

# Kensington Forum

QUEENSGATE  
INVESTMENTS

Rockwell



Kensington Forum Hotel – London

STATEMENT OF COMMUNITY INVOLVEMENT | JUNE 2018



STATEMENT OF COMMUNITY INVOLVEMENT

# Kensington Forum Hotel site Cromwell Road, SW7

Prepared by Cratus Communications  
May 2017

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# Introduction

This report has been compiled by Cratus Communications Ltd, a community consultation agency specialising in local government and planning.

This report is submitted as part of the planning application by Rockwell Property and Queensgate Investments for the Kensington Forum Hotel site on Cromwell Road in the Royal Borough of Kensington and Chelsea.

The report outlines the community consultation work that has been carried out in line with the local policy framework by Cratus Communications and the wider project team. Working collaboratively, we have implemented a consultation process informed by the practices recommended by the Royal Borough of Greenwich within their Statement of Community Involvement and have also sought the advice of planning officers. The key aims of the consultation were:

- To inform the local community of the draft proposals
- To consult the local community to canvass their views on the proposal, allow them to give their opinions and ask questions
- To engage with the local authority and elected representatives

Throughout the design process, Rockwell Property and Queensgate Investments have sought to follow best planning practise and been as transparent as possible with the local community.

## Site Overview and Proposals

The Kensington Forum Hotel site is situated on Cromwell Road, a main commercial A-road (A4), and is flanked on both sides and to the rear by residential and hotel accommodation. It is served by local bus routes and is within 5 minute walking distance from Gloucester Road station on the District Line.

As well as the proposals for the site itself, work is also underway to see how the surrounding public realm can be improved.

The current site is characterised by a large cruciform brutalist building with limited green space. Our proposals seek to bring forward a new, quality building comprised of residential units, hotel units and serviced apartments, and also seeks to introduce a new Garden Square for the enjoyment of residents.

As well as the proposals for the site itself, work is also underway to see how the surrounding public realm can be improved.



Existing Building - View from Cromwell Road



Existing Building - View from Courtfield Road



Site Map

# Local Policy Framework

## Royal Borough of Kensington & Chelsea 'Involving People In Planning' (2013)

Section 2.12 states:

*'The first opportunity for involvement is when those who intend to submit a planning application talk to their neighbours and other people who might be affected. It is the responsibility of the applicant to involve people at this pre-application stage.'*

Throughout the consultation phase we have been guided by the Royal Borough of Kensington & Chelsea's policy on consulting with the community. This report outlines the steps that have been taken to consult with the local community, in line with the Council's guidance.

## Localism Act (2011)

This proposal has developed and met the consultation principles established with the Localism Act for consulting with the public. Principally, these are;

- The publication of the proposed application widely, to an extent that can be reasonably said to bring the proposed application to the attention of the majority of persons who live at, or otherwise occupy, premises in the vicinity of the land
- To make clear how interested persons may contact the applicant team should they wish to comment or collaborate in relation to the proposed development
- To give such information about the timetable to ensure that persons wishing to comment on the proposed development may do so in good time
- Have regard to the responses to consultation that have been made following the consultation process

# The Consultation

Action to inform and engage with the local community took place in a number of ways throughout the evolution of the scheme. The aims of the consultation process were:

- To inform local residents of the proposals for the Kensington Forum Hotel site
- To allow the local community to have their say on the proposed plans and encourage a dialogue with them to ensure the best proposals possible are brought forward

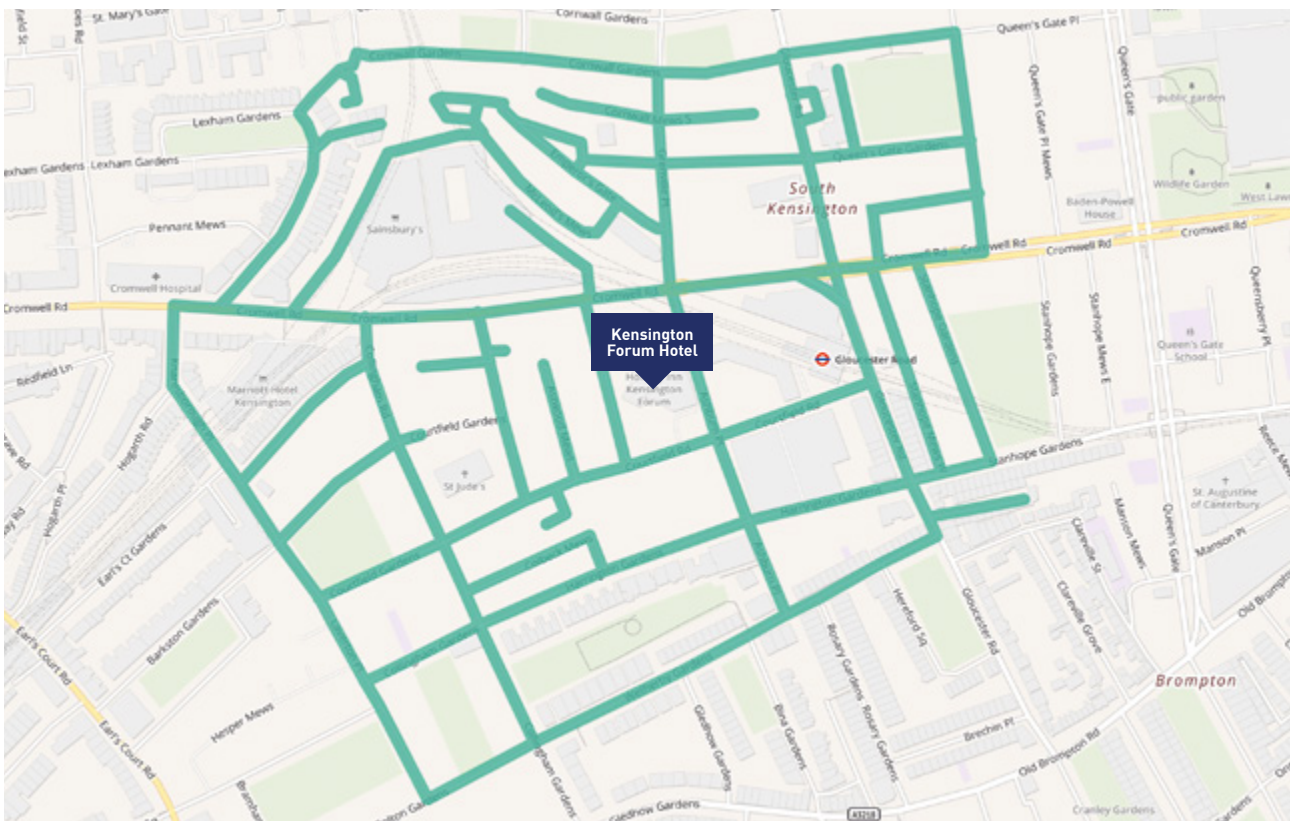
A full list of the stakeholders contacted is outlined below:

- Queen's Gate ward councillors
- 3,000 local residents (via leaflet drop)
- The Kensington Society
- The Ashburn Garden Square Garden Association (AGSGA)
- South Kensington and Queens Gate Residents Association
- Community Liaison Group

## Consultation area

The consultation area was formed by the relationship of the site to the local area.

We hand delivered 3,000 leaflets advertising our public exhibition to the area immediately surrounding the site, and then extended this catchment area out further to include most properties nearby that have a direct view of the Kensington Forum Hotel from their front door. The catchment area stretched from Bolton Gardens in the south to Cornwall Gardens in the north, and from Stanhope Gardens in the east to Knaresborough Place in the west. A map of the delivery area is outlined below.



Delivery Map

## Engagement Timeline

6 <sup>th</sup> Oct 2016	Community Liaison Group Meeting	6 <sup>th</sup> July 2017	Community Liaison Group Meeting
13 <sup>th</sup> -15 <sup>th</sup> Oct 16	Public Exhibition 1	7 <sup>th</sup> & 9 <sup>th</sup> Nov 17	Public Exhibition 2
13 <sup>th</sup> Dec 2016	Community Liaison Group Meeting	17 <sup>th</sup> May 2018	Community Liaison Group Meeting
24 <sup>th</sup> May 2017	Community Liaison Group Meeting	17 <sup>th</sup> -18 <sup>th</sup> May 18	Public Exhibition 3

As part of the consultation process a dedicated Kensington Forum website was set up as an online tool for the local community to find out more information about the project ([www.kensingtonforum.co.uk](http://www.kensingtonforum.co.uk)). The website includes contact details for the project team as well as all the materials from the 2016, 2017 and 2018 public exhibitions available for view and download.

## Community Liaison Group Meetings

As part of our ongoing dialogue with local residents and community stakeholders, we helped to create a Community Liaison Group (CLG) to establish a forum between developer and local residents, including representatives from a range of local community organisations.

The CLG group were sent additional invites to consultation events and meetings were organised as a further means to maintain open dialogue.

The project team met with the CLG group a number of times throughout the project to engage with them on the proposals for the scheme, with invitations to meetings sent via email in advance.

An initial briefing meeting was arranged in October 2016 where the project team gave a presentation on the issues and opportunities for the site. A copy of the presentation can be found at Appendix One. Subsequent meetings to discuss project updates were held throughout 2016 and 2017.

In 2018, the project team held a meeting of the CLG ahead of the first public exhibition session to show them the updated and final proposals for the scheme. They were able to view the public exhibition boards and 3D model and the lead Architect, Ian Simpson, gave a presentation on the changes to the scheme. The floor was then opened up and CLG members were able to pose questions to the project team.

After the meeting, a follow-up email was sent round to the CLG with a document summarising the questions asked at the meeting and the answers from the project team.

We believe the creation of the CLG has enhanced our community engagement, providing a direct line between local residents, community organisations and the project team. It also ensured any queries were responded to promptly and facilitated an open dialogue as the project evolved.



Presentation to the CLG

# Garden Square

Naturally, the Garden Square has been a consistent consideration for the project team throughout the progression of the plans for the Kensington Forum hotel.

Not only has this comprised of extensive historical and legal research into the context of the Garden Square, but also effective engagement with the Ashburn Garden Square Garden Association (AGSGA).

Our engagement with both the AGSGA and local residents more generally has helped define both the design of the garden and the future management of the Garden Square, which is a key element of this planning application.

Further to our meetings with local community stakeholders, we also organised and held meetings with the Royal Borough of Kensington and Chelsea Planning Officers about the design and size of the Garden Square to ensure that the provision is a real asset to the local area.

The proposed new Garden Square will do away with the inefficient fragmented layout of the current Square, creating 2,702m<sup>2</sup> of publicly accessible green space, retaining all current London plane trees whilst also introducing 140 new plant species. Following conversations in the local area, we also plan for the Garden Square to be open and accessible to the local community whilst being well-managed, from dawn to dusk.



Illustrative Garden Plan

# Public Exhibitions

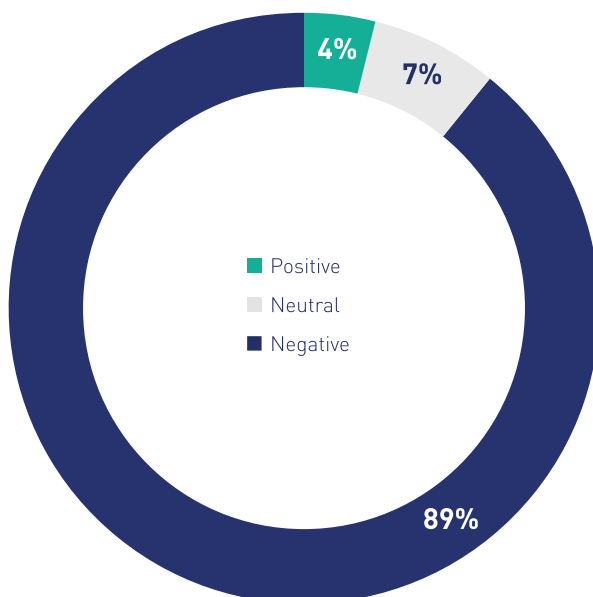
The project team held three separate public exhibition events to share with the community how the scheme had evolved in light of feedback received from residents, and advice from planning officers.

## Exhibition 1 - 13th-15th October 2016, Kensington Forum Hotel

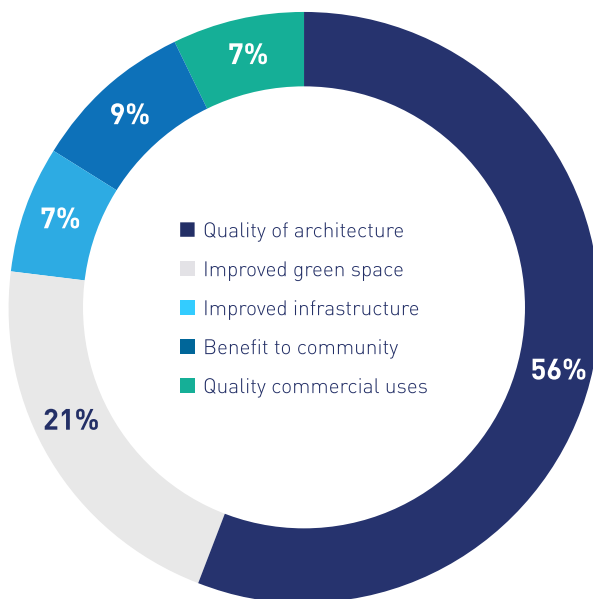
The first exhibition was held over three days and presented an overview of the hotel’s history and information on a range of options for the hotel’s long-term future. A total of 55 attendees visited the exhibition and 28 residents left feedback forms with the project team. [A copy of the information boards can be found at Appendix Two.](#)

Residents were asked to share their views on a range of options for the site, including whether to refurbish the existing building, or completely redevelop the site. Overwhelmingly residents indicated that they wanted to see the site completely redeveloped. A summary of the views is represented in the graphs below.

### OPINION OF THE CURRENT BUILDING



### TOP ASPIRATIONS



## Exhibition 2 - 7th & 9th November 2017

Building on the knowledge and views gathered from the first exhibition, the project team set about devising a proposal for the site that would include completely removing the existing building and starting from scratch. The designs were fed into by the Community Liaison Group, who the project team met with a number of times before the Public Exhibition in November.

The event was advertised on the dedicated project website and a leaflet was again distributed to 3,000 residents who lived next to the site or in the surrounding area. [The leaflet can be found at Appendix Three](#). As well as local residents, ward councillors, the AGSGA, the Kensington Society and members of the Community Liaison Group were also invited to attend.

The event featured a series of information boards sharing the proposals for the scheme, a scale 3D model of the site and the surrounding area, a materials board and a model of the Courtfield Road elevation. [The information boards can be found at Appendix Four](#).



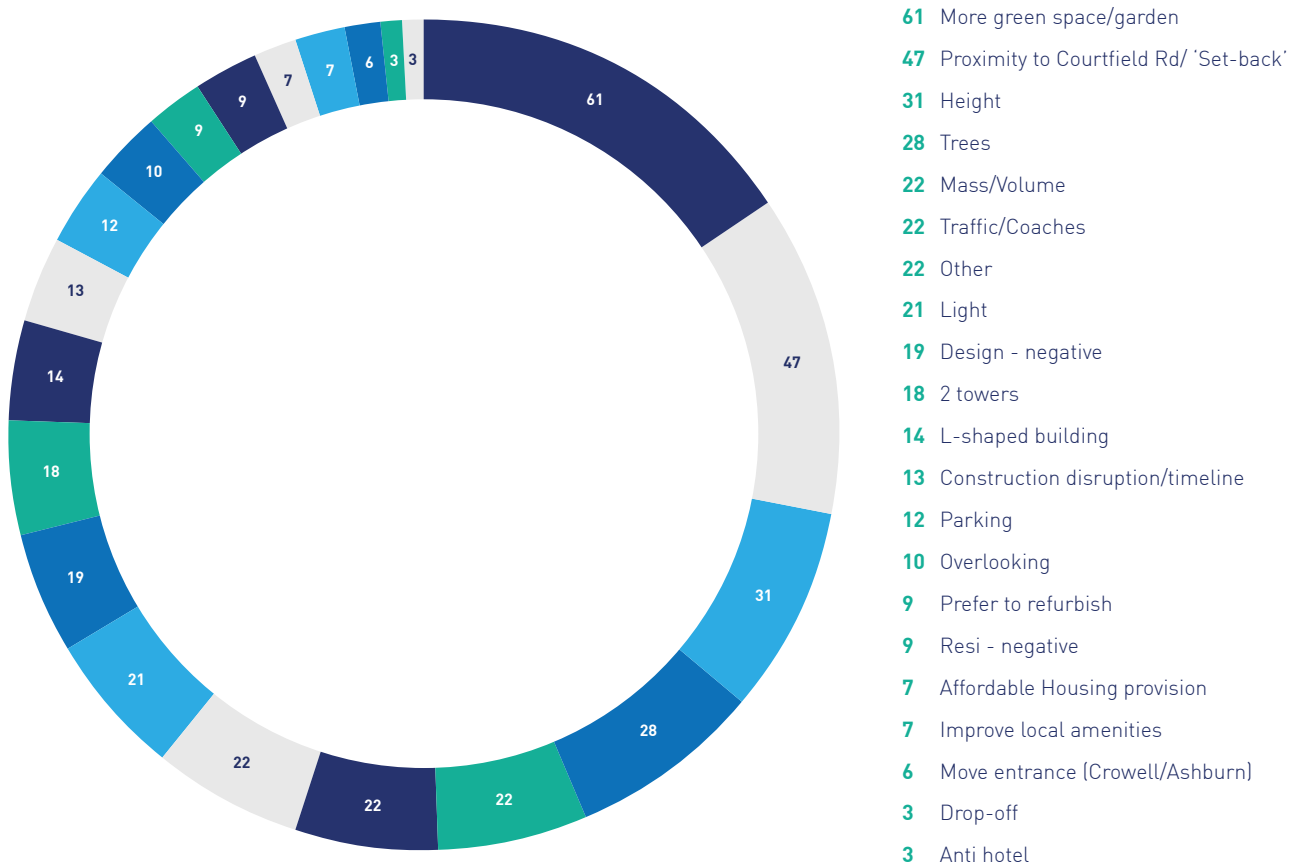
Public Exhibition 2017

On their way into the exhibition, residents were provided with feedback forms and prepaid envelopes to allow them to submit feedback both on the day, and in their own time. A dedicated feedback table was set up to allow for people to sit down and complete the forms. [The feedback form can be found at Appendix Five](#).

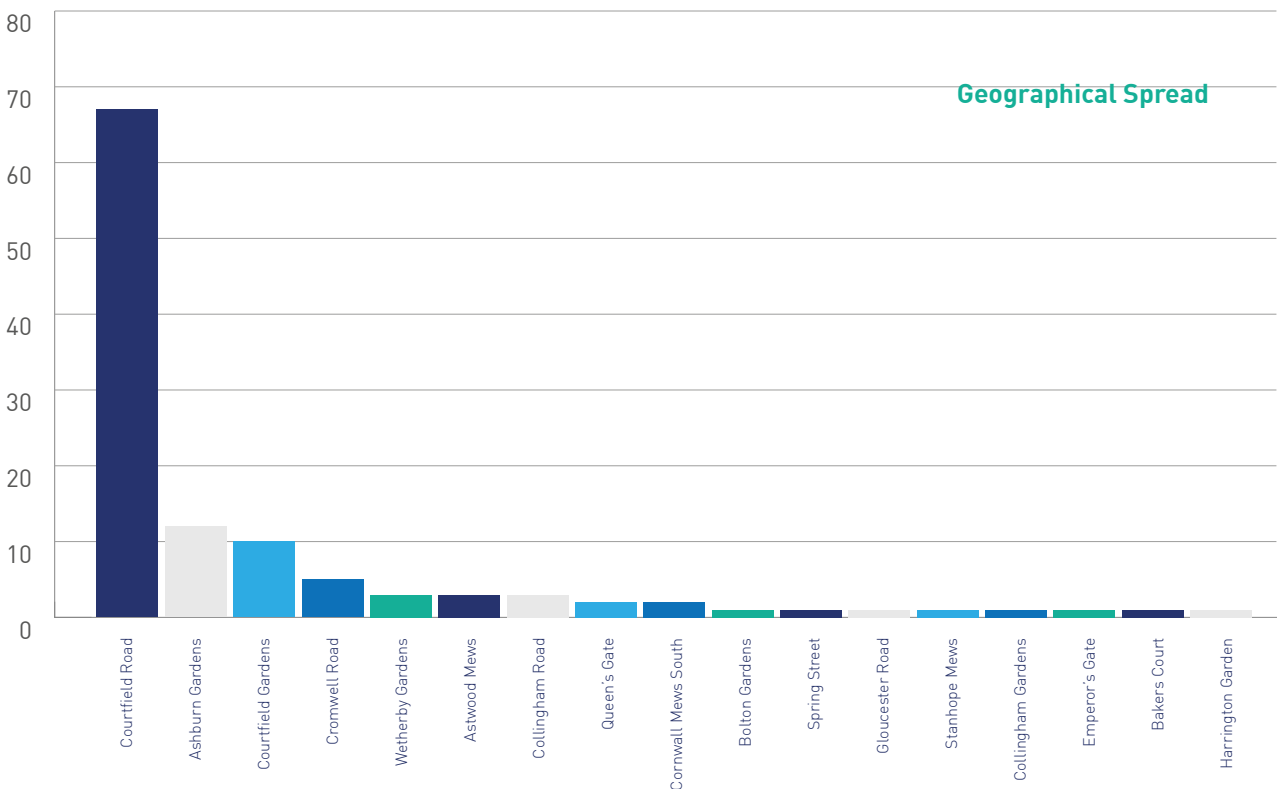
A total of 91 residents attended over the two days and over 100 feedback responses were received either on the day, by post or via email/online submission from the website. Once the deadline for submitting feedback had passed, the responses were reviewed and the comments collated to determine the main issues that residents were concerned about. The issues most raised were as follows:

- Residents wanted to see green space maximised (raised 60 times)
- Concerns about the proximity of the smallest southern building to Courtfield Road (raised 47 times)
- Overall concerns about the height of the building - particularly Courtfield Road end (raised 31 times)
- Concerns about the loss of existing trees (raised 28 times)

A graph showing the full range of issues raised can be seen below.

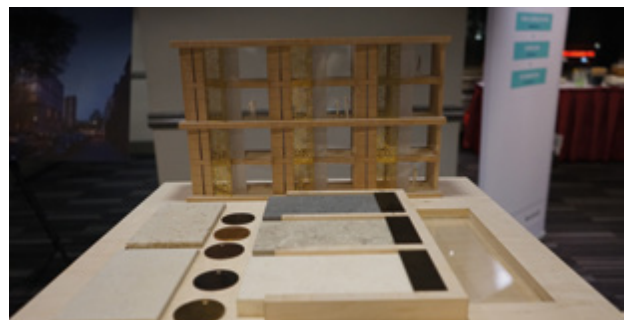


The majority of feedback forms received were submitted by residents of Courtfield Road. The graph below shows the geographical spread of feedback from local residents.



The main themes raised from the feedback received gave the project team a number of opportunity areas to focus on for the next evolution of the scheme. They worked in conjunction with council officers to develop a revised set of proposals that would tackle these issues head-on. The issues and opportunities presented are summarised in the table below.

ISSUE	OPPORTUNITY
Residents were concerned about the height and mass of building 3 facing on to Courtfield Road	Consider whether there is any scope to reduce the height of building 3
Residents felt building 3 was too close to Courtfield Road homes	Review the southern boundary and position of building 3
Residents wanted to ensure green space was maximized within the proposals	Identify whether there are any opportunities to increase the amount of green space within the proposals
Residents wanted to see as many trees as possible retained on site	Consider whether there is any opportunity to retain high value existing trees



### Exhibition 3 - 17th & 18th May 2018

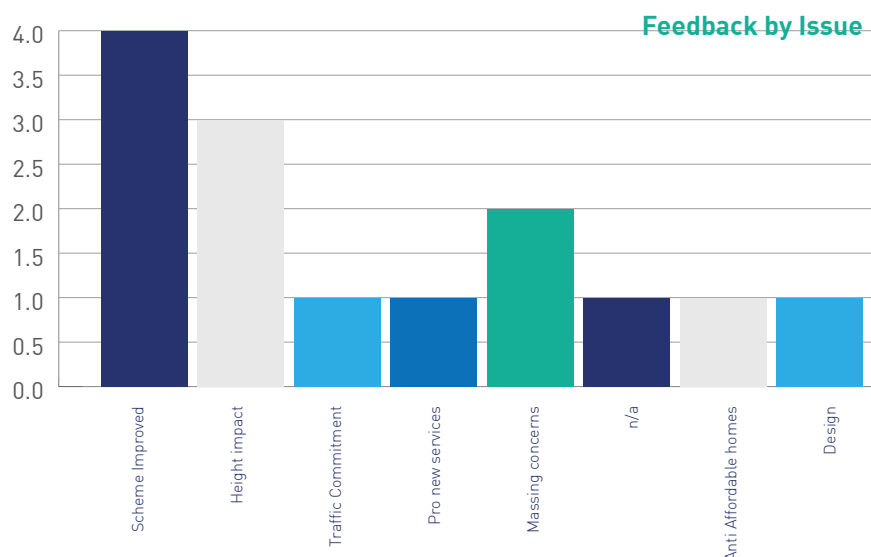
The project team returned to the community in May 2019 to share with residents their final proposal for the Kensington Forum site. Again, the same distribution of residents received a leaflet posted first class by Royal Mail, and email invites were also issued to ward councillors, CLG members and key community groups. The invite leaflet was also uploaded onto the dedicated project website.

Residents were able to view the updated proposals on a series of information boards which were complimented by an updated 3D model of the site and surrounding area, and a materials board and a miniature model of the Courtfield Road elevation was also available to view. [A copy of the exhibition boards can be found at Appendix Six.](#) A dedicated feedback table was also available on both days for residents to submit their feedback.



Public Exhibition 2018

A total of 45 residents attended the exhibition over the two days and the project received 12 project forms, 10 were received at the event, and 2 were submitted via the website. The graph below summarises the comments most raised on the feedback forms submitted.



A small sample of responses received are provided below:

*'Excellent project and substantial improvement over existing structure. Hotel will also support local community with new services such as gym, restaurants & cafés that will support the local community. Please ensure a support for clean energy and efficient support for renewables such as PV and as much as possible support clean transportation.'*

*'Still far too big! Too much massing on a small space building. Far too heavy compared to surroundings.'*

*'Thank you for trying to address some of the concerns raised before. The main thing that still stands out though is the scale and sheer size. It would be great if that can be reduced still further.'*

# Response to Feedback

As detailed above, our public exhibitions provided the project team with valuable feedback from those who attended. As a result, the project team embarked on significant changes to the proposals in line with the main comments raised.

Throughout the lifetime of this project, there has been a commitment to involving residential feedback as much as possible which the changes to the proposals outlined below help illustrate.

The focus of the design amendments centred around:

1. The height and massing of Building 3; closest to Courtfield Road.
2. The distance between Building 3 and existing Courtfield Road homes.
3. A maximisation of possible green space provision
4. Retention of as many existing London plane trees onsite as possible

These changes are described in greater detail below and were implemented in-between the November 2017 and May 2018 public consultation events.

## Height, Massing and Distances of Building 3

The building nearest to, and facing, Courtfield Road was reduced by two storeys which is more in-keeping with existing Courtfield Road terraces opposite.

The reduction in height was absorbed by the two other buildings, in line with the overall aim to centre the commercial hotel element of the development towards the main thoroughfare of Cromwell Road. This was in line with residents feedback that they wanted the height to be concentrated towards Cromwell Road.

The composition of all three buildings was also addressed, redefining the nature of the development. The hotel rooms and serviced hotel residences are housed within Buildings 1 and 2, whilst Building 3 comprises of 46 new homes, including affordable homes.

Not only was Building 3 reduced in height but it was also set back from the pavement by a further seven metres, increasing the distance between the new, proposed homes and the existing residences by 24 metres.

## Green Spaces and Greenery

Not only has a Garden Square been included in the proposed development - as outlined above - but a further, landscaped, residents' garden around Building 3 has been provided. This garden space reinforces the separation between the development and existing residents of Courtfield Road, and acts as a pleasant entrance to the residential units.

Following residential support for retaining as many onsite trees as possible, we were pleased to confirm that all London Plane trees will be retained, whilst 29 new trees and 140 new plant species will also be introduced onsite.

To ensure that these changes were communicated to residents as effectively as possible, a CLG meeting was organised to discuss the plans in detail, and the updated plans formed the basis of the May 2018 public exhibition.

# Conclusion

Throughout the development of the project and its proposals, the project team has sought to engage with the community to enable it to influence and shape the proposals as they developed. As well as meeting with key stakeholders throughout the development phase, the project team has committed to stay engaged with the community, especially during the construction phase, if the scheme gets approval.

The project team has also made residents aware of its intended time for submission in mid-June, to ensure they have the awareness and opportunity to contribute to the statutory consultation period.



# Appendix

## Appendix 1 - Community Liaison Group Briefing





The existing building has a distinctive architectural language. There is an effort to treat the various functions within the building, particularly in the public realm, as an integrated architectural arrangement with linked pedestrian routes and landscaping, in particular the lighting and signage systems.



The existing building has an extensive public realm, including a public square and a public square.



The existing building has a distinctive architectural language, which makes it stand out in the rest of the neighbouring context.



North view of the building from the south. Quantifying how the character and articulation of the existing building does not respond to the materiality and richness of the neighbouring context.



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CROMWELL ROAD ISSUES

- Typical urban green is dominated by concrete, tarmac and asphalt with very little green space. At the same time, there is a lack of pedestrian and public activity.
- External amenity space of northern part of the site is limited in quantity and quality. Poor quality amenity space with a barrier to the open space and limited public realm.
- No external amenity space. Road or concrete continuation of the amenity.
- Existing building not in keeping with the character of the area and is considered an eyesore. Road or concrete from surrounding area and green space in the middle of the neighbouring residential area.
- There are considerable green spaces surrounding the site and the existing building in the long term.



ASHBURN PLACE ISSUES

- The majority of green space is publicly accessible and of poor quality.
- Poor external amenity space and a barrier to the open space.
- External amenity space is of poor quality and is a barrier to the open space.
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COURTFIELD ROAD ISSUES

- Poor external amenity space as it is located away from the public realm.
- Access to hotel at rear of building is poor. Poor quality amenity space.
- Poor quality of Ashburn Place. Poor quality amenity space.



ASHBURN PLACE ISSUES

- Ashburn Place is a narrow street with a high level of traffic and is not a pleasant environment.
- Infrastructure around site is currently insufficient to effectively support high traffic and visitors park without parking.



## Appendix 2 - Exhibition boards 2016



**KENSINGTON  
FORUM**

### 01 | WELCOME

#### CONSIDERING THE LONG-TERM FUTURE

Thank you for attending this exhibition about the long-term future of the Kensington Forum Hotel.

The Kensington Forum Hotel was acquired by Queensgate Investments in 2015. The hotel currently offers 906 rooms, high quality customer services and conferencing facilities.

Queensgate in partnership with developer Rockwell, are exploring options for the long-term future of the site. This exhibition marks the beginning of our consultation on these options with the local community.

#### CONSULTATION PROCESS

Key members of the project team are here today to answer any questions that you may have. Please do come and speak with any member of the team.

Feedback forms are provided here today and we would be grateful if you could complete one at the end of the exhibition, as any feedback would be greatly appreciated.

We will be holding further consultation events; please ensure you leave your details with us here today so we can keep you up to date.



Kensington Forum, London

**OCTOBER 2016**



**KENSINGTON  
FORUM**

## 02 | PROJECT TEAM

### DEVELOPMENT PARTNERS

#### Queensgate Investments

Queensgate Investments is a joint venture between the Kow Family, the LJ Partnership and the Peterson Group. Queensgate have a track record in high quality hotels and in August 2016 sold its interest in the 488 room, 5-star Intercontinental Hotel, Conference and Residences at the O2 Arena in North Greenwich.

Since September 2013, Queensgate has also owned over 30 prestigious central London offices across Mayfair, Belgravia, the City and Midtown – including many in the Royal Borough of Kensington and Chelsea.

In December 2015, Queensgate acquired the 906 room Kensington Forum Hotel, the fifth largest hotel in the UK, with long-term aspirations for its future.

Queensgate differentiates itself by its flexible, nimble and non-institutional capital with a focus on long-term real estate assets.

**QUEENSGATE**  
INVESTMENTS

#### Rockwell

Rockwell is a leading mixed use developer working to enhance, grow and build thriving communities for long term sustainable living.

Rockwell puts innovative thinking at the heart of what they do and its integrated approach means that great ideas move efficiently and sensitively from vision to reality. The Kensington Forum team has worked on landmark schemes across London and the UK for over 25 years.

 **Rockwell**

### CONSULTANTS

#### Soundings

Soundings has a strong track record in public consultation and engagement. The firm draws experience from planning, architectural and communications backgrounds to ensure a full understanding of the issues and the ability to communicate with consultees clearly.

Soundings has worked on some of the most challenging projects in London including Chelsea Barracks, Kings Cross Central and the Lower Lea Valley Olympic Masterplan.



#### GVA

GVA Ltd provides a full range of property related services to clients in all sectors across the UK, delivering innovative, strategic solutions with a focus on helping to address business objectives. GVA are particularly renowned for planning, development and regeneration services, working on the highest profile projects with internationally recognised architects.

GVA are able to give strategic, detailed and best practice advice on schemes of any size, use or complexity based on their extensive experience, knowledge and understanding of the planning process and marketplace.



**OCTOBER 2016**



KENSINGTON  
FORUM

## 03 | PROJECT TEAM

### SIMPSONHAUGH AND PARTNERS

Queensgate are pleased to have appointed SimpsonHaugh and Partners to support them in considering options for the long-term future of the site.

SimpsonHaugh and Partners (formerly Ian Simpson Architects) was founded by Rachel Haugh and Ian Simpson in 1987, since then it has compiled an impressive portfolio of award winning projects.

It originated from a shared belief in the power of high quality design and craftsmanship to lead the regeneration and repair of urban environments and initiate appropriate contemporary identities.

SimpsonHaugh and Partners' work demonstrates a deep understanding of the complexity and diversity of prestigious urban hotels. While each solution is unique to its location, brief and operator, the projects offer a forthright response to the same critical issues. They make a difference, changing visitor expectations of the site or even their perception of a wider area.

SimpsonHaugh  
AND PARTNERS



Cambers Wharf, London



Queen Elizabeth Hall, Antwerp



One Blackfriars, London

OCTOBER 2016



KENSINGTON FORUM

04 | AREA HISTORY

THE DEVELOPMENT OF CROMWELL ROAD

The hotel industry has been a significant part of this area of Kensington since its early transformation from agricultural to urban land during the 1860s.

Henry Browne Alexander, owner of the Alexander Estate of which this land was a part, had included a hotel within his early development plans of the Estate.

1870s

The opening of the Gloucester Road tube station in 1868, supported the development of the adjacent Bailey's Hotel in 1875, which in turn catalysed the conversion of eighteen grand houses into fourteen hotels, defining the residential and hotel mix that still exists today.

1930-1940

Between 1929 and 1939, the trend of converting existing 1870s grand houses continued, no longer to hotels but to private apartments.

1950s

The effects of modern transport continued to shape this part of Kensington significantly. In 1957 the West London Air Terminal opened on the North Side of Cromwell Road, to facilitate a remote city-based terminal to Heathrow Airport.

1960s

Grand Metropolitan Hotels bought the Freeholds of the properties that bordered Ashburn Square Gardens with the intention of building a two-tower hotel, with linked access to the air terminal over Cromwell Road. This plan was granted conditional planning permission in 1963, but was never built. These properties later became the site of the present Kensington Forum Hotel.





**KENSINGTON  
FORUM**

## 05 | THE BUILDING

### THE KENSINGTON FORUM HOTEL

The Kensington Forum Hotel was built in the 1970s. Penta, a group formed by five major airlines, built the Penta hotel between 1971-1972.

It was later renamed the London Forum and is now known as the Kensington Forum. Penta had considered proposals to open a mega-hotel of much greater height and mass than the hotel that stands today.

The hotel building is 28 storeys high, has 906 rooms, and was designed by Richard Seifert.

Since the hotel opened, several proposals for its refurbishment have been put forward.

The building is outdated in style; which is proving costly to maintain and operate.

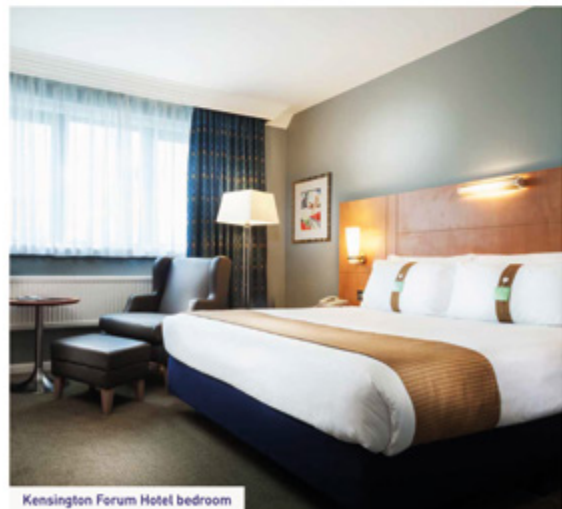
A light cosmetic refurbishment of the hotel's interior is due to take place over the next year, whilst the hotel owners Queensgate and developer Rockwell consider how to secure the long-term future of the site.



Kensington Forum Hotel



Kensington Forum Hotel conference facility



Kensington Forum Hotel bedroom

OCTOBER 2016



**KENSINGTON  
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**06 | THE SITE**

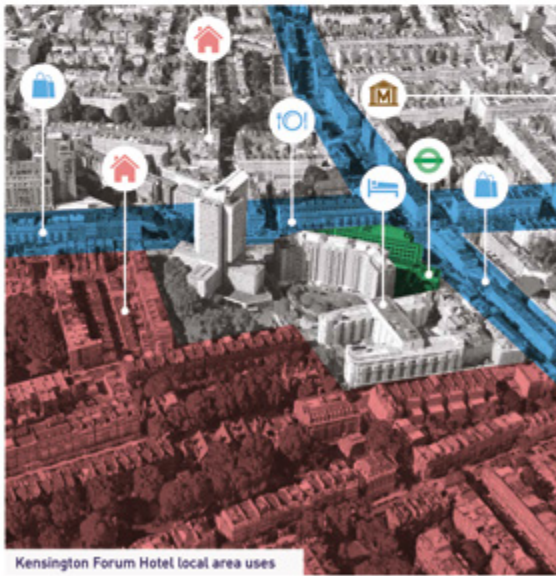
**URBAN GRAIN**

The site stands adjacent to a quiet residential area, in which the mews, gardens and squares form part of the distinctive iconography of Kensington. The architectural language and character of these residential streets is an elegant mixture of white stucco and crafted brickwork terraces, with well proportioned bay windows and portico entrances.

However the site is located at a point where the historic character has undergone significant transformation.

The Circle and District lines have cut through the traditional urban block and have generated sites that have been developed with larger blocks of a low architectural quality. The volume of traffic and commercial activity along Cromwell Road and Gloucester Road define this threshold.

The immediate area around the site is therefore of a diverse character often at odds with the wider grain and scale of buildings.



Kensington Forum Hotel local area uses

**OCTOBER 2016**



KENSINGTON  
FORUM

## 07 | REACHING AN OPTION

### TWO APPROACHES FOR THE LONG-TERM FUTURE

The hotel as it stands is inefficient to run and is increasingly unable to meet the demands expected of modern hospitality offerings.

Over the last few years, a number of plans for the future of the hotel have been considered. Recently a plan for a Casino to be added to the hotel was put forward, which caused concern in the local community. The casino application was rejected by RBKC and this decision was taken to appeal by the previous owner.

Upon acquiring the hotel, the new owners Queensgate, withdrew the appeal. Queensgate are keen to start again with a fresh approach.

The hotel owners are now considering two options, both of these options have merits and disadvantages.

The project team are keen to hear your views and feedback on what to do. We would like to have an open discussion about what local people think the long-term future should be.



#### UPGRADING THE EXISTING BUILDING

One option could be to retain and attempt to upgrade the current building. However this option has a number of challenges:

- The building is outdated, tired and inefficient to run. Much of the essential servicing equipment is located on the roof. To bring it to modern standards would be costly.
- The building is constructed in such a way that it prevents flexibility in use.
- Refurbishing the current building would be costly and would limit the benefits that can be offered back to the local community.

The design team is awaiting the final outcome of viability assessments, which along with community feedback will help to determine their next steps.



#### STARTING AGAIN

The second option being considered is to start again, with a clean slate. By starting afresh the design team can completely reimagine this site and what it could offer the community.

By starting again there is the opportunity to:

- Design something better, that works with the surrounding streets and urban grain.
- Offer something back to the community, creating new uses that local people could benefit from.
- Significantly enhance the residential and business offering on this part of Cromwell Road creating a good place for people to live, work and visit.

This option would allow the project team and the local community to jointly shape a scheme that is mutually beneficial and something everyone is proud of.

OCTOBER 2016

## 08 | SITE ANALYSIS

### KEY ISSUES

An evaluation of the current Kensington Forum site has identified a number of urban design and planning issues with respect to the immediate public realm and existing architecture. These have been summarised below as a means of establishing an appropriate outlook when considering the long-term future of the Kensington Forum Hotel.



**CROMWELL ROAD**

- The existing building is not in keeping with the character of the area and is considered an eyesore. The tower proves detrimental to the aesthetics of the neighbouring conservation areas by virtue of its materials and bulk.
- The urban grain is disrupted by the cruciform building and awkward left over green space. There is a lack of definition and public activity.
- External amenity space at the northern edge of the site is unused, inhospitable and overshadowed. The existing low level wall acts as a barrier to the open space and makes it feel private.
- On the northern edge of the site, the current hotel building breaks the continuous active frontages and grand facades of the Cromwell Road.
- There are constraints preventing refurbishment and continued use of the existing building in the long term.



**ASHBURN PLACE**

- Ashburn Place has become a service road and is unwelcoming. It does not offer a pleasant or particularly safe pedestrian environment.



**ASHBURN GARDENS ISSUES**

- The majority of the green space is publicly inaccessible and of poor amenity.
- Raised interior gardens are surrounded by a low wall preventing the continuation of the public realm from the street into the heart of the site.
- External amenity space is generally of a poor quality and condition.
- No external seating is provided. The garden is a visual amenity only.



**COURTYARD ROAD ISSUES**

- The hotel entrance lacks legibility as it is located away from the public realm along Cromwell Road.
- Access to the hotel is at the rear of the building. In this location the entrance doesn't reinforce the main address on Cromwell Road and imposes vehicular movement and additional pedestrian activity on quieter residential streets.





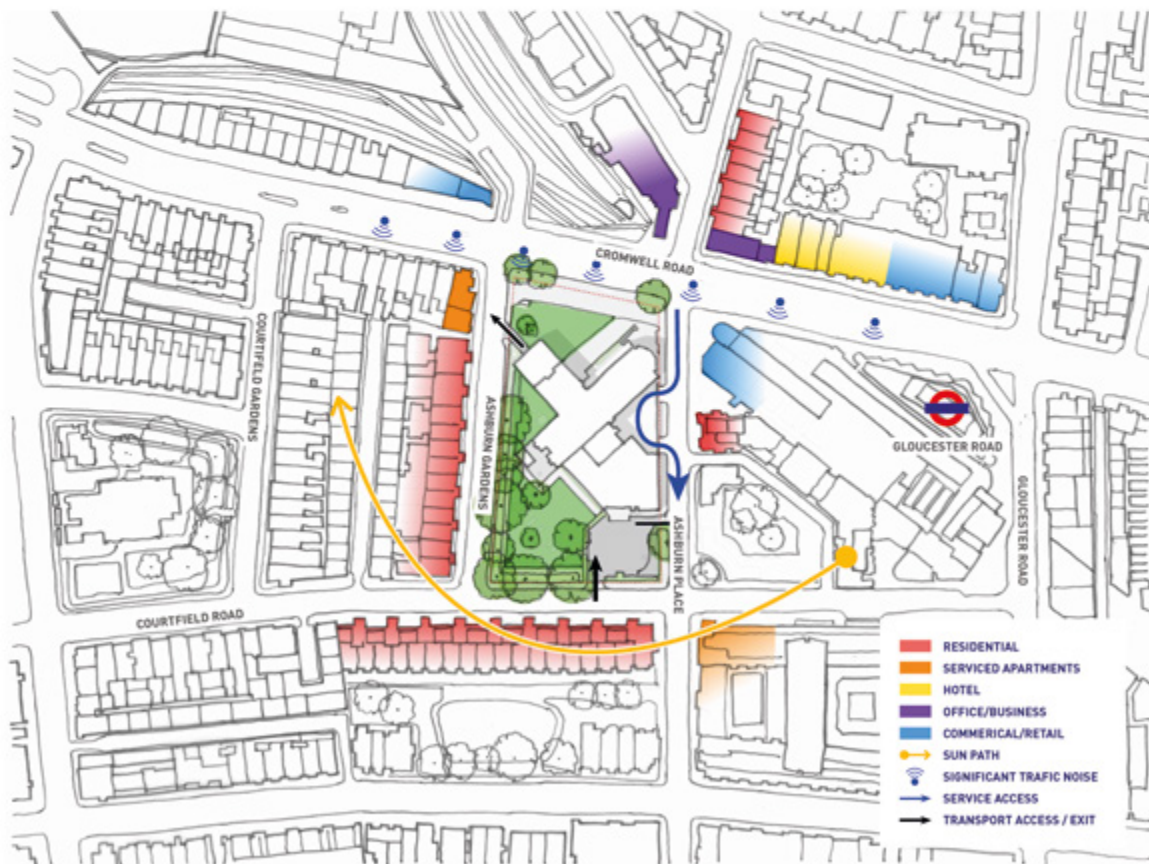
**KENSINGTON  
FORUM**

## 09 | CONSIDERATIONS

### CONSIDERATIONS AROUND DEVELOPMENT

- A portion of the site sits on a garden square as defined by the London Squares Preservation Act, 1931.
- There is an opportunity to make better and more enjoyable use of the mature trees on site.
- The opportunity exists to create an improved entrance that supports pedestrian movement in the locality.
- The site has good public transport connections and a historic link to Heathrow Airport.
- The noise generated by vehicular traffic along Cromwell Road to the north.
- The proximity of the Courtfield, Cornwall and Queen's Gate Conservation areas on all aspects require consideration.

### SURROUNDING AREA USES



OCTOBER 2016



**KENSINGTON  
FORUM**

## 10 | NEXT STEPS AND FEEDBACK

### CONSULTATION PROCESS & CONTACT DETAILS

Queensgate and the design team are keen to hear from the local community as they consider the long-term future of the site. A community liaison group, consisting of representatives from local stakeholder groups will meet during the design phase to discuss specific aspects of the project with the design team. If you would like to get involved with this group please contact us.

Soundings will be holding further consultation events, so please leave your details with us today so we can keep you updated.

#### CONTACT US

- 0207 729 1705 and ask for Rowan or Janet
- [info@kensingtonforum.co.uk](mailto:info@kensingtonforum.co.uk)
- [www.kensingtonforum.co.uk](http://www.kensingtonforum.co.uk)  
[full site to be launched on 17 October 2016]

**Kensington Forum Consultation  
Soundings, 148 Curtain Road  
London  
EC2A 3AT**

### CONSULTATION PROCESS & CONTACT DETAILS



PLEASE LET US KNOW IF ANY IMPORTANT GROUP IS MISSING FROM THIS MAP

OCTOBER 2016

## Appendix 3 - Rockwell Leaflet



## Public Consultation



Queensgate Investments and Rockwell are jointly exploring opportunities for the Kensington Forum Hotel on Cromwell Road and have been working with local residents, community groups and the local Council over the last 12 months to determine the site's long-term future.

Following previous public consultation events, Queensgate Investments and Rockwell plans are now at a stage where they would welcome the community's views on their evolving proposals and are therefore holding two consultation events, one on Tuesday 7th November and again on Thursday 9th November.

Full details of the events are contained in this leaflet, and at the consultation events key members of the project team will be present to talk you through the current proposals and to answer any questions you may have.



## Public event

Queensgate Investments and Rockwell will be hosting two consultation events in early November at the times and dates shown below. Key members of the project team will be available at the session to answer your questions, and feedback forms will be provided to ensure that we collect your comments.

### EVENT ONE

Tuesday 7<sup>th</sup> November  
4.00pm - 8.00pm

The Dali Room  
Kensington Forum Hotel

### EVENT TWO


Thursday 9<sup>th</sup> November  
3.00pm - 7.00pm


The Dylan Room  
Kensington Forum Hotel

If you require any further information please  
visit [www.kensingtonforum.co.uk](http://www.kensingtonforum.co.uk) or call 020 3198 5805.

## Appendix 4 - Exhibition boards 2017

Welcome






Thank you for attending today's consultation event about the long-term future of the Kensington Forum Hotel.



Queensgate Investments purchased the Kensington Forum Hotel in 2015. Since then, Queensgate Investments have been working in partnership with Rockwell to explore the options for the long-term future of the site.

The project team undertook an initial round of public consultation in October 2016. Since then, the team has continued an ongoing discussion with community groups and the Royal Borough of Kensington and Chelsea, to help shape the emerging proposals for the re-development of the site which are presented at today's event.

Key members of the project team are here today to answer any questions you may have.

Passing on your comments is easy - either fill out a feedback form today, or take it home and return it to us using the freepost envelopes provided. You can also pass on your comments via our website at [www.kensingtonforum.co.uk](http://www.kensingtonforum.co.uk).





## The Site



The construction of the 28 storey Kensington Forum Hotel was started in 1971 by the developer Penta, a group formed by five major airlines to primarily provide housing for their crews using Heathrow Airport.

The building is now showing its age with an outdated layout proving increasingly costly to maintain and operate and has limited capability for successful upgrade works and modernisation. It has a monotonous architectural language and it is unclear from the outside what the various functions within the building are.

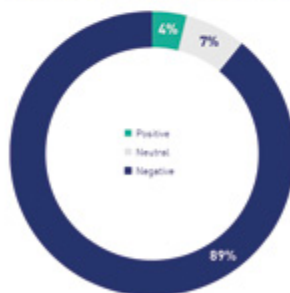
It also has an inflexible structural arrangement and has a dominant and aggressive appearance which is not sympathetic to softer surrounding residential terraces and does nothing to add to the character of the area. It also makes poor use of the space within the site boundary and is poorly connected between its public facility and the wider public realm.



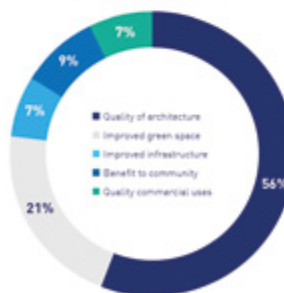
## Summary of Community Feedback

A three day consultation event was held at the Kensington Forum Hotel between 13<sup>th</sup> and 15<sup>th</sup> October 2016. The consultation presented an overview of the hotel's history and provided information on a range of options for the hotel's long-term future. A summary of residents feedback can be found below:

### OPINION OF THE CURRENT BUILDING



### TOP ASPIRATIONS

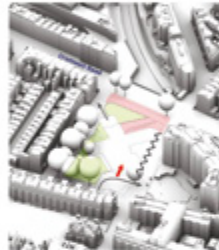


## Design Considerations



### Opportunities

- To create a new accessible Garden Square that embraces the existing plane trees along Ashburn Gardens and Courtfield Road and provides a beautiful amenity for residents of the wider community.
- To relocate the majority of the new building mass at the corner of Cromwell Road and Ashburn Place, away from existing residential homes.
- To align the new building with the traditional urban grid and reinforce the historic street pattern.
- To introduce active uses onto Cromwell Road that engage with the streetscape.
- The opportunity to improve the pedestrian experience along Ashburn Place.
- To create a new entrance for the hotel directly from Cromwell Road and remove the existing entrance from Courtfield Road.
- To minimise vehicular servicing to the site, into one single point on Ashburn Place with a drop-off on the corner of Cromwell Road and Ashburn Gardens.
- The opportunity to create a beautiful new building that is constructed from the highest quality traditional materials.



Rebuilding ground floor plan illustrating the poor quality of existing pedestrian experience of Courtfield Road and proposed open space.



Rebuilding ground floor plan illustrating the poor quality of existing pedestrian experience of Courtfield Road and proposed open space.



Rebuilding mass of the existing building footprint from the basement and original volume is in situ with the surrounding urban grid.

### Considerations

- The site is located at a point where there is a change in the urban grain, its scale and age from the historic residential character to the south west to the larger scale located around Cromwell Road and Gloucester Road, where more commercial functions and more recent buildings have developed.
- The volume of traffic along Cromwell Road should be screened from the new Garden Square.
- The number of substantial established trees and their root structures will need careful consideration.
- There is a fall in the levels across the site which will need to be addressed as access to the new development is considered.
- The new development needs to be located within the footprint of the existing basement in order to minimise disruption.
- Currently the majority of the outdoor space is publicly inaccessible and not usable, a new strategy needs to be developed to consolidate the open space and re-establish the Garden Square.
- The main vehicular access is located close to the existing residential properties on Courtfield Road and should be re-located in the new development.



# Design Objectives



Our key design objectives have been informed by our understanding of the existing site and an assessment of the feedback from different stakeholders groups. The team have used this information to bring forward a design which they believe is the optimal solution for the site.

## Objective 1: Re-establish the Garden Square.



- Re-establish a traditional street pattern, offering activity and improved security for pedestrians.
- An ideal platform for showcasing the tradition of horticultural excellence in the borough in a 21<sup>st</sup> century context.
- The varied aspects and micro-climates within the Garden Square provide potential for an incredible diversity of bulbs, herbaceous plants, shrubs and trees.

## Objective 2: Respect and re-establish the streetscape.



- Provide clearly sited entrances offering a sense of arrival.
- Improve way-finding for pedestrians in the locality with controlled and limited locations for vehicular movement.
- Offer commercial functions on the ground floor providing commercial activity to Cromwell Road.

## Objective 3: Reorganise the building massing in a more appropriate and sympathetic manner by positioning the height along Cromwell Road.



- Re-distribute the proposed mass to be more sympathetic to its context.
- Create a contemporary architectural language that complements the stature and elegance of the neighbouring terraces.
- Create a high quality sustainable building of durable, well-considered materials that are finely crafted and detailed.
- An emphasis to design high quality spaces and to create a comfortable environment to live in, work in and to visit.



# A New Garden Square



The re-establishment of the Garden Square to a traditional configuration creates an opportunity for an accessible and usable landscaped area which can be entered from Courtfield Road, Ashburn Gardens and Cromwell Road.

## Kensington Garden Squares Study

Our research of the Royal Borough of Kensington and Chelsea's many garden squares has allowed us to better understand the key ingredients that make a garden square successful. Elements include:

- space secured by a traditional railing and hedge
- visually separated from the street
- places for informal play
- a community asset for residents
- providing quiet spaces



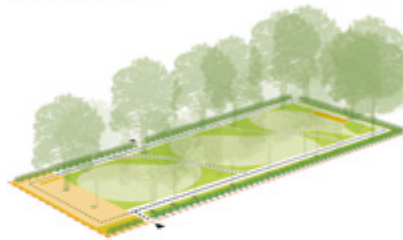
Ashburn Garden Square (2016)



Kensington Square (1987)



Cromwell Square (2016)



Ashburn Garden Square (2016)



Ashburn Garden Square (2016)



Kensington Square (1987)



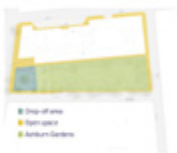
Cromwell Square (2016)

## Spatial Analysis

Volumes



Space Typology



Ashburn Gardens Area



Tree Palette



Shrub and Herbaceous Palette



# The New Garden Square



### TREES TO BE PLANTED



REPLANT TREES PLANTED AT THE SITE OF THE EXISTING BUILDING.



REPLANT TREES PLANTED AT THE SITE OF THE EXISTING BUILDING.



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REPLANT TREES PLANTED AT THE SITE OF THE EXISTING BUILDING.



# Proposed Building Layout



The plans offer a logical sequence of spaces with clear entrances, and generate an elegant number of garden facing apartments all within an urban design strategy that defines the street edges and consolidates the Garden Square.



The general arrangement has been developed through a number of iterations leading to the current proposal where functions are located to benefit both building users, pedestrians and neighbouring residents.



The scheme benefits from the following:

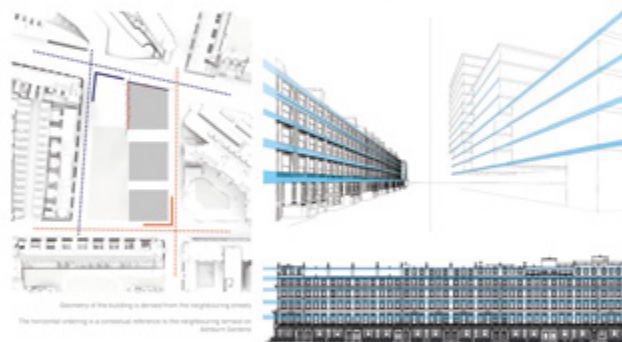
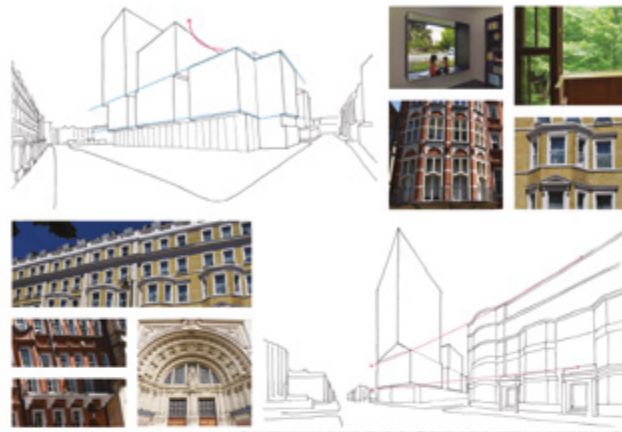
- A ground floor layout that is logical and appropriate to the surrounding context of busier streets to the north-east and a quieter residential area to the south-west.
- The hotel lobby is positioned towards the north of the building entered from two positions, one on Cromwell Road and the other on Ashburn Place, each entrance being served by a vehicular drop-off, a formal arrivals plaza off Ashburn Gardens or a covered pull-in bay on Ashburn Place.
- The lobby space is visually linked through dramatic staircases and double height spaces to first floor restaurants and ancillary hotel facilities at both second floor level and the basement.
- A speciality restaurant accessed directly from the street provides animation to the corner of Cromwell Road and Ashburn Place.
- A public route edges the eastern length of the Garden Square, offering glimpses of the hotel lobby and restaurant while providing access to the residential buildings.
- The Courtfield Road end of the building contains four townhouses which 'ground' the building whilst offering front doors to the street, to mirror those on the opposite side of Courtfield Road.
- A service bay is located between the hotel lobby and the townhouses on Ashburn Place minimising its visible impact.
- Starting at level 3, the upper levels contain hotel bedrooms and residential apartments. 756 hotel rooms are designed to meet the luxury 'upper scale' requirements of large international hotel groups. The hotel rooms are distributed between three aspects of the proposed buildings.
- 174 high quality residential apartments are located on the western side of the three 'wings' benefitting from south and south-west light as well as stunning views of the Garden Square and the large London Plane trees which are now allowed space to breathe.
- The three building step in height from 7 storeys on Courtfield Road to 18 storeys in the middle and to 28 storeys on Cromwell Road, a height which is below the height of the existing building.



# Response to Context



The scheme explores various themes; a formal gesture to the terrace, a controlling horizontal ordering, a series of garden bay windows and the geometry of both Cromwell Road and Ashburn Gardens to anchor the scheme into its context.



# A Crafted Building



The elevations are composed of a carefully considered and layered series of finely crafted, well-proportioned elements. High quality, traditional materials are proposed that will weather developing patinas with age and result in a building that will be a graceful, beautiful addition to the local neighbourhood and the wider Kensington context.



1 Polished brass (vertical louvers)  
 2 Polished brass (horizontal louvers)  
 3 Burnished bronze  
 4 Brushed stainless steel  
 5 Transparent glass  
 6 Clear glass



## Legacy & Servicing



### Legacy

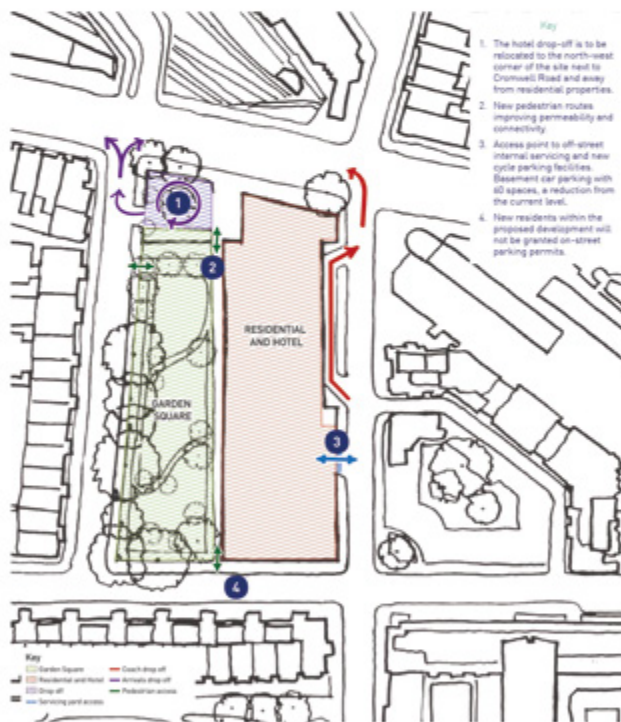
Through the proposed redevelopment of the Kensington Forum Hotel, the project will provide the following benefits:

- The re-establishment of a Garden Square for the enjoyment of local residents
- New high quality residential homes that will add to the local community and benefit from views onto the re-established Garden Square
- The opportunity for exemplar architecture to add to the area's townscape while respecting its well-established heritage
- The ability to secure the long-term future of the site with a highly sustainable building that will have a minimum lifespan of 150 years
- The replacement of a dated and low-quality hotel with a new luxury hotel offering, which will boost the local economy
- Opportunity to provide a greater number of permanent and sustainable new jobs

### Access, Servicing and Parking

A key objective of the redevelopment is to improve the current hotel's access, servicing and transport arrangements.

Using a combination of residents feedback and advice from transport experts, our redevelopment proposals seek to deliver comprehensive and long-term benefits to local residents and stakeholders in the following ways:



## Project Team



### Development Partners



#### QUEENSGATE INVESTMENTS

Queensgate Investments is a Private Equity firm focused on investing in growing real estate backed businesses. With GBP 2.0B of assets and circa GBP 1.5B of additional purchasing power.

Queensgate has a track record in high quality hotels and development and helped to deliver the 488 room 5-star InterContinental Hotel, Conference and Residences at the O2 Arena in North Greenwich. In December 2015, Queensgate acquired the 906 room Kensington Forum Hotel, the fifth largest in the UK, with long-term aspirations for its future.

Queensgate differentiates itself by its flexible, nimble and non-institutional capital with a focus on long term real estate assets.

For more information on Queensgate, visit their website at [www.queensgateinv.com](http://www.queensgateinv.com)

## Rockwell

#### ROCKWELL PROPERTY

Rockwell is a leading mixed-use London based property developer. Its management team have more than 25 years' experience of delivering award-winning regeneration and place making projects. Rockwell is currently focused on delivering its London portfolio with a pipeline of £2.5B.

Working in a collaborative spirit with existing residents, local authorities and other stakeholders, we carefully select our teams of highly experienced consultants to deliver and integrate exemplar architecture.

Our aim is to continuously enhance, grow and build thriving communities in order to leave a long-term legacy for future generations.

For more information on Rockwell, visit their website at [www.rockwellproperty.co.uk](http://www.rockwellproperty.co.uk)

### Consultant Team



#### GVA

GVA are the UK's leading and most diverse real estate advisory-led business that specialise in planning, development and regeneration services. GVA have built a successful reputation of working the most complex and highest profile projects throughout the capital and across the UK. Headquartered in London, they have over 1,500 skilled and experienced staff in 12 offices around the UK and in Ireland. They work with both private businesses and the public sector across the whole real estate lifecycle. The expert planning professionals at GVA seek to work collaboratively with planning authorities and key local stakeholders to unlock site potential with the objective to rejuvenate and create new places of the highest quality.

For more information on GVA, visit their website at [www.gva.co.uk](http://www.gva.co.uk)

## M&CSAATCHI PR

#### M&C SAATCHI PR

M&C Saatchi PR, an award winning global PR agency, is the strategic communications partner for this project, and will be dealing with all media enquiries relating to the Kensington Forum development.

For more information on M&C Saatchi PR, visit their website at [www.mcsaatchipr.com](http://www.mcsaatchipr.com)



## Design Team



### SIMPSONHAUGH AND PARTNERS

SimpsonHaugh was founded by Rachel Haugh and Ian Simpson in 1987, since then it has compiled an impressive portfolio of high quality architectural design and award winning projects. The most recent award being a Gold Winner for Dollar Bay in the 2017 London Design awards for completed residential buildings.

The practice brings passion, energy and enthusiasm to every creative endeavour and believes in the power of high quality design and craftsmanship to lead the regeneration and repair of urban environments and to initiate appropriate contemporary identities.

SimpsonHaugh have extensive experience in the design of hotels and residential buildings which frequently result in the creation of elegant and beautiful buildings and spaces that result in real positive change for their localities an often the wider city.

Each project is unique and is the result of a search for a deep understanding of the project's site, its context and the requirements of its brief. This understanding is combined with an intuitive design instinct to create a underpinning diagram for the project which is studied, honed and then meticulously articulated and detailed.

SimpsonHaugh welcome the opportunity to apply their approach, experience and creative passion on this once in a generation opportunity to regenerate a whole city block in the Royal Borough of Kensington and Chelsea and to create a special, unique and beautiful building.

For more information on SimpsonHaugh, visit their website at [www.simpsonhaugh.com](http://www.simpsonhaugh.com)

### simpsonhaugh



### EXTERIOR ARCHITECTURE

Exterior Architecture Ltd (ExA) are incredibly excited about joining Queensgate and Rockwell to realise their ambition of creating Kensington's newest Garden Square. ExA were established in 2003 and have had extensive experience in designing a variety of public gardens and places.

One notable example is the New Zealand Garden located within the Savill Garden. In 2004 ExA won a Crown Estate design competition to establish a half acre garden of New Zealand's flora amongst one of England's finest woodland gardens in Windsor Great Park. It is designed to accentuate the subtle range of colour and textures associate with New Zealand's unique flora collection which Visitors can experience as a complete contrast to the delicate tradition of an ornamental English woodland garden.

The resulting garden provides an excellent visitor experience of spaces and planting assemblages that have created a destination for plant and garden enthusiasts.

ExA were the designers of the award winning trade garden for Oak Leaf Gates at the Chelsea Flower Show in 2012. ExA helped the Hurlingham Club with the creation of their Estate Map in 2012 and over a period of 2 years Sam Martin one of the ExA Directors advised the Garden and Landscape Working Group on their long term planning for the grounds.

More recently ExA have been working with Simpson Haugh Partners on the Battersea Power Station designing the landscape and public realm and helping create the resident's private garden on Phase 1.

For more information on ExA, visit their website at [www.exteriorarchitecture.com](http://www.exteriorarchitecture.com)

### EXTERIOR ARCHITECTURE



## Next Steps and Timeline



### Thank you for coming!

Thank you for attending our public consultation and please do not forget to give us your feedback on the plans presented here today.

We welcome all suggestions on how we could improve our proposed scheme and, where possible, we will work to incorporate the comments we receive into the final designs - simply use the FREEPOST feedback forms available here today to pass on your views.

Alternatively you can use one of our iPads to submit your comments today, or you can visit our website to download the exhibition boards and submit your feedback.

If you have any questions or would like any further information please contact us:


[www.kensingtonforum.co.uk](http://www.kensingtonforum.co.uk)  
[mstanworth@cratus.co.uk](mailto:mstanworth@cratus.co.uk)  
020 3198 5805

FREEPOST RTSY-BYK-CZT  
25 Lavington Street  
London SE1 0NZ


### Timeline



## Appendix 5 - Feedback Form



# Feedback Form



**Thank you for attending our public consultation event on the future of the Kensington Forum site.**

We would welcome your feedback on the proposals set out today, and passing on your comments is easy. Simply fill out and return this feedback form to us today, or take it home and send it back to us using the freepost envelopes provided.

Alternatively you can visit our website, [www.kensingtonforum.co.uk](http://www.kensingtonforum.co.uk), where you will find the exhibition boards shown here today alongside an online feedback form. If you have any questions, please ask a member of the project team here today or call **020 8429 7205**.

### Your Feedback

Please complete the information below so that we can register your feedback.

Participant number:

**Name\***

--	--	--	--	--	--	--	--	--	--	--

**Address\***

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**Postcode\***

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**Email**

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**Phone**

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\* Required

Please submit your comments to us by **Thursday 23th November 2017**.

**Comments**

Data protection: Your information and comments will be held by Crispus Communications on behalf of the applicant. Your information may be passed to the Local Planning Authority as part of a future planning application.

## Appendix 6 - Exhibition boards 2018

Welcome





Thank you for attending this public exhibition, which sets out the revised proposals for the Kensington Forum. The project team has received extensive feedback from residents and, since the last event, spent five months revising the scheme to address the main comments.

Below is a timeline of the project which charts the process to date. Key members of the project team are available to answer your questions and talk you through the different elements of the proposal.



- OCTOBER 2016**  
First public exhibition
- NOVEMBER 2017**  
Second public exhibition
- MAY 2018**  
Third public exhibition
- JUNE 2018**  
Planning submission
- JULY 2018**  
Statutory consultation ends
- AUTUMN 2018**  
Planning decision



# Community Feedback

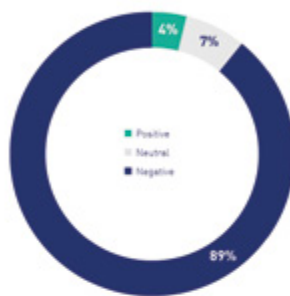


## 2016 Public Consultation

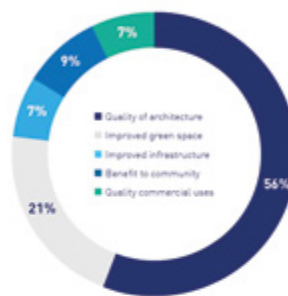
Queensgate and Rockwell began engaging with the community in 2016, to understand what residents thought about the existing building and the options for its future. Residents overwhelmingly supported the demolition and rebuilding of the site and this established the strategy that has been followed since.

Other key matters raised were the desire of local residents for high quality architecture and improved green space. Responses provided are summarised in the graphs below.

### OPINION OF THE CURRENT BUILDING

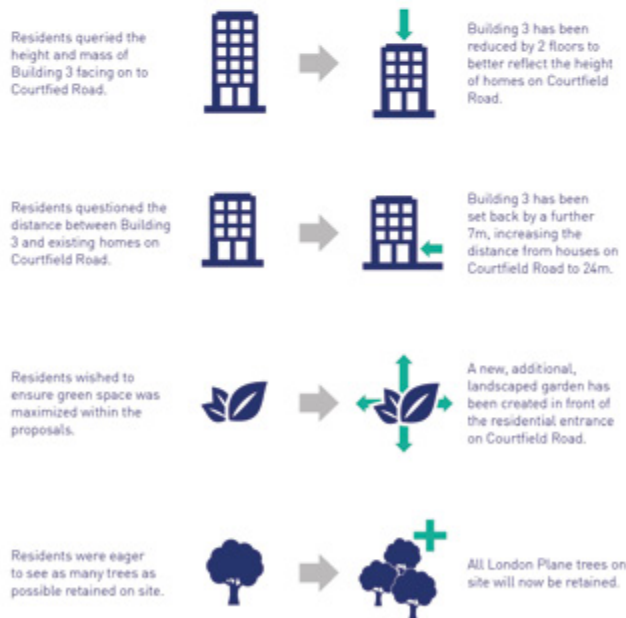


### TOP ASPIRATIONS



## 2017 Public Consultation

Following the public exhibition in November 2017, the project team received over 100 response forms. Of those received, there were four common comments which Queensgate and Rockwell have since reviewed and sought to address.



## Updated Proposals



As a result of the most recent public consultation, the proposed scheme has been further refined. Key changes include:

- Refined hotel and residential mix; now including hotel rooms [749], serviced hotel residences [340] and new homes [46].
- The height of Building 3 has been reduced by 2 storeys to be more sympathetic to existing homes on Courtfield Road. Buildings 1 and 2 have absorbed this reduction in height, a response suggested by residents at the public consultation.
- Building 3 has been set back from the pavement by 7 metres, increasing the distance between the new homes and those opposite to 24 metres.
- A new landscaped garden has been introduced to separate building 3 from the pavement.



## New Hotel



The existing building is coming to the end of its life and presents an opportunity to provide a new, high-quality hotel that fits more sympathetically into the site. The hotel provides both traditional rooms and serviced residences. The hotel will deliver:



A world-class 5\* hotel.



1089 rooms with a mix of hotel and serviced residences.



One operator responsible for management of both hotel rooms and residences.



A new arrivals Plaza at the relocated entrance at Cromwell Road.



New high quality facilities, including hotel, restaurants, bars and a health spa which will be available to new and existing residents.



## New Homes



A key aspiration has been to ensure that the proposal includes the delivery of new homes for the Royal Borough. This has been achieved by returning the historic residential use to Courtfield road. This will secure:



46 new homes with generous amenity spaces.



35% on-site affordable homes.



A new safe, attractive residential-only entrance from Courtfield Road.



# Garden Square



## Existing

The current hotel building is an inefficient cruciform shape. This separates areas of green-space into small and unappealing plots, rather than providing a useable garden space for residents and visitors to enjoy.



## Proposed

The proposed layout facilitates the creation of a distinct Garden Square, influenced by the traditional Garden Squares of London and typical to the Royal Borough. It will deliver:



- Reinstatement of a London Garden Square.
- The 2,702m<sup>2</sup> Garden Square will be publicly accessible.
- A managed space that is proposed to be open from dawn till dusk.
- Retention of all London Plane trees and the addition of 29 new trees.
- The introduction of 140 new plant species, including shrubs, herbaceous perennials, grasses, groundcovers and bulbs.



## Design Quality



A building of quality crafted from a series of elegant components and designed to last a minimum of 150 years. High quality, traditional materials are proposed that will weather and develop patinas with age, resulting in a building that will be a graceful, beautiful addition to the local neighbourhood and the wider Kensington context.



## Scheme Benefits



The proposal offers a range of benefits, secured for the long-term and breathing new life into an important location. These include:



A landmark building of exceptional quality, designed to the highest standards by renowned architects.



A world-class 5\* hotel.



Renovation of the Garden Square, sensibly designed to provide a managed and accessible space for reflection, relaxation and play.



Initial funding to local services of c£7,000,000 to be secured through a v104 legal agreement and the Community Infrastructure Levy.



An economic benefit to the wider economy of c£850,000,000\*.



Ongoing funding for local services of c£5,000,000 each year through Council Tax and Business Rates payments.



New market and affordable homes, of which 33% will be affordable in line with local policy.



33% of the affordable homes will be available at Social Rent and 30% at the London Living Rent.



Employing 800+ staff once operational and 600+ associated roles during construction.



A committed direct investment of c£750,000,000 to ensure the vision is realised without compromise.



New high quality facilities including hotel, restaurants, bars and a health spa which will be available to new and existing residents.



High quality public realm, with generous vegetation along Courtyard Road (D16) adjacent to the site.

\* Calculation of £850m based on 2016 study from planning/economic/transport/energy department

Thanks for coming. We'd love to have your comments.

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