

**GROVEWORLD – 330 GRAY’S INN ROAD
STATEMENT OF COMMUNITY INVOLVEMENT**

CONTENTS

SECTION 1.	INTRODUCTION	2
SECTION 2.	EXECUTIVE SUMMARY.....	4
SECTION 3.	CONSULTATION STRATEGY	6
SECTION 4.	COMMENTS ANALYSIS	7
SECTION 5.	CONCLUSION	8
SECTION 6.	APPENDICES	 9



SECTION 1: INTRODUCTION

- 1.1** This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Groveworld, ('the Applicant') to accompany a Section 73 (S73) application to the London Borough of Camden, for amendments to the approved plans to redevelop 330 Gray's Inn Road (Application No: 2020/5593/P) (hereafter referred to as 'the site').
- 1.2** An application is being submitted to the London Borough of Camden which proposes the following development:
- *Variation of Condition 2, 18, 31, 41 and 54 of planning permission ref 202/553/P for the 'Redevelopment of the former Royal National Throat, Nose and Ear Hospital site, comprising: Retention of 330 Gray's Inn Road and a two storey extension above for use as hotel (5 above ground storeys in total), demolition of all other buildings, the erection of a part 13 part 9 storey building plus upper and lower ground floors (maximum height of 15 storeys) for use as a hotel (including a cafe and restaurant); covered courtyard; external terraces; erection of a 7 storey building plus upper and lower ground floors (maximum height of 9 storeys) for use as office together with terraces; erection of a 10 storey building plus upper and lower ground floors (maximum height of 12 storeys) for use as residential on Wicklow Street and office space at lower ground and basement floors; erection of a 5 storey building plus upper and lower ground floors (maximum height of 7 storeys) for use as residential on Swinton Street and associated residential amenity space; together with a gymnasium; new basement; rooftop and basement plant; servicing; cycle storage and facilities; refuse storage; landscaping and other ancillary and associated works.' NAMELY to enable amendments to the approved drawings list to enable an uplift in office/labs floorspace, a reduction in affordable workspace, amendments to the landscape design of the residential garden, a revised entrances on Wicklow Street, a revised arrangement to the loading bay on Wicklow Street, reconfiguration at basement level of the office/labs building, and increased cycle parking provision, and additional basement level, reconfiguration of the roof level plant and enclosures, the addition of flues in addition to other associated works.*
- 1.3** The Applicant has worked in close partnership with the London Borough of Camden and University College London's (UCL) Ear Institute on the proposed amendments to the consented plans – to provide a state-of-the-art temporary facility for the Institute, as well as other changes to the proposals.
- 1.4** To publicise the changes to the proposals with residents and community representatives, a newsletter was issued to key stakeholders (listed in Appendix A) and the project website was updated (Appendix B). Meetings were also arranged with key groups and people, as and where appropriate.
- 1.5** This document outlines the consultation strategy, the activities and engagement that have taken place with stakeholders and analyses the feedback received.
- 1.6** The Applicant has been supported by a core team which includes, planning consultants Gerald Eve, architects AHMM, and communication consultant London Communications Agency ('project team').



- 1.7** The consultation activities that have taken place are in accordance with the London Borough of Camden's own Statement of Community Involvement (2016) and also reflect the principles for consultation in the Localism Act (2011) and in the National Planning Policy Framework (2021).
- 1.8** The Applicant has considered the feedback received throughout the consultation process and, where applicable, has responded to this.



SECTION 2: EXECUTIVE SUMMARY

A. Context

- 2.1** In Summer 2022, the London Borough of Camden granted planning permission for a full planning application to redevelop the site:
- A 182-room lifestyle hotel, including a range of new amenities, a restaurant and gym
 - 72 new homes (50% affordable housing)
 - A public courtyard with semi-private resident gardens
 - New pedestrian routes and local connections to King's Cross
 - Up to 15,438sqm of flexible office, education and lab-enabled space, including 554sqm of affordable workspace
- 2.2** A S.73 amendment application is required for changes to accommodate the temporary relocation of the UCL Ear Institute (from their current location, 332 Gray's Inn Road) to the site. While the plans to the hotel and new homes are unaffected, other amendments include:
- An increase to the total amount of flexible office and lab-enabled space across the site to 20,800sqm
 - Changes the size and layout of the basement at Wicklow Street, to provide over 2,200sqm of new flexible office, education and lab-enabled space
 - A slight reduction to the amount of affordable workspace to 525sqm
 - Installation of flues to the top of the Wicklow Street building, to support the work of the Ear Institute

B. The site

- 2.3** The 1.3-acre site is situated at 330 Gray's Inn Road; it is bound to the north in part by the UCL Ear Institute and in part by Wicklow Street and railway cuttings to the east; Swinton Street is to the south and Gray's Inn Road runs along the site's western boundary.
- 2.4** The site sits towards the centre of the growing Knowledge Quarter within the eastern section of the area.
- 2.5** The site is immediately adjoined by Swinton House and the Water Rats Public House to the south on Gray's Inn Road, and to the north by the UCL Centre for Auditory Research and 334 – 336 Gray's Inn Road.
- 2.6** The site is currently occupied by a number of buildings which made up the Royal National Throat, Nose and Ear (RTNE) Hospital. The former hospital comprised a number of departments and buildings of different scales. The hospital was closed in 2020, with services transferred to the Royal National ENT and Eastman Dental Hospital on Huntley Street, London.

C. Summary of consultation

- 2.7** The main engagement activities through the consultation process took place between January – February 2023. These are seen as a continuation of the engagement programme for the previous full planning application (January 2020 – August 2021). The activities in this phase of consultation have been outlined below:



2.8 Community newsletter: A 4-page newsletter was issued to 15 community representatives and key stakeholders, with an update on the project on 19 January 2023 (Appendix A). The contents of the newsletter have been included in the table below:

Page Number	Content
1 – Introduction	Overview on the purpose of the newsletter, with information on Groveworld and the updated plans.
2 – Planning history	A reminder of the full planning application that was approved by LB Camden in Summer 2022.
3 – Project update	Information on UCL Ear Institute’s relocation to the site and design images of their new facility.
4 – Next steps	An overview of the changes made to the scheme and project timeline, as well as information on how people could submit feedback.

2.9 Project website: The website was updated to coincide with the newsletter distribution, to reflect the new changes to the plans and inform residents how they could submit any comments (Appendix B).

2.10 Meetings with key stakeholders: Have taken place online and in-person with a range of stakeholders who have expressed an interest in being kept updated on the scheme. This includes local politicians, business groups, direct neighbours and community organisations.

2.11 Feedback was encouraged through a number of channels, both written and verbal - via the consultation website (**330GraysInnRoad.co.uk**), a dedicated email address (**330graysinnroad@londoncommunications.co.uk**), freephone number (**0800 307 7716**) and during meetings (where applicable).

2.12 At the time of writing, one email has been received via the consultation inbox. Most feedback has been given verbally in meetings with stakeholders. An overview of the key themes raised have been included in Section 4.

D. Statutory and stakeholder meetings

2.13 The table below includes meetings held between the Applicant, LB Camden and local stakeholders during this programme:

Pre-application Meetings	Date
Pre-app 1	01-Feb-23
Meetings with stakeholders	
Britannia Street TRA	26-Jan-23
Westminster Kingsway College	08-Feb-23
Water Rats Public House	16-Feb-23
King’s Cross Ward Councillors	27-Feb-23
Central District Alliance BID	In arrangement



SECTION 3: CONSULTATION STRATEGY

3.1 In accordance with the guidelines of London Borough of Camden's Statement of Community Involvement, the Applicant has undertaken a consultation programme that adhered to the following:

- **Promote the use of electronic methods of consultation, including email, to make involvement easier, quicker and more cost effective.**
- **Be open about the constraints imposed by regulations and already agreed policy.**
- **Be realistic about the opportunities for change in any consultation.**
- **Give feedback to comments made in consultation.**
- **Be clear and helpful in guiding people through the planning process.**
- **Be transparent in the way planning decisions are carried out.**
- **Be inclusive in consultation so that a good range of views of those who live and work in the borough are obtained.**
- **Use consultation methods that are appropriate to the stage of the planning process, the issues being considered, and the community involved.**
- **Seek views at the earliest possible stages and throughout the planning process.**

3.2 A consultation strategy was developed to meet these objectives, with the following key elements:

- A targeted distribution of newsletters to key stakeholders providing clear and accessible information about the latest proposals.
- An updated website containing the latest plans, a timeline for upcoming activities and a digital feedback form.
- A proactive approach for engagement, inviting key stakeholders, and community representatives to meet with the project team to discuss the plans.

SECTION 4: COMMENTS ANALYSIS

4.1 This section includes a summary and analysis of all feedback received throughout the pre-application period.

Comment/question	Applicant's response
When are you likely to start construction works on the development?	Subject to the approval of the S.73 planning application, construction works are expected to commence from early 2024.
When will the UCL Ear Institute be relocated to the site?	The UCL Ear Institute is expected to move temporarily to the site in 2025. They will remain in the area until Summer 2027.
Are you still providing affordable workspace in the development?	Yes, although the Applicant has slightly reduced the total amount of affordable workspace to 525sqm.
What type of amenities will be included in the hotel?	The hotel has been designed to be flexible, capable of supporting a variety of uses from food & beverage, a gym and retail.
How tall will the hotel be?	The building heights of the hotel have not been changed, and it will rise to 14 storeys.
How will the development affect my daylight/sunlight levels?	Our studies have concluded that the development will have a minimal impact on our neighbours' daylight/sunlight levels. We have and will continue to review this, and make any changes as needed.
Will any construction works take place on Gray's Inn Road?	No works will take place along the road, although scaffolding will be erected as and when operations take place to the front façade of the existing building.
Are you able to share a list of the economic and public benefits this project will bring to the area?	This question was answered verbally, with Applicant agreed to share the requested information with the individual separately.
What investment are you making to the local area through social value, as part of the project?	Over the last two years, meetings have been arranged with key public bodies and local schools such as the Knowledge Quarter and Westminster Kingsway College, to discuss how the redevelopment of the site can support local residents and attract further investment to the area. A dialogue will be maintained with these groups, and other organisations, recommended by the King's Cross Ward Members.
Have you identified a future operator for the affordable workspace?	The Applicant has discussed potentially leasing the affordable workspace to a number of organisations, including Camden Town Unlimited. These discussions are ongoing, with a decision to be confirmed over the coming months.



SECTION 5: CONCLUSION

- 5.1** This SCI sets out how the Applicant has engaged with the local community and sought their views on the updated proposals for the site.
- 5.2** The Applicant has carried out an inclusive and thorough consultation process, successfully reaching a number of key individuals and groups. This includes the local ward members (King's Cross), residents' associations, businesses, educational facilities and other key interest groups.
- 5.3** A community newsletter was shared with a targeted group of 15 key stakeholders, and the project website was updated, to reflect the latest proposals for the site.
- 5.4** Meetings have been held as and when required, with 5 having either taken place or in arrangement at the time of writing. These have been organised with Westminster Kingsway College, Britannia Street TRA, Water Rats Public House, King's Cross Ward Councillors and Central District Alliance BID.
- 5.5** Feedback to the proposals has largely been positive, with most stakeholders interested in when construction works are likely to begin and when the UCL Ear Institute will relocate to the site.
- 5.6** One email has been received via the consultation inbox, where a resident enquired about purchasing a property in the development.
- 5.7** The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning and construction process where necessary and appropriate.



SECTION 6: APPENDICES

Appendix A: List of stakeholders & community newsletter

Appendix B: Updated project website

Appendix C: Letters to key stakeholders

Appendix A: List of Stakeholders

- **Bloomsbury Residents' Action Group**
- **Bloomsbury Association**
- **Britannia Street TRA**
- **Camden Town Unlimited / Camden Collective**
- **Central District Alliance BID**
- **Derby Lodge TRA**
- **King's Cross Ward Members** (Cllrs Jonathan Simpson / Lotis Bautista / Liam Martin-Lane)
- **King's Cross Brunswick Neighbourhood Association**
- **King's Cross Conservation Area Advisory Committee**
- **Knowledge Quarter**
- **Water Rats Public House**
- **Westminster Kingsway College**



Appendix A: Community newsletter (4 pages)

GROVEWORLD

Community Newsletter

January 2023

Proposed new public courtyard at 330 Gray's Inn Road fronted by the new hotel and office spaces

In this newsletter, you will find:

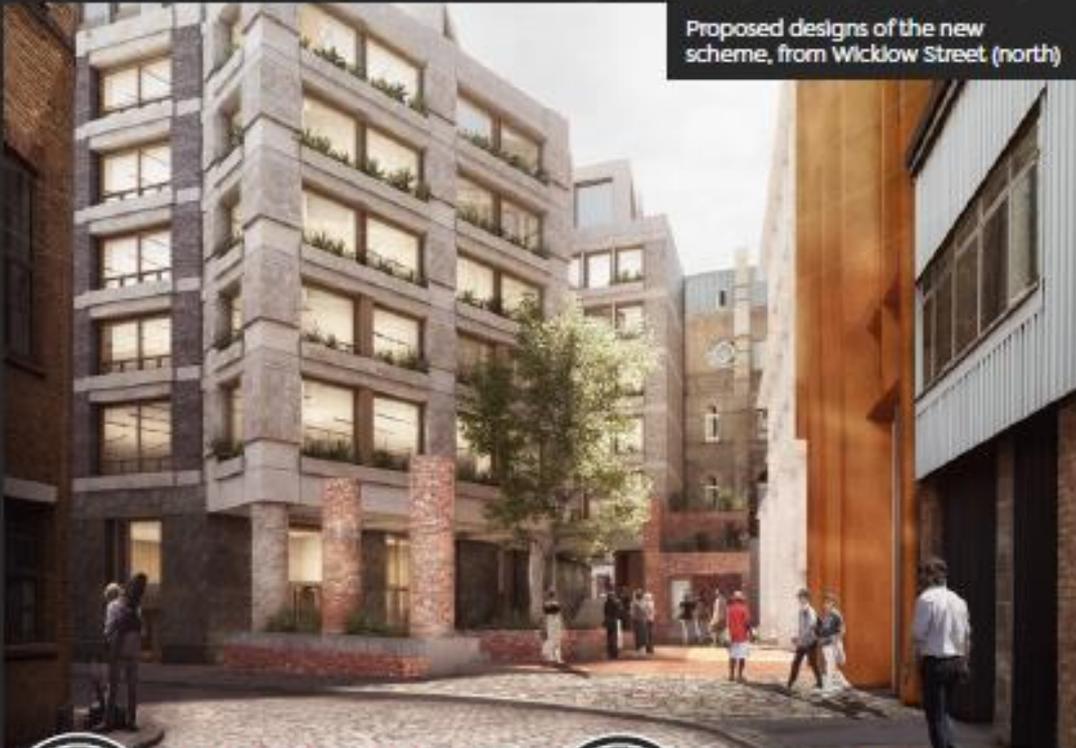
-  An update on how our plans have evolved
-  The next steps for the project
-  How to get in touch with the team

About Groveworld
We are an established and trusted developer with over 30 years' experience of delivering sustainable, award-winning projects across London.

1

Planning History: 330 Gray's Inn Road

In Summer 2022, planning permission was granted for the redevelopment of 330 Gray's Inn Road, to create:



Proposed designs of the new scheme, from Wicklow Street (north)



A 182-room lifestyle hotel, offering a range of new amenities and restaurants



A spacious public courtyard for the whole community to use



Improved connections to the local area and King's Cross



72 high-quality homes, of which 50% will be designated as affordable homes



Innovative and flexible commercial space, including affordable workspace for local SMEs

Project Update

We have continued to discuss our plans with officers at Camden Council as well as neighbours and community representatives, to ensure they have a positive impact on the local area.

Through these discussions, we have reached an agreement to temporarily relocate University College London's (UCL) Ear Institute, the largest multidisciplinary centre for research into hearing and deafness in Europe, from their current premises at 332 Gray's Inn Road, to the site. This is required to ensure the Institute can continue their world-leading research, without any disruptions.

They will be relocating in 2025 and continue to operate out of the site until 2027, as construction and enabling works progress on the wider development.

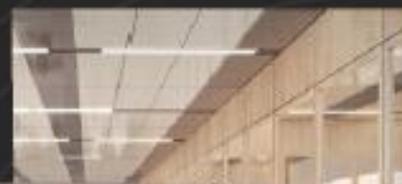
The Institute will occupy a space towards the east of the site on Wicklow Street, with a new state of the art facility overground and the basement floors beneath the homes.



Artistic Impression of UCL Ear Institute's temporary facility, Wicklow Street Entrance



Artistic Impression of new office and workspace, UCL Ear Institute



Artistic Impression of new lab space, UCL Ear Institute

Following our agreement with UCL's Ear Institute, we are proposing some minor changes to our plans:



An increase to the size and layout of the basement at Wicklow Street, to provide over **2,200sqm of new flexible office, education and lab space** for the Institute to continue their world-leading research.



An overall increase in the amount of **flexible office and lab space across the development to 20,800sqm**, to support other local businesses.



A slight reduction to the amount of affordable workspace to 525sqm.



Flues will be installed at the top of the Wicklow Street building, to support the work of the Institute.



275 cycle spaces to promote more sustainable travel.



Our plans for the hotel and new homes will be unaffected by the relocation of the Institute.

Project Timeline

2023

January
Community newsletter is shared with residents

February
S.73 planning application submitted to Camden Council

Late Spring/ Early Summer
S.73 Application is determined by the Council

2025
UCL Ear Institute relocated to 330 Gray's Inn Road

Get In Touch

Should you have any comments or questions about our updated plans, please get in touch by:

0800 307 7716

330GraysInnRoad
@londoncommunications.co.uk

330GraysInnRoad.co.uk

We will be submitting these changes as part of a Section 73 planning application to Camden Council in February. You will have the opportunity to provide any comments and feedback as part of the Council's consultation process.



Appendix B: Updated project website


GROVEWORLD

330 Gray's Inn Road



Proposed new public courtyard at 330 Gray's Inn Road fronted by the new hotel and office spaces

Our exciting plans to bring a new hotel, high-quality homes, workspaces and job opportunities to 330 Gray's Inn Road.

Here you will be able to find out more about our plans to transform 330 Gray's Inn Road.

In February, we will be submitting a Section 73 planning application to Camden Council, proposing minor changes to our plans. This is to predominantly accommodate the temporary relocation of University College London's (UCL) Ear Institute to the site.

You will have the opportunity to share any comments as part of the Council's statutory consultation and with us, using the contact details on this website.

Further information is available, as well as on our latest community newsletter, [here](#).

330 Gray's Inn Road: Planning History

In Summer 2022, we received approval from Camden Council to progress with the regeneration of the site, and deliver:



Proposed designs of the new scheme, from Wicklow Street (north)



A 182-room lifestyle hotel, offering a range of new amenities and restaurants



A spacious public courtyard for the whole community to use



Improved connections to the local area and King's Cross



72 high-quality homes, of which 50% will be designated as affordable homes



Innovative and flexible commercial space, including affordable workspace for local SMEs



Project Update

We have reached an agreement to temporarily relocate UCL's Ear Institute, the largest multidisciplinary centre for research into hearing and deafness in Europe, from 332 Gray's Inn Road to the site. This is required to ensure they can continue their world-leading research without any disruptions.



Artistic impression of UCL Ear Institute's temporary facility, Wicklow Street Entrance

Artistic impression of new office and workspace, UCL Ear Institute



Artistic impression of new lab space, UCL Ear Institute

The Institute will be relocated in 2025 and continue to operate out of the site until 2027, as construction and enabling works continue on the wider development.

They will be provided with a state of the art facility on Wicklow Street, occupying space overground and on the basement floors beneath new homes.

Our updated plans

We are proposing to make some minor changes to the plans:



An increase to the size and layout of the basement at Wicklow Street, to provide over **2,200sq m of new flexible office, education and lab space** for the Institute to continue their world-leading research.



An overall increase in the amount of **flexible office and lab space across the development to 20,800sq m**, to support other local businesses.



A slight reduction to the amount of **affordable workspace to 525sqm**.



Flues will be installed at the top of the Wicklow Street building, to support the work of the Institute.



275 cycle spaces to promote more sustainable travel.



Our plans for the hotel and new homes will be unaffected by the relocation of the Institute.

Timeline



January

Community newsletter is shared with residents



February

S.73 planning application submitted to Camden Council



Late Spring/ Early Summer

S.73 Application is determined by the Council



2025

UCL Earl Institute relocated to 330 Gray's Inn Road



Get in touch

Please fill out the box below with any comments or questions you have on our updated plans:

Name	Postcode
Email Address	
Message	
<input type="submit" value="Submit"/>	

You can also get in touch by:

✉ 330GraysInnRoad@londoncommunications.co.uk

☎ 0800 307 7716





Appendix C: Letters to key stakeholders

Good Morning,

I hope you are well.

I am writing to you with an update on Groveworld's plans to redevelop land at 330 Gray's Inn Road. As you will be aware, we received planning approval from Camden Council in 2022 to deliver:

- **A 182-room lifestyle hotel**, offering a range of new amenities and restaurants
- **72 new homes, of which 50% will be affordable homes**
- **A public courtyard** for the whole community to use
- **Improved connections** to the local area and King's Cross
- **Innovative and flexible commercial space**, including affordable workspace for local SMEs

Since then, we have been speaking to officers at the Council and community representatives, to further develop our proposals. Through these discussions, we are proposing to make some minor changes and temporarily relocate University College London's (UCL) Ear Institute from their current premises at 332 Gray's Inn Road to our site. This is required to ensure the Institute can continue their world-leading research without any disruptions.

To accommodate these changes, we will be submitting a Section 73 planning application to Camden Council in February – further information about this and our proposals is included in the attached newsletter.

In advance of this, we'd welcome the opportunity to meet with you and discuss our updated plans in more details. If this of interest please do let me know some times you are available for a meeting over the coming weeks.

In the meantime, please feel free to get in touch with any questions you might have and do visit our project [website](#) to learn more about the development.

We look forward to hearing from you soon.

Kind Regards,

Avnesh

330 Gray's Inn Road Project Team