

University of London
Senate House Master Plan
Statement of Community Engagement

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Indigo Planning

In conjunction with:

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University of London

Senate House Master Plan

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Appendices

Appendix 1

Copy of mail drop sent 28 July 2015 promoting the 1st consultation event – Proposed Master Plan.

Appendix 2

Addresses comprising priority mail drop area.

Appendix 3

GPS map of route of distributors of mail drop.

Appendix 4

Copy of maildrop leaflet sent on 28 October 2015 promoting the 2nd consultation event – Amended Master Plan.

Appendix 5

Copy of email to key stakeholders notifying them of the consultation events.

Appendix 6

List of those notified by email of the consultation events.

Appendix 7

Copy of www.uolmasterplan.co.uk

Appendix 8

Press advert promoting Proposed Master Plan 1st consultation event.

Appendix 9

A list of the stakeholders engaged with and the methods of engagement.

Appendix 10

Copy of Amended Master Plan 1st consultation event exhibition boards.

Appendix 11

Copy of 2nd consultation event exhibition boards.

Appendix 12

Feedback form Proposed Master Plan (1st consultation event).

Appendix 13

Feedback form Amended Master Plan (2nd consultation event).

1. Introduction

- 1.1. This Statement of Community Engagement (SCE) is submitted on behalf of the University of London in respect of a proposed Master Plan for Senate House and its environs, Bloomsbury, London.
- 1.2. The proposed Master Plan seeks to create a world class university environment in London's knowledge quarter, setting the vision and strategic framework to guide future development of the University of London for the next 10-20 years. It will:
- Become a heart for the University, its Colleges and Institutes;
 - Establish a holistic approach for the overall vision for the environment;
 - Build on the ambitions of the University to continue the legacy;
 - Enhance the sense of place;
 - Identify opportunities for growth; and
 - Drive sustainable development across the University
- 1.3. The above aims and objectives formed part of the initial proposals presented to Camden Council as part of the study and Planning Performance Agreement process.
- 1.4. The University, in conjunction with BDP has developed the Master Plan to improve Bloomsbury whilst at the same time ensuring that the educational facilities can adapt to meet the changing needs of its students. The Master Plan is forward looking, with a view to safeguarding the University's future as world-leading centre of excellence. At the heart of the Master Plan is the intention to ensure that Bloomsbury retains its vitality and continues to be an iconic quarter in London. It represents a key step in ensuring the delivery of much-needed improvements to the public realm of Bloomsbury as well as the enhancement of educational facilities in the area.

Overview of community consultation

- 1.5. As part of the preparation of the application, the University of London has committed to undertaking community engagement and consultation on the emerging proposals. In line with the Localism Act and National Planning Policy Framework (NPPF), a priority has been placed on ensuring that the local community and other key stakeholders were involved in the evolution of the Master Plan design.
- 1.6. Formal, and informal, discussions have been held with local stakeholders between April 2015 (when the University of London first began speaking to colleges and local stakeholders and interest groups) and November 2015. These were discussed with Camden Council 2015. Following these discussions, an exercise of public consultation and community engagement was also undertaken and this comprised of the following principle elements:
- On-going discussions with key stakeholders;
 - A dedicated website sharing details of the development proposals; and
 - Two public consultation drop-in events.
- 1.7. The key aims of the pre-application consultation process have been:

- To gain a full understanding of issues impacting the local community in order to proceed with a master plan scheme that addresses these needs and is relevant not only for the current community, but also the university's existing students and future requirements;
- To make the community aware of the development proposals and their rationale;
- To engage the community in discussion about the proposals, allowing for constructive feedback during the design evolution; and
- To ensure open channels of communication through which the local community can ask questions and share feedback on the proposed Master Plan.

1.8. The proposals have evolved as a direct result of this extensive consultation process. It has been designed to respond to discussions and lead to a high quality master plan design.

Structure of statement

1.9. This report explains the methods used to engage with the local community and the consultation materials produced. It also reports the feedback received on the Master Plan proposals; the key issues raised and the responses to these key issues.

1.10. The SCE sets out the consultation that has been undertaken to-date. The report is structured as follows:

- Policy Context sets out the relevant planning policy and legislative context (relating to community engagement);
- Overview of Consultation describes the consultation processes involved in the evolution of the Master Plan including:
 - Publicity of proposals;
 - 2x public consultation exhibitions;
 - Webpage dedicated to the Master Plan, advising of the proposals and requesting feedback; and
 - Consultation with key stakeholders through face to face meetings and presentations.
- Public and Stakeholder Engagement summarises the format of the consultation events and provides statistics on the level of engagement from the community both at the consultation events, and via the Master Plan website.
- The sections entitled Summary of Feedback – Proposed Master Plan (1st consultation event) and Summary of Feedback - Amended Master Plan(2nd consultation event) provide objective analysis of the responses to the consultation exercises. They also illustrate the ways in which the concerns raised throughout the process have been addressed by the team; and
- Section Responses to the Consultation Exercise sets out the conclusions of findings and the impact of the community engagement on the Master Plan evolution and design.
- Finally, the Conclusions summarise the way in which the project team have followed guidance set out in the NPPF and the London Borough of Camden's Statement of Community Involvement.

2. Policy Context

Introduction

- 2.1. The importance of pre-application consultation and community engagement are emphasised in the following national and local policy and guidance:
- National Planning Policy Framework (2012);
 - Community Involvement in Planning: The Government's Objectives (2004);
 - Localism Act (2011).

National Policy and Guidance

National Planning Policy Framework (2012)

- 2.2. The National Planning Policy Framework (NPPF) was published in March 2012. This document sets out the Government's requirements for the planning system, particularly how local people should be able to shape their surroundings.
- 2.3. Paragraph 66 of the NPPF states that applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably. Paragraph 69 confirms that local planning authorities should aim to involve all sections of the community in the development of Local Plans and in planning decisions.
- 2.4. Paragraph 189 states that, whilst local planning authorities cannot require a developer to engage in pre-application discussions, they should encourage take-up of any pre-application services they do offer. Paragraph 189 also confirms that local planning authorities should encourage applicants to engage with the local community before submitting their applications.

Community Involvement in Planning: The Government's Objectives (2004)

- 2.5. This guidance document advises that for planning to be seen as positive, all sections of the community must believe that the process is legitimate, operates in a timely manner, and that the outcomes are in the public interest. The guidance states that the process should be simple to follow and delivered in a fair, transparent and efficient manner, and that community involvement is a key part in achieving this. The guidance states:

'We would expect the SCI (Statement of Community of Involvement) to encourage developers to undertake pre-application discussions and early community consultation on significant applications, but the SCI cannot prescribe that this is done.'

'The aim of the process should be to encourage discussion before a formal application is made and therefore to avoid unnecessary objections being made at a later stage.'

Localism Act (2011)

- 2.6. The Localism Bill was given Royal Assent on 15 November 2011. The Localism Act was created to decentralise power and give local communities more say in their neighbourhoods. A key aim of the Act is to devolve more decision making powers from central government back into the hands of individuals, communities and councils. This requires that developers consult the local community before submitting an application at a stage when their feedback is able to

alter the scheme.

- 2.7. The Act states that pre-application consultation should be publicised so it brings the proposed application to the attention of the majority of people living within the vicinity of the application site. The consultation period should also allow sufficient time to ensure that all people wishing to comment are able to do so.
- 2.8. The Act states that the developer has a duty to take account of the responses to the consultation and use them when altering the original application.

Local Planning Guidance

The London Borough of Camden Revised Statement of Community Involvement (2015)

- 2.9. The London Borough of Camden's Statement of Community Involvement outlines the Council's approach to involving the community in pre-application consultation especially where proposals may attract significant local interest.

Summary

- 2.10. The comprehensive pre-application process undertaken by the applicant and the project team has taken into account relevant national and local policy and guidance. This will be demonstrated in the remaining sections of this document.

3. Overview of Consultation

Elements of consultation

- 3.1. Between July and November 2015, we undertook the extensive process of communicating the Master Plan proposals to the local community. The process comprised two phases; the first unveiling the draft Master Plan and the second consultation phase unveiling an amended Master Plan which incorporated feedback from the first phase of consultation. Both consultation phases included the following;
- 7,300 leaflets issued to surrounding residents and the Bloomsbury Ward, as well as key stakeholders;
 - Advertisement in local press;
 - Advertisements across UoL social channels;
 - An accompanying website;
 - An exhibition (advertised by the above methods);
 - A feedback form (a hard copy was made available at both consultation events and an electronic copy could be completed online via the website).
 - 1:1000 scale model (available for the second consultation event)

When and where were the consultation events held?

- 1st consultation event - Proposed Master Plan –
Tues 11 August between 12 noon and 8pm
- 2nd consultation event Amended Master Plan –
Wed 11 November between 12 noon and 8pm

1st Consultation Event – Proposed Master Plan

- 3.2. The first consultation event was held on 11 August from 12-8pm. Although the timing of the consultation fell within the summer break, analysis of the local population found that the majority of households (almost 7/10) in the Bloomsbury ward would be relatively unaffected by constraints of the academic term times for their family holidays (meaning that they may be less likely to go on holiday during the peak season). Just 416 households (9.5%) have at least one dependent child, however, a larger proportion of households (21.5%) are comprised solely of full-time students.
- 3.3. According to 2011 census data, fewer than four in ten (36%) of Bloomsbury residents over the age of 16+ work full time. It was therefore felt that running the event over one day between the hours of 12pm and 8pm would maximise the opportunity for as many local residents as possible to attend. In addition, more than a half (53%) of the working population of Bloomsbury either walk or cycle to work or work from home. This is also suggested that the proximity of the consultation venue to their place of employment would enable them to attend the exhibition after 5:30 and before 8pm.
- 3.4. It was also considered that holding the event mid-week would help to avoid a clash with people staying out for a few post-work summer drinks on a Friday.

2nd Consultation Event - Amended Master Plan

- 3.5. The second public consultation event was held on Wednesday 11 November 2015 from 12-8pm. Although initially set to be held in Macmillan Hall, SOAS was being occupied by their students and the space in Senate House was required. It was hoped that the event would benefit from increased footfall from anyone attending nearby Armistice Day events.

Where the events were held

- 3.6. Senate House provided the best possible and most appropriate location to host a drop-in consultation event. The same location was used for both events (please note that the second consultation event leaflet invites people to attend at Macmillan Hall (see Appendix 4) but had to be relocated to Chancellor's Hall.

Chancellor's Hall
Senate House
Malet Street
London
WC1E 7HU

Promotion of consultation events

- 3.7. Owing to the proposed scale of development, it was felt that the most sensible option was to consult at ward level. The ward of Bloomsbury is home to 5,129 households and 1,587 businesses. According to 2011 Census data, 4,819 households have at least one usual resident. The ward has 10,892 usual residents, of which 10,115 are aged 16+. 7,300 leaflets were printed and distributed within the ward of Bloomsbury.

Mailshot

- 3.8. On 30 July 2015, a mailshot was sent to all properties within the ward of Bloomsbury advertising the dedicated website and inviting them to attend a public drop-in event to learn more, ask questions and share comments on the Master Plan proposals. A copy of the leaflet is available in Appendix 1. A specialist distribution company was employed to deliver the leaflets.
- 3.9. On 28 October, the mailshot was repeated to invite people to the second consultation event showing the amended Master Plan proposals.
- 3.10. Further leaflets were also left with each of the colleges in the Bloomsbury area including;
- Student Central;
 - Senate House reception;
 - School of Advanced Studies reception; and
 - The Inter-collegiate halls.

Postal deliveries

- 3.11. In addition, priority streets (ie those residents and businesses closest to the proposed site) received a stamped addressed leaflet delivered by Royal Mail. The addresses included in the priority maildrop have been included in Appendix 2.
- 3.12. The route of the distributors was mapped via GPS as evidence of delivery and is available in Appendix 3.

Email

- 3.13. Key stakeholders were also emailed a digital copy of the leaflet (see Appendix 4). A copy of the email sent to the key stakeholders is provided in Appendix 5 and a list of those notified by email is provided in Appendix 6.

Dedicated website

- 3.14. Indigo Planning set up a dedicated webpage in respect of the development proposals and this was accessed via the following address www.uolmasterplan.co.uk (see Appendix 7). On 28 July 2015, a dedicated website was launched to provide information about the proposals.
- 3.15. The website was launched in three phases:
- It first went live to coincide with the leaflet drop (Tuesday 28 July 2015), to publicise the consultation event and provide information about the proposals;
 - The second phase launched on Tuesday 11 August 2015 following the first consultation event. It provided the exhibition materials as well as an interactive feedback form.
 - The website was again updated for the second consultation event, with the consultation boards and updated feedback form going live on Wednesday 11 November 2015.
- 3.16. Between 28 July 2015 and 11 December 2015, the website attracted 1,961 unique users who viewed 6,083 pages. On average, each visitor to the site viewed almost 2.5 pages per visit. Average dwelling time (the amount of time spent browsing the site) was 1 minute and 42 seconds per session. People spent more time on the page that outlines the Master Plan strategy and showed the Master Plan map (averaging 2 minutes 21 seconds).

Social media

- 3.17. The promotion of the consultation event and website (www.uolmasterplan.co.uk) was also continued via the University's social media channels (via Twitter and LinkedIn). In total, 5,129 households received notification of the consultation event and invited to view the proposals on the website if they could not attend in person.
- 3.18. In addition, the event was also promoted online via the University's intranet and internet.

Local press and PR

- 3.19. Several large quarter page adverts were also taken out in the Camden New Journal which has a local audience circulation of almost 40,000. Around 14,500 of those households are in the borough of Camden (representing household penetration of around 50%). The copy of the advert is provided in Appendix 8.
- 3.20. It was published in the Camden New Journal twice ahead of the first consultation event (30 July 2015 and 6 August 2015) and once ahead of the amended Master Plan consultation (5 November 2015).
- 3.21. In addition, press releases were sent to a number of London-wide publications to gain coverage of the event.
- Londonist
 - Knowledge Quarter
 - Gasholder
 - City A.M
 - Evening Standard
 - Metro

4. Public and Stakeholder Engagement

Stakeholder engagement

- 4.1. The project team has engaged, to varying degrees with a number of key local stakeholders via email correspondence, walk-around tours as well as presentations and more face-to-face meetings. A list of the stakeholders engaged with, and the methods of engagement is provided in Appendix 9.

Public consultation

- 4.2. Having regard to the range of potential methods of consultation, the project team determined that two public consultation drop in events would be an appropriate way to engage with the local community. We wanted to ensure that the process of consultation allowed as many local residents as possible to share their views on the proposals. A public exhibition was considered to be an effective and inclusive way of consulting the local community and stakeholders about the proposals. This provided people with a dynamic means to see the proposals, ask questions and share their views. All attendees had the opportunity to ask the project team questions as key members from BDP, and the University of London were present during both consultation events.
- 4.3. The event was held in Chancellor's Hall, Senate house and the following photographs illustrate the venue and how the exhibition was laid out in the venue hall:



- 4.4. Following the consultation event, key stakeholders were also sent an email reminding them to view the proposals on the website and invited to share their comments.

Display material

- 4.5. The exhibition included a series of 8 display boards which set out the rationale for the proposed development as well as artist impressions and explanations. Copies of the consultation boards are contained in Appendix 10 and Appendix 11.
- 4.6. A copy of the consultation boards was made available through the dedicated project website (www.uolmasterplan.co.uk). Between 11 August and 10 November, the boards for the first consultation event were viewed 329 times online, with the website receiving a total of 3,066 page views during this time from 894 unique visitors.
- 4.7. Between 11 November 2015 and 22 November 2015, the website was visited by 558 different

people. The boards for the second consultation event were viewed 56 times online, with the website receiving a total of 1,168 page views during this time.

Attendance

- 4.8. We estimate the reach of the maildrop to have encompassed 10,115 usual residents aged 16+. The 1st draft consultation event (The Proposed Master Plan) was well attended, attracting an estimated 138 people. This represents 1.4% of the number of people aged 16+ living in the leaflet drop area.
- 4.9. Visitors spent time looking at display boards, interacting with the boards through post-it notes and discussing proposals with representatives of the project team.
- 4.10. A number of representatives of local interest groups were also known to have attended. They include, but are not limited to;
- The Camden Civic society;
 - Bloomsbury Conservation Area Advisory Committee;
 - The Ceylon Bloomsbury Group; and
 - The Maxclif House Residents Association.
- 4.11. Turnout for the second consultation event (the Amended Master Plan) on 11 November 2015 was lower with 76 attendees. Nonetheless, representatives of local interest groups still attended. They included;
- The Camden Civic society;
 - Bloomsbury Conservation Area Advisory Committee;
 - The Marchmont Association;
 - Friends of Bloomsbury Square; and
 - The Maxclif House Residents Association.

Feedback and analysis

- 4.12. Following their review of the proposals, all attendees to the exhibition were encouraged to complete a feedback form (samples of both feedback forms are included in Appendix 12 and Appendix 13) and to submit them in the comment box before leaving. A variety of methods to return the forms were available, including by post, email or through the online form available on www.uolmasterplan.co.uk.

| | Proposed Master Plan 1st consultation event 11 August 2015 | Amended Master Plan 2nd consultation event 11 November 2015 |
|-------------------------------------|--|---|
| Attendees | 138 | 76 |
| Feedback forms completed at event | 37 | 25 |
| Feedback forms completed online | 11 | 0 |
| Feedback sent by post/ email/ other | 10 | 2 |

Proposed Master Plan - 1st consultation event

- 4.13. Attendees to the first consultation event and visitors to the website were asked to return feedback by 21 August to enable the project team sufficient time to collate responses and make amendments to the Master Plan before the next consultation event. Between 11 August and 21 August 2015, 532 visitors had visited www.uolmasterplan.co.uk. The feedback form on the website received 99 unique page views during the time and 11 completed forms were submitted via the website.

- 4.14. The majority of forms (64%) were returned at the event.
- 4.15. 138 members of the local community attended the exhibition on Tuesday 11 August 2015 and 58 responses were received (37 from the exhibition), 11 via the website, three by post and seven by email. Following the consultation event and up to 21 August 2015, all feedback forms were reviewed by Indigo Planning.
- 4.16. Analysis of the 58 responses, the post-it note comments posted on the exhibition boards as well as all other feedback via conversations at the event and subsequent emails demonstrated strong support for the principle of the Master Plan proposals.

Amended Master Plan - 2nd consultation event

- 4.17. Attendees to the event and visitors to the website were asked to return feedback by 22 November to enable the sufficient time to collate responses and make amendments to the Master Plan before the Camden Council Development Management Forum. Between 11 November and 22 November 2015, 558 visitors had visited www.uolmasterplan.co.uk. The feedback form on the website received 17 unique page views during the time but no forms were submitted via the website.
- 4.18. 76 members of the local community attended the exhibition on Wednesday 11 November 2015 and 25 feedback forms were completed (24 from the exhibition), none via the website, and one was received by post. In addition, further feedback was received by letter and by email. Following the consultation event and up to 22 November 2015, all feedback forms were reviewed by Indigo Planning.
- 4.19. Analysis of the 25 responses, the post-it note comments posted on the exhibition boards as well as all other feedback via conversations at the event and subsequent emails or letters demonstrated strong support (88% of feedback form completions) for the principle of the Master Plan proposals.

5. Summary of Feedback – Proposed Master Plan (1st consultation event)

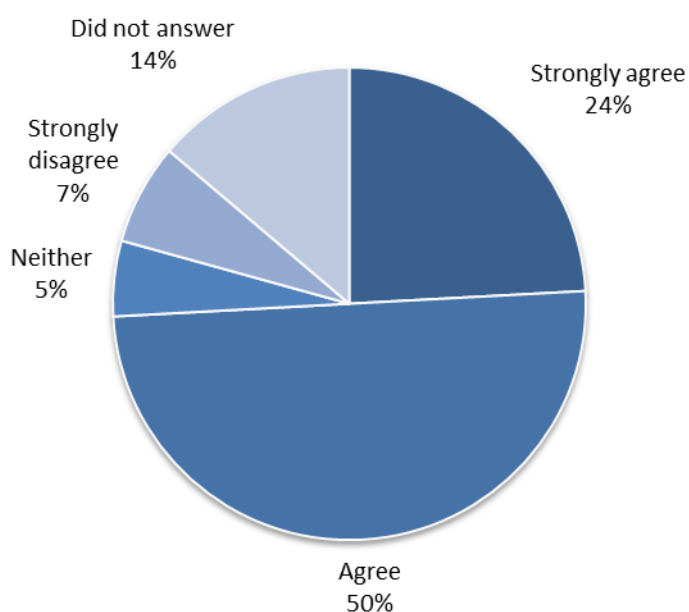
Summary of support

5.1. Respondents were asked

“To what extent do you agree that the proposed Master Plan will benefit the Bloomsbury area?”

Figure 1 Levels of agreement that the proposed Master Plan will benefit the Bloomsbury area.

Base: 58 respondents



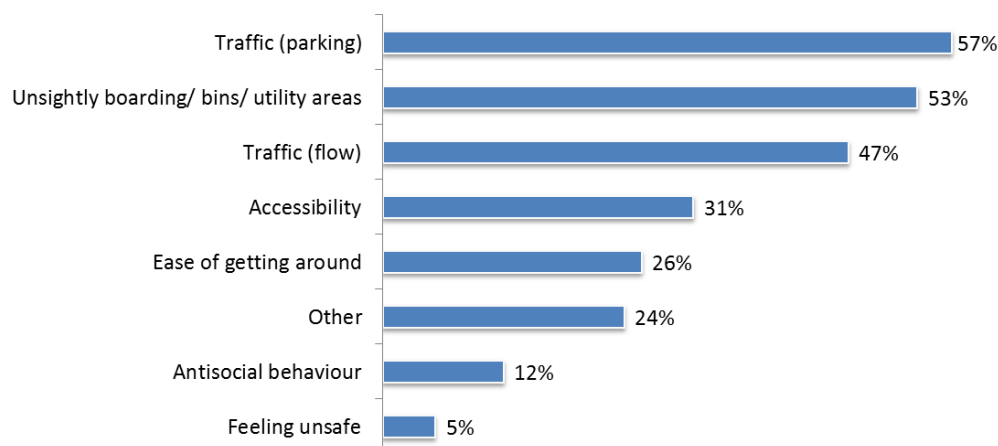
5.2. The pie chart above shows levels of support of all respondents. Almost three quarters (74%) of respondents agree or strongly agree that the proposals will benefit the area with fewer than one in ten disagreeing. However, it is worth noting that those who disagreed with the proposals felt extremely strongly; all objectors selected ‘strongly disagree’.

Areas of opportunity

5.3. Respondents were asked what issues they felt the local area was currently facing. On average, they identified three issues in the area. These are illustrated in the chart below.

Figure 2 Issues affecting the Bloomsbury area.

Base: 58 respondents



- 5.4. Traffic-related concerns (parking, followed by flow) are the biggest issues. Almost 6/10 respondents cited parking as the biggest issue. However, from the comments provided by respondents, these issues are not owing to the coaches parked outside the British Museum, but centre around the adequate provision of parking for local businesses, residents, or accessibility-impaired visitors.

“Need to include parking for visitors with access issues!”

- **Comment from feedback form (supporter)**

“We need car parking space for business activities.”

- **Comment from feedback form (supporter)**

“Ample parking for suppliers that service the building.”

- **Comment from email**

“You mention replacing the car park and tarmac with a new landscape, where will people travelling in a car that require access park and access the building?”

- **Comment from email**

“How many parked coaches places are there currently on Montague Place and how many are proposed? ... I agree removing these would improve Montague Place, but if they’re simply relocated elsewhere I may have concerns...How many parking spaces would be lost and what type of spaces are they?”

- **Comment from email**

- 5.5. Those who referenced parking as an issue were generally in favour of pedestrianisation of the space on Malet Street and Montague Place. Others highlighted that getting rid of the coaches from the British Museum might be unrealistic and may cause other issues depending on where the coaches were displaced. However, one respondent suggested that reducing the freight vehicles delivering to the university buildings would also contribute to improving the area for residents, visitors and businesses.

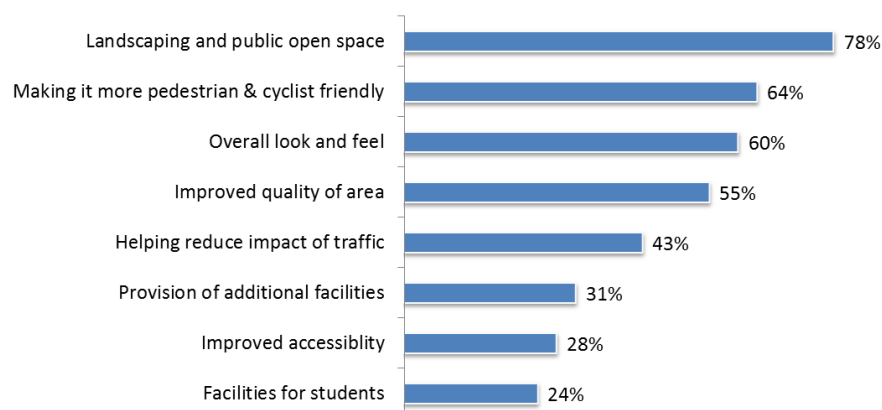
Key areas of support

- 5.6. On average, respondents felt that the Master Plan proposals would enhance the area in four ways. Respondents were particularly favourable towards the landscaping and public open space aspects of the proposals and very much in favour of making the area more pedestrian-

and cyclist- friendly.

Figure 3 Ways in which respondents believe the Master Plan will enhance the Bloomsbury area.

Base: 58 respondents



5.7. There is considerable support for aspects of the Master Plan that enhance the overall look and feel of the area. Landscaping, improving green spaces or adding more as well as making the area more pedestrian/ cyclist friendly were identified as key ways to achieve this. In addition, improving accessibility across the site was also very well received.

5.8. The following comments highlight the aspects of the Master Plan proposals that resonate positively with respondents;

“I like the green spaces and we should keep those and create more.”

- **Comment from feedback form (supporter)**

“I strongly agree that if the university looks to reduce the freight vehicles delivering to its buildings it will help contribute to the area being a better place for residents, visitors and businesses in the area.”

- **Comment from feedback form (supporter)**

“The new plan seems to have a good overall flow of the space.”

- **Comment from feedback form (supporter)**

“Like plans for pedestrianised space on Malet Street and Montague Place. Bike parks a great idea.”

- **Comment from feedback form (supporter)**

5.9. These comments of support identify which aspects of the local area, they believe the Master Plan has the ability to enhance and improve. However, it is also necessary to understand the objections to the proposals in order to incorporate, omit, or amend, aspects of the proposals in response to these. The following comments highlight key concerns raised by respondents (both supporters as well as objectors) surrounding the proposed Master Plan.

Key areas of objection

5.10. The cost of the proposals was a concern to some supporters as well as objectors;

“A large amount of money was spent on the refurbishment of Stewart House just a few years ago - would it be ethical to replace it so soon?”

- **Comment from feedback form (supporter)**

"I have strong objection to the very idea that any such 'Master Plan' is needed. Current proposals would be absurdly expensive ..."

- **Comment from feedback form (objector)**

- 5.11. There was some concern that the area might lose its identity which could detract from the University;

"Currently...the fact it's an actual working university area."

- **Comment from feedback form (objector)**

"Worry about things like restaurants which remove focus of area."

- **Comment from feedback form (supporter)**

- 5.12. Others expressed concern that aspects of Bloomsbury such as its relaxed and informal atmosphere might be lost as a result of the proposals. The following comments highlight what the objectors currently enjoy most about the area;

"I enjoy the present informality, its sense of freedom (eg) to locals playing boule or skate boarding, the weekly farmers' market. Nothing should curtail these."

- **Comment from feedback form (objector)**

"Its relaxed buzz and its use by outside informal bodies eg the farmers' market"

- **Comment from feedback form (objector)**

- 5.13. The project team noted the need for future messaging to offer reassurances around these concerns in the second consultation event. It was felt that it was especially important to show that whilst some felt that the area should feel like a campus and not be distracted by other activities, the local residents were calling for a balance so that the Master Plan proposals did not make the area feel 'campus-like'.

- 5.14. In addition, the team noted that attention could be drawn to those aspects of the Master Plan that will help to address anti-social behaviour that might detract from the 'relaxed buzz' that the local community currently enjoys. In particular through design that encourages more community activities to positively enhance the atmosphere in the local area.

Aspects of Bloomsbury that people enjoy

- 5.15. In order to guide the design team of things that should be kept, respected or built upon, respondents were asked what they like about Bloomsbury.
- 5.16. The following is a wordcloud illustration of their comments. The history and architecture of the area, as well as greenery and public squares are mentioned frequently by the respondents as the things they like about Bloomsbury. The Master Plan proposals seek to increase the amount of green space in the area and thereby positively enhancing one aspect of the area currently lauded by locals.

6. Summary of Feedback - Amended Master Plan(2nd consultation event)

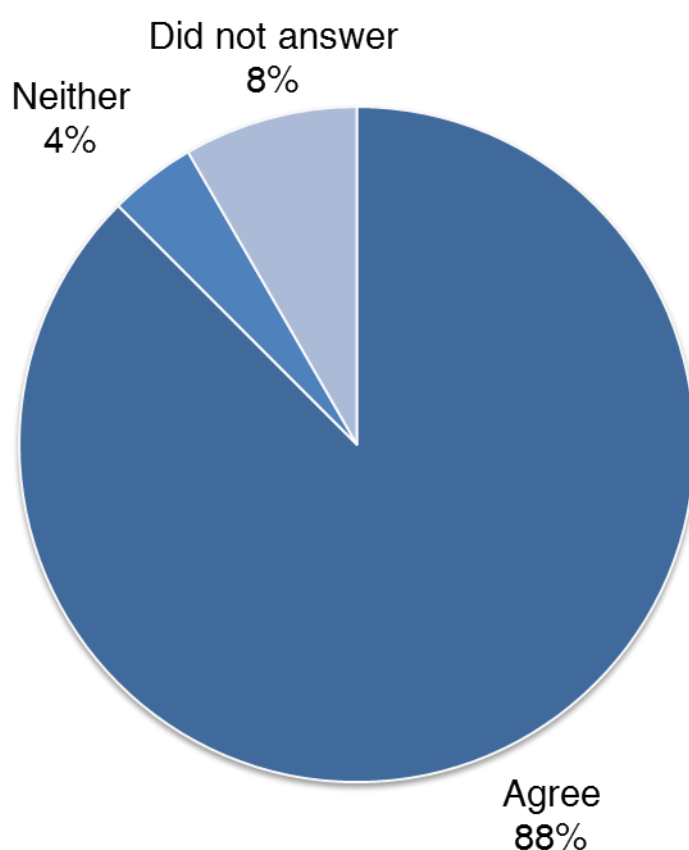
Summary of support

6.1. Respondents were asked

“To what extent do you agree that the amendments to the proposed Master Plan will benefit the Bloomsbury area?”

Figure 4 Levels of agreement that amendments to the proposed Master Plan will benefit the Bloomsbury area.

Base: 25 respondents



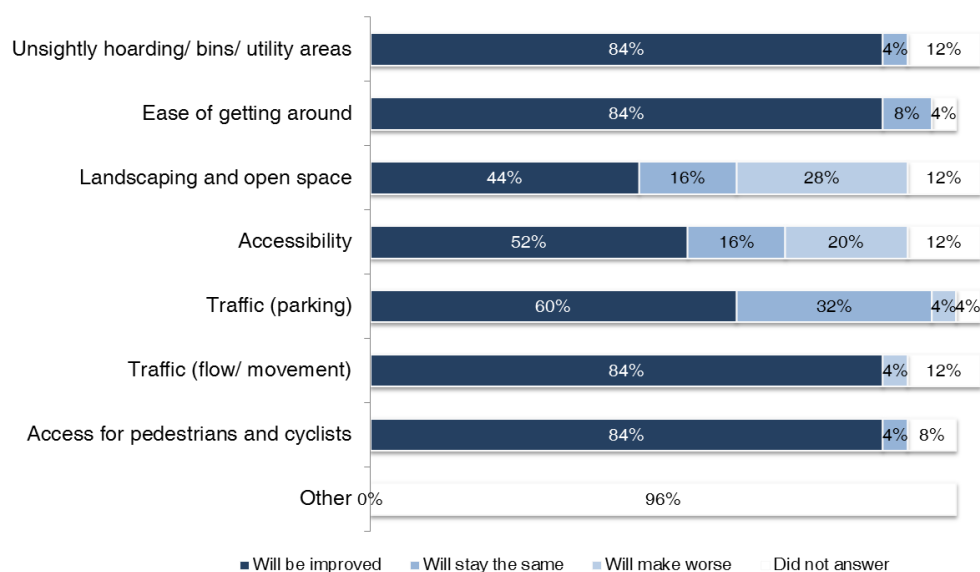
6.2. The pie chart above shows levels of support of all respondents. Almost nine in ten (88%) of respondents agree that the amended proposals will benefit the area. Although almost 1/10 people did not complete the question, no respondents disagreed.

Perceived impact of proposals on landscaping and accessibility

6.3. Respondents were asked

“What impact do you think the amended Master Plan proposals will have on the following aspects of landscaping and accessibility?”

Figure 5 Perceived impact of Master Plan proposals on landscaping and accessibility.
Base: 25 respondents

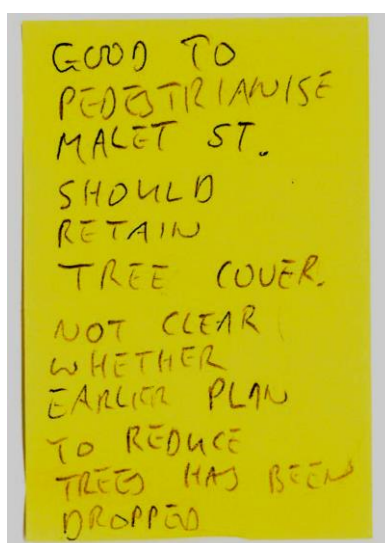


- 6.4. Respondents were asked about the impact the amended Master Plan might have on various landscaping and accessibility issues. On average, almost two thirds believed that the proposals would improve these aspects of the area with the aesthetic improvements to landscaping and unsightly hoarding, bins and utility areas receiving the greatest support.
- 6.5. Measure to improve accessibility such as giving pedestrians and cyclists priority in Byng Place and closing off Malet St to traffic were particularly well received with more than 8/10 agreeing that the amendments would improve accessibility for people with mobility issues and also make the area more accessible to pedestrians and cyclists. One respondent was particularly enthusiastic for the cycle storage;

"I love cycling storage"

- **Comment from feedback form (supporter)**

- 6.6. Attendees to the consultation event were invited to leave feedback via post it notes on the boards themselves and the following represents some of the comments that were left.



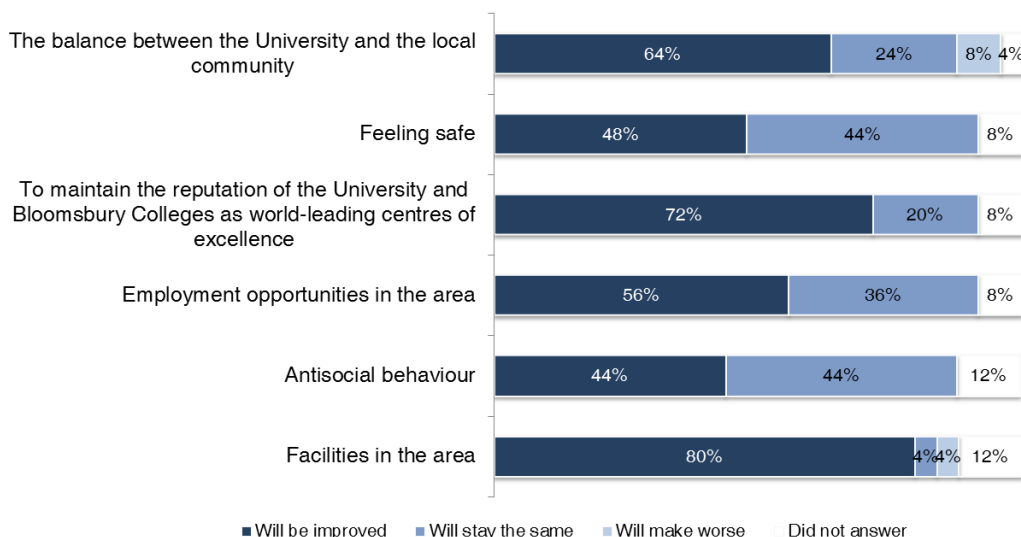
Ways in which the amended Master Plan proposals will change the local area

6.7. Respondents were asked

“How do you think the amended Master Plan proposals will change the following aspects of the local area?”

Figure 6 Perceived impact of Master Plan proposals on local area.

Base: 25 respondents



6.8. Respondents were asked about the impact the amended Master Plan might have on various aspects of the local area. On average, 6/10 respondents believed that the proposals would improve these aspects of the area asked about. However, concerns were that the balance between the University and the local community could be worsened by the plans, and also that facilities in the area might be worsened.

“UCL is frankly far too dominant in the area, buying every building and never considering that the area needs more private housing; outside term time the area is soundless, simply flat. The local area is suffocated by UCL. All we see is university creep, destroying the character of the area.”

- **Comment from feedback form (neither supported nor objected)**

6.9. One respondent made comments as to how to mitigate these perceived shortcomings of the Master Plan:

“Need to signpost that public are welcome.”

- **Comment from feedback form (supporter)**

“As a resident, my concerns are about the balance between those who live, work and study here. I’m not sure that residents’ interests are a priority for the university.”

- **Comment from feedback form (neither supported nor objected)**

6.10. These comments would suggest that following consultation of the physical changes to the area, the University will need to continue to engage the local community to identify a cultural way forward. This will help to minimise any likely future friction between the local residents, employees and students in the area.

6.11. The University should also consider putting in place a formal panel or ‘town team’ comprised

of local residents, workers and students to meet regularly throughout the implementation of the Master Plan in order to safeguard the cultural mix of all three elements of the Bloomsbury community.

Key areas of support

Support for proposed buildings

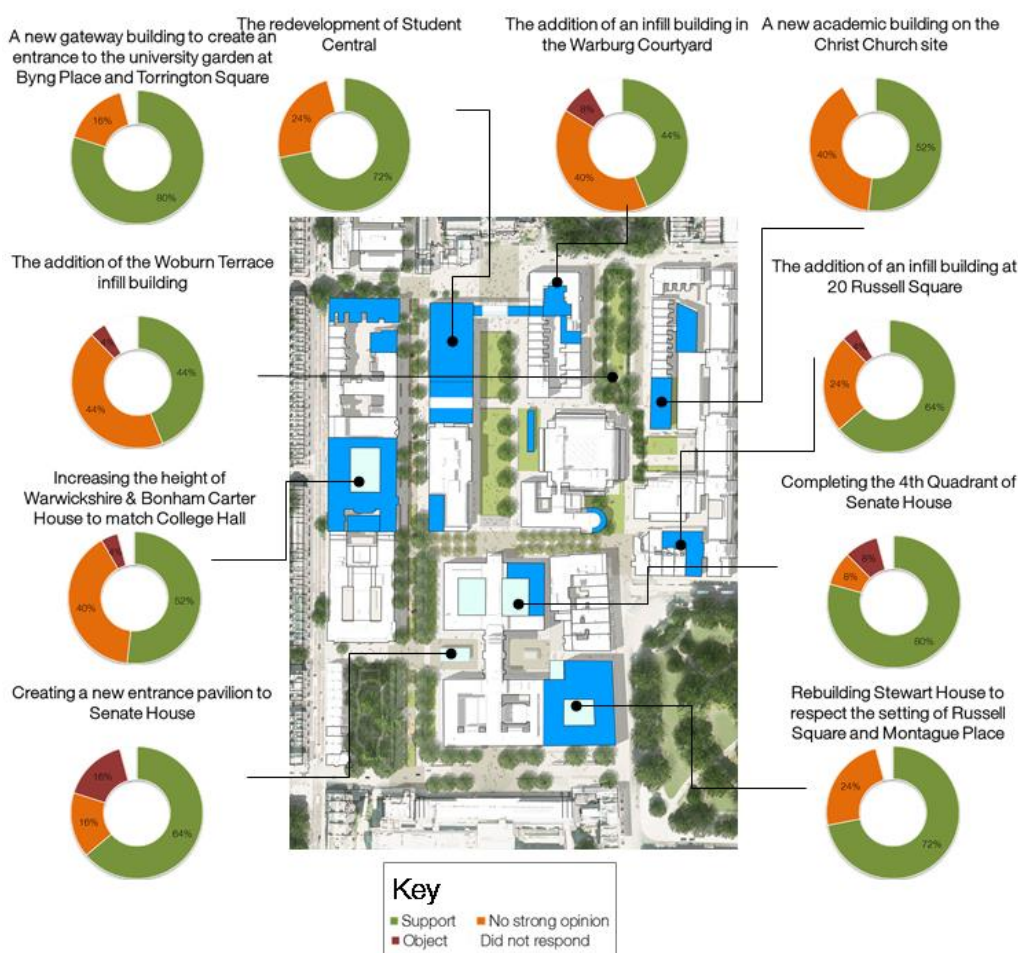
6.12. Respondents were asked;

Thinking about the proposed buildings, to what extent do you support each of the following?"

Figure 7 Support for building proposals contained within the Master Plan.

Base: 25 respondents

"Thinking about the proposed buildings, to what extent do you support each of the following?"



6.13. There was overwhelming support for all the built aspects of the amended Master Plan proposals. Despite a low response sample, there were few objections, and even amongst those who objected to some elements of the building proposals, they remained largely supportive of the Master Plan as a whole.

6.14. Proposed changes to Student Central were welcomed by local interest group Twentieth Century Society but they cautioned against the proposals for the Tavistock Place façade which they felt was out of keeping with the architectural style and character of the main building.

- 6.15. Completion of the of the 4th quadrant and a new gateway building to create an entrance to the University garden at Byng Place and Torrington Square were the most well-received new buildings proposed as part of the Master Plan with almost 8/10 people (79%) supporting them.

"Impressed by the plans to integrate the area particularly suggestions of Portico and gardens and development of the space near to the institute of advance legal study."

- **Comment from feedback form (supporter)**

- 6.16. The gateway development also secured support 'in principle' from the Twentieth Century Society.
- 6.17. Further comments left at the consultation event via post it notes detailed their support for the proposed gateway and the extension of Warwickshire and Bonham Carter Houses:



- 6.18. Despite lower levels of support for the infill buildings at the Warburg Courtyard and the Woburn terrace as well as a new academic building on the Christ Church site, people were not opposed to them. Just 4% of people objected to infilling the Warburg Courtyard.
- 6.19. Objections, although proportionally low, were highest for creating a new entrance pavilion to Senate House (17%) and completing the 4th Quadrant of Senate House (8%). Indeed feedback from the local Twentieth Century Society organisation shared in a letter that although they welcomed the updated proposals to remove one of the proposed entrance pavilions in the building forecourt facing Russell Square, they still had strong concerns about the remaining pavilion. Their objections were focussed around the fact that they felt it would clutter up the forecourt of the listed building causing harm to its setting. Whilst the group recognised that the design sought to address disabled access issues, they suggested that an alternative sensitive design solution be explored to the existing loggia.
- 6.20. The Twentieth Century Society also shared their reservations about the redevelopment of Stewart House, requesting that the design team explored 'options for the retention of the facades of Stewart House' instead.
- 6.21. Supporters and objectors alike shared their comments on how to move forward with the proposed buildings whilst also respecting the character of the area;

"Need to ensure buildings do not oppress the area through bulk or aggressive modernity."

- **Comment from feedback form (supporter)**

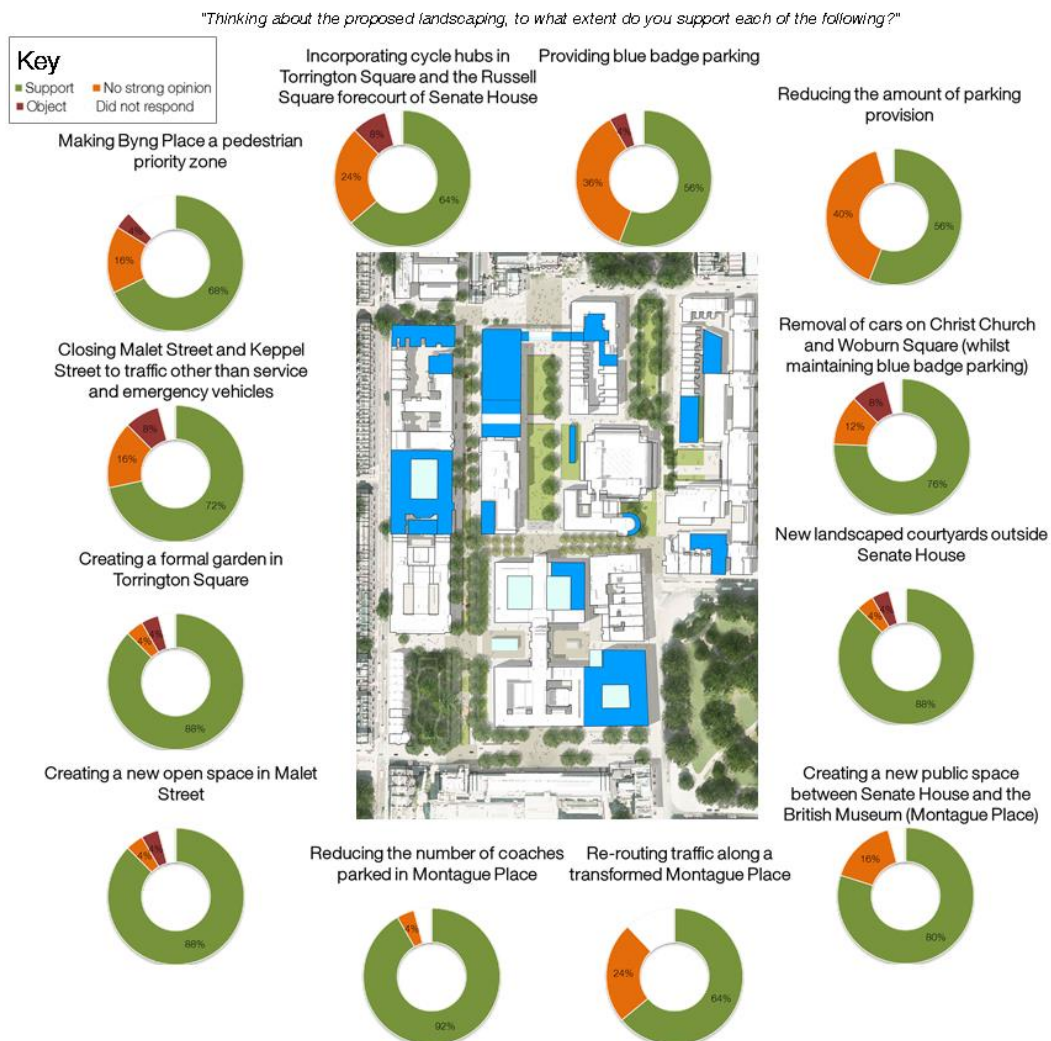
"...the Committee expressed concern at the conveyed lack of architectural aspiration for the new build elements."

Support for proposed landscaping

6.22. Respondents were asked;

Thinking about the proposed landscaping, to what extent do you support each of the following?"

Figure 8 Support for landscaping proposals contained within the Master Plan.
Base: 25 respondents



6.23. The community was extremely welcoming of the landscape proposals with the initial consultation revealing that people are keen for an improvement to outside space and a reduction in traffic in the area. Indeed, traffic-related landscaping proposals were the most warmly received by the local community with more than 9/10 (92%) supporting the reduction in the number of coaches parked in Montague place.

6.24. Parking provision left the community slightly more divided. Although the majority supported the reduction of parking provision (almost 6/10) and more than half agreed that blue badge parking was a welcome change to the area, these were the two elements of the Master Plan proposals that the community admitted to 'having no strong opinion' on. The incorporation of cycling hubs elicited a similar response to parking provision and blue badge parking.

6.25. The following comments were left in support of the parking-related proposals:

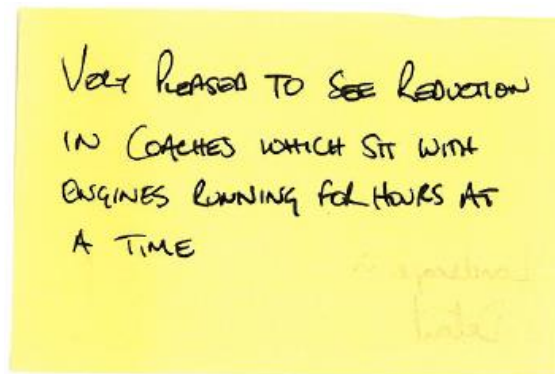
"Vehicle parking must be reduced (especially) but blue badge misuse is a risk"

- **Comment from feedback form (supporter)**

"Strongly agree [with] better social space at Malet Street and improving Torrington Square public space."

- **Comment from feedback form (supporter)**

- 6.26. Several people also commented on the parking proposals via post it notes at the consultation event:



- 6.27. The creation of leisure spaces within the area also received considerable support with almost 9/10 (88%) of respondents supporting new landscaped courtyards outside Senate House, the creation of a new open space in Malet Street and the creation of a formal garden in Torrington Square.

Key areas of objection

- 6.28. The first consultation event revealed that traffic-related concerns (parking, followed by flow) are the biggest issues facing the area and it therefore follows that anxieties around these aspects of the Master Plan proposal are higher. Traffic-related issues in the community remained a concern with 25% of people believing that parking would be made worse by the proposals and almost one in five felt that the amended Master Plan would have a negative impact on traffic flow and movement.
- 6.29. At the first consultation event held in August, almost 6/10 respondents cited parking as the biggest issue. However, despite people being more likely to say that the amended proposals would make the parking worse, no one elaborated on these concerns in the comments section of the feedback form. Indeed, any comments that did reference traffic were distinctly positive;

"Remaining traffic/ improving logistics will be a massive improvement to the area!"

- **Comment from feedback form (supporter)**

7. Responses to the Consultation Exercise

7.1. From the public consultation events and other forums, discussions and email exchanges, a number of key issues and themes have emerged. These have been addressed as part of the Master Plan proposals. They include:

- Parking
- Traffic
- Community atmosphere
- The need to preserve the character of Bloomsbury
- The need to balance the needs of the University with those of the community

7.2. The following table illustrates key findings from public consultation and the impact of the engagement process on the evolution of the Master Plan designs.

Figure 9 Ways in which the 1st consultation event influenced the Master Plan.

| Key findings | Impact of community engagement |
|--|--|
| People were concerned that Byng place would feel like a 'left over' space. | We explored different designs that would enhance both Byng Place and Torrington Square |
| People were supportive of the plans to reduce the number of coaches on Malet Street, but they were worried that they would be displaced elsewhere. They were also worried that these plans could make Malet Street less accessible | We undertook a process of consultation with the British Museum over a coach management scheme and reinforced the message that Malet Street will remain accessible to the public. |
| The idea of activity on the rooftop was welcomed though there were concerns that a glass extension might be too conspicuous. | To make the canopy less visible from the street level we redesigned it to set it back further. |
| There were concerns over the pavilions making the existing entrances redundant and that they could be too large. | We removed the proposed pavilion on the Russell Square side and we are looking into ways in which we can change the proportions of the pavilion proposed for Malet Street. |
| Proposals for Montague Place were supported, but you asked us to ensure that the area does not start to feel like a university campus. | We explored designs that will help improve the area for the public so it will feel open, not 'campus-like.' |
| The landscaping proposals were welcomed but you were less sure about the loss of parking spaces. There were few comments about the building proposal other than the need to respect both the Georgian terrace and the IOE. | We provided blue badge parking. The new building will extend the Georgian terrace but also respond to the setting of the IOE. |
| Plans to improve Torrington Square were popular. Respondents liked the Malet Street facade of Student Central but felt that the Torrington Square facade could be improved. | Our revised proposals retained the façade of Student Central on Malet Street & Torrington Place and added a new façade on Torrington Square. |
| There was some concern over the loss of open space. Respondents wanted our designs to be in keeping with the rest of Senate House. | We provided public open space in the courtyard and ensured there remains a pedestrian route between Senate House and the Brunei Gallery to Stewart House. |
| The idea of an infill building was supported, as long as it blends in with the surrounding buildings. | We looked at the relationship to both buildings including a possible sensitive connection to IOE to create more usable space and improved accessibility. |

Figure 10 Ways in which the 2nd consultation event influenced the Master Plan.

| Key findings | Impact of community engagement |
|---|---|
| <p>There were some concerns that the area is becoming too dominated by the University and that the interests of the local residents are not being considered.</p> | <p>The proposals aim to create a balance between the needs of local residents and the University through the provision of a mixture of amenity and café/ restaurant spaces which, although associated with the university buildings and new public realm spaces, will be open to residents, visitors and students. The public realm proposals will improve the area for all and the refurbished and new buildings will provide publically accessible amenity space where possible.</p> <p>The new amenities will also help to provide active frontages along key routes, encouraging greater movement and increased use of underused spaces such as Malet Street, Montague Place and the north of Torrington Square. Areas of public seating will be accessible for all to enjoy and the proposed restaurant at the top of Senate House Tower will be publically accessible via the new entrance to Senate House.</p> |
| <p>Proposals for a gateway building at Byng Place were received positively to improve both Byng Place and Torrington Square, however there was some concern over the design of the building with people advising that a portico building in the original Holden design would be more appropriate. There were comments made about the building being too tall.</p> | <p>Several design options have been explored in relation to how they connect to the Warburg and Student Central and how views to Senate House and the Church of Christ the King can be maintained and enhanced.</p> <p>The building has been reduced in height. We will ensure that the design of a building on this site will be subject to detail design and further consultation.</p> |
| <p>The new entrance pavilion to Senate House was generally welcomed, however there was some concern over harming the setting of the listed building with the pavilion structure extending beyond the line of Senate House. There were comments that a new pavilion should match the geometry of Senate House.</p> | <p>We have changed the shape of the pavilion to be rectangular in plan and reduced it in size so that it does not extend beyond the lightwell walls. The design will be subject to public consultation and detail design in the future.</p> |
| <p>Plans to replace Stewart House with a high quality building were generally supported, however there was some concern over the design of the building with suggestions to retain the existing facades or reinstate the original James Burton terraces.</p> | <p>We have explored building design options to propose a building that fits with the context of Russell Square and Montague Place and have looked closely at the original James Burton terraces. We maintain that the existing facades are closed off to Russell Square and Montague Place and that a high quality replacement would provide more public benefit than harm. The design will be subject to public consultation and detail design in the future.</p> |
| <p>Plans to refurbish and extend the roof of Bonham Carter and Warwickshire House were welcomed and it was noted that the swimming pool and historically significant spaces on the ground floor should be maintained. There was some concern regarding the replacement of the façade to Warwickshire House.</p> | <p>The proposals include refurbishing the swimming pool and retaining the historically important spaces on the ground floor.</p> <p>The replacement of the Warwickshire House façade is proposed to be of a high quality with an active ground floor frontage, replacing the existing bins and boarded up entrances and providing an accessible way into the building.</p> |

| Key findings | Impact of community engagement |
|---|---|
| The Student Central proposals to maintain the facades on Malet Street and Torrington Place were received positively however there was some concern over the changes to the façade on Torrington Place. There were no concerns about increasing the building's height. | We explored designs for the façade changes facing Torrington Place to be minimal; removing the bins and clutter a replacing them with a more active and higher quality façade to the ground floor only. |

8. Conclusions

In line with guidance set out in the NPPF and The London Borough of Camden's Statement of Community Involvement, the applicant has engaged with the local planning authority, key stakeholders (including statutory and non-statutory consultees) and the local community at the earliest opportunity with respect to the proposals for the redevelopment of the application site.

To this end, the project team has engaged with the Council, local councillors, stakeholders and the local community throughout the pre-application stage.

The development team have listened to feedback from all stakeholders and this has influenced the evolution of the Master Plan proposals. Overall, key stakeholders and the local community have been kept informed of the Master Plan proposals. This started with the consultation on the initial proposals right through to the application scheme now proposed.

9. Appendix

Appendix 1

Copy of mail drop sent 28 July 2015 promoting the 1st consultation event – Proposed Master Plan.

Appendix 2

Addresses comprising priority mail drop area.

Appendix 3

GPS map of route of distributors of mail drop.

Appendix 4

Copy of maildrop leaflet sent on 28 October 2015 promoting the 2nd consultation event – Amended Master Plan.

Appendix 5

Copy of email to key stakeholders notifying them of the consultation events.

Appendix 6

List of those notified by email of the consultation events.

Appendix 7

Copy of www.uolmasterplan.co.uk

Appendix 8

Press advert promoting Proposed Master Plan 1st consultation event.

Appendix 9

A list of the stakeholders engaged with and the methods of engagement.

Appendix 10

Copy of Proposed Master Plan 1st consultation event exhibition boards.

Appendix 11

Copy of Amended Master Plan 2nd consultation event exhibition boards.

Appendix 12

Feedback form Proposed Master Plan (1st consultation event).

Appendix 13

Feedback form Amended Master Plan (2nd consultation event).