



17-37 WILLIAM ROAD



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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 MBU Capital ('the Applicant') in support of the planning application (Ref: 20/5473/P) proposed redevelopment of 17 – 37 William Road ('the Site'), London Borough of Camden. This document is intended to be read as an accompaniment to the original Statement of Community Involvement submitted in November 2020. Not to replace it. It details additional consultation activity undertaken since November 2020 pertaining to the amended scheme.

1.2 In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to 'at a distance' engagement via postal and website interactivity, avoiding face-to-face contact.

1.3 To tackle the consultation deficit for those that are unable to access the internet, the Applicant has provided a phonenumber and postal address for residents to utilise. All the Applicant's postal communication to local residents has been undertaken through Royal Mail.

1.4 All the Applicant's consultation materials look to comply with the latest Accessibility Regulations for Public Sector Bodies. Meaning that users who struggle with learning, sight, or language, can fully participate.

1.5 Activities undertaken as part of the consultation process since June 2019 include:

- Briefings and updates offered to Regent's Park Ward members: Cllr Nasim Ali, Cllr Nadia Shah, Cllr Heather Johnson in May 2021.

- Video conference briefings offered to the Regent's Park Estate Tenants & Residents' Association in February, March, and May 2021.

- Video conference briefings offered to the Drummond Street Neighbourhood Forum in May 2021.

- A newsletter (Appendix I) delivered to 2,453 local addresses (Appendix II) on 6th May providing an update on the scheme and advertising the project team's contact details as well as the dedicated consultation website <https://35-37williamroad.community/>.

- The website still provides information on the proposed scheme, timeline of consultation, and FAQ functionality. Contact details were provided throughout with the website seeking to comply with the latest Accessibility Regulation for Public Sector Bodies.

- A dedicated phone line & email address were provided for stakeholders and residents throughout the project, monitoring inquires and following up with calls and emails as they arise.

1.6 This report has been informed by Central Government Guidance within the Revised National Planning Policy Framework (NPPF) 2019 on community involvement in planning. It forms part of the supporting documentation informing the planning application.

1.7 The Applicant will continue to engage proactively with the community throughout the project.



Appendices

1.0

Distribution Area

2,453 Addresses



2.0

May Newsletter



Proposed View from Stanhope Street

The existing building is a tired 1960s office block, suited to a time of typing pools and tea trolleys. By investing in the building and area we hope to create a new hub of affordable workspace, public realm improvements and purpose built, covid-secure accommodation for Camden's students.

Our proposals will look to deliver:

- 
12,378 sq ft of new affordable workspace supporting the local community and SMEs
 
- 
Public realm improvements & 893 sq ft of new outdoor space

- 
35% genuinely affordable student rooms with designated outdoor space
 
- 
Replacement of the tired 1960s corner building
 

May 2021 Newsletter



Since we last spoke to resident, we have been busy providing technical information and reports for both Camden Council and the Greater London Authority (GLA). These will soon be available on Camden Council's planning portal using reference 2020/5473/P should you wish to view them.

We hope to receive a decision on the planning application soon, and will continue to work through all details with Camden Council. Thank you to all who have commented on the application both via our website and as part of Camden Council's own consultation.



If you have any questions, please contact us on: contact@35-37williamroad.community or 0203 900 3676

Or visit our project website: www.35-37williamroad.community

