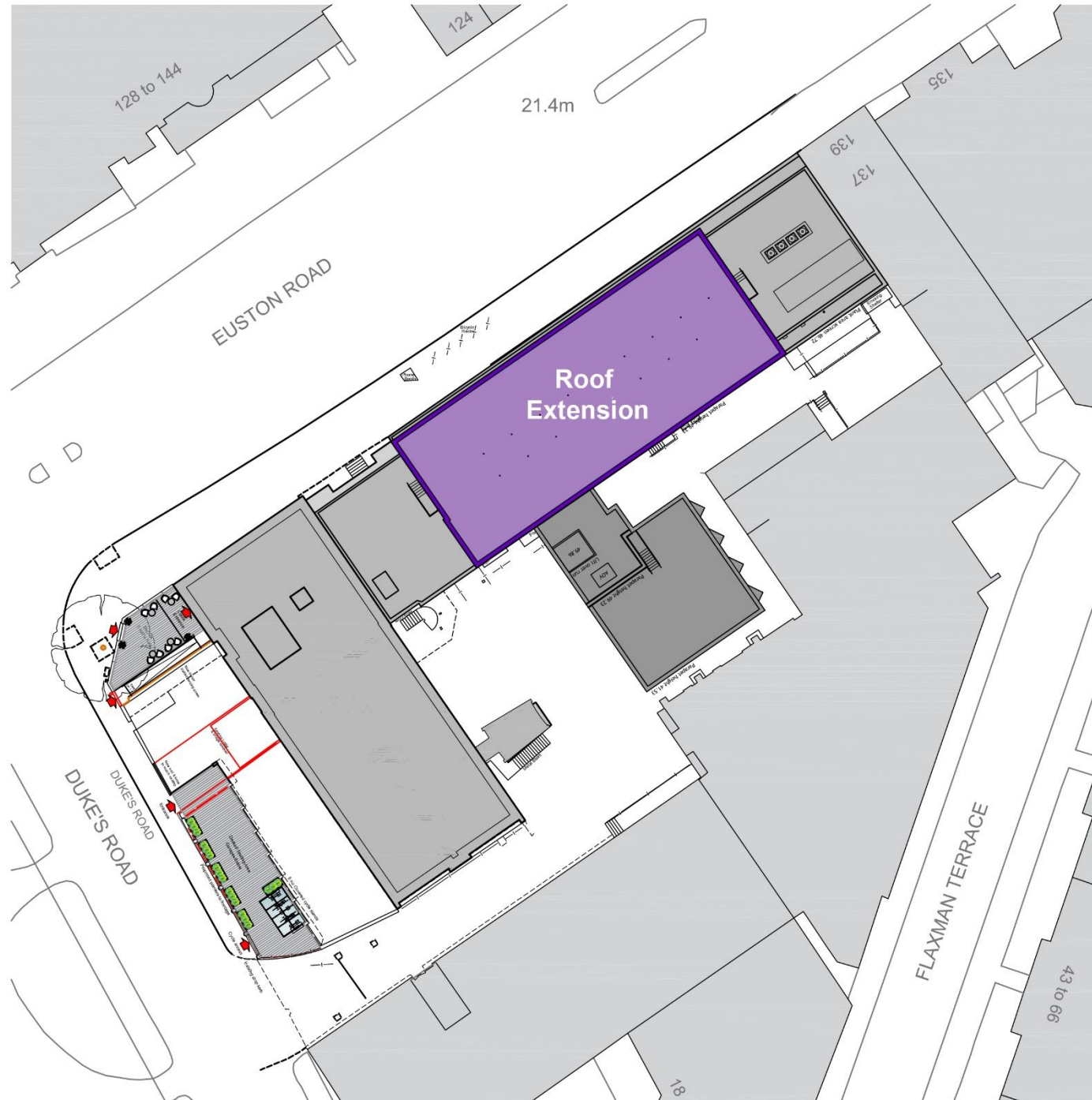


Ground Level - with Roof Plan

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# The roof extension

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Ground Level - with Roof Plan



# Euston Road Context



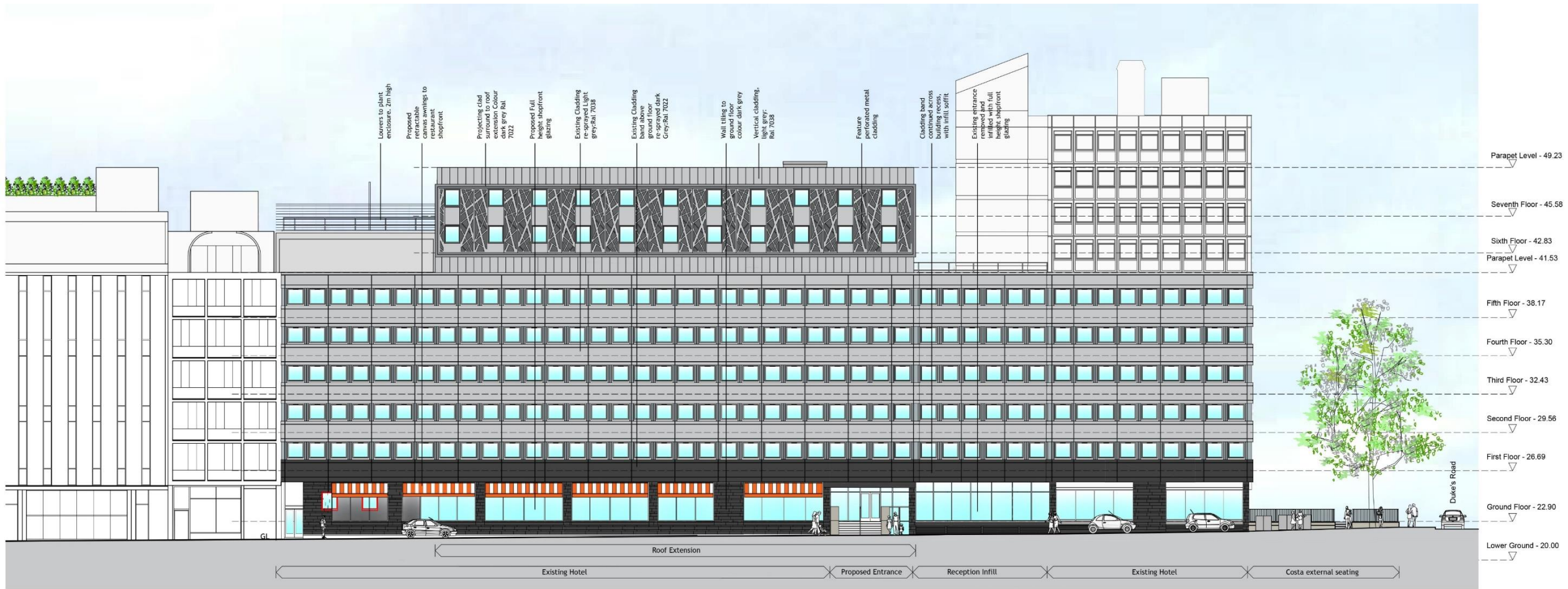
Clifton House

UCL, Bidborough Street

Former Camden Town Hall



Roof Plant Area



Proposed North West Elevation - Euston Road

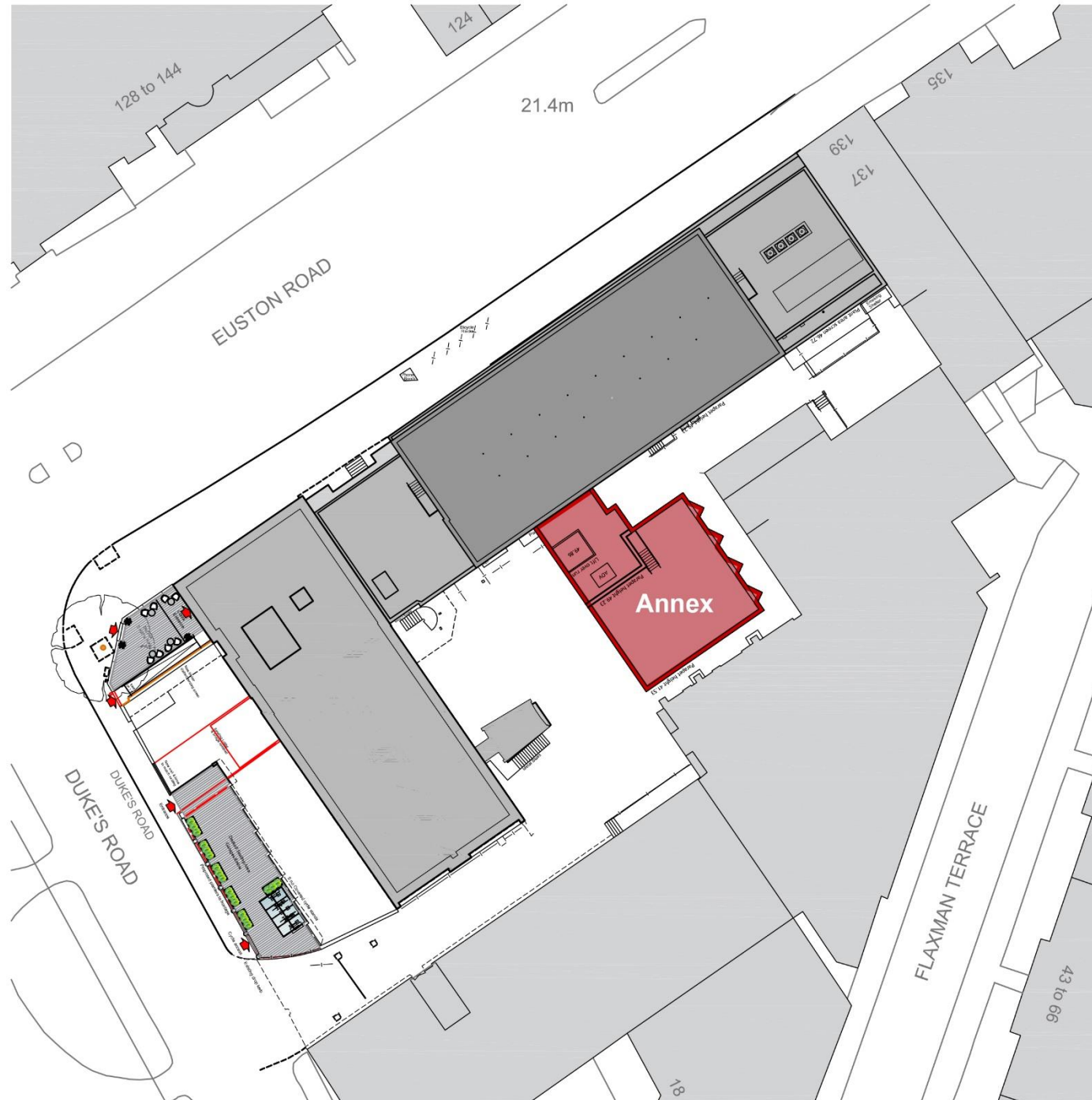


Proposed South East Elevation - To Service Area

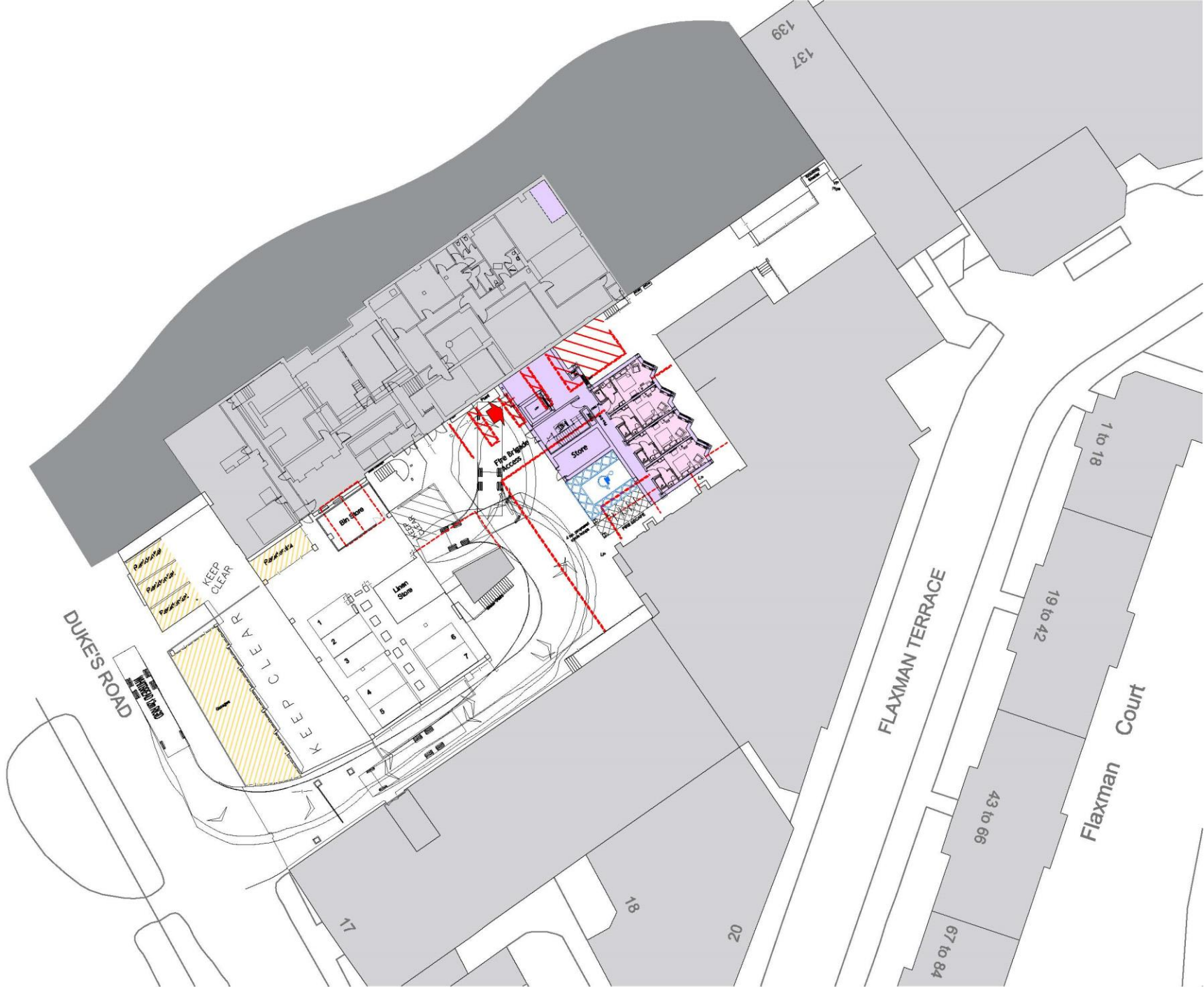
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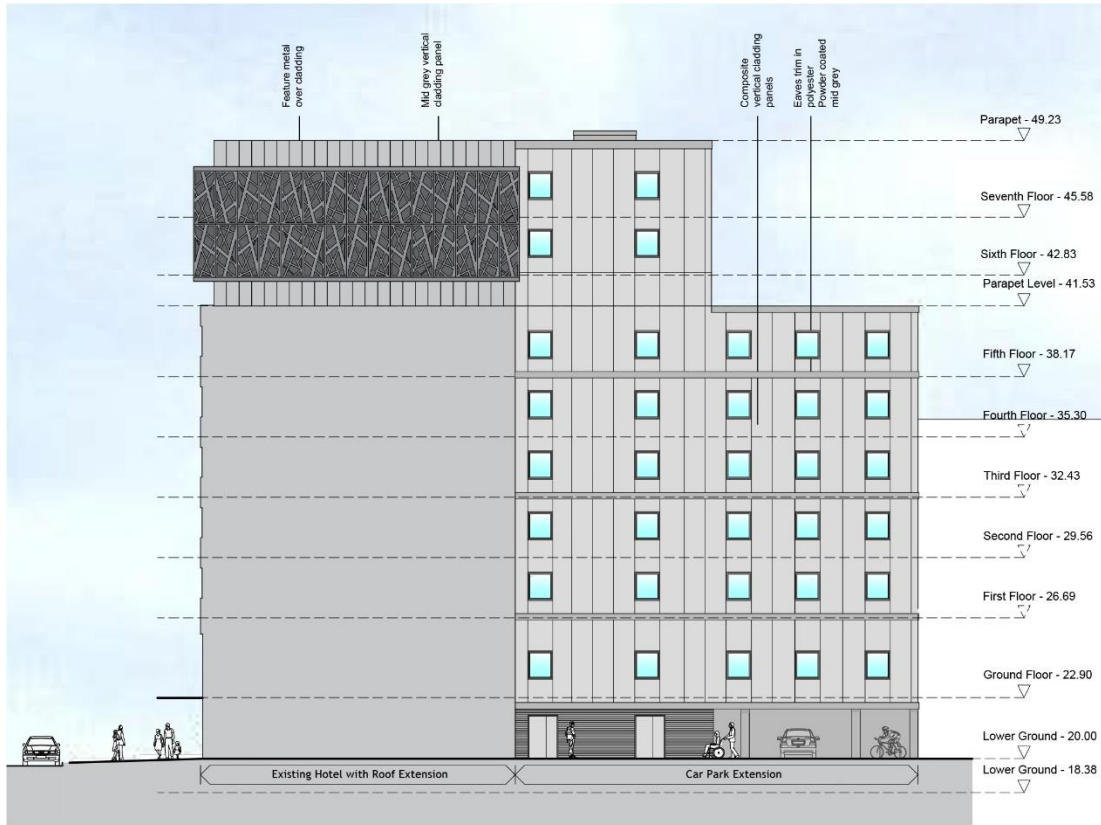
# The rear extension

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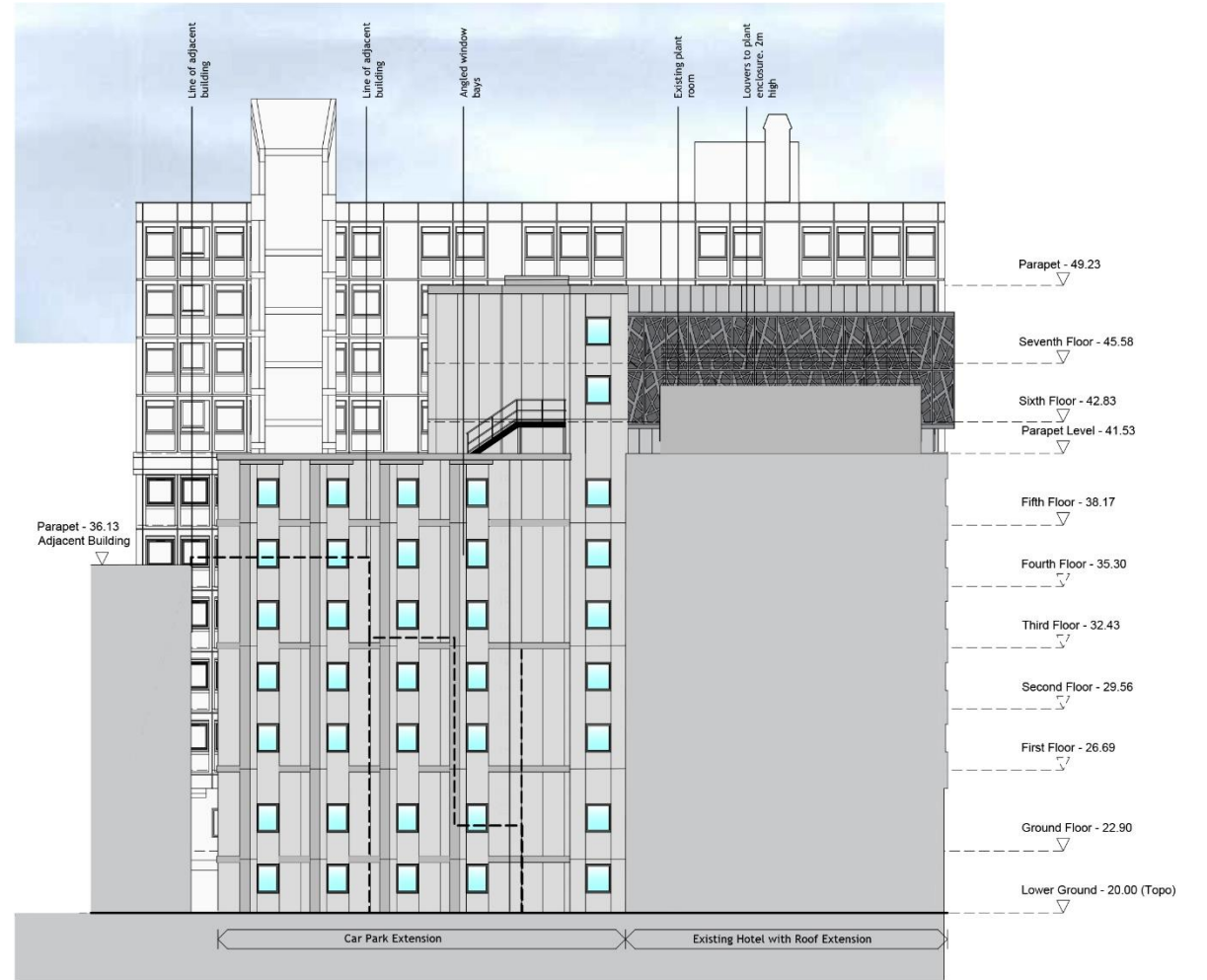


Ground Level - with Roof Plan





Proposed South West Elevation - Within Service Yard



Proposed North East Elevation



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# Visuals

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Premier Inn

premierinn.com

Premier Inn

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Controlled Zone  
ULEZ ZONE

Controlled Zone  
ULEZ ZONE