



kanda

Statement of Community Involvement

21 Bloomsbury Street

August 2022

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1. Executive Summary

1

Executive Summary

- 1.1 Morgan Capital appointed Kanda Consulting, a specialist public consultation company, to undertake pre-application community consultation for an application regarding the sensitive refurbishment and extension of the building at 21 Bloomsbury Street.
- 1.2 The proposed description of development is as follows:

“Refurbishment and extension of the existing building to provide: rear extension with new pocket terraces at second to sixth floors; creation of office space behind existing sixth floor roof with new dormers, plant equipment and enclosure; new roof terrace and pavilion; replacement of windows and alterations to entrances; replacement of faux chimney stacks and associated works.”
- 1.3 The objective of the consultation was to provide a full pre-application consultation with local residents and key local stakeholders, in line with the London Borough of Camden’s requirements.
- 1.4 The brief was to develop and implement an engagement strategy with political stakeholders, local residents and businesses, and wider community groups around the site.
- 1.5 A programme of engagement was drawn up to ensure local residents could speak to the applicant team, understand the proposals and comment on the plans.
- 1.6 Public consultation activity has included:
 - Letters sent to key local stakeholders. This included **4** political stakeholders, **5** community group and nearby neighbours and stakeholders
 - The launch of a dedicated project consultation website, <https://21bloomsburystreet.info/>. The website introduced the proposals, provided a feedback form and publicised contact details for the project team
 - Targeted social media adverts, reaching an audience of around **2,418 people**
- 1.7 All materials used in the Applicant’s consultation process sought to comply with the latest Accessibility Regulations for Public Sector bodies. This included translations of the consultation materials where applicable. Residents were asked to provide their feedback via post if they could not access the website.
- 1.8 Overall, one public enquiry about the scheme has been received. The resident sought clarification on the noise disturbance generated from proposed servicing to the building as well as the management of construction works.
- 1.9 The Applicant remains committed to engaging with the residents, businesses and other key stakeholders through the application process and beyond, subject to planning permission.
- 1.10 This document has been informed by national government guidance within the Revised National Planning Policy Framework (NPPF) July 2021 on community involvement in planning. It forms part of the supporting documentation informing the planning application.

2. Consultation Process

2

Consultation Processes

- 2.1 The objective of the pre-submission consultation process was as follows:
- To provide a full pre-application consultation, in line with the London Borough of Camden's requirements
 - To ensure that key information about the proposals was communicated clearly to key stakeholders and local residents
 - To engage a wide range of stakeholders, including local residents and political figures
 - To ensure that the public consultation was open and accessible
 - To collect feedback on the plans for the future of the site and to identify and address any concerns, ahead of the submission of the planning application to the London Borough of Camden

2.2 The public consultation aimed to be as broad and inclusive as possible in order to reflect the needs of the diverse population of the London Borough of Camden. A social media campaign was launched to increase outreach for the consultation.

2.3 The below demonstrates a detailed timeline of the consultation process and further activities:

Date	Details
May 2022	Initial contact with political stakeholders over approach to consultation and the site
8 th July 2022	Launch of the dedicated consultation website, which contained information on the proposals through an information pack and enabled residents to provide their feedback online
11 th July 2022	An email from the project team, distributed to 11 local stakeholders inviting them to meet ahead of the launch of the public consultation
11 th July 2022	A letter from the project team, distributed to nearby residents informing them about the proposals and inviting them to provide feedback on the consultation website
w/c 15 th July 2022	Targeted social media adverts reaching a combined audience of 7,000 people
22 nd July 2022	Formal closing of the public consultation and email to stakeholders

- 2.4 The consultation website and channels of communication remained open following the formal closing of the public consultation. This enabled local residents to find out more about the proposals, as well as raise any further comments or queries they had with members of the project team.
- 2.5 The Applicant remains open to meeting with key stakeholders to discuss the proposals in more detail, and responding to further questions from the public, throughout the application process and beyond.

3. Stakeholder Engagement

3

Stakeholder Engagement

Stakeholder engagement objectives

- 3.1 Prior to the launch of the wider public consultation, Kanda Consulting approached key stakeholders and near neighbours to discuss the proposals for the redevelopment of 21 Bloomsbury Street.
- 3.2 The objective of this primary stakeholder engagement was to inform key stakeholders of the proposals as early as possible, and to identify feedback and potential concerns, prior to the submission of the planning application.
- 3.3 It was also to establish relationships with key stakeholders in relation to the site, to ensure that the proposals were clearly communicated and that the project team would be open to further engagement throughout the consultation process and beyond.

Stakeholder engagement process

- 3.4 On 22nd June 2022, ahead of the public consultation, a letter from the Project Team (Appendix I) was sent to key stakeholders. The letter introduced the proposals for the redevelopment of 21 Bloomsbury Street and extended an invitation to a detailed briefing with members of the project team.
- 3.5 This correspondence was sent to the following London Borough of Camden political stakeholders:
 - **CLr Georgia Gould (Leader of Camden Council)**
 - **CLr Danny Beales (Cabinet Member for New Homes, Jobs, and Community Investment)**
 - **CLr Adam Harrison (Ward Councillor and Cabinet Member for a Sustainable Camden)**
 - **CLr Rishi Madlani (Ward Councillor)**

And the following amenity groups:

- Bloomsbury Conservation Area Advisory Committee
 - Save Bloomsbury
 - Central District Alliance (BID)
 - British Museum – local organisation
 - Architectural Association – local organisation
 - National Association of Local Councils – local organisation
- 3.6 Following the initial outreach, a follow-up email was sent on 8th July to key stakeholders to notify them of the launch of the public consultation. The email once again extended the invitation to meet to discuss the proposals in more detail and noted that they could provide their feedback via the consultation website if they wished.

Stakeholder Meetings

- 3.7 At the time of writing, there were no responses received from the local stakeholders within the dedicated consultation period, however, the Applicant remains open to meeting with key stakeholders to discuss the proposals in more detail throughout the application process and beyond.

4. Public Consultation Process

4

Public Consultation Process

Public consultation objectives

- 4.1 The objective of the consultation process was to inform local residents and businesses about the plans for the redevelopment of the site and enable them to provide their feedback on the proposals.
- 4.2 The consultation process aimed to be as inclusive as possible, reaching a mix of residents and businesses in response to the principle of development.

Public consultation processes

- 4.3 A dedicated project consultation website (Appendix II) was launched on 8th July 2022, at <https://21bloomsburystreet.info/>. The website introduced the proposals for the redevelopment and explained how to provide feedback and set out how to contact the team.
- 4.4 The consultation website sought to comply with the latest accessibility regulations for public sector bodies, meaning that users who struggled with language, learning or sight could still participate.
- 4.5 The consultation website was advertised in a variety of ways:
 - Emails were sent to key stakeholders. This included **4** local political stakeholders from LB Camden and **5** local amenity groups.
 - A residential letter was distributed to local residents (Appendix I). This introduced local people to the scheme and invited them to view the website or request a physical copy of the consultation materials and feedback form via post.
 - Social media adverts targeted a specific postcode area, reaching approximately **2,418** people (Appendix III).

Residential letter

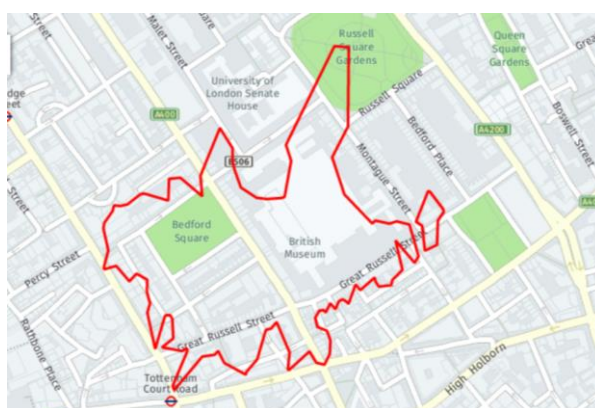
- 4.6 The distribution area for the letter can be seen below:



- 4.7 The letters were sent out via Royal Mail, in 2nd class franked envelopes, to all addresses within the distribution area. The letter (Appendix I) included a summary of key information about the proposals for the site and details on how to visit the virtual exhibition and provide feedback via the dedicated project website. Residents with limited access to the internet were encouraged to request a physical copy of the information pack via phone or email. Contact details for the project team and the deadline for the submission of feedback were also included.

Social media adverts

- 4.8 Various social media adverts (Appendix III) were employed to promote the consultation. The social media adverts contained brief information on the scheme, with a direct link to the dedicated consultation website.
- 4.9 Geo-targeting for the paid social media adverts was based on a specific postcode area of WC1B 3.
- 4.10 The main social media campaign for the scheme took place between 23 June and 6 July.
- 4.11 These social media campaigns were targeted at the local population and contained a link to the consultation website.
- 4.12 The social media campaign was promoted through Facebook and Instagram and reached approximately **2,418** people with around **19,789** impressions.
- 4.13 The social media adverts were used to supplement the postal flyers and were effective at reaching a local audience. Below is the area (outlined in red) where social media adverts were targeted.



Consultation period

- 4.14 The consultation period ran from Thursday 12 July to 22 July.
- 4.15 Once the website was open, key stakeholders were notified that the dedicated consultation website was available for viewing, and they could provide their feedback through the website if they wished.
- 4.16 The online consultation for the scheme closed on 22 July 2022. Kanda received **one** response from the online consultation via the website. In total, **240 users** viewed the project website during this period.
- 4.17 Once the formal public consultation closed, the website was updated to inform users that the formal window for feedback has closed but that the team will continue to engage with the community throughout the planning process.

Online feedback

- 4.18 As part of the feedback process, respondents could inform the applicant of their thoughts via an email to the dedicated project email address.
- 4.19 Kanda received **one response** to the information online from a local resident.

5. Consultation Feedback

5

Consultation Feedback

- 5.1 As part of the Applicant's desire to generate a general and objective understanding of the neighbours' and stakeholders' views on the proposals, the 'Send us your thoughts' section of the community engagement website allowed feedback to be given to the team.
- 5.2 One feedback email was received during the consultation period.
- 5.3 The feedback received is contained below:

Topic	Detail	Response
Noise disturbance and servicing	One local resident living adjacent to the service gate sought clarification on what steps the Applicant would take to ensure that noise disturbance from servicing works would be minimised once the site was operational.	There will be a Delivery & Servicing Management Plan for the Operational period.
Construction works	The same respondent sought clarification on whether there would be construction works on the side of the building opposite Bedford Avenue, and how the Applicant would seek to manage this.	The Applicant will ensure that they work alongside contractors to minimise the disruption caused to residents and neighbours. A detailed Construction Management Plan has been submitted as part of the planning application that will set out the proposed measures and conditions
Consultation	Political stakeholders were keen to ensure that local residents were able to view and understand the proposals	Flyers, social media adverts, emails to stakeholders were distributed, signposting to a project website.

6. Next Steps

6 • Next Steps

- 6.1 The Applicant has responded to the issues raised through the planning consultation and in the comments contained in this statement.
- 6.2 The Applicant is committed to continuing to engage with the community, residents and political stakeholders following the submission of the proposals.
- 6.3 The project email and other channels of communication will remain open so that residents and key stakeholders can continue to give their thoughts on the proposals for the redevelopment of 21 Bloomsbury Street.

7. Conclusion

7 • Conclusion

- 7.1 The Applicant sought to engage with local political stakeholders, important community groups, near neighbours and businesses within the local area.
- 7.2 Community engagement included letters distributed to key stakeholders and near neighbours from the project team, a dedicated consultation website where residents could provide their feedback online, and targeted social media adverts.
- 7.3 One response was received during the consultation period. The respondent sought clarification about the servicing on site, as well as noise disturbance generated from construction works.
- 7.4 The Applicant remains committed to engaging with local residents, stakeholders and Councillors throughout the consultation and thereafter, subject to planning permission.

Appendices

Appendix I – Letter sent to key stakeholders



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London EC2A 4LB
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E: info@kandaconsulting.co.uk
www.kandaconsulting.co.uk

NAME
ADDRESS 1
ADDRESS 2
ADDRESS 3
CITY

Date 22nd June 2022

Dear local neighbour,

I am writing on behalf of Capital 38, the owners of 21 Bloomsbury Street. The Building has been home to Sport England, Arts Council England and OFWAT but will become vacant in November.

This gives an opportunity to repair minor damage to the façade, improve the sustainability of the building and to modernise the internal layout of the office space.

We would like to discreetly bring this building up to modern standards with minor alterations to the exterior, meaning there is no need for an extensive build programme or demolition. The proposed works include:

- Adding a new floor within the existing mansard
- Adding a communal roof garden
- Replacement of all windows to the period facades
- Minor extensions of the rear of the building with the addition of stepped balconies
- Upgraded entrances

We have had early discussions with the London Borough of Camden and are developing the design. We would like to take this opportunity to engage with our local neighbours on the proposals, as we work towards submitting a planning application later in the summer.

Details of the application can be found at www.21bloomsburystreet.info, where you can also leave comments. We welcome your feedback on the scheme.

If you have any further questions, please contact me on the details below.

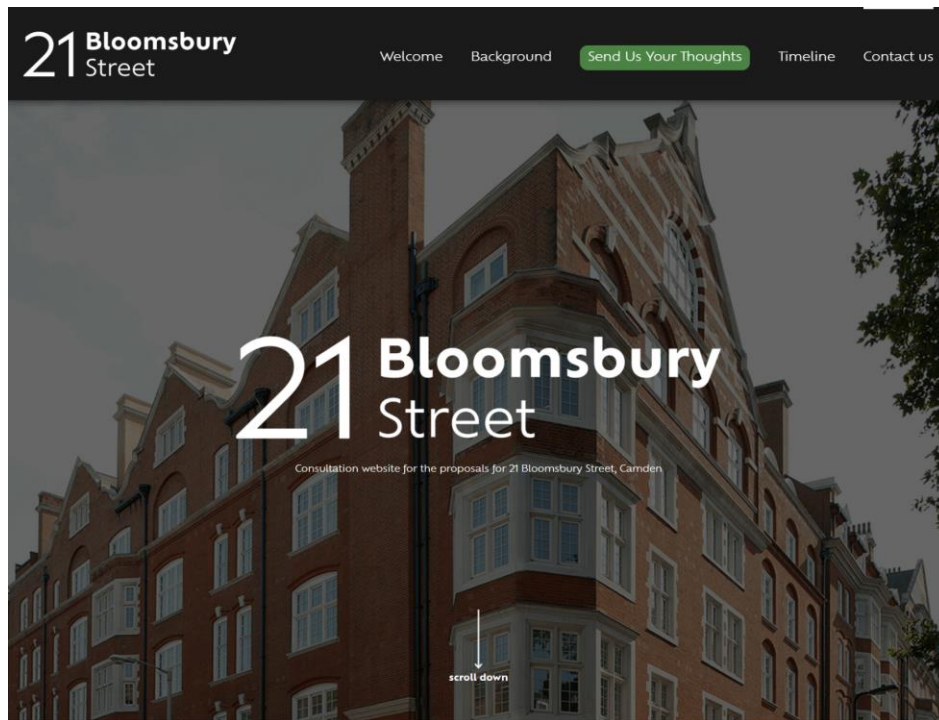
Thanks,

John Greenshields
Associate Director
M: 07766883732
E: john@21bloomsburystreet.info

Registered office: C/O Streets Chartered Accountants, 3 Wellbrook Court, Girton, Cambridge, United Kingdom, CB3 0NA.
VAT registration no. GB 268 8823 46

Appendix II – Dedicated Consultation Website

Welcome



Welcome

We want to hear from you as we develop our ideas for 21 Bloomsbury Street, in the London Borough of Camden.

Welcome to our website on the future of 21 Bloomsbury Street. This website is dedicated to hearing your ideas and sharing our early plans on the project.
We would love to hear from you as we develop ideas for the future of the site. On this website, you can leave feedback, check the latest updates and join the conversation through our surveys on this website.



Background

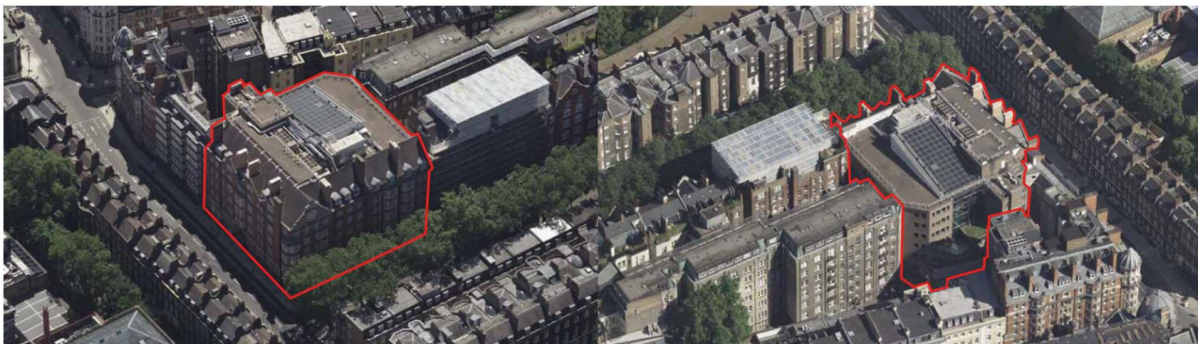
Current Site

21 Bloomsbury Street is located at the intersection of Bloomsbury Street and Bedford Avenue in the London Borough of Camden.

The area is very well connected, with the Tottenham Court Road, Goodge Street, and Holborn underground stations within walking distance, in addition to National Rail services from Euston, King's Cross and St Pancras.

Bloomsbury is an area with significant historical and cultural character. One of its most significant landmarks is The British Museum, which is located a short distance to the east of the site, on the other side of Bedford Square.

21 Bloomsbury Street is located within the Bloomsbury Conservation Area although the building itself is not listed.



Our Objectives

As the building becomes vacant we will use the opportunity to discreetly and sensitively bring the building up to modern standards to provide an inclusive and accessible office building with enhanced sustainability standards, ensuring it continues to make a positive contribution to the local area for the long-term.

Our early plans include:



Replacement of existing poor quality window units (from 1990s) to improve thermal efficiency in a drive toward net-zero carbon emissions in operation. The new windows will better reflect the historic window designs. Coupled with improvements to all entrances.



A new floor within the existing mansard, plus a communal roof terrace above with extensive urban greening to promote user wellbeing and enhance local ecology. Existing faux modern chimney stacks to be replaced.



Replacement of the building's mechanical and electrical systems to provide an all electric building that is carbon net-zero in operation. Locating external mechanical systems to the east and south, away from neighbours.



Introduction of enhanced cycle and end of trip facilities to encourage car free travel.



Minor extensions to the rear of the building and the addition of stepped balconies to upper floors.

Send Us Your Thoughts

Have Your Say

We want the local community to help shape our ideas for the future of 21 Bloomsbury Street.

You can provide your thoughts and ideas using the feedback form below.

Our consultation will run until **22nd July 2022**.

Privacy Notice

By completing and submitting this questionnaire you confirm you have been provided with and read our Privacy Notice. The collection of your personal data is undertaken in accordance with the terms of our Privacy Notice. Our Privacy Notice can be downloaded at kandaconsulting.co.uk/privacy-policy

Timeline

Timeline

Project Timeline



Contact us

Thank you for taking the time to visit our website on our proposals for the future of 21 Bloomsbury Street.

Should you have any questions or would like to get in touch with the project team, please use the details below:

Your name

Your email

Your address

Your postcode

Your message

SUBMIT

Disclaimer

All information you give us will be stored safely, treated confidentially, and only used in connection with this project. However, these details are not required, should you wish not to provide them.

Get in touch

Phone:
020 3900 3676


Quick Links

- Welcome
- Background
- Send Us Your Thoughts
- Timeline
- Contact us

Sign up to our mailing list

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21 Bloomsbury Street

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