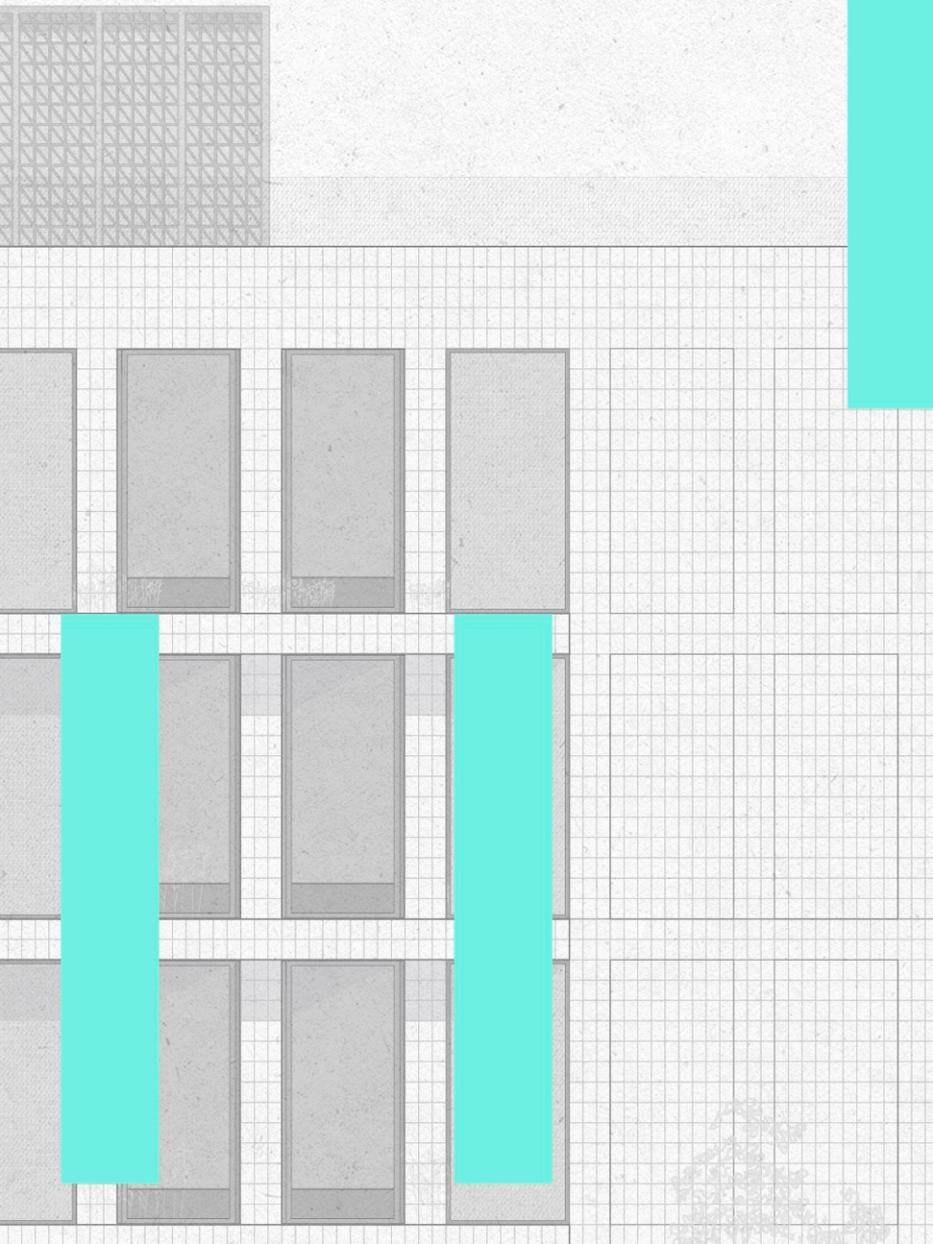


Former Car Repair Centre  
70 – 86 Royal College Street  
London  
NW1 0TH



# STATEMENT OF COMMUNITY INVOLVEMENT



ROCCO VENTURES

**NHS**  
Central and  
North West London  
NHS Foundation Trust

KANDA



# 70 - 86 ROYAL COLLEGE STREET

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Statement of Community Involvement

February 2020

KANDA



## CONTENTS

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**01** Executive Summary p. 05

.....

**02** Consultation Process p. 07

.....

**03** Newsletter Feedback p. 09

.....

**04** Public Exhibition Feedback p. 15

.....

**05** Conclusion p. 21

.....

## APPENDICES

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**I** Distribution Map p. 23

.....

**II** October 2019 Newsletters p. 24

.....

**III** Website p. 26

.....

**IV** November Flyer p. 27

.....

**V** Exhibition Boards p. 28

.....

**VI** Feedback Form p. 37

.....

**VII** February 2020 Update Letter p. 38

.....

# 01

EXECUTIVE SUMMARY

## 01 EXECUTIVE SUMMARY

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**1.1** This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Rocco Ventures ('the Applicant') in support of a full planning application for redevelopment of the site at 70 – 86 Royal College Street.

**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 70 – 86 Royal College Street.

**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:

- 3,068 newsletters (Appendix I) sent to local addresses in October 2019 introducing the site, the Applicant, principles of development, and offered the opportunity to leave freepost feedback.
- Immediate provision of a phone number, and email address managed by Kanda Consulting throughout the consultation process;
- Provision of a dedicated project website from October 2019 detailing the proposals, providing context and updating news of the application: <http://www.rcsconsultation.co.uk/>
- 3,068 flyers sent to local addresses in November 2019 inviting recipients to a public consultation exhibition detailing plans for the site;

- A public consultation exhibition held on-site, 15:00 – 20:00 26th November 2019;
- Provision of feedback forms at the public consultation exhibition;
- Emails offering further detail and one-to-one advice sent to residents and businesses who expressed an interest in the scheme.
- February 2020 Update letter sent to exhibition attendees detailing submission and the partnership with CNWL NHS Foundation Trust.

**1.6** Rocco Ventures will continue to engage proactively with the community throughout the project.

**1.7** Response to the consultation suggests that there is support for the Applicant's proposals. Stakeholders are pleased to see the site being utilised for public healthcare provision and that the scale of the proposal is reasonable. Stakeholders are keen to work further with the Council and the Applicant to ensure that any negative impacts upon traffic and pollution are negated.

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

**1.9** The Applicant's design team has been involved in extensive Pre-application discussions with Camden's planning and technical officers, including two sessions with Camden's Design Review Panel. All of the issues raised by consultees have been considered at great length. The proposals represent a scheme that balances the spatial requirements of the NHS tenant, the constraints of the site, the sensitivities of the context, and the amenity of neighbours.

**1.10** 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.

# 02

CONSULTATION PROCESS

## 02 CONSULTATION PROCESS

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**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 October 2019, with the distribution of an introductory newsletter (Appendix II) sent to 3,068 local addresses. This introducing the site, the Applicant, principles of development, and offered the opportunity to leave freepost feedback.

**2.4** From October 2019, a website (Appendix III) was hosted by the Applicant and provided at: <http://www.rcsconsultation.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.

**2.5** 3,068 flyers (Appendix IV) were distributed to local addresses of the same distribution area in November 2019 ahead of a public consultation exhibition, inviting recipients to the event.

**2.6** On November 26th, 2019, from 15:00 – 20:00, a public exhibition of the proposals was held on-site at 70 – 86 Royal College Street. This offered attendees the chance to meet the project team, view the proposals (Appendix V), and leave feedback (Appendix VI).

**2.7** In February 2020 a letter was sent to exhibition attendees detailing the Applicant's partnership with the CNWL NHS Foundation Trust as well as updating recipients of the application's submission.

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

**2.9** The Applicant's design team has been involved in extensive Pre-application discussions with Camden's planning and technical officers, including two sessions with Camden's Design Review Panel. All of the issues raised by consultees have been considered at great length. The proposals represent a scheme that balances the spatial requirements of the NHS tenant, the constraints of the site, the sensitivities of the context, and the amenity of neighbours.

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

03

NEWSLETTER FEEDBACK

### 03 NEWSLETTER FEEDBACK

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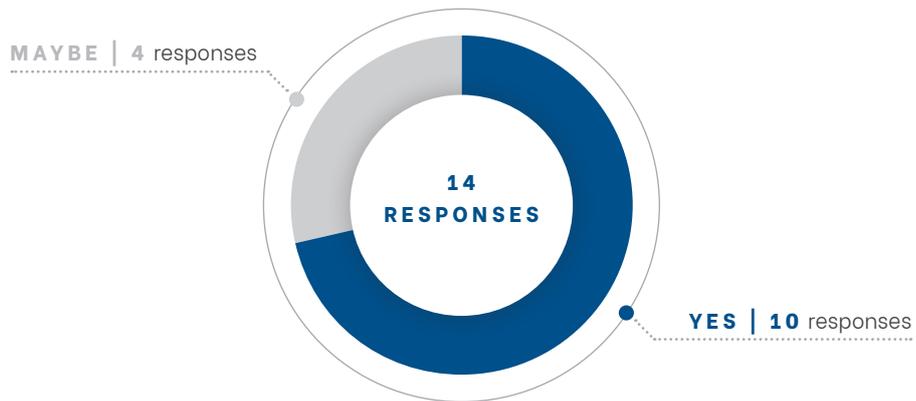
**3.1** In October 2019, on behalf of the Applicant, Kanda Consulting sent a newsletter to 3,068 local addresses introducing the site, the Applicant, principles of development, and offered the opportunity to leave freepost feedback.

**3.2** To date, 14 newsletters have been returned, including one letter.

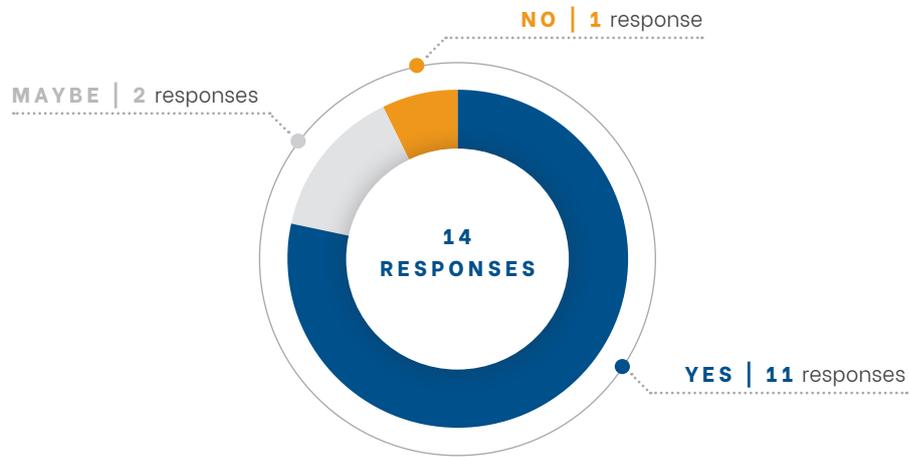
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#### 1 WOULD YOU SUPPORT THE REDEVELOPMENT OF THIS VACANT SITE IN PRINCIPAL?

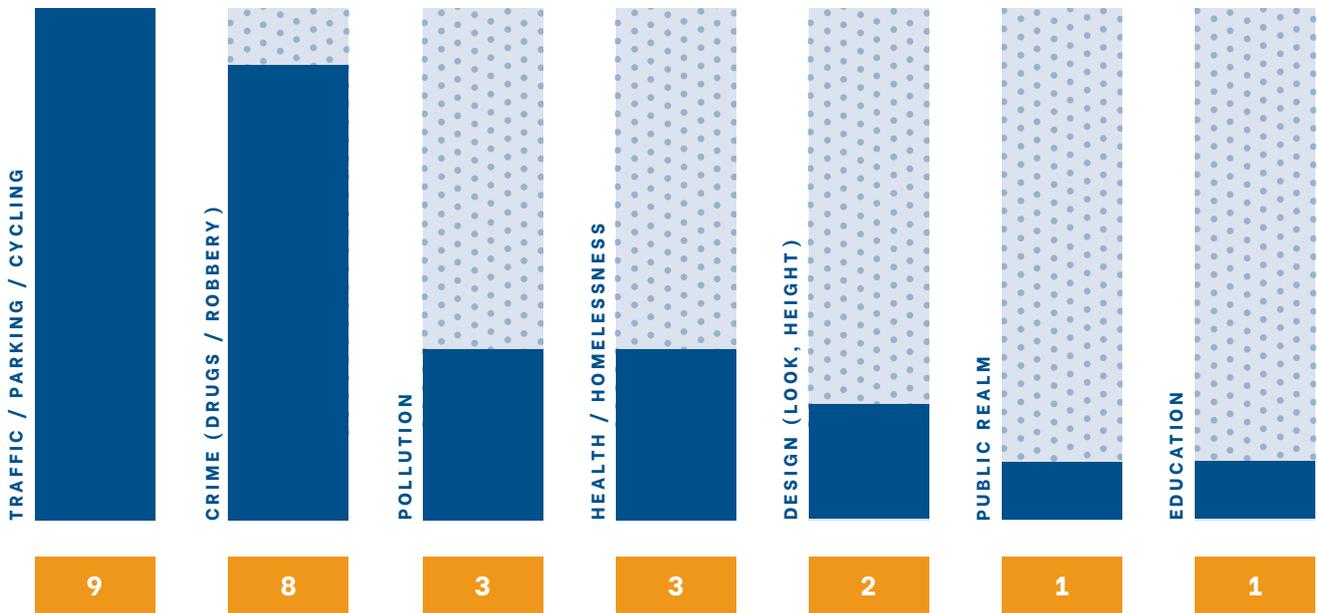
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2 WOULD YOU SUPPORT THE PROVISION OF HEALTHCARE FACILITIES AT THE SITE IN PRINCIPAL?



WHAT ARE YOUR BIGGEST CONCERNS REGARDING THE LOCAL AREA?



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## CONCERNS

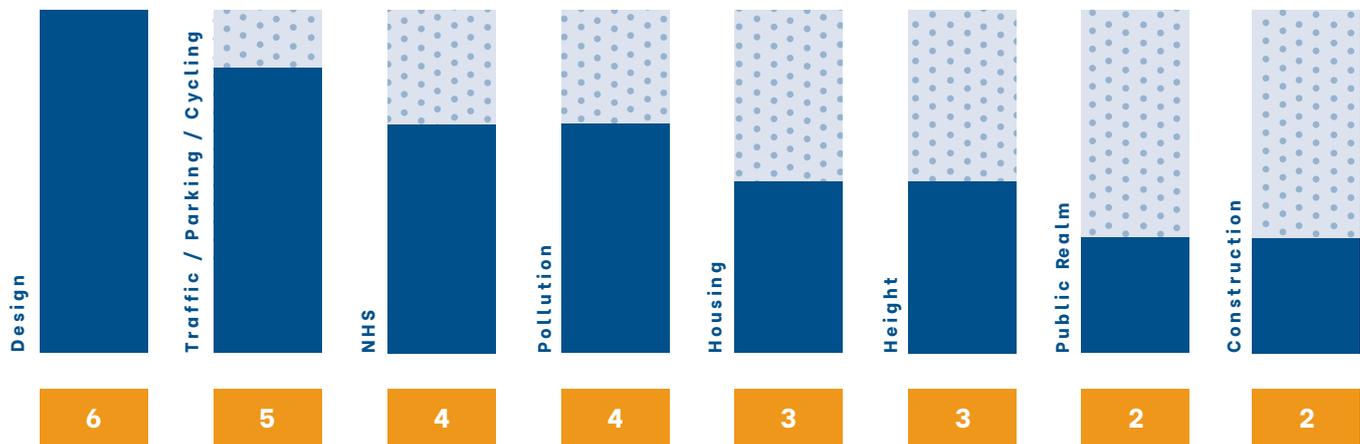
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1. *“Too many unhealthy fast food places selling high fat, high salt foods. Your new facility should include healthy eating classes and provide support for families on low income to learn how to cook tasty food that is healthy and inexpensive, plus give advice about the poor quality of the junk in those fast food places. Traffic on Royal College Street – we have too many vehicles travelling at high speed up the road, especially concrete lorries which cause terrible noise and vibrations in our houses. Not sure what you can do about it but be aware that it can be challenging to cross the road at some times. Homelessness – an issue in Camden generally.”*
2. *“More support to reduce rough sleeping and begging in street. Press on with improvements to promote cycling. Better design & coordination of traffic management works. Reduce drug dealing & associated crime / violence.”*
3. *“Traffic, access and possibly lack of parking if not provided on site.”*
4. *“Drug dealing and drug addicts.”*
5. *“Drug dependent individuals in the area.”*
6. *“Crime especially phone snatching.”*
7. *“Rubbish and street cleaning, crime and vehicle and home heating based air pollution.”*
8. *“Height and increased traffic. Sympathy for local terraces in design.”*
9. *“1. Law and order; 2. Education (adults as well as children); 3. Availability of public spaces for a wider variety of purposes.”*
10. *“Construction traffic on RCS has been intense and unfriendly and unsafe for years (most national grid site) and anti-social behaviour / crime.”*
11. *“Litter, rough sleepers & homelessness, speed of traffic.”*
12. *“Noise, traffic, more pollution in air. We cannot see & loss of community.”*
13. *“Traffic congestion. This road used to be wide enough to take double decker buses in both directions and allow other traffic to pass. This idiot Council has reduced it to one lane and that can get gridlocked when busy. Two cycle lanes plus road traffic isn't safe for pedestrians trying to cross the road.”*

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 WHAT ARE YOUR BIGGEST PRIORITIES REGARDING THE SITE'S POTENTIAL REDEVELOPMENT?
 

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 PRIORITIES
 

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1. "Presumably there will be a GP surgery? There used to be one in Plender St. It was run by a dreadful GP but it was nearer than James Wigg (which is overcrowded)."
2. "A good quality design which avoids overdevelopment to ecologically sound principles in construction and management facilities."
3. "See above, otherwise, site has potential as single / elderly housing provision – much needed. That it is a healthcare centre as GP is far away."
4. "Nothing in high-rise, nothing above 3 storeys. Preferably permanent residential building. The noise, the possible slowing down of traffic."
5. "1 – maximise active travel (walking and cycle based) 2 – minimise car parking 3 – maximise open space with max 4 storey building 4 – mix of flats / houses and sizes of accommodation. Consider colony style housing e.g. look at Edinburgh colonies for examples stockbridge / abbeyhill."
6. "That the redevelopment coincides the narrowness of the road and existing terraces. 'Sustainable', human scale (no tower blocks). Multi-purpose (including health care); co-working facilities; sports, meeting rooms, lecture/tuition spaces."
7. "A characterful, high-quality design that fits the scale of 'the neighbourhood' has an active ground floor and good, neighbouring public realm."
8. "More GPs or nurse to bring down waiting time. A good bit of green space and not just a large brick tower."



External View Roof Garden

04

PUBLIC EXHIBITION  
FEEDBACK

## 04 PUBLIC EXHIBITION FEEDBACK

**4.1** The Applicant hosted a public consultation exhibition on site at 70 – 86 Royal College Street, London Borough of Camden, NW1 0TH. This took place on:

**Tuesday 26th November 15:00 – 20:00**

**4.2** 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.

**4.3** The exhibition was staffed by representatives of the project team from Rocco Ventures, Ian Chalk Architects, Norton Mayfield Architects, and Kanda Consulting.

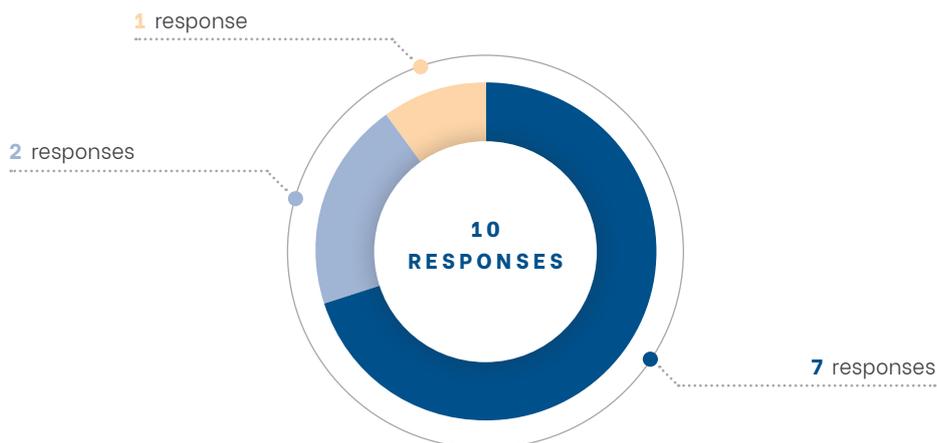
**4.4** In total, the exhibition saw 22 attendees.

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

**4.6** 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.

**4.7** To date, 10 feedback forms have been completed, the results of which are outlined below:

### 1 I HAVE FOUND THIS CONSULTATION TO BE USEFUL.



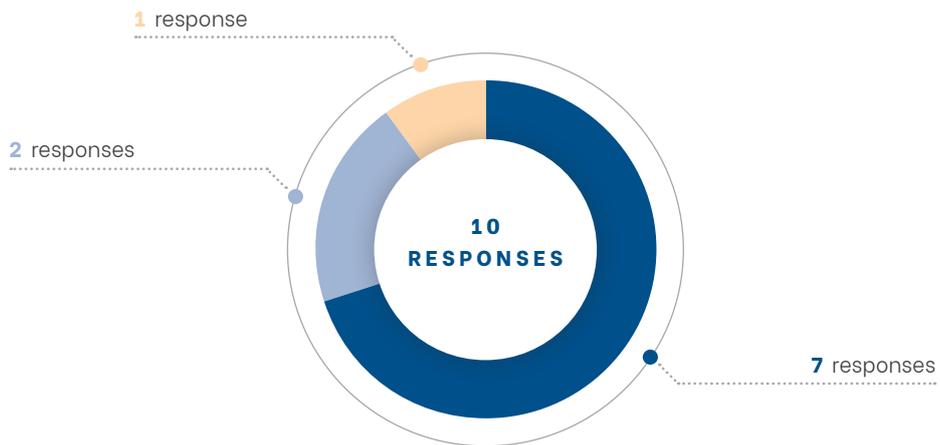
#### KEY:



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**2 THE SITE IS IN NEED OF REDEVELOPMENT.**

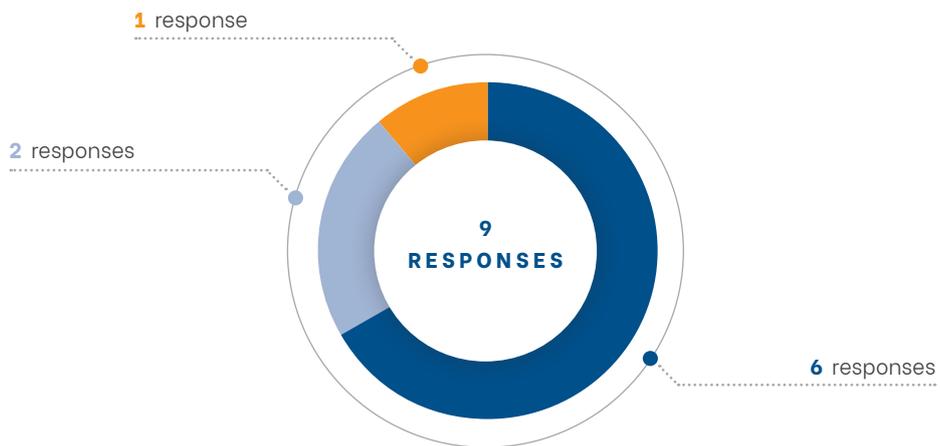
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**3 I SUPPORT THE PROVISION OF A PURPOSE-BUILT HEALTHCARE CENTRE AT 70-86 ROYAL COLLEGE STREET.**

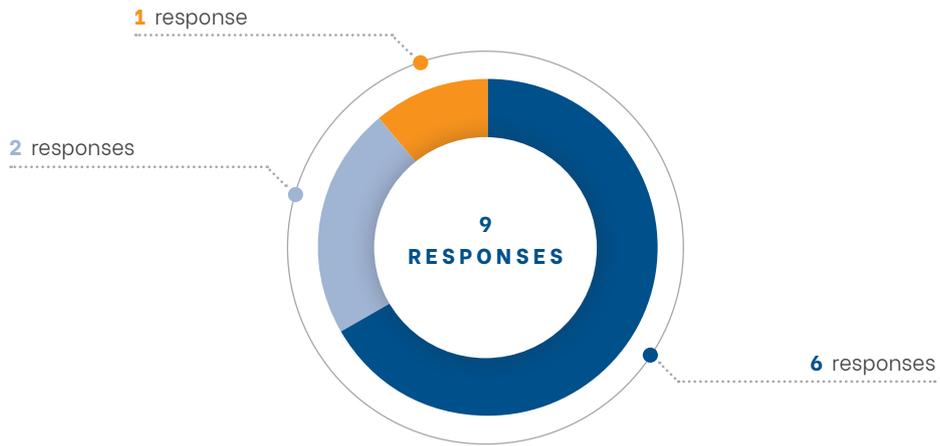
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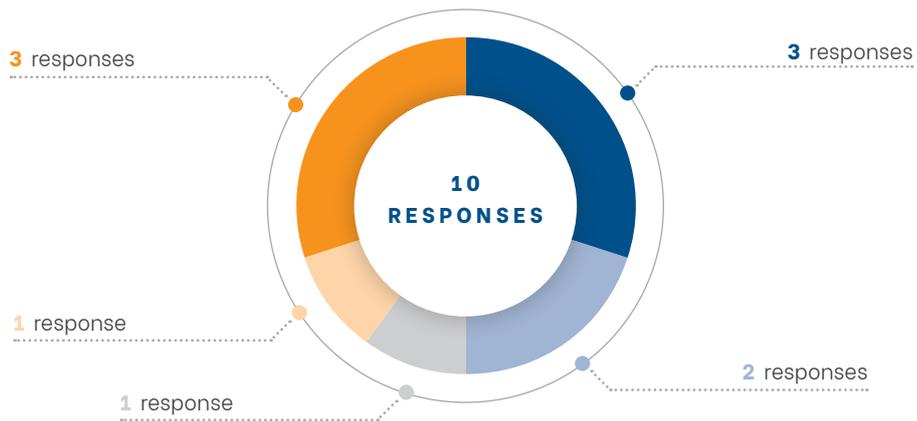
**KEY:**

- Generally Agree
- Somewhat Agree
- No View
- Somewhat Disagree
- Generally Disagree

**4 I WOULD LIKE TO SEE THE SITE'S FACILITIES TO BE OPERATED BY A PUBLIC HEALTHCARE PROVIDER.**



**5 THE DESIGNS ARE OF AN APPROPRIATE MASSING GIVEN ITS CONTEXT.**



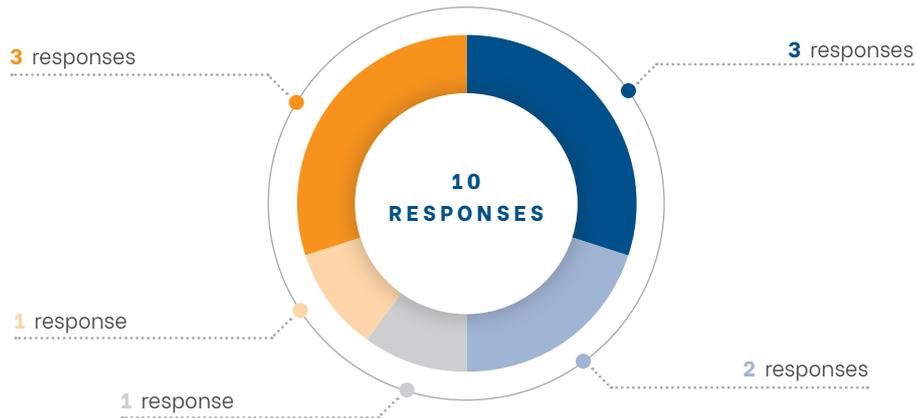
**KEY:**

- Generally Agree
- Somewhat Agree
- No View
- Somewhat Disagree
- Generally Disagree

---

**6 THE DESIGNS ARE OF AN APPROPRIATE MASSING GIVEN ITS CONTEXT.**

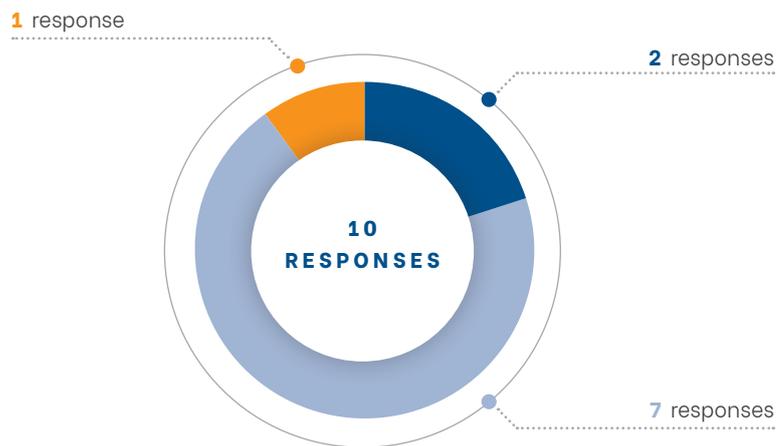
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**7 DUE THOUGHT HAS BEEN GIVEN TO SUSTAINABILITY AND PUBLIC REALM THROUGHOUT THE PROJECT.**

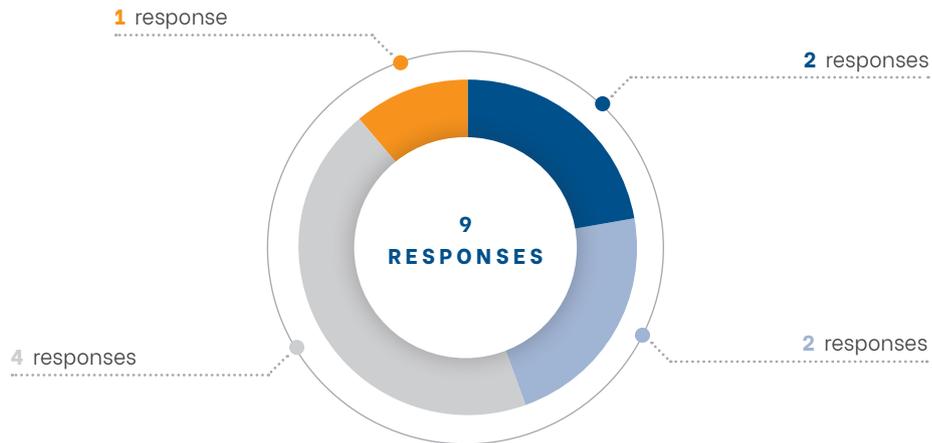
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**KEY:**

- Generally Agree
- Somewhat Agree
- No View
- Somewhat Disagree
- Generally Disagree

**8 I AM SATISFIED WITH THE APPROACH TAKEN TO MITIGATE TRAFFIC DURING CONSTRUCTION AND ONCE THE SITE IS OPERATIONAL.**



**KEY:**

- Generally Agree
- Somewhat Agree
- No View
- Somewhat Disagree
- Generally Disagree



**QUALITATIVE FEEDBACK**

*“Very pleased with proposal of site. Hopefully lots of greenery on show to residents of the street property opposite.”*

*“Traffic congestion with ambulances, driving cab throughout the day/night.”*

*“Building higher than would wish.”*

*“As the propose building is in a residential area, there is a need for early development children health & given the size of the proposals it would have been beneficial to have a children’s’ clinic i.e. immunisation, weight, 2 year check etc.”*

*“1. Rear façade needs more design 2. Building is one storey too high.”*

*“A long overdue facility.”*

05

CONCLUSION

## 05 CONCLUSION

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**5.1** The consultation began in October 2019 and sought to engage with statutory and non-statutory consultees, including local stakeholders working and living in close proximity to the site at 70 – 86 Royal College Street.

**5.2** The pre-application process provided an opportunity for constructive engagement with leading members of the development team, including the Applicant, Ian Chalk Architects, Norton Mayfield Architects and Kanda Consulting, 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 3,068 letters to local residents and businesses introducing the Applicant and information on the proposed development with freepost feedback optional.

**5.4** From October 2019, a website was hosted by the Applicant and provided at: <http://www.rcsconsultation.co.uk/> This provided information relevant to the scheme and will continue to be regularly updated as the application progresses.

**5.5** 3,068 flyers were sent to local addresses in November 2019 inviting recipients to a public consultation exhibition detailing plans for the site.

**5.6** A public consultation exhibition was held in November 2019 and attended by 22 members of the local community. Attendees were invited to fill out a feedback form provided, which could also be completed at a later date. 10 feedback forms have been completed to date.

**5.7** In February 2020 a letter was sent to exhibition attendees detailing the Applicant's partnership with the CNWL NHS Foundation Trust as well as updating recipients of the application's submission.

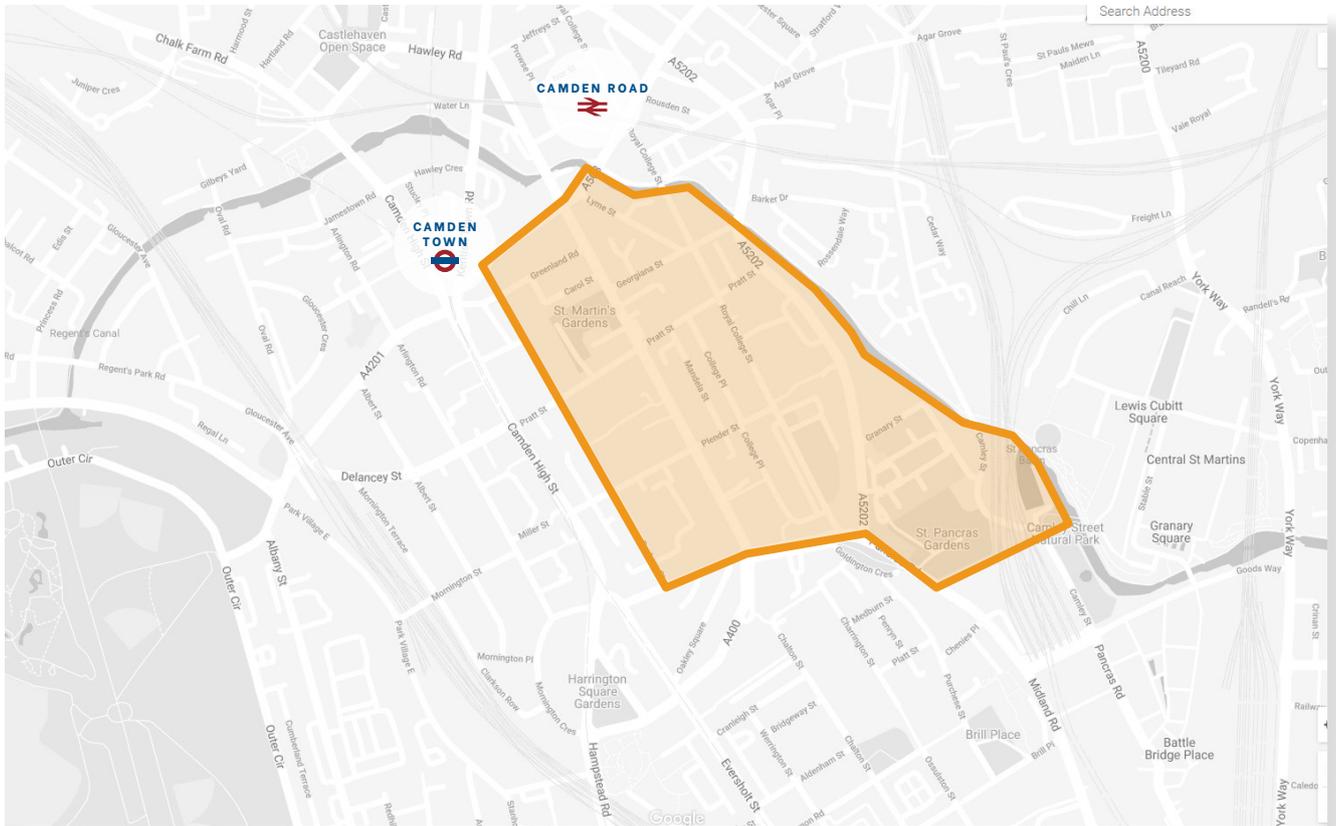
**5.8** The responses to the consultation suggest that there is support for The Applicant's proposals. Local stakeholders are pleased to see the site being utilised for public healthcare provision and that the scale of the proposal is of a reasonable scale. Stakeholders are keen to work further with the Council and the Applicant to ensure that any negative impacts upon traffic and pollution are negated.

**5.9** The Applicant's design team has been involved in extensive Pre-application discussions with Camden's planning and technical officers, including two sessions with Camden's Design Review Panel. All of the issues raised by consultees have been considered at great length. The proposals represent a scheme that balances the spatial requirements of the NHS tenant, the constraints of the site, the sensitivities of the context, and the amenity of neighbours.

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



# I DISTRIBUTION MAP



## II OCTOBER 2019 NEWSLETTERS

NEWSLETTER

### 70 - 86 ROYAL COLLEGE STREET

OCTOBER 2019

Rocco Ventures Ltd are consulting on proposals for the redevelopment of 70 - 86 Royal College Street, the former MOT Garage.

Our early plans would seek to provide much-needed new healthcare facilities for the local area. We are continuing to develop our proposals, and hope to submit a planning application to Camden Council following a full programme of public consultation.



ianchalkarchitects

### 70 - 86 ROYAL COLLEGE STREET

The site is currently occupied by a vacant two-storey building, forecourt and parking area. It was previously occupied by a tyre and vehicle maintenance garage.

Rocco Ventures Ltd and Ian Chalk Architects have been working closely with the NHS and Camden Council in order to understand the specialist requirements of a bespoke healthcare building that will suit the current needs of the community whilst providing flexibility for the future.



### TIMELINE

We will be in touch soon regarding a detailed public exhibition of our plans and look forward to your feedback. We hope to submit a planning application before 2020, and have finished the build by 2022.

We want to know what local residents think of these early plans, so please do let us know your thoughts via the freepost feedback form, or please get in touch with the details below:

 [contact@rcsconsultation.co.uk](mailto:contact@rcsconsultation.co.uk)

 020 3900 3676

 [www.rcsconsultation.co.uk](http://www.rcsconsultation.co.uk)



Freepost Plus RUAE-BZXR-EELX  
KAN0083

Royal College Street Consultation 1st Floor  
44-48 Paul Street  
London

## FEEDBACK FORM



We are keen to hear what local residents think at this early stage of development.

Please let us know what your thoughts are below and return your feedback either via freepost or email.

Name:

Postcode:

Email:

Would you support the redevelopment of this vacant site in principal?

Would you support the provision of healthcare facilities at the site in principal?

What are your biggest concerns regarding the local area?

What are your biggest priorities regarding the site's potential redevelopment?

Disclaimer: Rocco Ventures Ltd 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.

### III WEBSITE

