

Regent's Place Shipping Containers Statement of Community Involvement



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1.0 Overview

As Project Managers for British Land (the Applicant), M3 Consulting designed and led the consultation and communication strategy on the proposal for introducing a mix of A1/A3/D1/D2/B1 use classes within a structure based upon five shipping containers to the plaza at Regent's Place.

M3 Consulting have produced this report to clearly outline the consultation and communication strategy followed, the feedback received and where applicable, how this feedback has been fed into the Applicant's proposal.

2.0 Approach to Consultation

The National Planning Policy Framework sets out a desire to front-load engagement in paragraph 39:

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

The London Borough of Camden (the Council) adopted its most recent Statement of Community Involvement (SCI) in 2016. The SCI outlines the Borough's core principles for involving the local community in developments in their area, setting out the benefits of community engagement as follows:

- Benefiting from the detailed local knowledge, expertise and perspective of local people, organisations and community groups.
- Greater support for policies, strategies and decisions.
- Community commitment to the future development of their area.
- Improving the quality of life, and of the built and natural environment, within Camden.

In advising applicants, Camden 'strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application.'

In response to this, the Applicant has undertaken a comprehensive consultation on the proposals for introducing a mix of A1/A3/D1/D2/B1 use classes within a structure based upon five shipping containers to the plaza at Regent's Place, engaging with campus occupiers, local businesses, residents, and local groups. In addition, the Applicant has engaged the Council through a formal pre-application process.

The public consultation activity has included:

- The issuing of an information pack on the proposals and a feedback form, via email to a wide range of campus occupiers, local businesses, residents, and local groups.

3.0 COVID-19 and the Public Consultation Strategy

In March 2020, measures put in place by the UK Government to limit the spread of COVID-19 meant that the planned public consultation – to be held across two sessions at the Regent's Place campus – was cancelled in line with government guidance to stay at home except for a very limited number of reasons.

Instead, the project team carried out an online public consultation designed to include a wide range of stakeholders and members of the public, while respecting UK Government guidance. The details and findings of this consultation are outlined below.

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4.0 Consultation Activity

In order to brief campus occupiers, local businesses, residents, and local groups, an information pack on the scheme was issued to the below stakeholders along with a feedback form. The information pack and feedback form issued can be found in Appendix 1 and Appendix 2 respectively, and were issued on 20/04/20.

All Campus Occupiers	Partners	Community Groups
Flykick	Camden Council	BWA Surma Community Centre
Extinction Rebellion	Produce	Netley Primary
Manchester City	Veolia	Maria Fidelis Secondary
Debenhams	Aindrea Contemporary	BWA Surma Community Centre
Facebook	Drummond St	Euston Town / BID
Whitefoord	JPC	Samuel Lithgow Youth Club
Santander AM	Artiq	Third Age Project
Santander Head Office	Arup	Euston Food Bank
Drake and Morgan	Aughton Group	Home Start
Old Diorama Arts Centre	Dixon Baxi	C4WS Jobs Club
New Diorama Theatre	CIS Security	Just Enough
Dentsu Aegis Network	Camden Tour Guides	Action Youth Boxing
Lendlease	Association	Optimum
Ricoh Europe	Euston Square Hotel	Global Generation
Dimensional Fund Advisors	Wates	Hopscotch Women's Centre
Gazprom	Jon Adam	West Euston Partnership
Sunrise	Bruton Street management	Home-Start Camden &
NHS	Origin Housing	Islington
General Medical Council	Managed by Origin housing	Camden People's Theatre
Digital Cinema Media	Managed by Bruton Street	Fitzrovia Youth in Action
Elxon	Appear Here	All campus residents
Everlight Radiology	Jupiter	
Balfour Beatty Investments	Next Big Thing	
DS Smith	Potato	
Wasabi	Chilled	
EAT	Bacchus	
Steel Warriors	ING	
The Union Bar & Grill	ING	
The Refinery	Bennett Hay	
Black Sheep Coffee	Chris Smith	
Blue Prism	Soraya Merrylees	
Lendlease	Alex Sesto	
Facebook	Ed Mason – consultant	

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All Campus Occupiers	Partners	Community Groups
Alpha Real Capital	M3 Consulting	
Brightstar	Pall Mall Barbers	
McGraw-Hill Education	Knowledge Quarter	
Equal Experts	UCLH	
Guinness Partnership	Regent's Park College	
Itsu	Knight Frank	
Sainsburys	Cushman & Wakefield	
Beany Green	Dimensional	
West Euston Partnership	DCM	
Cycle Republic	Veolia	
Nuvola	Aindrea and Gabriella – art curators	
Pod	Rosie Glenn – art curator	
Pret a Manger	Chris Zipfit	
Starbucks	Townshend Landscape Architects	
Salisbury Group (Euston Tower)	Waugh Thistleton Architects	
HMRC		

5.0 Feedback

We asked stakeholders to comment on the following:

- Proposed design for the structure
- Proposed community uses
- Any other feedback on the scheme

A total of two pieces of feedback were received at the end of one week from the date of issuing the information pack and feedback form to the stakeholders, recorded in full as follows:

Respondent 1 - Local Resident

Feedback received via the feedback form.

Please let us know your thoughts in the proposed design for the development	<i>“Like the idea of using containers, very hip. It will make a welcoming and addition to the existing food outlets in the square (i.e. Pret, Starbucks). Adding greenery, plants, trees to this proposal would be great, to help soften the square which at present is a one big cold cement mass.”</i>
Please let us know your thoughts on how you would like to see the community space used.	<i>“I am not a real fan of the big screen and deck chairs, as it doesn't really generate any atmosphere. Also do not believe the big pods add any value, see barely anyone it these. Creating a WEWORK type environment where people can work, eat, drink, socialise all in one space with lots of greenery (not fake). Putting up a Teepee where food, drinks can be served. Perhaps organising a pop-up nail parlour outside on the square.”</i>
Please let us know if you have any other feedback on the proposal.	<i>“Just a note in relation to cleaning and managing cigarette litter. Who would be responsible for the cleaning of these containers, windows, and general allocated container space etc.? We want to keep the square clean.”</i>

Respondent 2 - Local Resident

Feedback received via email, as opposed to the feedback form:

"I've received plans regarding Regents Place. I'm a resident. It's difficult to see how we can take a view on the consultation when, unless I've missed it, the 5 year temporary scheme doesn't say what happens after that? I plan to be a resident there for the next 30+ years so years 6-30 count more than 1-5."

6.0 Stakeholder Feedback and the Applicant's Proposal

The feedback received was shared and discussed with the Applicant and the project team. The below points outline how the feedback has been incorporated into the scheme:

- Additional greenery is being provided under this proposal via green roofs and green walls to some of the containers and additional planters at ground level. Further greenery and softening of the plaza (outside of this application boundary) are provided under 2019/5154/P, currently under consideration by LBC.
- The cleaning and maintenance of the external areas will be the responsibility of the campus management team. The cleaning and maintenance of the internal areas of the containers will be the responsibility of the individual tenants and the requirement to do so will be incorporated into their leases.
- M3 Consulting responded on the point about this application being for a 5 year consent, explaining that at the end of the 5 years, the applicant will either seek to extend the consent or remove the proposed scheme - under both options, all local stakeholders will again be consulted upon the proposals.

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7.0 Appendix A – Information Pack

1.0 Introduction

The design, use and layout of the public realm at Regent's Place is evolving and we want to hear your feedback.

As part of the Regent's Place vision we recognised that changes were required to the public realm. These changes are designed to create a more open, inviting and useable space for everyone who visits, lives and works at the campus.

Alongside the wider landscaping plans, we have developed plans for a small scheme to the south of Regent's Place plaza created from recycled shipping containers, providing a mix of food and beverage suppliers and community space. This temporary use, which we envisage lasting for approximately five years, will enliven the plaza and provide a year-round hub for campus occupiers and the local community to meet, eat, drink and collaborate.

2.0 The Site

The recycled shipping containers will occupy a space at the south of the plaza, creating a new "gateway" between the campus and the Euston Road.

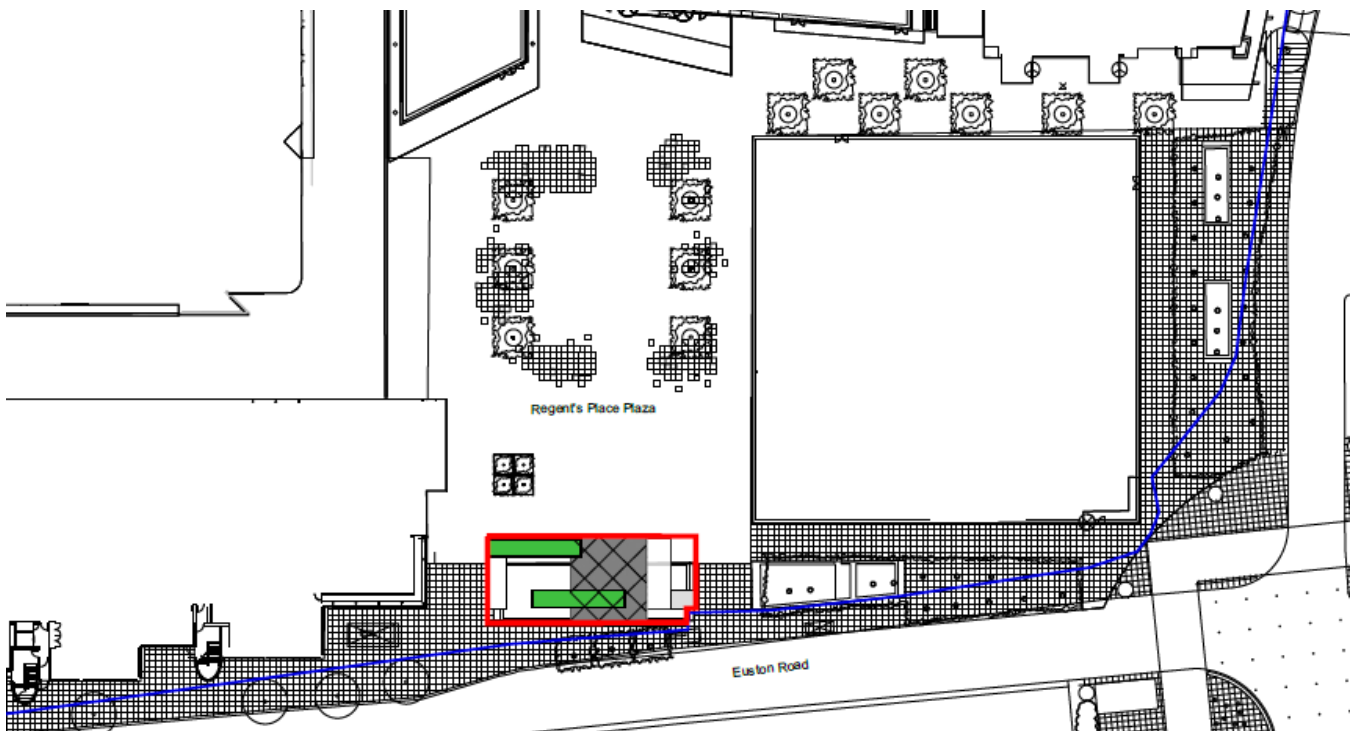


Figure 1 – Site location outlined in red.

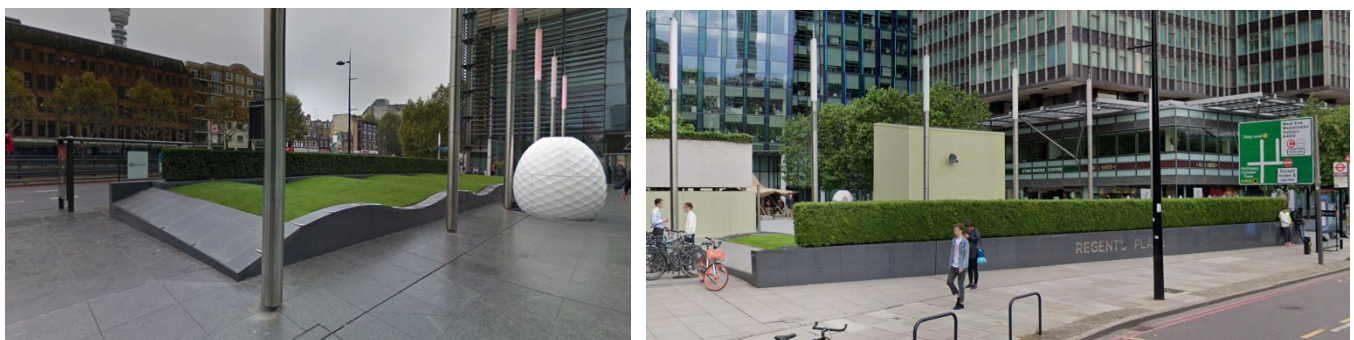


Figure 2 – The existing site, currently occupied by the "folding lawn".

3.0 Our Plans

The proposal re-uses five shipping containers, stacking them to create a vibrant and functional space for the local community. The design re-uses timber cladding from a previous development and incorporates green walls and roofs, improving local biodiversity and providing an attractive focal point to the plaza.

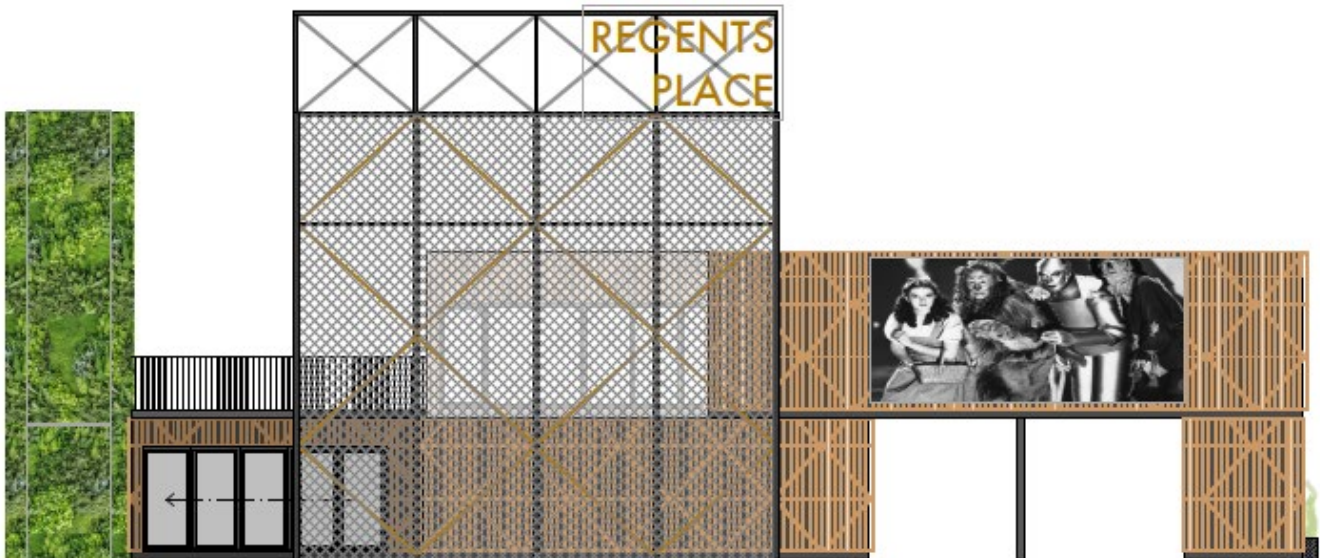


Figure 3 – North elevation of the proposals, viewed from the Regent's Place plaza.

The five shipping containers will provide a mix of different food and beverage retailers, community space for local organisations, WCs and a publicly accessible terrace at first floor level. The community space may provide flexible workspace for start-ups or room for groups to hold classes and meetings. The development will be accessible to all, with a lift to first floor level. This concept has been highly successful in activating a range of spaces across London.



Figure 4 – The concept can accommodate a range of uses, from restaurants to yoga studios.

4.0 Timeline and Next Steps

We are aiming to submit a planning application to the London Borough of Camden by the end of April 2020 with works commencing on site by August 2020.

Now we would like to share our plans with you and listen to your feedback, so that we can incorporate it into our proposals. Design information for the scheme is included within this information pack, along with a feedback form to record your thoughts on our proposal.

For further information or if you have any questions on the proposal, please contact the Project Managers, M3 Consulting, at m.mortimer@m3c.co.uk.

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8.0 Appendix B – Feedback Form

Regent's Place Shipping Containers Public Consultation Feedback Form



Thank you for taking the time to review our proposal for the shipping container development at Regent's Place plaza.

We would like to know what you think about our plans before we submit a planning application. Please let us know what you think by filling out this feedback form.

Name:

Address:

Email:

Please indicate whether you are: A local resident A local business Other

We are required to collect consultation data in respect of this proposals so that feedback from the local community can be assessed and summarised within the planning application documents. Please be assured however that we will not hold or use your data for any other purpose whatsoever.

Please tick this consent box if you wish to be kept informed about progress with this consultation and development, for example with information about future consultation events or to let you know when the planning application is submitted. Once again it will not be used for any other purpose.

Please let us know your thoughts on the proposed design for the development:

Please let us know your thoughts on how you would like to see the community space used:

Please let us know if you have any other feedback on the proposal:

If you have any questions about this proposal, please contact our Project Managers, M3 Consulting, at m.mortimer@m3c.co.uk.