

Belgrove House

Education and Outreach Centre

27th November 2020



**ALLFORD
HALL
MONAGHAN
MORRIS**

Precis Advisory

access
SELF STORAGE



MSD

INVENTING FOR LIFE

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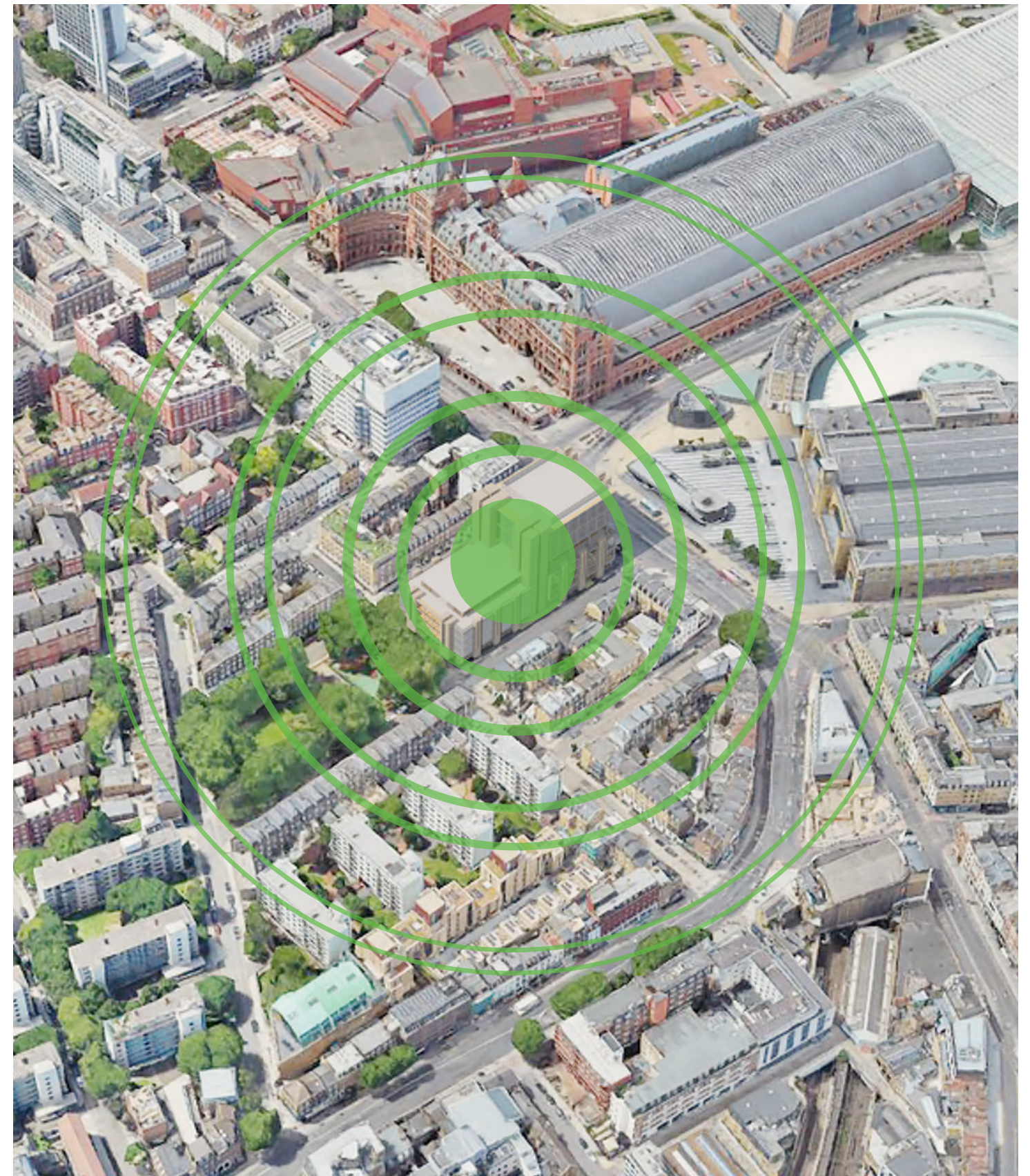
Introduction

The application proposals brought forward by Access Self Storage Ltd & Precis Advisory, the applicant, are for a specialised life-sciences, laboratory-enabled building in the heart of the Knowledge Quarter at Belgrove House.

The applicant has agreed commercial terms with MSD subject to planning permission being granted to occupy the whole building as its new UK Headquarters and Discovery Centre. MSD are one of the top five biopharmaceutical companies in the UK and currently employ over 2,000 people across five sites. They specialise in research, development and supply of new medicines and vaccines that prevent and treat diseases that occur at every stage of life.

The proposed scheme will bring an extensive package of transformational benefits which follow the Government's ambition to reinforce the UK and London as a global centre for research and technological advances. The scheme would also meet LB Camden's ambitions for a successful Knowledge Quarter which directly improves the lives of local communities in which the development sits, economically, socially and environmentally.

The proposed development will deliver a substantial package of public benefits and will result in a development which will contribute to reducing inequalities and increasing life chances in neighbouring communities and the borough generally by maximising social value at the planning, construction and end user phases, by supporting increased access to jobs, skills training and education opportunities.



Purpose

The purpose of this document is to further explain how the applicant and MSD will seek to honour the ambitions of STEAM and ensure an inclusive economy.

It seeks to explain both the physical design of the spaces proposed and how, in broad terms, they will operate and be managed to ensure that the ambitions set by Camden in terms of community outreach and education can be achieved.

Whilst this document focuses primarily on the benefits which are to be enshrined in the Section 106 agreement, it also start to explore the wider benefits of MSD's investment in Camden.

The document also captures the benefits of the delivery of Acorn House.

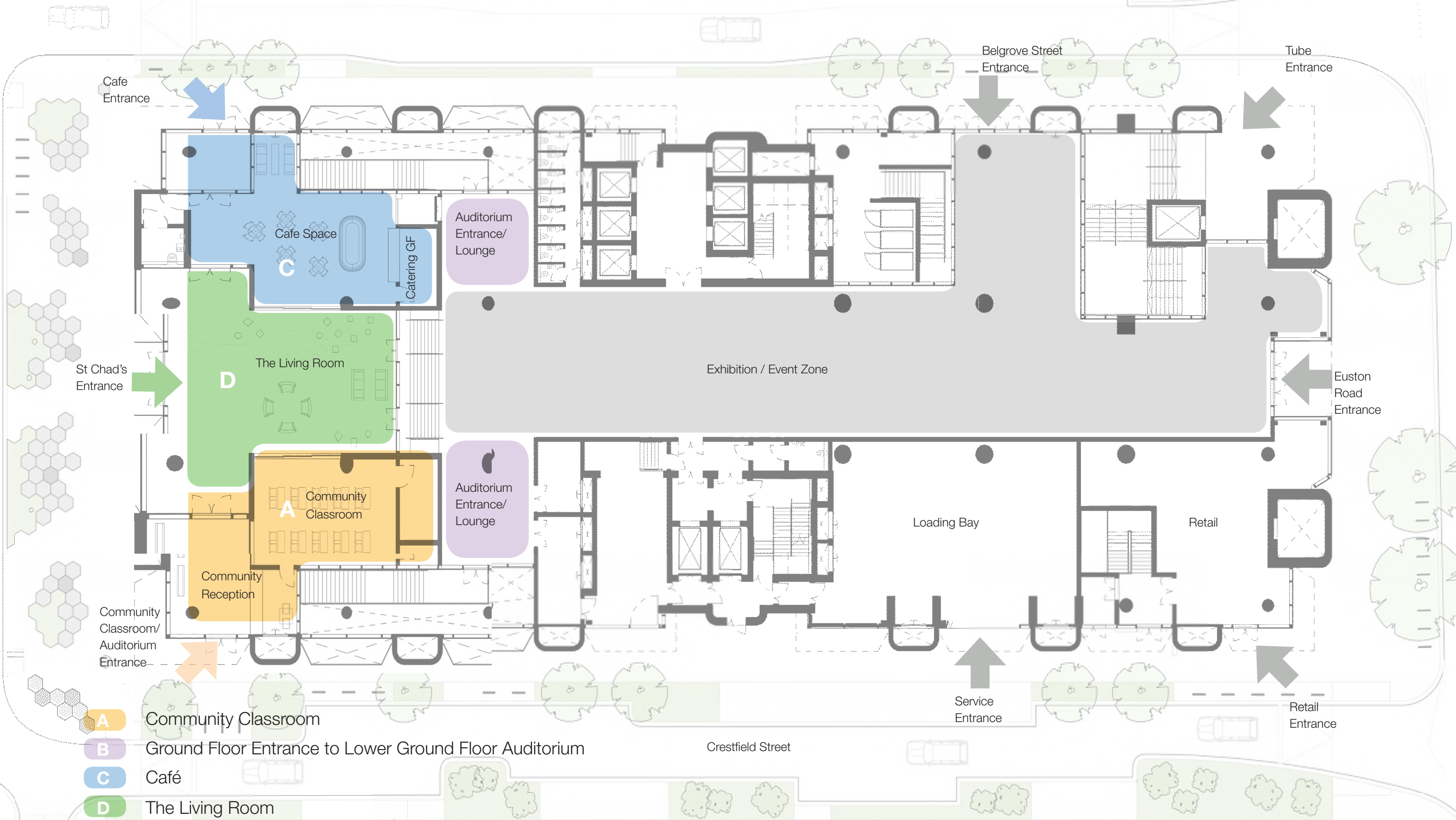
MSD are adopting four principles which inform the benefits as set out in this document.

- MSD will commit to the shared spaces generating no profit for MSD when they are hired out ;
- MSD will operate and manage the building through an outsourced facilities management model;
- MSD will appoint a full time Community Engagement and Events Manager; with experience in education and outreach work.
- The spaces MSD will make available for public use will be designed to be as flexible as possible.



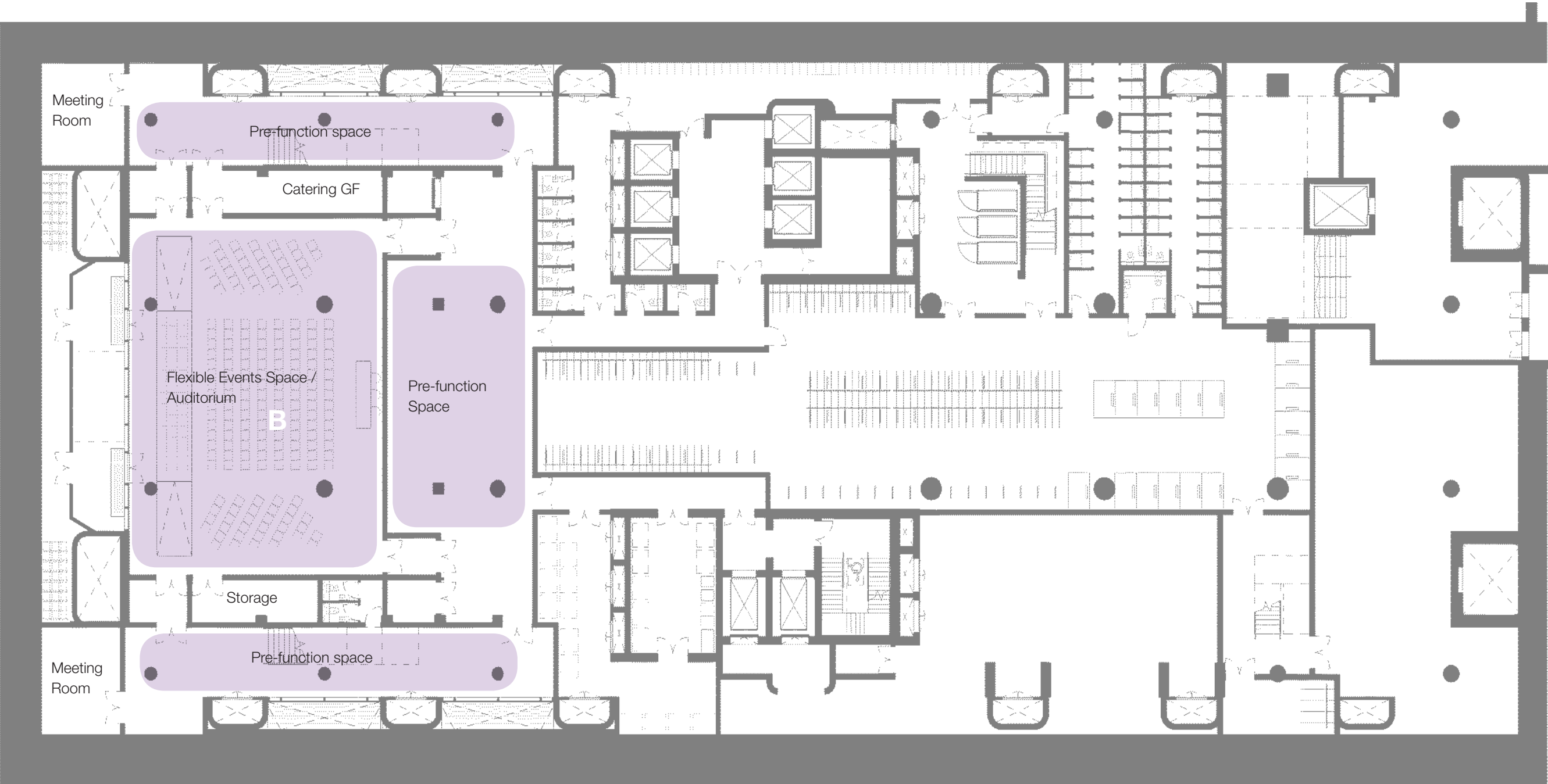
Ground Floor

Three publicly accessible spaces fronting Argyle Square



Lower Ground Floor

Fourth publicly accessible space



B Flexible Events Space / Auditorium

A - Community Classroom

Five objectives of the community classroom activities would be:

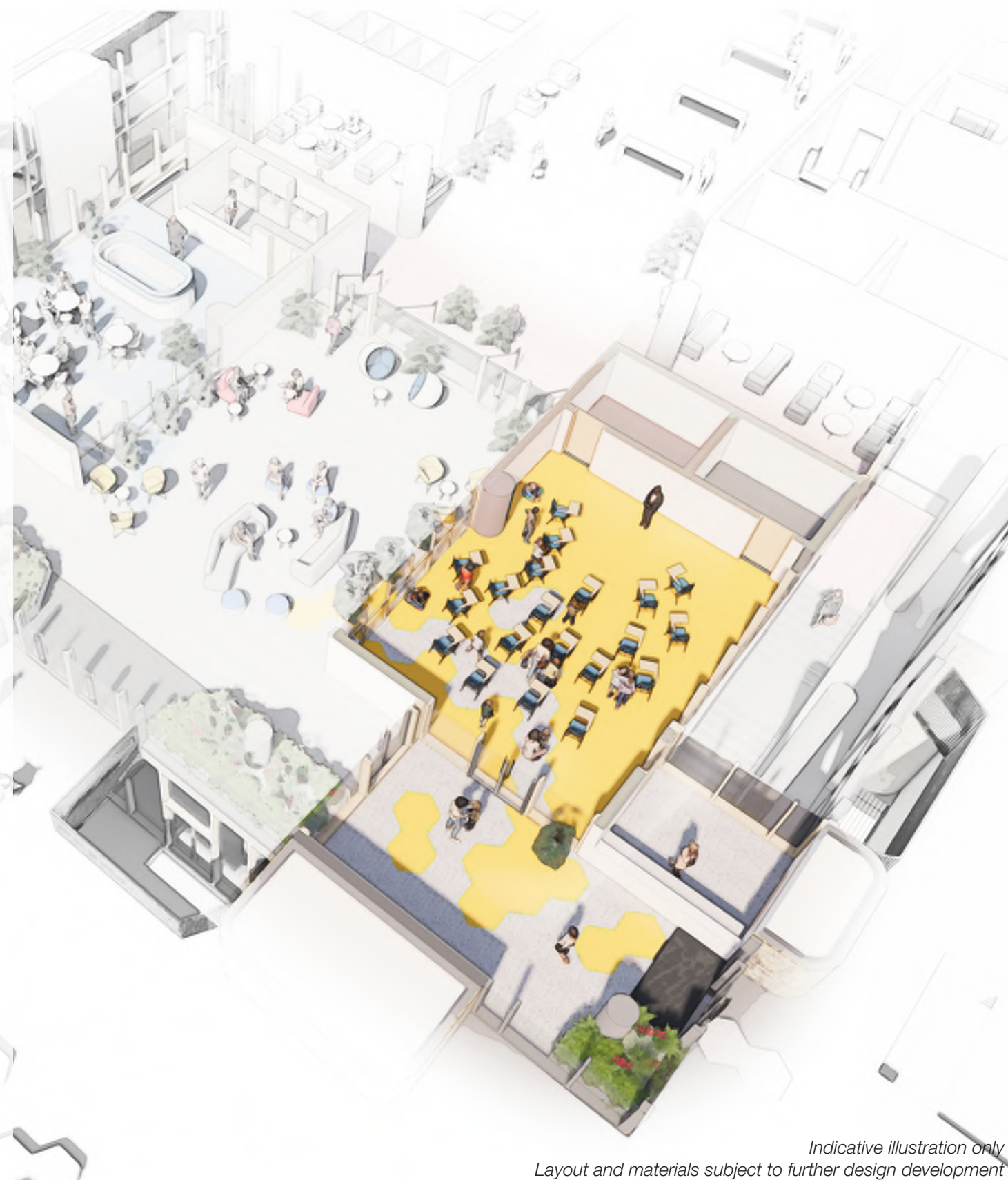
1. Raising the profile of science, research and the work undertaken in the Development;
2. Making research and scientific knowledge and the work of the Development accessible to the public at large and local public sector schools, particularly those sectors of the community who would not usually access such knowledge;
3. Raising levels of public awareness and interest in wider societal goals of environmental sustainability and improved health, which resonate with MSD's focus on R&D and company mission to save and improve lives;
4. Supporting formal and informal science education for all; and
5. Raising public awareness and interest in sustainability and the healthy living ethic intended to run in parallel with research developed at the Development.

MSD will make the dedicated community classroom available for use by local school groups (Frequency – 10 hours + per week, during term time)

As an example the Community Classroom may be used as a venue for the Urban Partners' initiative Homework Club. This involves provision of a quiet study space, with options for MSD employees and others to volunteer as tutors (Frequency – 2hrs per week, during term time)

As another example, MSD would run activities over British Science Week each March for school groups to engage in, including educational workshops run by our scientists, shaped to meet the needs of local school groups, developed in partnership with STEAM (Frequency – over 1 week annually);

Separately The Community Classroom will be used by those MSD groups on work experience and work placements from Universities and local schools (Frequency – flexibly, across the year)



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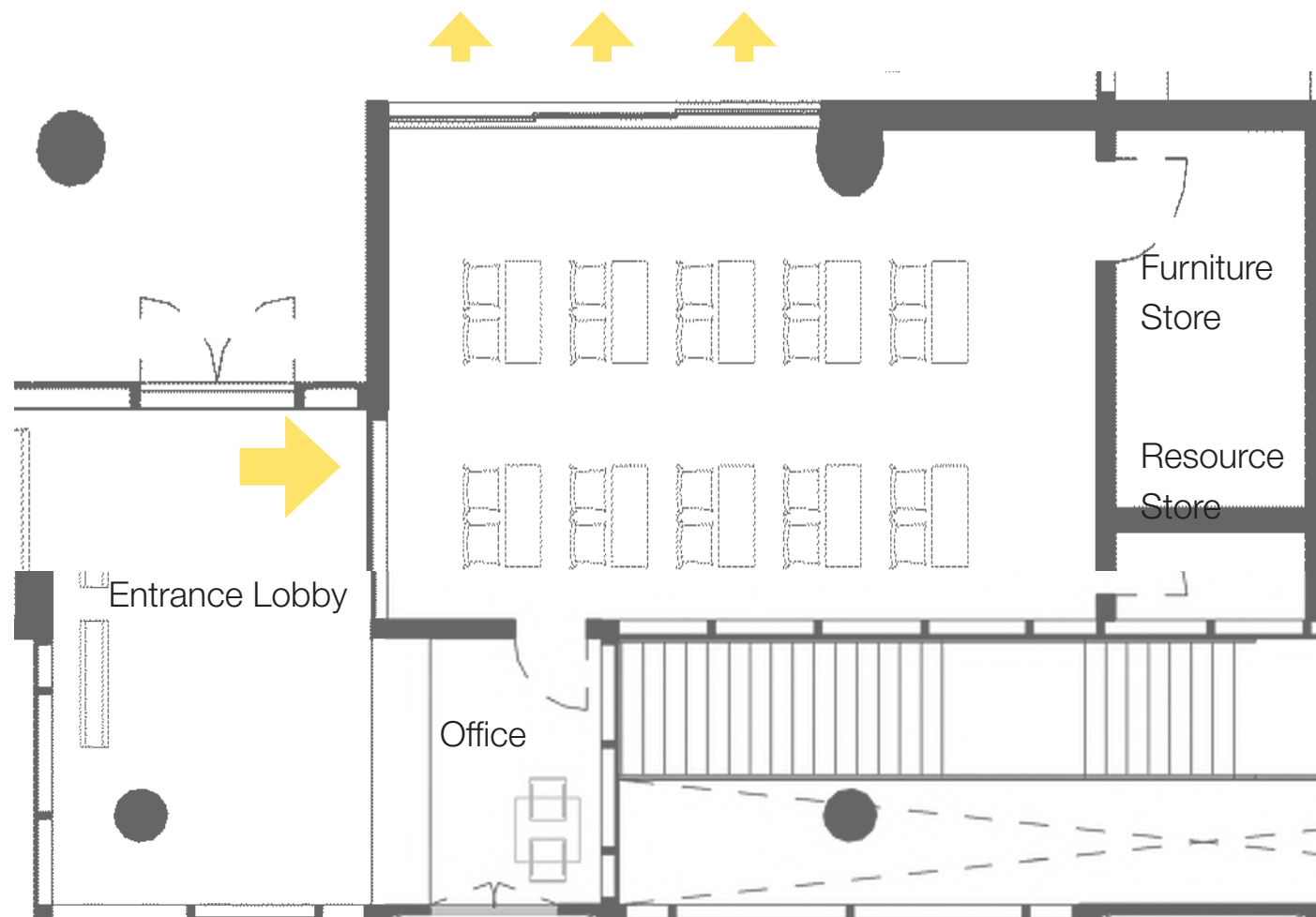
A - Community Classroom

Below is a plan of the Community Classroom with storage space to the right and a small office next to the main lobby.

The space would be fitted with the latest AV equipment and could have a specially commissioned artwork to help people feel comfortable in the space.

The space could accommodate approximately 30 people with small desks, or more if the desks are not required. A large furniture store is available in the room to allow the space to be quickly reconfigured.

An example of a similar space in Google Berlin is shown on the right.



A - Community Classroom

CGI of how the space might work



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A - Community Classroom

CGI of entrance on corner of Argyle Sq and Crestfield Street



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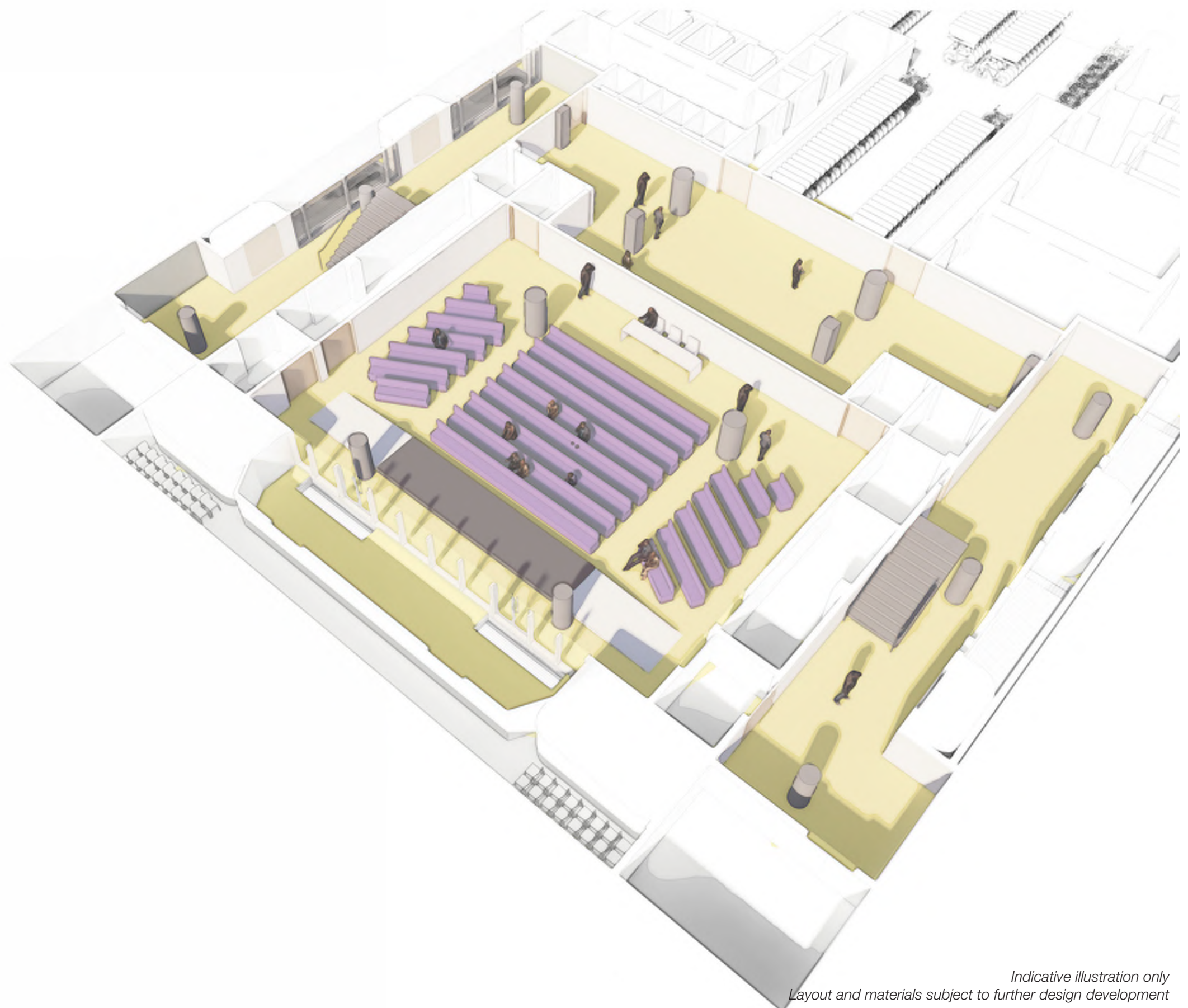
B - Flexible Eventspace/ Auditorium

At Lower Ground

An Auditorium and supporting space is proposed for the lower ground floor. It can accommodate approx 200 people.

MSD would make the Auditorium available for local groups to hire (Frequency 12 events annually).

MSD may also at times hold events/ seminars/ presentations which would be open to the public. More details on this will be developed post planning in advance of occupation.



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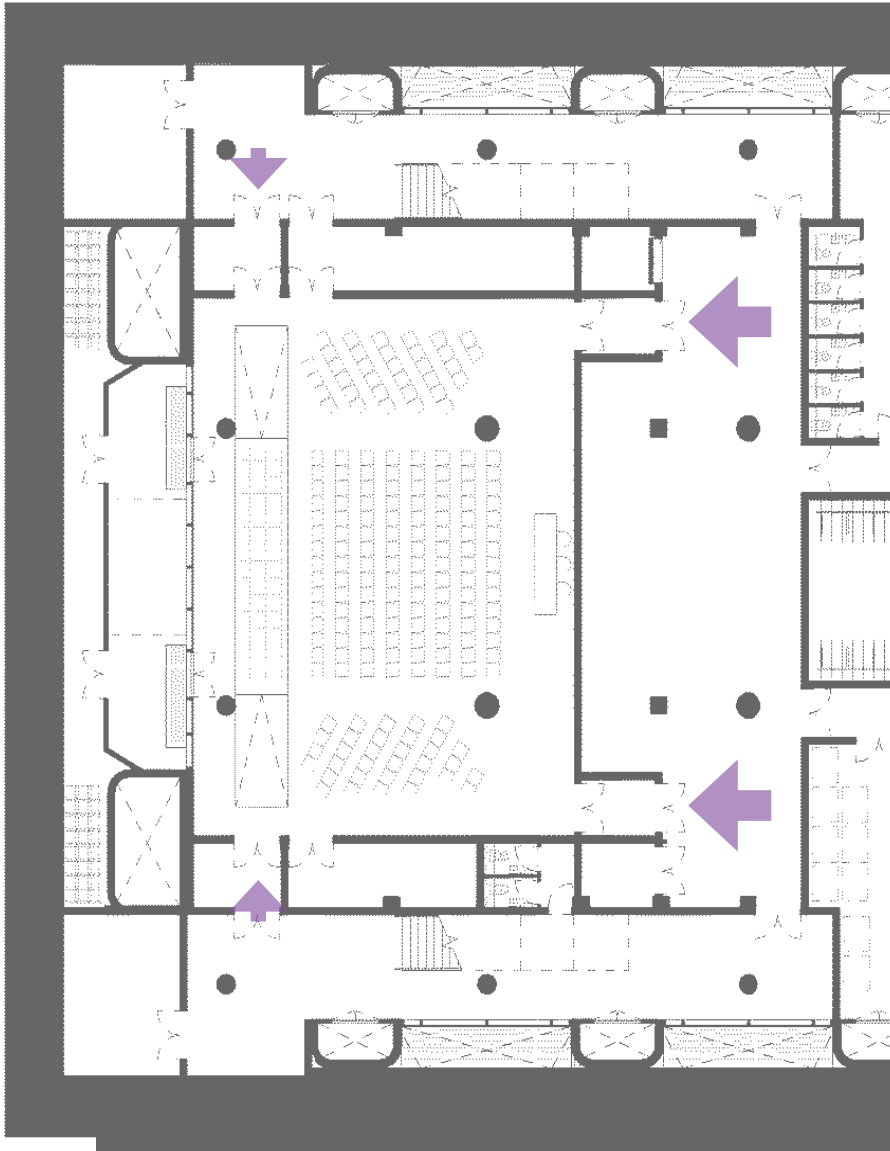
B - Flexible Eventspace/ Auditorium

The Auditorium seating would be flexible and not fixed. Storage space has been allowed next to the main space

An example of a similar space in Google Berlin is shown on the right.

The CGI below gives a sense of how the space would work at Belgrove House

The spaces on the Ground Floor can be used for receptions and informal speaking events in addition to the Auditorium.



C - Café

At Ground Floor on corner of Argyle Square and Belgrove Street

A ground floor café space is proposed to be open to members of the public [between 8am and 6pm on working days, hours tbc]. It will also be used by MSD staff and visitors.

The design allows for the cafe to open up into the living room space and in the summer, subject to agreement with the council, tables could be placed on the pavement.

MSD would seek to appoint an independent operator for the cafe. This will be decided in advance of occupation.



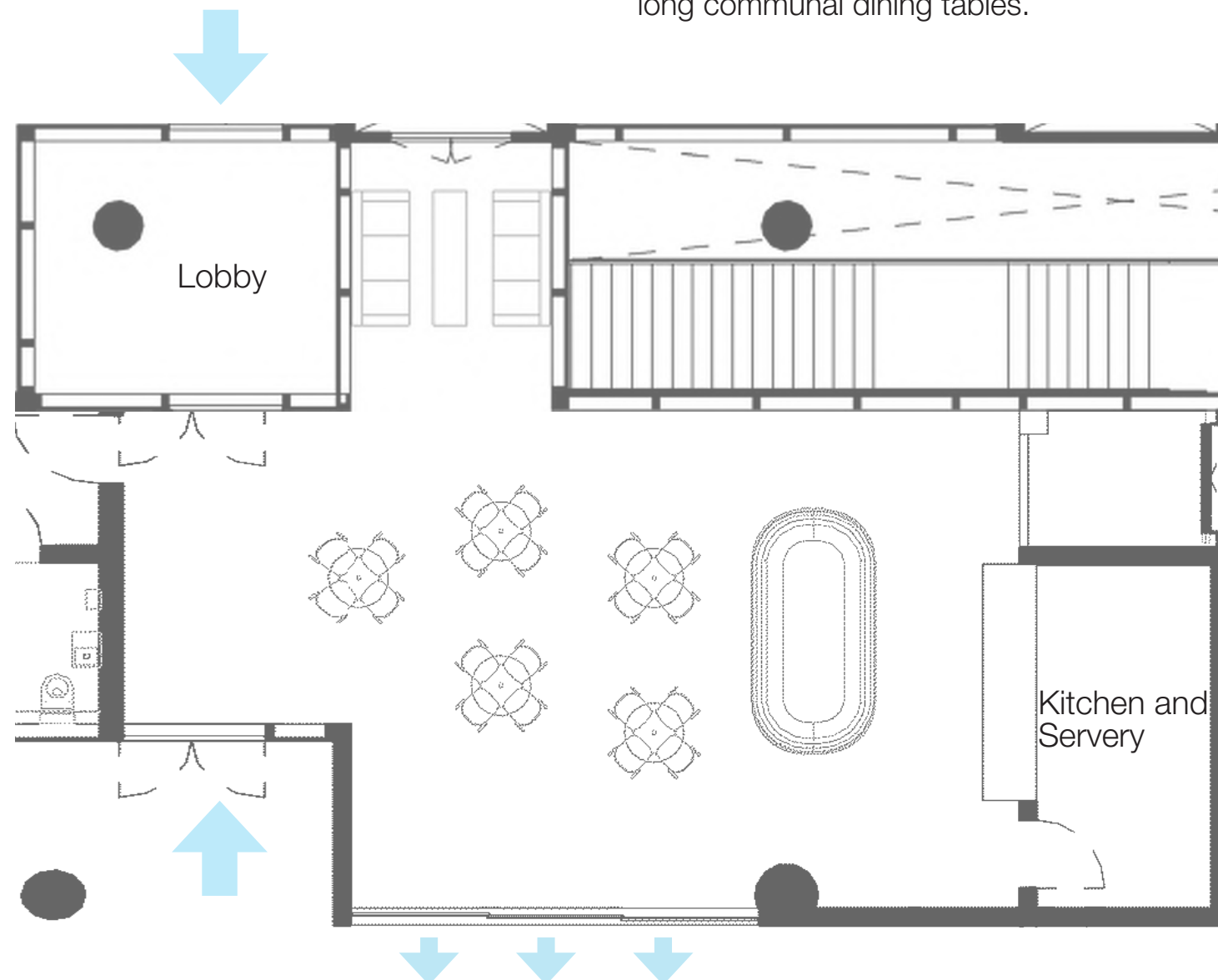
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C - Café

The proposed seating area of the cafe could comfortably seat approximately 30 people.

The cafe benefits from south and west facing façades allowing for the potential for outdoor service.

An example of a similar space is shown on the right. St. Cuthbert's Centre in Earl's Court, offers restaurant quality food to homeless and vulnerable people in a welcoming communal environment. The food is produced from surplus food supplied by the Felix Project. The space is flexible and can be reconfigured for various activities including long communal dining tables.



D - The Living Room

Ground Floor between Café and Community Classroom

The fourth publicly accessible space is currently called the living room. This is deliberately kept flexible in comparison to the cafe, classroom and auditorium.

The walls to the cafe and the community classroom can be pulled back so that all three or two spaces can be used at the same time.

While this space is flexible its primary purposes are as breakout/ reception space for major events in the auditorium and informal meeting space particularly for MSD staff and visitors.

MSD will make the space available for use as a break-out space for classroom based workshops and events across British Science Week, for example
(Frequency – over 1 week annually)



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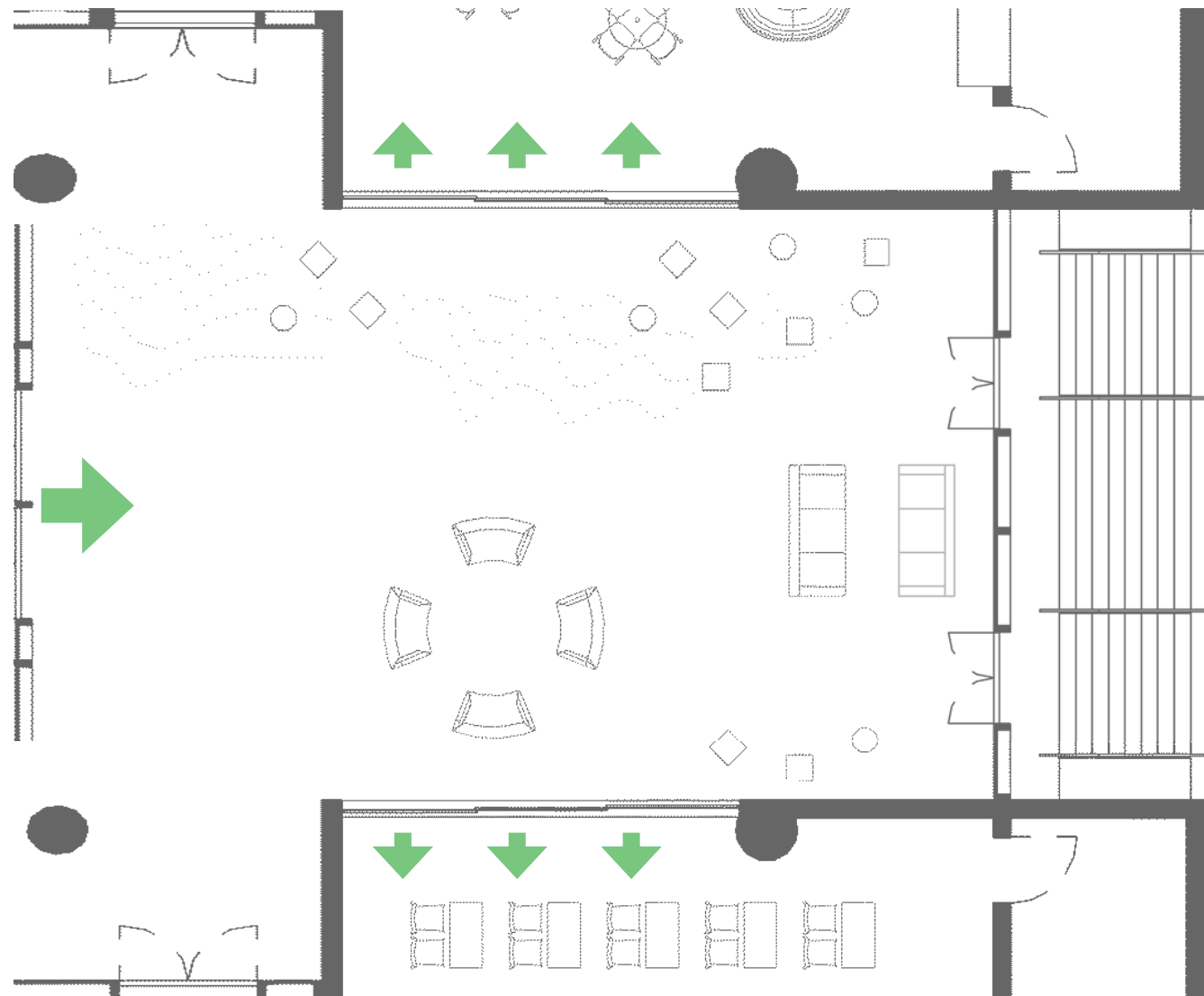
D - The Living Room

The living room space has a main entrance onto Argyle Square and access down the steps into the main reception area for the building.

The space could host approx 200 people for a stand up reception or provide seated tables for socializing or an informal seminar.

The small green arrows indicate flexible walls.

An example of a similar flexible seating space in Google Berlin is shown on the right.



A Flexible Facility

Separate Uses



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A Flexible Facility

Combined Use



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Media Wall

An idea in the main reception

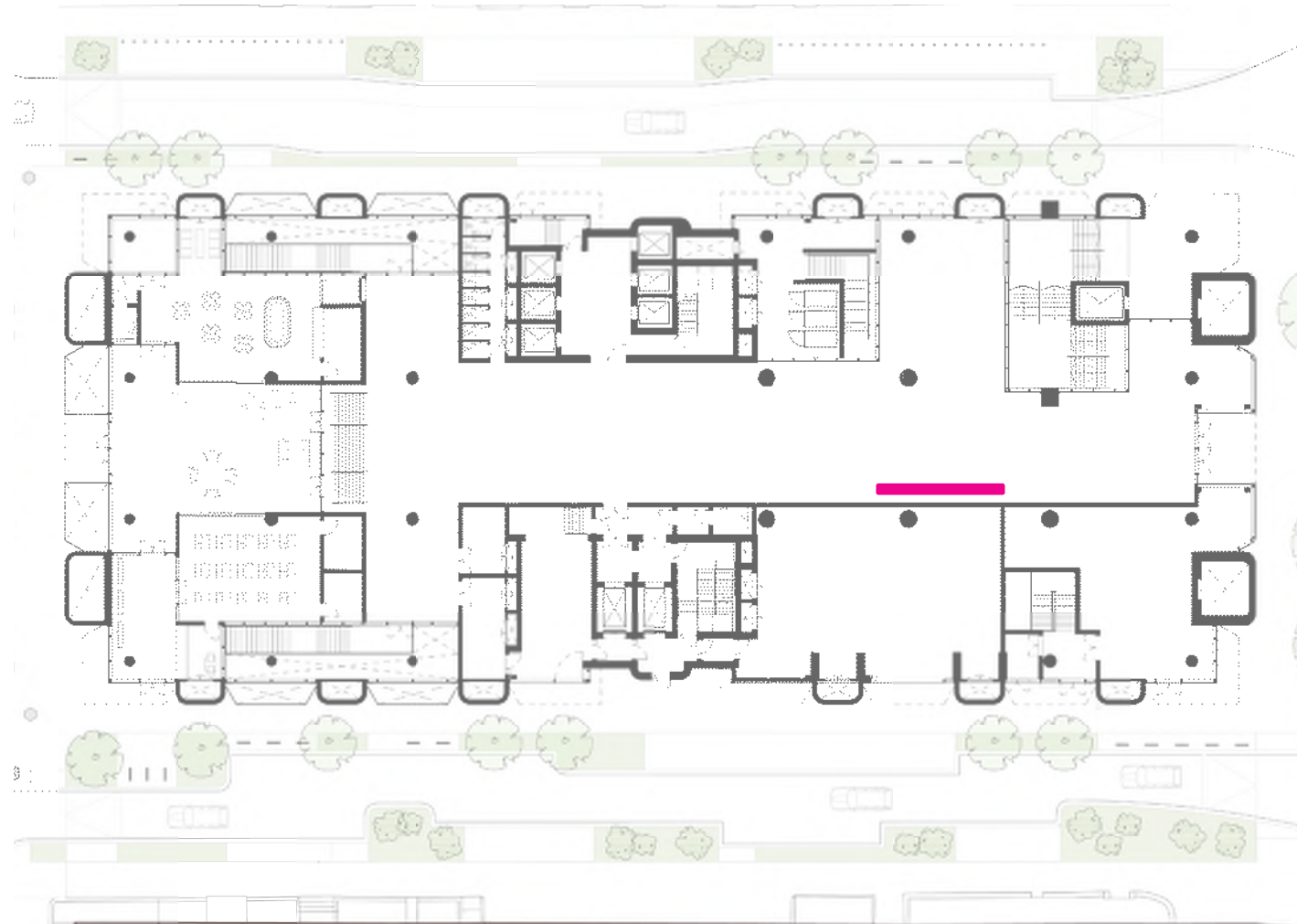
In addition to the flexible spaces on Argyle Square, whilst the main front door on the Euston Road would be mainly for MSD an idea for this area could be a media wall.

The intention of the media wall would be to engage the public with the work of MSD and to act as a gateway to the wider Knowledge Quarter at Kings Cross and highlight some of the outreach and education work MSD will be delivering.

To the right of the main entrance on Euston Road is also located the entrance to the underground. See page 21 regarding other benefits of the development

The media wall could therefore be visible to members of the public using the underground

An example of a media wall is shown on the right at MSDs San Francisco building.



MSD Pre Occupation Commitments

Given the development will take 3-4 years to complete, MSD is exploring opportunities to engage and build links with key local stakeholders in advance of occupation.

Four areas can be confirmed with Camden now. These are;

1. It is MSDs intention to open an early dialogue with local organisations, to listen, be receptive and responsive to requests for information and support, and that eligible local organisations can apply for funding grants via MSD’s established Neighbour of Choice Programme.

2. Meanwhile MSD can confirm that they will take out executive membership of Urban Partners from January 2021, with MSD’s commitment to active engagement, specifically in Next Generation projects and environmental initiatives.

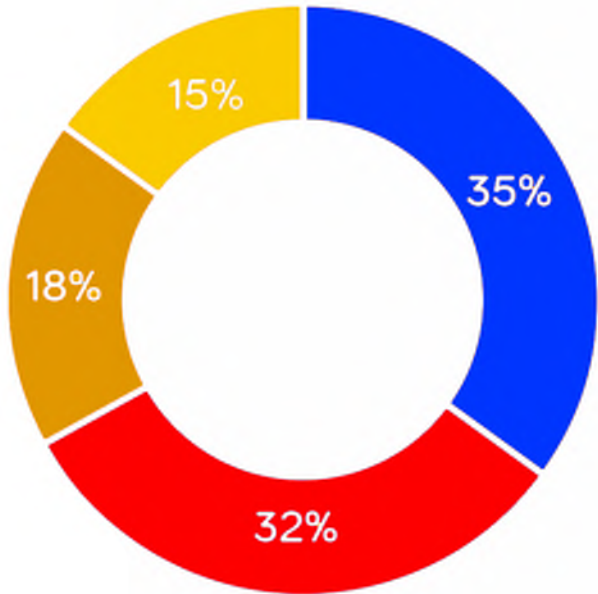
3. In addition MSD will work in partnership with The Francis Crick Institute to support
a) planned educational workshops and
b) work experience programmes. These will be virtual events over 2021 involving specific sessions run by MSD scientists and other functional leads from across the wider MSD business, to reach local school children across Camden.

4. MSD would be supportive of training members of our team as STEAM ambassadors.

Wider Additional Benefits at Belgrove House



1 Knowledge Quarter building
Knowledge Quarter building for MSD, delivering at least c.800 jobs



2 Highly sustainable design
Targeting BREEAM Outstanding with a minimum commitment to BREEAM Excellent



3 Policy-compliant payment in lieu for housing



4 King's Cross Station Tube Entrance
New step free access to King's Cross tube station, de cluttering the Euston Road



5 Improved urban connections
Enjoyable pedestrian links especially on St Chad's Street and Belgrove Street



6 Pavement Improvements
Pavements will be widened and improved to Euston Road & Argyle Sq.



7 Public realm improvements
Public realm improvements on all four sides of Belgrove House

Wider Additional Benefits at Acorn House



8 Acorn House
33 genuinely affordable homes at Acorn House, 60% social rent and 40% intermediate rent



9 Affordable workspace
c.500sq m of affordable workspace at Acorn House, suitable for up to 50 work stations

Precis in the community

Precis has owned the Access Self Storage building in King's Cross for 15 years and has worked hard to establish itself as part of the local community in that time.

Much of Precis' community engagement has focussed on educational, youth and business institutions in Camden with an emphasis on benefiting young people in the borough. This has included:

- **Argyle Primary School**
Precis has worked closely with the school and given presentations to students as well as running workshops with them. Earlier this year, Precis was proud to be able to fund and build a new greenhouse (roof biosphere) and classroom on the roof of the school.
- **Haverstock School**
Precis has run mock job interviews and CV writing workshops for Year 10 students and taken on around 15 pupils for either work experience or paid internships at their Montcalm Hotels. They have also run a speed networking event and attended careers days at the school.

- **Westminster Kingsway College**
Precis has attended career days and offered work placements and apprenticeships to students.

- **Young Camden Foundation**
Faaiza Lalji, Director of Planning & Development at Precis, has been a trustee of the YCF since its inception in 2017 and before that was on the Shadow Board. Precis has also met with YCF representatives on a number of occasions throughout the Belgrove House consultation process to discuss how to engage young people on the proposals.

- **Urban Partners**
As well as being a Board Member of UP, Precis is in discussions with them about how it could support their 'next generation' projects such as Kickstart work placements and the homework club as well as sustainability initiatives like the Wellbeing Walk. Precis has also met with representatives of UP during the consultation process for Belgrove House and presented to the Executive Board.



Argyle Primary School children in their new roof biosphere funded by Precis

Precis in the community

- Knowledge Quarter
Precis has worked closely with the KQ throughout the consultation process for Belgrove House and will continue to do so going forward. Discussions have focussed on how the building and tenant can play an important role in connecting the borough's young people with the KQ and associated benefits.
- STEAM
STEAM has been engaged throughout the consultation process for Belgrove House and has helped in shaping the proposals, with specific regard to making the building accessible to the borough's young people. STEAM has been particularly important in the development of the Community Classroom space on the ground floor, how that might be used in partnership with them and how it could best be used by local schools.
- Open City
Precis are Programme Partners for Accelerate, an education and mentoring programme that champions diversity in the built environment industry. More specifically, Precis has supported the recruitment of students in Camden.

Precis is also actively engaged with various charities, community groups, arts organisations and initiatives in the borough.



Argyle Primary School with its new roof biosphere funded by Precis