



BRANCH HILL HOUSE

Statement of Community Involvement

December 2019

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1.0
Executive Summary

1.0 Executive Summary

1.1 This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Almax Group ('the Applicant') in support of a full planning application for redevelopment of the site at Branch Hill House.

1.2 The Applicant appointed Kanda Consulting, a specialist public affairs and consultation company, to undertake the community and stakeholder consultation as part of the pre-application process for the redevelopment of the site at Branch Hill House.

1.3 The consultation process was carried out in conjunction with the pre-application meetings with the London Borough of Camden's planning and design officers, details of which are included within the Planning Statement and Design and Access Statement which accompanies this application.

1.4 The brief was to develop and implement an engagement strategy with community and political stakeholders in the London Borough of Camden.

1.5 Activities undertaken as part of the consultation process included:

- 665 letters sent to local residents and businesses introducing The Applicant and information on the proposed development;
- Immediate provision of a phone number, and email address managed by Kanda throughout the consultation process;
- Provision of website from October 2018 detailing the proposals, providing context and updating news of the application: <https://www.branchhillhouse.co.uk/>
- 922 flyers sent to local residents and businesses inviting them to a public consultation drop-in detailing plans for the site;

- Invitation to a public consultation drop-in exhibition sent to all councillors in the London Borough of Camden. Including the members for Frognal and Fitzjohns Ward.
- A public consultation drop-in exhibition;
- Attendance of the public consultation drop-in by key stakeholders Hampstead Neighbourhood Forum, The NW3 Community Land Trust, and Branch Hill Estate Residents' Association;
- Attendance of the public consultation drop-in by Cllr Andrew Parkinson, member for Frognal and Fitzjohns Ward;
- A ballot of exhibition attendees on the preferred location of affordable housing; Provision of feedback form at the public consultation drop-in;
- Emails offering further detail and one-to-one advice sent to residents and businesses who expressed an interest in the scheme.
- 922 letters sent in November 2018 responding to residents' feedback and informing them of changes to the scheme.
- A newsletter sent to over 900 local addresses in November 2019 updating residents of amendments made to the scheme, as well as providing the opportunity to leave feedback via freepost or email.
- Camden Planning Committee attended a site visit with officers in March 2019 including Chair Cllr Heather Johnson, and Cabinet Member for Investing in Communities, Cllr Danny Beales.
- A newsletters sent to ward members for Frognal & Fitzjohns and community stakeholder groups in December 2019 detailing amendments to the scheme, offering a chance to leave feedback, as well as a one-to-one briefing.

1.6 Almax Group will continue to engage proactively with the community throughout the project.

1.7 The responses to the consultation suggest that there is support for The Applicant's proposals. Local stakeholders support the proposed housing redevelopment of the site and retention of the Edwardian-era building, including enhanced landscaping, housing and access.

1.8 Throughout the consultation process, a telephone number and e-mail address were supplied and managed by Kanda, providing further information to residents, businesses and stakeholders on request.

1.9 This report has been informed by Central Government Guidance within the Revised National Planning Policy Framework (NPPF) 2018 on community involvement in planning. It forms part of the supporting documentation informing the planning application.



Existing Site



2.0
Consultation Process

2.0 Consultation Process

2.1 The objectives of the consultation process were to approach key local stakeholders who may have an interest in the site and raise awareness amongst local residents and businesses of the proposed development prior to a planning application being submitted.

2.2 Working with and on behalf of the Applicant, Kanda Consulting approached local residents in conjunction with the formal pre-application process with the London Borough of Camden.

2.3 A programme of consultation with the wider community began in September 2018, with the distribution of an introductory newsletter sent to 665 local addresses.

2.4 On behalf of the Applicant, Kanda introduced the proposed application to all members of Camden Council, and invited each to attend a public consultation drop-in exhibition.

2.5 922 flyers were distributed to local addresses in October 2018 ahead of a public consultation drop-in, inviting recipients to the event.

2.6 In October 2018, invitations to the public consultation drop-in, as well as an introduction to the scheme were sent to ward councillors for Frognaal and Fitzjohns:

- Cllr Henry Newman;
- Cllr Andrew Parkinson;
- Cllr Gio Spinella.

2.7 In October 2018, invitation to the public consultation drop-in and ongoing dialogue held with:

- Hampstead Neighbourhood Forum;
- The NW3 Community Land Trust;
- Branch Hill Estate; Residents Association.

2.8 In October 2018, additional invitations were sent to community stakeholders;

- Heath and Hampstead Society;
- The Redington Frognaal Association (REDFROG);
- Redington Frognaal Neighbourhood Forum.

2.9 Subsequent attendance of the public consultation exhibition by key stakeholders:

- Hampstead Neighbourhood Forum
- The NW3 Community Land Trust
- Branch Hill Estate Residents' Association;
- Including attendance by Cllr Andrew Parkinson, member for Frognaal and Fitzjohns Ward.

2.10 From October 2018, a website was hosted by the Applicant and provided at: <https://www.branchhillhouse.co.uk/> This provided contact information, literature on the proposals, and a background to the site's context. The website is periodically updated throughout the pre-application process and shall continue to be done so for the entire planning process.

2.11 In November 2018, a letter was sent out to 922 local addresses informing residents of the feedback received from the public consultation drop-in exhibition and subsequent changes made to the proposed scheme.

2.12 A newsletter sent to over 900 local addresses in November 2019 updating residents of amendments made to the scheme, as well as providing the opportunity to leave feedback via freepost or email.

2.13 In March 2019, the Camden Planning Committee attended a site visit of Branch Hill House, including the attendance of Camden officers, the Applicant and project team, Chair of the Planning Committee Cllr Heather Johnson, and Cabinet Member for Investing in Communities Cllr Danny Beales.

2.13 Newsletters sent to ward members for Frognal and Fitzjohns and community stakeholder groups in December 2019 detailing amendments to the scheme, offering a chance to leave feedback, as well as a one-to-one briefing.

2.1 The Applicant is committed to continuing its engagement with the community and other key stakeholders throughout the planning application and construction process.



October 2018 Public Exhibition



3.0
Public Consultation Exhibition

3.0 Public Consultation Exhibition

3.1 The Applicant hosted a public consultation exhibition on site at Branch Hill House, Spedan Close, London Borough of Camden, NW3 7LS. This took place on:

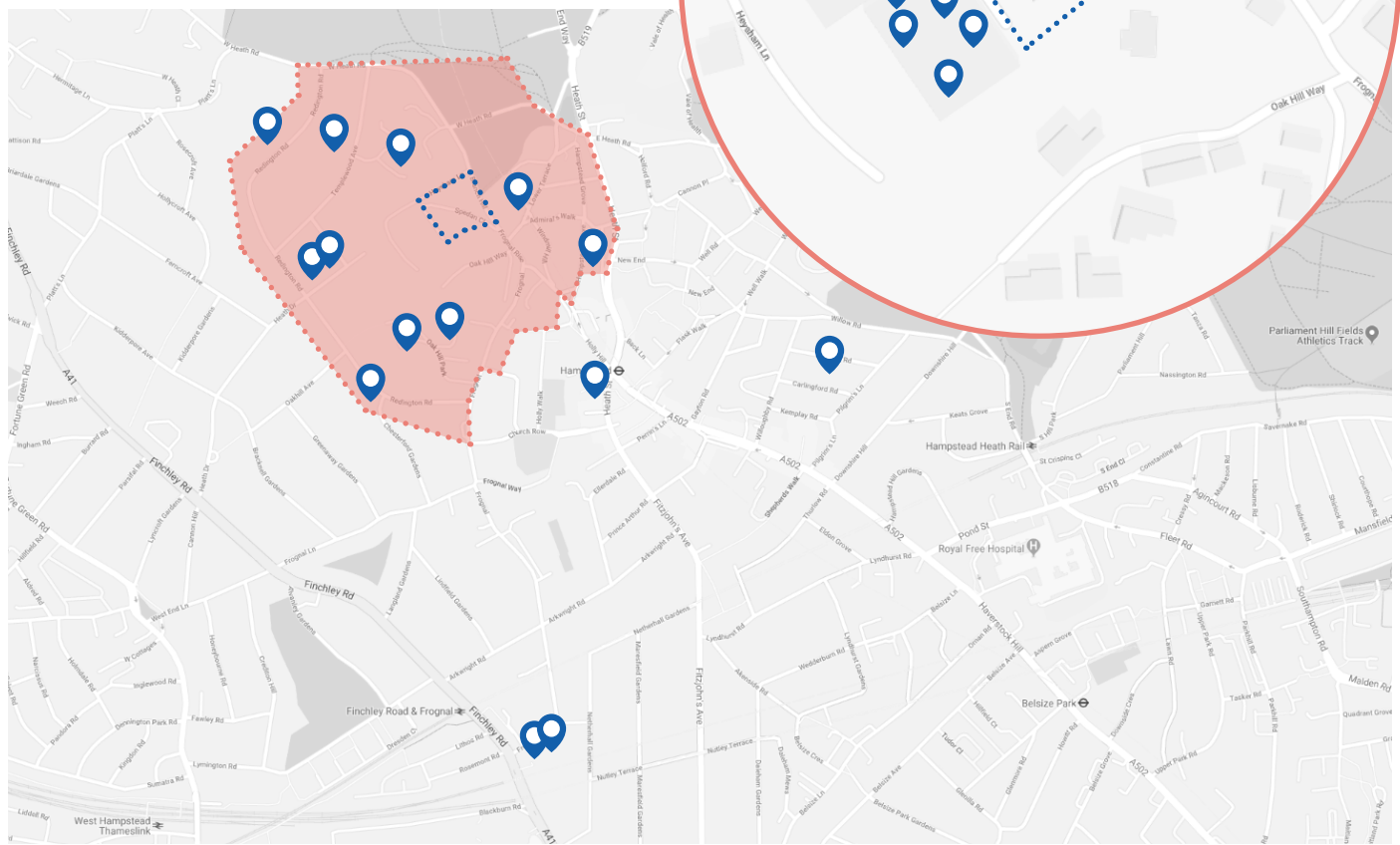
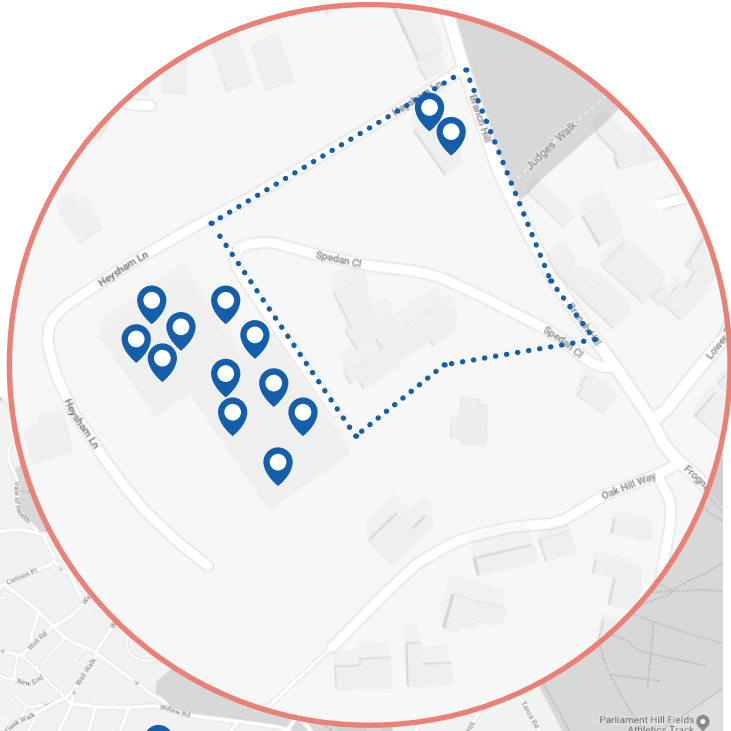
Saturday 20th October 2018 10am – 2pm

3.2 The venue was fully wheelchair-accessible, and A-Boards were placed outside to direct would be attendees into the exhibition. These were accompanied by signs directing people to the entrance of the venue.

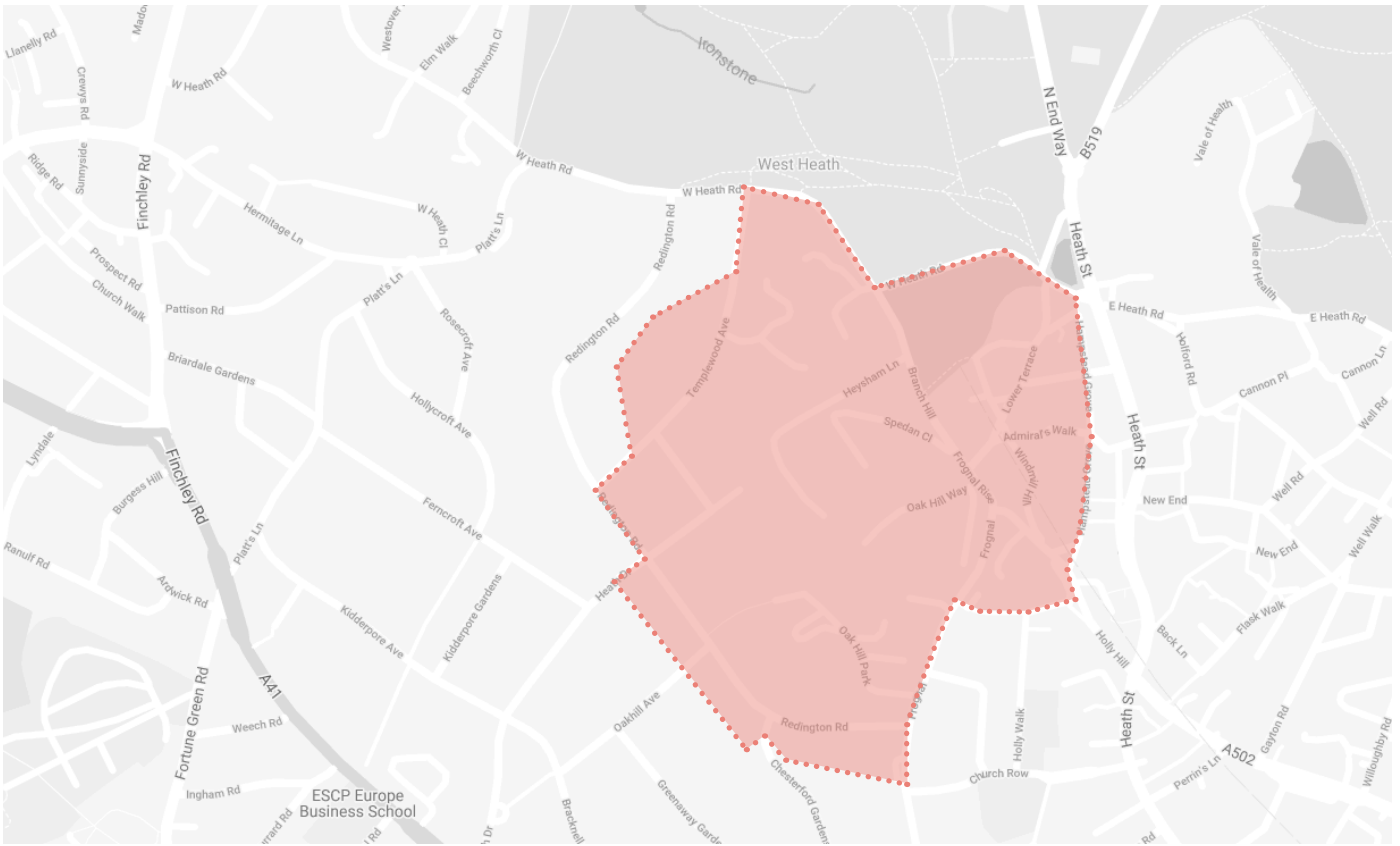
3.3 The exhibition was staffed by representatives of the project team from Kanda, Indigo Planning, Morris & Co, Planit-IE, Heritage Architecture, Ridge, RPS Group and the Applicant.

3.4 In total, the exhibition saw 58 attendees, of whom signed-in.

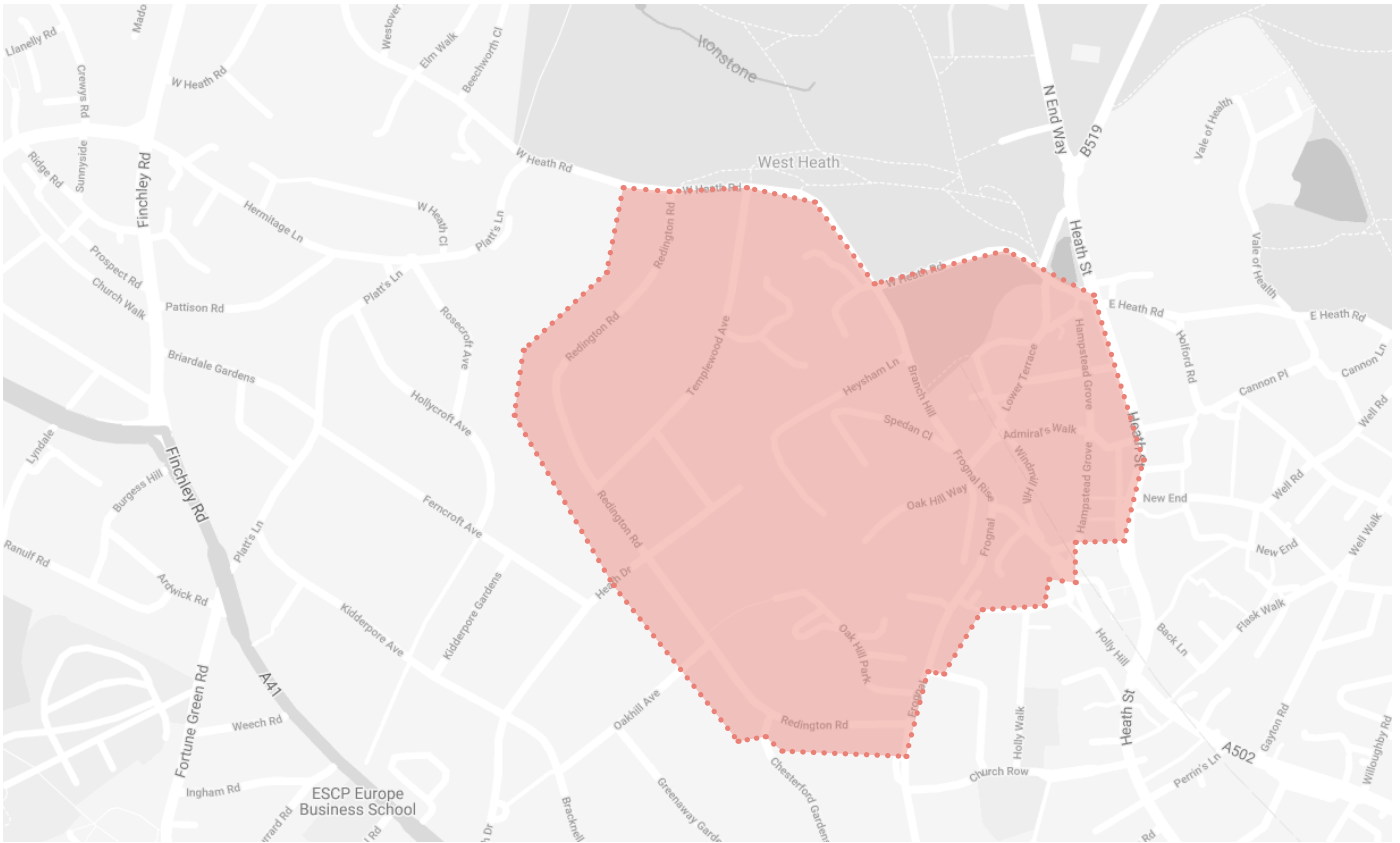
3.5 Map of Attendees :



Distribution Map 1 - 665 Addresses

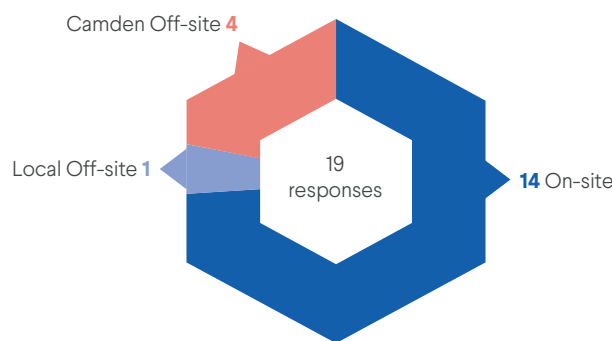


Distribution Map 2 - 922 Addresses



3.6 Attendees were balloted on their preference for the location of affordable housing included as part of the scheme. They were invited to vote for either an on-site contribution, local off-site contribution, or off-site contribution elsewhere in the London Borough of Camden. The results of which can be seen below:

Where would you like to see affordable housing delivered by the scheme?

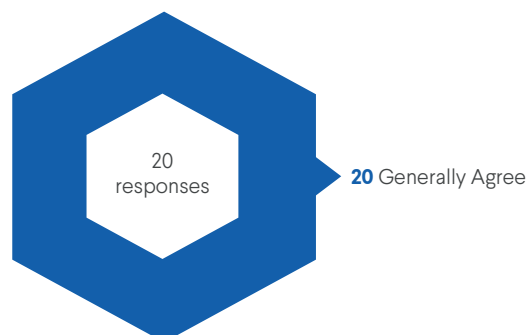


3.7 A Feedback Form was made available for attendees to fill out at the end of the public consultation exhibition.

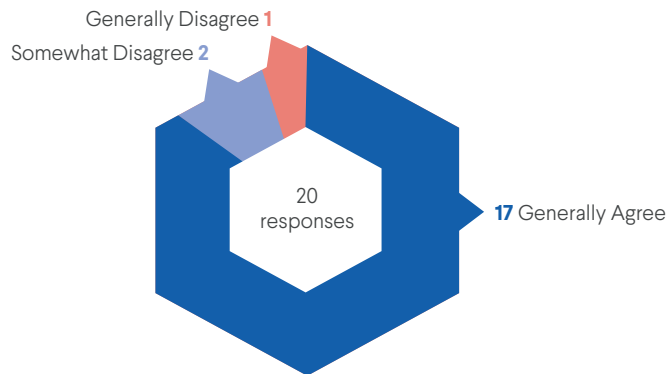
3.9 To date, 21 feedback forms have been completed, the results of which are outlined below:

3.8 An option to submit the feedback form at a later date, using a postal address, email address, or phone number hosted by Kanda Consulting were provided for attendees of the public consultation exhibition.

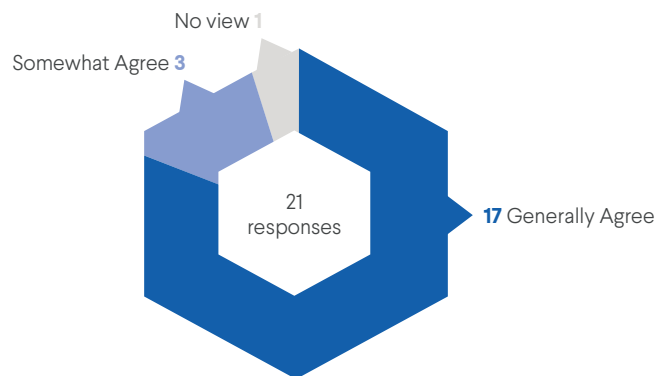
1. I welcome the opportunity to be consulted on these proposals.



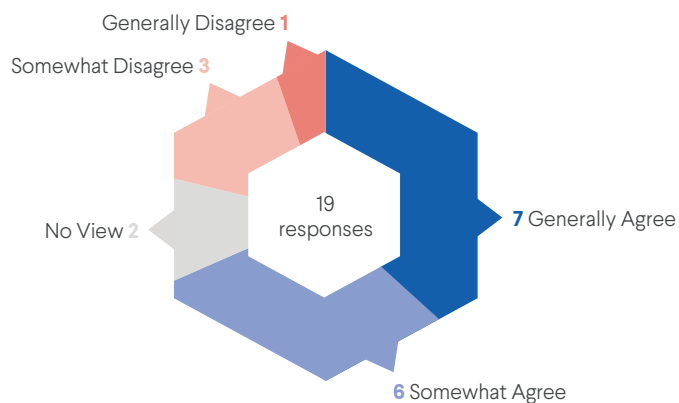
2. I support the proposed retention of the Edwardian-era building.



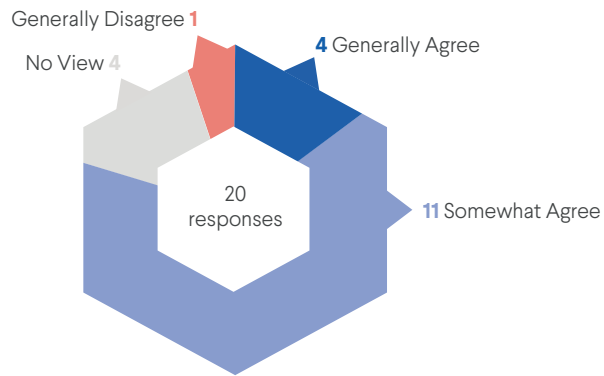
3. The 1960s extension to Branch Hill House is in need of redevelopment.



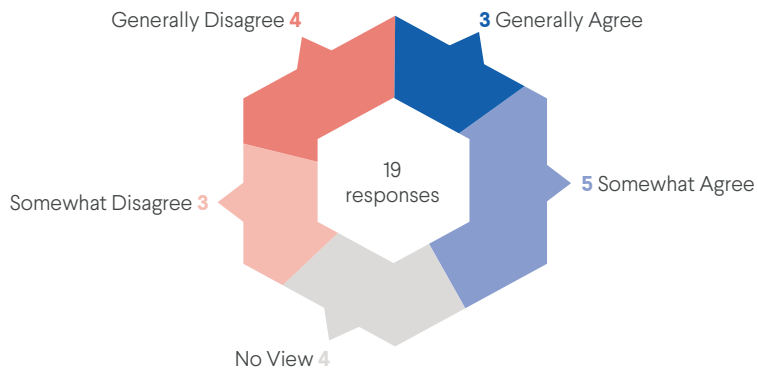
4. I support more homes in this part of Hampstead.



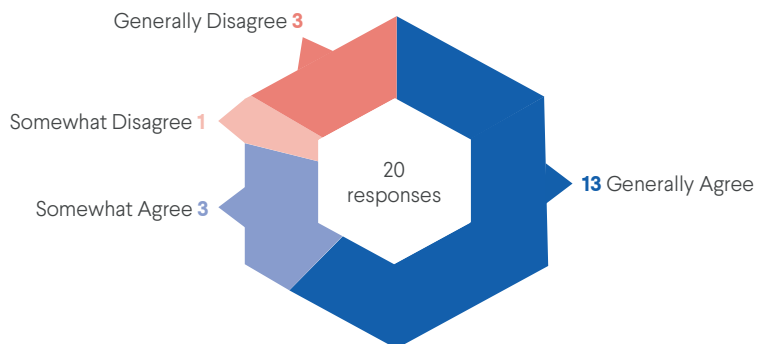
5. I understand the reasons behind Camden Council's modernisation of care home provisions.



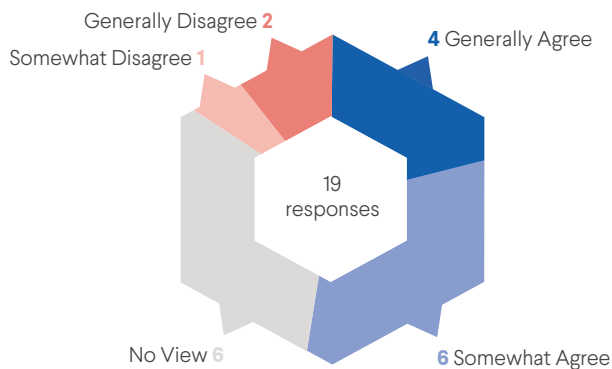
6. I am satisfied with the proposed level of car-parking.



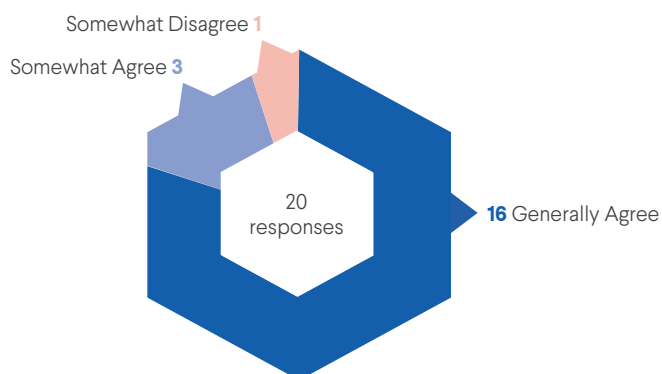
7. I support car-parking to be at basement level.



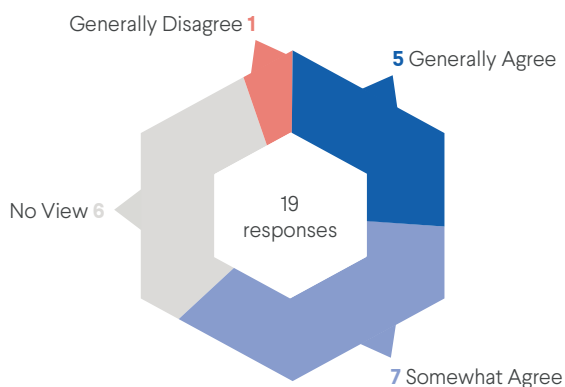
8. The proposed architecture is in keeping with the context of Branch Hill House and the wider Hampstead area.



9. I support the retention of the site's existing green spaces and proposed landscaping.



10. I am satisfied with the care and attention that construction management has received so far.



Quantitative Feedback



I did some research in around the early 1990s in relation to Camden's then proposal for development of the site (subsequently abandoned). My belief is that the site was given to the (then) Hampstead Council in 1927, on condition that the house was used as a care home for old people or children. Gift was by Lord Glendys. The site was inherited by Camden when Hampstead Council was abolished c.1960.



It will be not such an eyesore.



Although the architecture in the immediate vicinity of the part of the house that is to be retained looks reasonable consistent. I have misgivings about the remainder which appears to be of a total different architectural style.



Despite the appearances of conserving green space, the second block of flats across the avenue involves chopping down lots of trees. The construction phase will involve the destruction of more trees. The access roads to the site were narrow and was unsuitable for construction vehicles. What is the design of the new build? For information this site was donated to Hampstead Council in the 1960s for the purpose of providing facilities for old people or children, not for commercial development.



There must be a realistic percentage of affordable homes provided for those doing important jobs in the area. These must be properly based on percentage of salaries. 2. Camden 'no car parking facilities' is totally ridiculous – many people are unable to always walk, or cycle – carrying necessities etc. Transport is good but required walking to access.



No mention of Oak Hill Park in planning documents. What is needed in Camden is low priced very affordable housing. What is proposed is high prices housing.



If Camden reuse car parking of at least one car per unit I would not be interested.



Generally good.



I have concerns regarding vehicle access through Heysham Lanes via the Branch Hillgates. Also the new building (on right of path) will destroy some nature areas.



It would be good to have actually affordable housing on site.



Concerned that there will be adequate parking below ground, and there will be provision for visitors as there are no parking spaces available in the surrounding area.



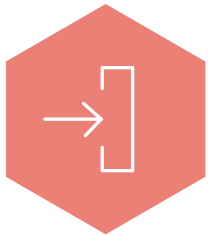
I will watch with interest. I would also like to know if the Monkey Puzzle tree to the rear will be protected.



4.0
Response to Feedback

4.0 Response to Feedback

4.1 Following consultation with local residents and community groups, the Applicant has made a number of amendments to the design as influenced by stakeholders:



Access

Concerns

Residents were very interested in how the proposals would affect access through Spedan Close, particularly to the Branch Hill Estate.

Response

Ensure and enhance existing access routes through the site whilst protecting the views of Branch Hill House from Branch Hill, whilst opening up a new access route via the south of the site.



Heritage

Concerns

The local community contributed with their knowledge of the site's history, and wanted to see its heritage preserved.

Response

The Edwardian-era building celebrated and restored, with amended designs utilising a more traditional form of architecture to better reflect the immediate and surrounding conservation area.



Affordable Housing

Concerns

Residents wanted to know how much affordable housing is proposed and where it would be located.

Response

The project team has sought input from the local community regarding the location of these affordable homes and this has heavily informed the Applicant's discussions with Camden Council.



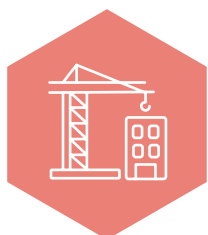
Landscaping

Concerns

Residents would like to see the protection of the site's green spaces, its trees, and its openness.

Response

Removal of the proposed building on the northern side of Spedan Close in its entirety and enhancing the existing Site of Importance for Nature Conservation (SINC), its ecology and biodiversity via a new woodland, trail, bat & bird boxes, bluebell planting, and removal of invasive hedging.



Construction

Concerns

Stakeholders sought assurance that disruption to Spedan Close is minimal during construction, that access would not be affected, and large vehicles would not adversely impact Hampstead roads.

Response

A full Construction Management Plan (CMP) will be presented to the local community, with full timelines and contact details provided. Residents are encouraged to participate in the later CMP consultation in order to mitigate any negative effects.

4.3 In November 2019, the Applicant issued a newsletter to over 900 local addresses, updating residents of amendments to the scheme and inviting them to feedback on the proposed changes.

4.4 Additionally, the Applicant notified ward members for Frognal & Fitzjohns of the design changes, as well as the following community groups:

- Cllr Henry Newman;
- Cllr Andrew Parkinson;
- Cllr Gio Spinella.
- Hampstead Neighbourhood Forum;
- The NW3 Community Land Trust;
- Heath and Hampstead Society.

4.5 Feedback to the proposed design changes has been positive. Responses have been consistent with previous consultation in supporting the principles of demolishing the 1960s extension to Branch Hill House, retaining access through Spedan Close, and providing affordable housing.

4.6 Responses have indicated strong support to the proposed changes that would see no building north of Spedan Close and subsequent enhancement of the SINC area and landscaping. Adversely, some residents have questioned the benefits of the site's car parking policy.



5.0
Conclusion

5.0 Conclusion

5.1 The consultation began in September 2018 and sought to engage with statutory and non-statutory consultees, including local stakeholders working and living in close proximity to the site at Branch Hill House.

5.2 The pre-application process provided an opportunity for constructive engagement with leading members of the development team, including Kanda, Indigo Planning, Morris & Co, Planit-IE, Heritage Architecture, Ridge, RPS Group and the Applicant, a dialogue the team hopes to extend throughout the planning and construction process.

5.3 As part of the brief for wide-ranging and open consultation and on behalf of the Applicant, Kanda Consulting distributed 665 letters sent to local residents and businesses introducing the Applicant and information on the proposed development, as well as 922 flyers sent to local residents and businesses inviting them to a public consultation drop-in detailing plans for the site.

5.4 A public consultation drop-in was held in October 2018 and was attended by 58 members of the local community, of which signed-in. Attendees were invited to fill out a Feedback Form provided by the project team, which could also be completed at a later date. 21 feedback forms have been completed to date.

5.5 The public consultation drop-in was attended by Cllr Andrew Parkinson, member for Frognaal and Fitzjohns Ward, as well as local community stakeholders the Hampstead Neighbourhood Forum, The NW3 Community Land Trust, and the Branch Hill Estate Residents' Association.

5.6 From October 2018, a website was hosted by the Applicant and provided at: <https://www.branchhillhouse.co.uk/> This provided information relevant to the scheme and will continue to be regularly updated as the application progresses.

5.7 Feedback on the Applicant's proposed redevelopment of the site suggest that local stakeholders support the proposed housing redevelopment of the site and retention of the Edwardian-era building, including enhanced landscaping, parking and access.

5.8 Amendments were made to the scheme as influenced by stakeholders, including the alteration of the site plan, enhancement of landscaping, ecology and the SINC area, as well as continuity in respect to access, heritage and affordable housing.

5.9 In March 2019, the Camden Planning Committee attended a site visit of Branch Hill House, including the attendance of Camden officers, the Applicant and project team, Chair of the Planning Committee Cllr Heather Johnson, and Cabinet Member for Investing in Communities Cllr Danny Beales.

5.10 In November 2019, the Applicant updated residents of amendments to the scheme and provided the opportunity to leave feedback via freepost or email.

5.11 Feedback has been consistent with that received throughout the consultation process regarding the principles of development, access, heritage and affordable housing. Responders were sceptical toward the policy of car parking provision, but pleased with the proposed changes to the SINC area and landscaping.

5.12 The Applicant is committed to continuing its engagement with the community and other key stakeholders throughout the planning application and construction process.

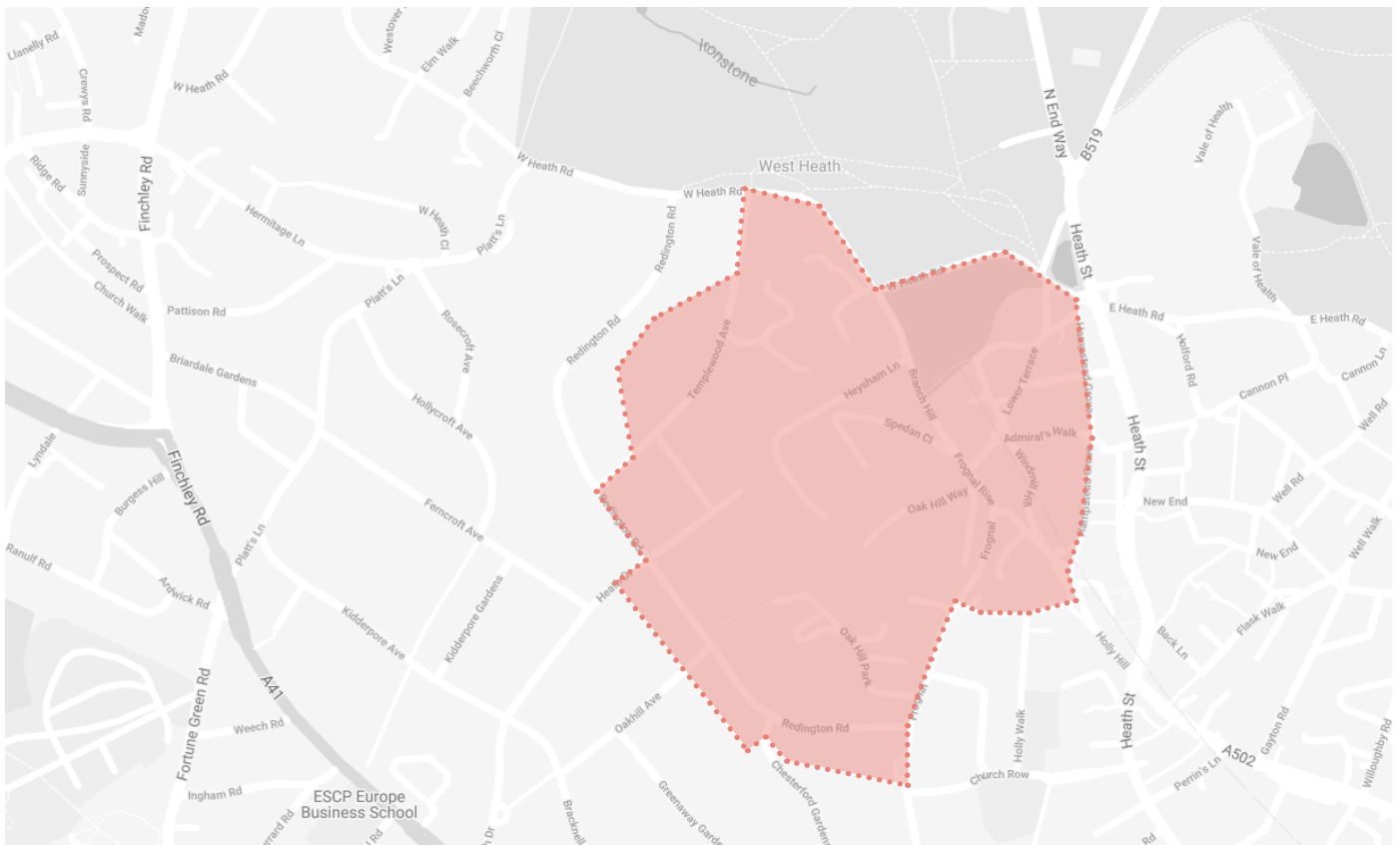


New scheme view from Spedan Close

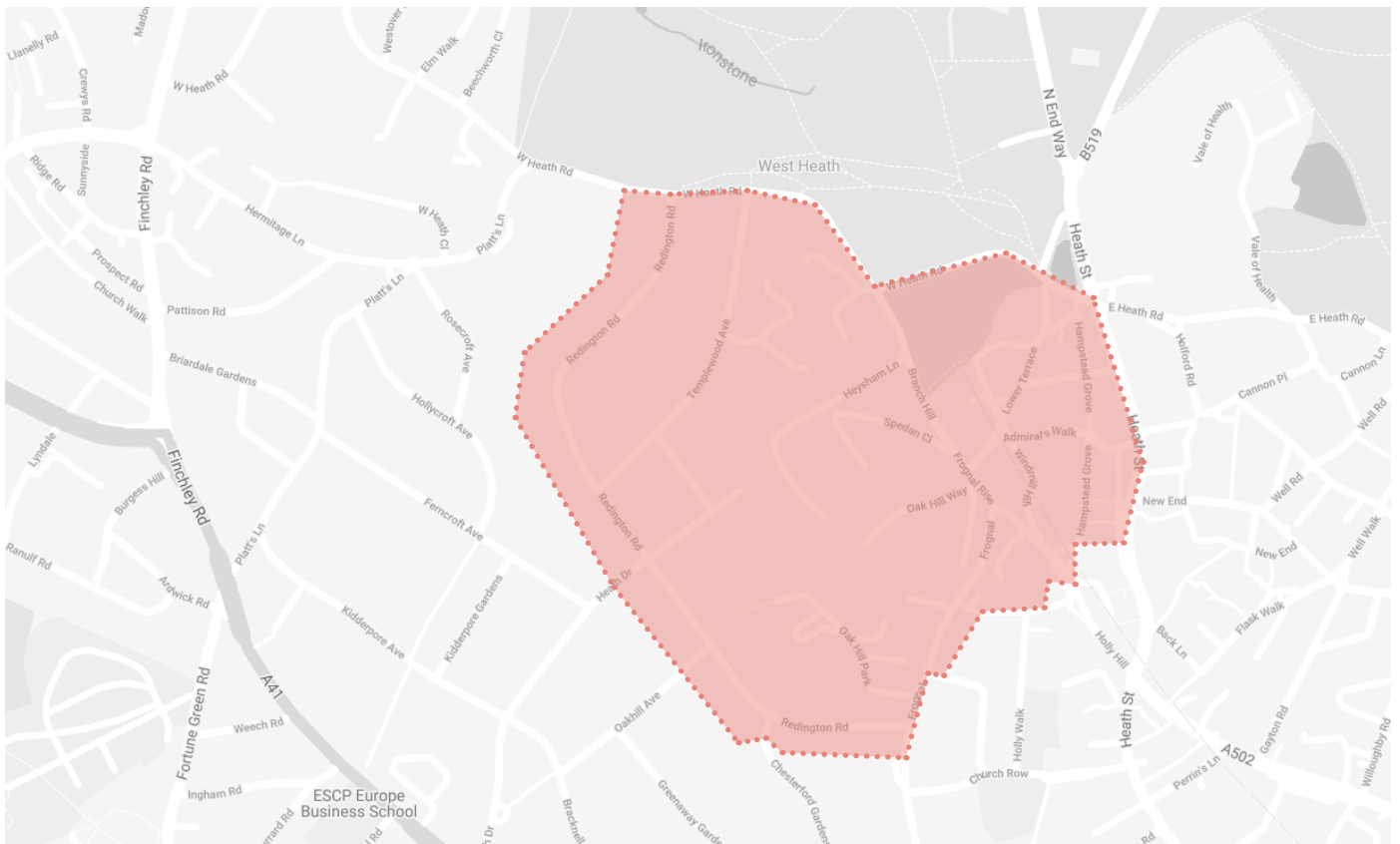


Appendices

I. Distribution Map 1



II. Distribution Map 2



III. September Letter

BRANCH HILL HOUSE NW3

KANDA

Kanda Consulting
69 - 85 Tabernacle Street
London EC2A 4BD

Tel + (0) 20 3900 3676
Email branchhillhouse@kandaconsulting.co.uk
Website www.kandaconsulting.co.uk

Date
26th September 2018

Re
Branch Hill House

Dear Resident,

I am writing to you to introduce ourselves as the new owners of Branch Hill House and set out how we want to involve you in our plans for its redevelopment.

In this newsletter:

- Our commitments to you about the site and our works
- Our plans to consult and involve you in our work
- Information about changes to access to the Branch Hill Estate.

We are a small residential developer who pride ourselves in building communities. We want to work with you to make sure our plans work for you too. We are launching a website now to answer queries and get information to you that you need. It is currently our plan to host an open day for residents in October.

Our commitments to you about the site and works

The old house, while not listed, is much loved in the area. We will retain the building and make it a centre piece of the new development. We will demolish the newer extension in order to replace it with a well designed, sympathetic building.

Green areas of the site will be protected and enhanced. We have commissioned an award winning landscape architect to enhance the verdant nature and biodiversity of the scheme.

We will work with neighbours to develop an approach to construction that minimises the impact for our neighbours.

Our plans to involve you and consult you in our work

We will launch a website immediately.

We will conduct a full programme of drop in and other face to face consultation soon. We will consider bringing this programme forward if there is demand from you and your neighbours.

We want to make it as easy for you as possible to be involved, if there are other methods of communication and consultation you'd like us to use please contact us and we'll see what we can do.

Date
26th September 2018

Re
Branch Hill House

It is our intention to respect the history and heritage of the site. We are confident the new development will showcase Branch Hill House, provide improved green space and deliver a positive contribution to this part of Hampstead. We look forward to working with you to make this happen.

If you have any further queries, please do email branchhillhouse@kandaconsulting.co.uk or call 0203 900 3676.

We will be in touch shortly as plans develop.



John Greenshields
Kanda Consulting

IV. Website



History

Branch Hill House, also known as Bleak Hall and Branch Hill Lodge, is a remnant of a house located on Branch Hill in Hampstead. The origins of the house are not definitively known, however, it may date from the early 18th century.

Around 1901, the house was altered by architect Ernest Flint, and a large addition in Edwardian Baroque style was built. This is the oldest part of Branch Hill House that remains today.

In 1964, the house was purchased by Camden Council. The 18th century portion of the house was demolished and replaced with a modernist extension. The property was then converted into a care home, neither the house nor extension are listed buildings.

Context

The decision to sell Branch Hill House was made by Camden Council in February 2013, due to the shake-up of care homes services and affordable stock provisions. The house has been empty since 2015, with all beds re-provided in the borough. You can read the Cabinet Report [here](#).

Contracts were exchanged with Camden Council for Branch Hill House in June 2018. We have been in constant conversation with Officers at the London Borough of Camden throughout this process.

We have drawn up proposals that we hope will reflect the needs and aspirations of both the local community and Camden Council. You can read their Planning Statement for the site [here](#). We want to work with the local community to make sure our plans work for them too.

Our Commitments

As such, in a letter we sent in September 2018 introducing ourselves to our closest neighbours, we set out three core commitments to the site:

- The old house, while not listed, is much loved in the area. We will retain the building and make it a centre piece of the new development. We will demolish the newer extension in order to replace it with a well-designed, sympathetic building.
- Green areas of the site will be protected and enhanced. We have commissioned an award-winning landscape architect to enhance the verdant nature and biodiversity of the scheme.
- We will work with neighbours to develop an approach to construction that minimises the impact for our neighbours.

News

We also promise to hold a full programme of consultation, please check back here to find out when our public exhibitions will be taking place.

We will distribute an invitation to the exhibition, notifying the local community of the time and venue, via letter in October.

Please find details of the Framework Construction Management Plan [here](#).



Link:

www.branchhillhouse.co.uk

V. Flyer

BRANCH HILL HOUSE

NW3



Public Consultation Drop-in

You are invited to a public consultation drop-in event on the proposed redevelopment of Branch Hill House.

This will give you the chance to visit Branch Hill House, view our plans, and provide feedback on the future of the site.

Drop-in details on reverse

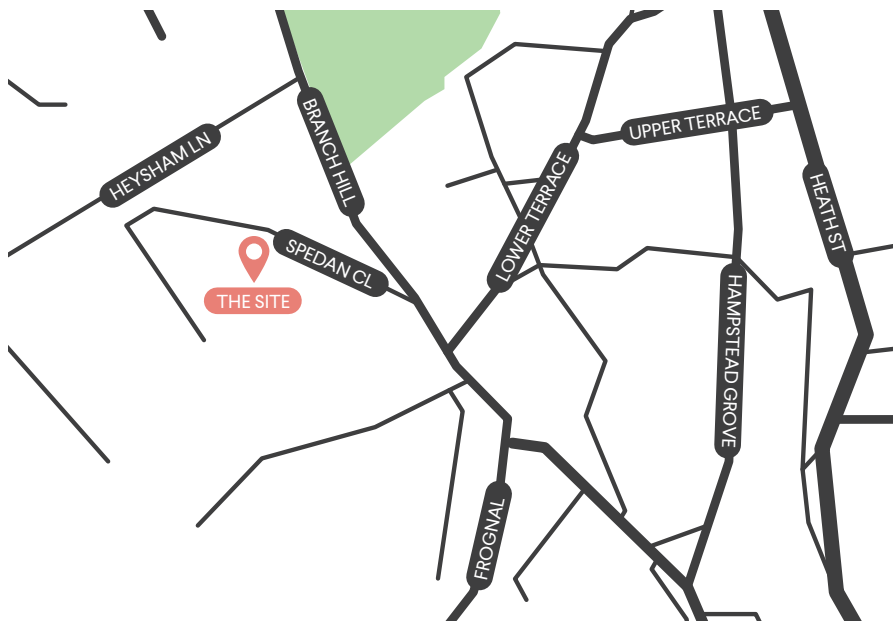


Saturday 20th October
10am – 2pm



The exhibition will be held on site,
accessed via the Branch Hill House
car park.

The venue is wheelchair accessible.



If you would like to learn more about the proposals, please visit:

www.branchhillhouse.co.uk

or contact us on:

✉ branchhillhouse@kandaconsulting.co.uk

☎ 020 3900 3676

VI. Exhibition Boards



Welcome

Welcome to our public consultation drop-in event exhibiting the proposed redevelopment of Branch Hill House.

In September 2018, we sent a letter introducing ourselves to our closest neighbours, and set out three core commitments to the site. These have not changed:

- The old house, while not listed, is much loved in the area. We will retain the building and make it a centre piece of the new development. We will demolish the newer extension in order to replace it with a well-designed, sympathetic building.
- Green areas of the site will be protected and enhanced.
- We will work with neighbours to develop an approach to construction that minimises the impact for our neighbours.



- **We also promised to hold a full programme of consultation, which is what brings us here today.**

It is hugely important that the views of local people are heard, so that we can ensure our proposals meet with the needs and aspirations of this unique part of Camden.

Therefore, we would be grateful if you could leave feedback once you have finished viewing the proposals. Our project team is on hand to discuss any questions you may have.

BRANCH HILL HOUSE
NW3

October 2018

1. Site History

Branch Hill House, also known as Bleak Hall and Branch Hill Lodge, is a remnant of an old house located on Branch Hill in Hampstead. The origins of the house are not definitively known, however, it may date from the early 18thc. In the 1750s, then owner and Master of the Rolls, Sir Thomas Clarke, had the house redesigned by the renowned Palladian architect Henry Flitcroft.

The house changed hands many times, and in the 1870s, the Lodge was greatly altered by the Gothic Revival architect S. S. Teulon, who in 186 had designed the listed gatehouse to Spedan Close, which is still present to this day.

Around 1901, the house was altered by architect Ernest Flint, and a large addition in Edwardian Baroque style was built. This is the oldest part of Branch Hill House that remains today.

In the 1960s, the house was purchased by Camden Council from the Glendyne family. The historic Flitcroft designed portion of the house was demolished and replaced with a modernist extension by Borough Architect S.A.G. Cook, and turned into a care home.

We have undergone a full heritage assessment of the site. Whilst neither the Edwardian nor 1960s extensions are listed buildings, our proper due process has recognised the positive contribution of the Edwardian building, but extensive renovation required to make it liveable again. This is reflected in our plans.



1867 listing



1960s Camden Pamphlet



c.1901 Including 19th.c Extension

If you know anything further about the history of Branch Hill House, please do let us know via your feedback form!

BRANCH HILL HOUSE NW3

2. Site Context

The decision to sell Branch Hill House was made by Camden Council in February 2013, as part of a wider strategy to provide better, modern and fit for purpose care homes across the borough, (the Home for the Elderly Strategy (HOPS)).

Camden Council's preferred solution was to fund new facilities through a combination of prudential borrowing and the disposal of the three surplus care homes, including Branch Hill House.

In 2015, residents were moved into a new, purpose-built care home at Wellesley Road, Gospel Oak, and since then, the property has remained vacant.

Due to this shake-up of borough care home facilities, Camden Council has indicated that general needs housing is the priority use for Branch Hill House.

Almax Group exchanged contracts with Camden Council for Branch Hill House in June 2018, and have drawn up proposals that we believe are in keeping with the aspirations of both the local community and of officers at the London Borough of Camden.



Existing view of the site

BRANCH HILL HOUSE
NW3

October 2018

3. Our Proposals: Homes

We are proposing a new housing development that will:

- Retain and comprehensively renovate the Edwardian extension;
- Replace the 1960s extension with circa 30-35 at no greater height than the Edwardian extension;
- Offer a mixture of generously sized 2-bedroom, 3-bedroom and 4-bedroom units, as is in keeping with the Hampstead Neighbourhood Plan.

We are in discussion with Camden Council regarding the location of these affordable homes, and would like the input of the local community to inform this.

With that in mind, using the counters next to you, please indicate whether you would like to see:

- On-site provision
- Off-site contribution in LB Camden
- Local off-site contribution, e.g. Branch Hill Estate



BRANCH HILL HOUSE
NW3

4. The Landscape Design

Our ambition is for the landscape to reflect the site's existing architecture and to create a series of buildings in a wooded environment.

In drawing up our plans, we have been mindful of Branch Hill House's designation as a Site of Importance for Nature Conservation (SINC) with a number of Tree Protection Orders.

The SINC area will be sensitively managed in order to create a new woodland carpet of native planting that will also be designed to attract pollinators.

Biodiversity will be enhanced throughout the entire site with the installation of bird and bat boxes, log piles from any felled trees, and Bug Hotels.

Pocket play areas and a woodland trail will be provided for residents, creating a series of further gardens using native hedges, colourful perennial planting, and tree planting.

Families and children will also be encouraged to explore nearby play opportunities in Heysham Lane and Hampstead Heath.

We have undergone a full Tree Preservation Plan, which reviews and manages existing trees, removing those of poor quality, and replacing them with new high quality semi-mature trees.



5. Architecture

Our proposal for Branch Hill House aims to sensitively and thoughtfully respond to the existing verdant character of the site and its rich history.

The design is intended to be a complementary balance between architecture and landscape, promoting and enhancing trees, open spaces and play areas, allowing these areas to interweave with Branch Hill House.

Our comprehensive design process identified the different architectural characteristics of Hampstead itself, in order to establish a design grounded in its context.

We focused on different housing typologies, including cottages, terraces and mansion houses in order to understand and interpret the variations in uses, scale and architectural details, all of which have been incorporated into the proposal.

Identifying the different architectural typologies of Hampstead:



Cottage typology with low massing, domestic scale and more intimate street conditions



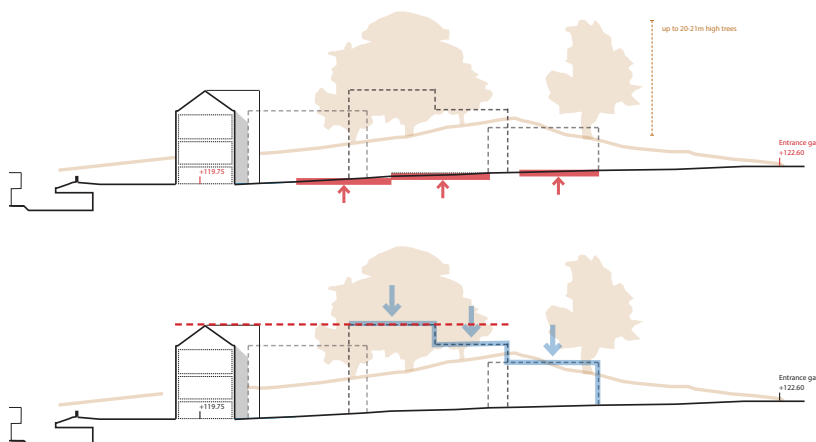
Terraced housing typology with a clearly defined massing sequence and communal streetscape



Mansion and detached house typology with clearly defined surroundings and prominent architectural features such as porch entrances

Massing

The massing of the building has taken numerous iterations to achieve a sensitive response to the site. The forms have been broken down to domestic scale with stepped facades, recesses and architectural profiles, with the overall aim of reducing the impact of the new buildings on its wider context



Height

We have ensured the extension is no greater in height than the existing building. The careful positioning of the new block across the site's changing levels also ensures that it does not appear taller than the existing House and sensitively responds to existing landscaping conditions.

BRANCH HILL HOUSE
NW3

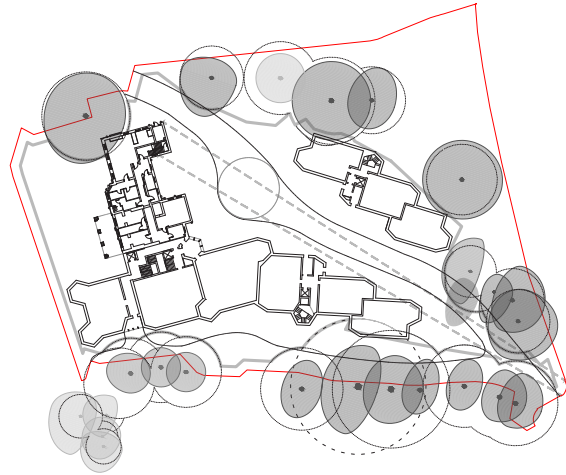
6. Access

Vehicular and pedestrian access via Branch Hill and Spedan Close will remain.

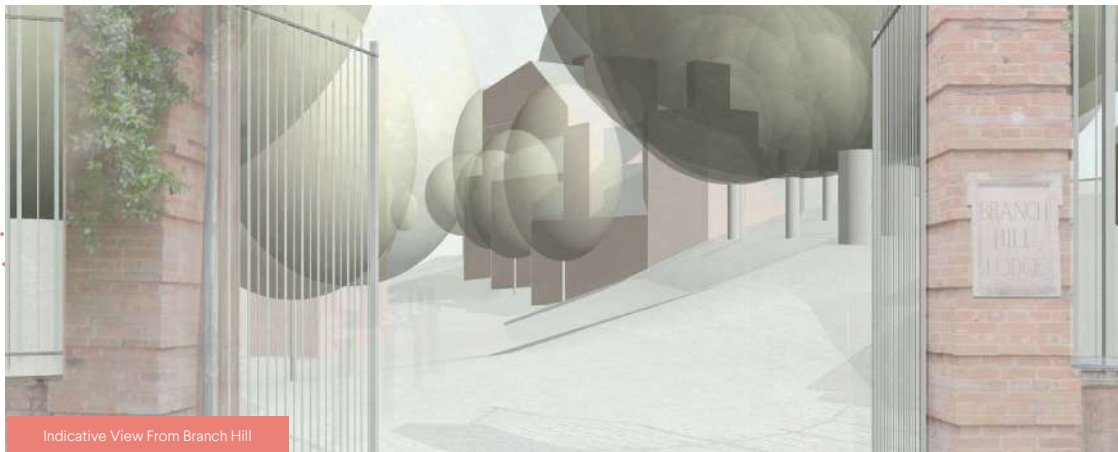
The existing Public Right of Way footpath that runs along the southern boundary of the site connecting the Branch Hill Estate to Heysham Lane will be retained and improved.

Refuse Collection

This will continue to be undertaken on site. The proposals will include sufficient waste and recycling storage facilities, conveniently located so that bins can be easily manoeuvred to refuse points on collection days.



Proposed Ground Floor Plan



Indicative View From Branch Hill



Existing Access

BRANCH HILL HOUSE
NW3

7. Parking

Car Parking

The existing car park accommodates a total of eight spaces, including one disabled parking space and one ambulance bay. We are proposing to replace this with green landscaping, and provide car parking spaces located at basement level accessed via a car lift located on the service road that runs along the southern boundary of the site.

Ideally, car parking will be re-provided at a ratio of 1:1. This is on the basis the site is in a 'Poor' PTAL (Public Transport Accessibility Level) area.

However, one space per unit is at odds with Camden Council's parking policies that require new residential developments to be car free.

For this unique site, of an inner-London location but outer-London accessibility, we have reviewed existing car ownership data and the draft new London Plan.

Following this, we are proposing a 75% car parking provision, the maximum level permitted by the draft new London Plan, including disabled parking.

Car Ownership Data Covering the Site (Census 2011)

Area	Car Ownership Per Flat
Lower Super Output Area Camden 00 E	0.90
Middle Super Output Area Camden 00	0.99
London Borough of Camden	0.38



We are currently in discussions with Camden Council regarding parking numbers, and whether surface level car parking would be preferred. Please leave your views via the feedback forms at the end of the exhibition to help inform this.



Proposed Basement Plan




Cycle Parking

Secure and sheltered cycle parking will be provided in accordance with local policy requirements.



Car Club

We are currently exploring the viability of providing a car club car onsite, for the use of residents of and the wider community.



Electric Vehicle Charging Points

Where car parking is provided, the spaces will be supplied with electric vehicle charging points in accordance with the minimum requirements of the London Plan.

8. Construction Management

A draft Construction Management Plan (CMP) is being prepared and will follow the best practice guidelines as described in Transport for London's Standard for Construction Logistics and Community Safety (CLOCS) scheme and Camden's Minimum Requirements for Building Construction.

The CMP will be consulted on to ensure that construction is handled in an appropriate manner with the local community in mind and any disruption is kept to a minimum. The CMP will direct matters such as noise, dust, traffic, access, working hours and logistics.

The best CMPs are informed by local people who know the area, and we would appreciate your help in producing our CMP for example advising on the routes to the site which are particularly sensitive or peak congestion times to avoid.

We will be in touch with the local community ahead of the CMP consultation, if you would like to be specifically contacted, please leave your details at the end of the exhibition.



1750s - Speculative sketch of Flitcroft redesign/extension in Palladian Style



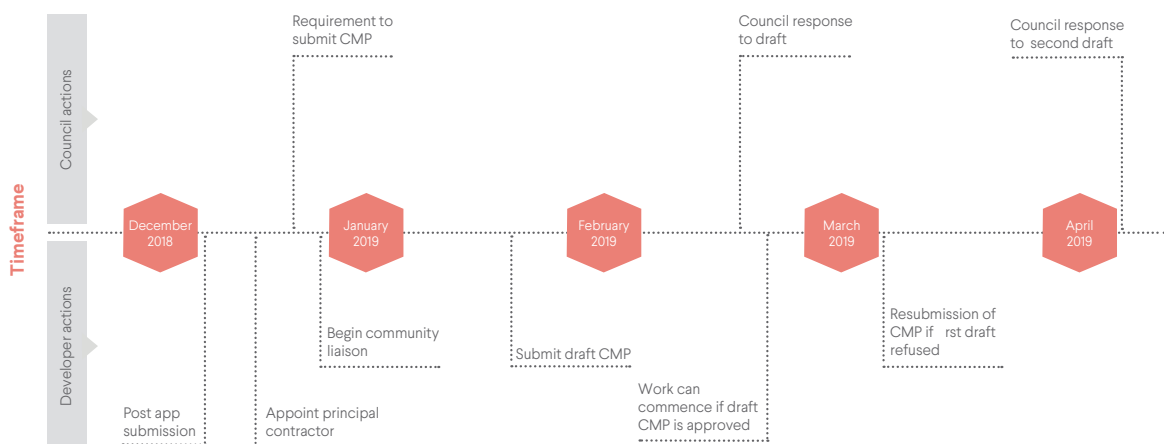
1870s - Speculative sketch of S.S. Teulon redesign

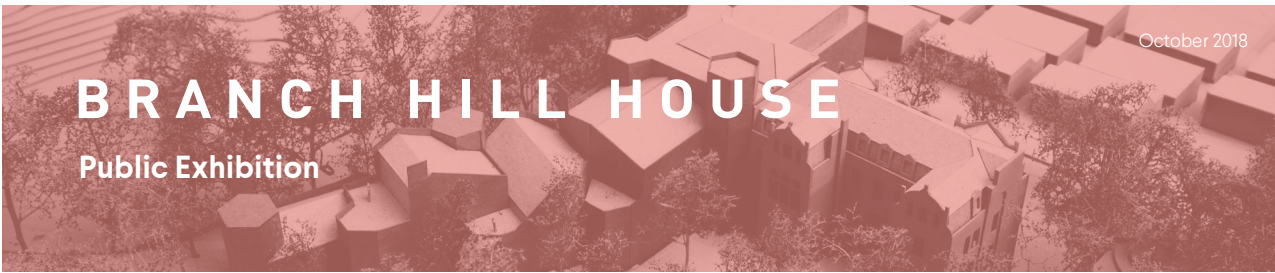


1901 - Speculative sketch of Ernest Flinth Extension and remodeling



1960s - Speculative sketch of S.A.G Cook extension








Next Steps

Thank you for visiting our public drop-in event on the proposed redevelopment of Branch Hill House. Please don't forget to fill out a feedback form, and feel free to ask a member of the project team any questions you might have.

We aim to submit a planning application to the London Borough of Camden shortly, and your feedback will inform much of our final scheme. We will remain committed to openly consulting with the community throughout the planning process, construction management, and beyond.

To get in touch with us following the exhibition, please email, phone or visit the website at:

-  branchhillhouse@kandaconsulting.co.uk
-  **0203 900 3676**
-  www.branchhillhouse.co.uk



Model

In summary, scheme benefits:

- Provision of 30 new homes;
- Hampstead inspired architecture;
- Sensitive renovation of the Edwardian extension to Branch Hill House;
- Enhanced green spaces and landscaping across the site;
- Removal of unsightly 1960s extension;
- Car parking at basement level;
- Cycle parking;
- Full Construction Management Plan and consultation.
- conditions.

Timeline :

- November 2018 – Planning application submission
- February 2019 – Receive Planning permission
- Summer 2019 – Development to start onsite
- Spring 2021 – Development completed

VII. Feedback Form

Branch Hill House Public Consultation Drop-in

October 2018

FEEDBACK FORM

We would be grateful if you could take a few moments to provide your views on the proposals for Branch Hill House. If you have any questions, or would like assistance, please ask a member of the team.

CONTACT DETAILS

Name _____

Address _____

Postcode _____

Telephone _____

Email _____

All information you give us will be treated confidentially and only used in connection with the project. We may use the information you provide to keep you up to date with the project, and will not hold your details any longer than the project's duration. If you would prefer us to not store your information or keep you updated, then please tick this box

Please provide your views on the following statements by ticking the relevant box. Space for additional comments is provided overleaf.

1. I welcome the opportunity to be consulted on these proposals.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

2. I support the proposed retention of the Edwardian-era building.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

3. The 1960s extension to Branch Hill House is in need of redevelopment.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

4. I support more homes in this part of Hampstead.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

Questions continue overleaf...

5. I understand the reasons behind Camden Council's modernisation of care home provisions.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

6. I am satisfied with the proposed level of car-parking.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

7. I support car-parking to be at basement level.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

8. The proposed architecture is in keeping with the context of Branch Hill House and the wider Hampstead area.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

9. I support the retention of the site's existing green spaces and proposed landscaping.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

10. I am satisfied with the care and attention that construction management has received so far.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

11. Please let us know if you have any additional views on the proposals.

Please hand your completed form to a member of the team or you can send it back to us via post or email by 2nd November, at:

Kanda Consulting
69 - 85 Tabernacle Street London
EC2A 4BD

www.branchhillhouse.co.uk
branchhillhouse@kandaconsulting.co.uk
020 3900 3676

VIII. November 2018 Letter

BRANCH HILL HOUSE NW3

KANDA

Kanda Consulting
69 - 85 Tabernacle Street
London EC2A 8BD

Tel + (0) 20 3900 3676
Email branchhillhouse@kandaconsulting.co.uk
Website www.kandaconsulting.co.uk

Date
November 2018

Re
Branch Hill House

Dear resident,

I am writing to update you on the proposed redevelopment of Branch Hill House, on behalf of owners Alma Group.

As always, our three commitments to the local community remain the same:

The old house, while not listed, is much loved in the area. We will retain the building and make it a centre piece of the new development. We will demolish the newer extension in order to replace it with a well designed, sympathetic building.

Green areas of the site will be protected and enhanced. We have commissioned an award winning landscape architect to enhance the verdant nature and biodiversity of the scheme.

We will work with neighbours to develop an approach to construction that minimises the impact for our neighbours.

Following correspondence with local residents, we held a public consultation drop-in event at the site on Saturday 20th October. This went very well, and was attended by nearly 60 local residents, all of whom were able to leave feedback.

The feedback we've received has been positive. In particular, the retention of the Edwardian-era building, redevelopment of the 1960s extension, and commitment to green spaces, have all been welcomed.

Residents have also voiced their support for the proposed housing, parking, access, and future Construction Management Plan. This has all been warmly received, and we are delighted that the community has backed our proposed vision for Branch Hill House.

Date
November 2018

Re
Branch Hill House

However, it has become apparent, that a number of local residents have taken exception to the proposed northern block of homes located between Spedan Close and Branch Hill.

This has not gone unnoticed, and we have decided to amend our plans and incorporate this northern block into the refurbished 1960s extension. These plans would mean that there will be no construction north of Spedan Close.

We are hoping to achieve this and match the total gross Internal Area of the scheme on display at the public consultation drop-in exhibition. This is with a design that is in keeping with the local Hampstead area.

We will be in touch to notify you once these plans have been developed, ahead of our planning application submission to Camden Council.

If you have any further queries, please do email branchhillhouse@kandaconsulting.co.uk



John Greenshields
Kanda

IX. November 2019 Newsletter

NEWSLETTER

BRANCH HILL HOUSE NW3

NOVEMBER 2019

Dear Resident,

We are writing to update you on the proposed redevelopment of Branch Hill House. We realise it's been a while since we last spoke, so this newsletter will outline what we've been up to as well as the next steps for Branch Hill House. There is a freepost feedback element attached at the end that we would be delighted if you could take the time to fill out.

As always, if you have any questions, feedback or ideas then please don't hesitate to get in touch with us at:

-  www.branchhillhouse.co.uk
-  branchhillhouse@kandaconsulting.co.uk
-  020 3900 3676



Existing view of the site

RECAP

In September 2018, we wrote to you with an introductory letter setting out our core commitments to local residents and aspirations for Branch Hill House. This was followed by a well-attended public exhibition in October 2018 that provided residents the opportunity to leave feedback. In November 2018 we informed the community that we were working on changing the designs to get them more in line with residents' feedback.

Throughout 2019, Stanhope Gate Architecture – specialists in the refurbishment of listed & historic buildings - have been working together with Camden Council via the pre-application process.

We hope to submit a planning application to Camden Council soon. Your feedback will help inform the final submission that will be available online. The scheme's Statement of Community Involvement will detail how the final scheme has been influenced by the public consultation.



Previous masterplan

IX. November 2019 Newsletter

UPDATE

When we first wrote to you, we made a number of commitments, these have not waived:

- Branch Hill House will be retained and made a centre piece of the new development whilst we demolish the newer extension and replace it with a well-designed sympathetic building.
- Green areas will be protected and enhanced, particularly through the verdant nature and biodiversity of the scheme. A comprehensive landscaping and ecology strategy will be submitted as part of the planning application.
- To work with neighbours to develop an approach to construction that minimises any negative impact.



1960s Camden Pamphlet

NEW DESIGN

We have formulated plans that stick to our longstanding commitments for Branch Hill House as well as positively responded to community feedback:

- Branch Hill House celebrated, and the 1960s extensions demolished;
- Removal of the proposed building on the northern side of Spedan Close in its entirety;
- Enhance the existing Site of Importance for Nature Conservation (SINC), its ecology and biodiversity;
- Utilise a more traditional form of architecture to better reflect the immediate and surrounding conservation area;
- On-site provision of affordable homes subject to viability;
- Protect the views of Branch Hill House from Branch Hill;
- Full Construction Management Plan.



New masterplan

IX. November 2019 Newsletter

PROTECTION AND ENHANCEMENT OF SINC AREA

The SINC area of the site is of fundamental importance to the overall strategy of the scheme. The latest pre-application discussions concentrated on the following protection and enhancement measures:

- A total of 25 trees to be retained, with a further 11 new trees being proposed. The previous SINC strategy retained 9 trees. The retention of an additional 16 trees will ensure the character of the SINC area is maintained.
- A new woodland trail to provide connectivity between the built/ landscaped gardens and the more natural areas of the site;
- The woodland trail will comprise of play elements for younger members of the community;
- Removal and thinning of invasive hedging. This will enhance the woodland and reveal its natural characteristics;
- The inclusion of bat and bird boxes, bug hotels and native woodland carpet and planting to promote biodiversity benefits
- Intensive planting of bluebells to create a bluebell forest.



Example of bluebell wood



New scheme view from Spedan Close



New scheme view from Branch Hill Estate

IX. November 2019 Newsletter

FEEDBACK FORM

FILL OUT &
POST TO US!

We hope to submit a planning application to the London Borough of Camden soon, and would like to hear your thoughts on these updated plans before we do so:

Name:

Postcode:

Email:

I am pleased with the level of consultation undertaken for the redevelopment of Branch Hill House.

↑ TEAR HERE ↑

I support the removal of any buildings from the north of Spedan Close and enhancement of existing greenspace.

The new designs complement the existing Edwardian-era building

Additional thoughts...

Disclaimer: Stanhope Gate Architecture will retain information given to us for the purpose and length of this project only, will not share any information with third parties and will store data securely. You can opt out of future materials by contacting us via our website.



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BRANCH HILL HOUSE