

Town Hall: hoarding copy for review

At the end of March (exact date TBC), hoardings will go up around the town hall before construction work starts. It's recommended that a small number of well-messed boards are developed and designed, which will be repeated around the building.

The boards will be designed in the same style as the temporary town hall hoardings and permanent CIP hoardings, but instead of having copy at the top and artwork at the bottom, it will be designed like this to break up the text:



Below is the recommended copy, which pulls out the key messages for the project, Camden 2025 and Our Camden Plan. There are five sets of copy for five separate hoarding board designs. These will be repeated on each side of the building. The exact dimensions are still being finalised but it's likely that each board will be 2.4 metres tall and 4.8 metres in length.

Lovingly restoring Camden Town Hall

- We are carrying out the much-needed renovation of our treasured Grade II listed town hall
- The beautiful community space will help residents celebrate and commemorate births, weddings, civil partnerships, citizenships and more
- We'll preserve the building's history and cultural heritage while making it more accessible for everyone

Working together to create a place for everyone

- Our restored town hall will deliver Camden's public services and will remain at the heart of our local democracy
- Across Camden, we are investing in our communities with new council homes, schools and community spaces
- Working together, we can achieve our Camden 2025 goal of creating a place that works for everyone

Giving our local economy a boost

- We're creating modern work spaces and supporting new local jobs for the future
- We're inspiring innovation, with dedicated space for businesses to thrive and grow in King's Cross
- We'll rent out some of the space to generate income so that over time, the much-needed refurbishment will pay for itself

Creating an inclusive economy

- Accessible work spaces in the heart of London will support more businesses to join our community where we're proud to have other UK and European cities on our doorstep
- Local people will be the first to access construction jobs, work placements and apprenticeships generated by this refurbishment
- Shared work spaces will allow businesses to collaborate, helping to make Camden the best place in London to do business and work

Reducing our carbon footprint to tackle the climate emergency

- The town hall will be free from single-use plastic and fossil fuels, with electricity replacing gas to power and heat the building
- We want to achieve an 'excellent' BREEAM rating – an industry standard for sustainability that only 10% of buildings achieve
- The newly-refurbished town hall will be car-free with more bike parking spaces to encourage active travel and improve air quality for local residents