

Elephant Park H1 Development

Marketing Strategy

May 2021

Prepared by Lendlease



Application documents

Affordable Workspace Strategy

Application Form and Ownership Certificate

Arboricultural Method Statement

Archaeological Desk-Based Assessment

Basement Impact Assessment

CIL Additional Information Form

Construction Environmental Management Plan

Daylight and Sunlight Report

Draft Delivery and Servicing Management Plan

Design and Access Statement

Detailed Circular Economy Statement

Drainage Strategy

Energy Statement

Environmental Statement

Existing and Proposed Drawings

Fire Statement

Flood Risk Assessment

Health Impact Assessment

 **Marketing Strategy**

Phase 1 Geo-Environmental Assessment

Planning Statement

Reconciliation and Comparison Statement

Statement of Community Involvement

Sustainability Statement

Transport Assessment (inc. Travel Plan)

Television and Radio Reception Impact Assessment

Utilities and Infrastructure Statement

Whole Life-Cycle Carbon Assessment

Contents

1. INTRODUCTION	3
1.1. Introduction to Planning Application	3
1.2. Introduction to the Marketing Strategy	3
2. SITE AND SURROUNDINGS	4
2.1. Elephant Park	Error! Bookmark not defined.
2.2. The Outline Planning Permission	Error! Bookmark not defined.
2.3. Plot H1	Error! Bookmark not defined.
3. DESCRIPTION OF DEVELOPMENT	Error! Bookmark not defined.
3.1. Description of Development	Error! Bookmark not defined.
3.2. The Proposed Development	Error! Bookmark not defined.
4. LONDON OFFICE MARKET	10
4.1. Occupier Trends	10
4.2. Emergence of Less Traditional Locations	10
4.3. Impact of Covid-19	10
5. ELEPHANT & CASTLE AS A WORKPLACE LOCATION	12
5.1. Strategic Support	12
5.2. Emerging Market	12
6. PLOT H1 OPPORTUNITY	14
6.1. H1 as an Office	14
6.2. Design Aspiration	14
6.3. Target Occupiers	15
6.4. Affordable Workspace	15

1. INTRODUCTION

1.1. Introduction to Planning Application

- 1.1.1. This Marketing Strategy has been prepared by Lendlease (Elephant & Castle) Limited (“Lendlease”) to support an application for full planning permission (“the Application”) for the redevelopment of land comprising Plot H1 (“the Site”) within the Elephant Park Masterplan, Elephant and Castle, London, SE1 (“the Elephant Park Masterplan”). This standalone development proposal is referred to as “the H1 Development”.
- 1.1.2. Plot H1 currently forms Phase MP5b within the Outline Planning Permission (“OPP”) granted on 23 March 2013 for the Elephant Park Masterplan (LBS Ref: 12/AP/1092). Outline planning permission was granted under the OPP for development of Plot H1 for a mix of land uses, with matters of scale, appearance and landscaping reserved. The approved development on Plot H1 under the OPP is referred to as “the OPP Plot H1 Parameters”.
- 1.1.3. The Application for Plot H1 seeks full planning permission to develop an office-led building (Class E) on the Site. It is being sought through a standalone planning application because it takes a form which is not capable of being approved in detail through the submission of reserved matters pursuant to the OPP. However, the H1 Development has been designed with the intention that it is to be delivered alongside the adjacent plots that have been and are being delivered under the OPP and will complete the Elephant Park Masterplan. In addition to the Application for the H1 Development, a non-material amendment application will be submitted in parallel to amend the Reserved Matters Application (RMA) approval for Plot H2, alongside a revised RMA for the Park, in order to align the public realm proposals hereby submitted with those approved on the neighbouring plots. This is explained further in Section 3.
- 1.1.4. The Elephant and Castle Town Centre has evolved significantly over the past decade and the Application for Plot H1 has been prepared to respond to the emerging context. Additionally, the New Southwark Plan and London Plan set ambitious targets for increasing employment space in the Borough within the Elephant and Castle Opportunity Area. The establishment of a new landmark commercial building in this location will provide new employment and business opportunities for local people and add to the vibrant mix of land uses at Elephant Park and the new Town Centre.

1.2. Introduction to the Marketing Strategy

- 1.2.1. The Marketing Strategy details the strategic support for the establishment of Elephant & Castle as a workplace location and how the H1 Development will successfully contribute to this objective.
- 1.2.2. The strategy provides insight into the London office market, specifically occupier trends, the emergence of less traditional workplace locations and the expected impacts of the COVID-19 pandemic on the workplace.
- 1.2.3. These trends, alongside the increased jobs target for the Elephant & Castle Opportunity Area under the New London Plan and ongoing evolution of the Town Centre, have created the opportunity to bring the H1 Development forward as a commercial building.
- 1.2.4. The design is focused around people and ensures the design is flexible to respond to future workplace trends, including the impacts of the pandemic on ways of working. The architectural quality and scale of the building will allow a diverse workplace to emerge and help to provide the critical mass necessary for the establishment of a successful workplace location.

2. SITE AND SURROUNDINGS

This section provides details of the Elephant Park planning permissions and the Site in its existing context.

2.1. Elephant Park

2.1.1. Elephant Park is located in Elephant and Castle, within the administrative boundary of Southwark Council (“the Council”). The Masterplan occupies an area of 9.71 hectares, and is bounded by:

- New Kent Road (A201) to the north,
- Rodney Place and Rodney Road to the east,
- Wansey Street to the south; and
- Walworth Road (A215) and Elephant Road to the west.

2.1.2. Heygate Street bisects Elephant Park with junctions to Walworth Road to the west and Rodney Place and Rodney Road to the east.

2.2. The Outline Planning Permission

2.2.1. The Council granted two planning permissions for Elephant Park on 27 March 2013: the OPP and the Demolition Planning Permission (ref: 12/AP/3203).

2.2.2. In summary, the OPP granted consent for up to 254,400 sqm of residential floorspace, up to 16,750 sqm of retail floorspace, up to 5,000 sqm of business floorspace and up to 10,000 sqm of community, culture and leisure floorspace, alongside a new energy centre, a new park (“The Park”), and public realm.

2.2.3. The OPP reserved the detailed design elements of Elephant Park for future approval at the Reserved Matters stage but did establish a series of approved parameters and principles for the Development within three approved application documents: the Parameter Plans, the Development Specification and the Design Strategy Document (“DSD”), as well as being accompanied by a section 106 agreement that was entered into on the same date that the OPP was granted.

2.2.4. The OPP introduced five specific character areas within Elephant Park which were established to create a variety of experience and richness to the development: 1 - The Park; 2 - Walworth Road; 3- New Kent Road; 4- Walworth Local and 5- Rodney Neighbourhood. These are shown on Figure 1 below.



Figure 1 - Extract of character areas from the consolidated Design Strategy Document (Feb 2013)

2.2.5. Elephant Park was further sub-divided into 12 individual development plots (H1 to H7, H10, H11a, H11b, H12, and H13) plus a Pavilion to be located in the new park at the centre of the scheme (known as plot 'PAV1'), refer to Figure 2 below. The individual development plots comprise a mix of residential and/or other land uses and included varying heights and massing to fit into the specific character areas in which they are located and the surrounding urban context. In particular, the height and massing of all tall buildings within Elephant Park was informed by a townscape assessment that takes into account both local and strategic London views. The plots are delivered within five phases, which are defined on the Phasing Plan (the most recent version of which is provided in Figure 2 below).

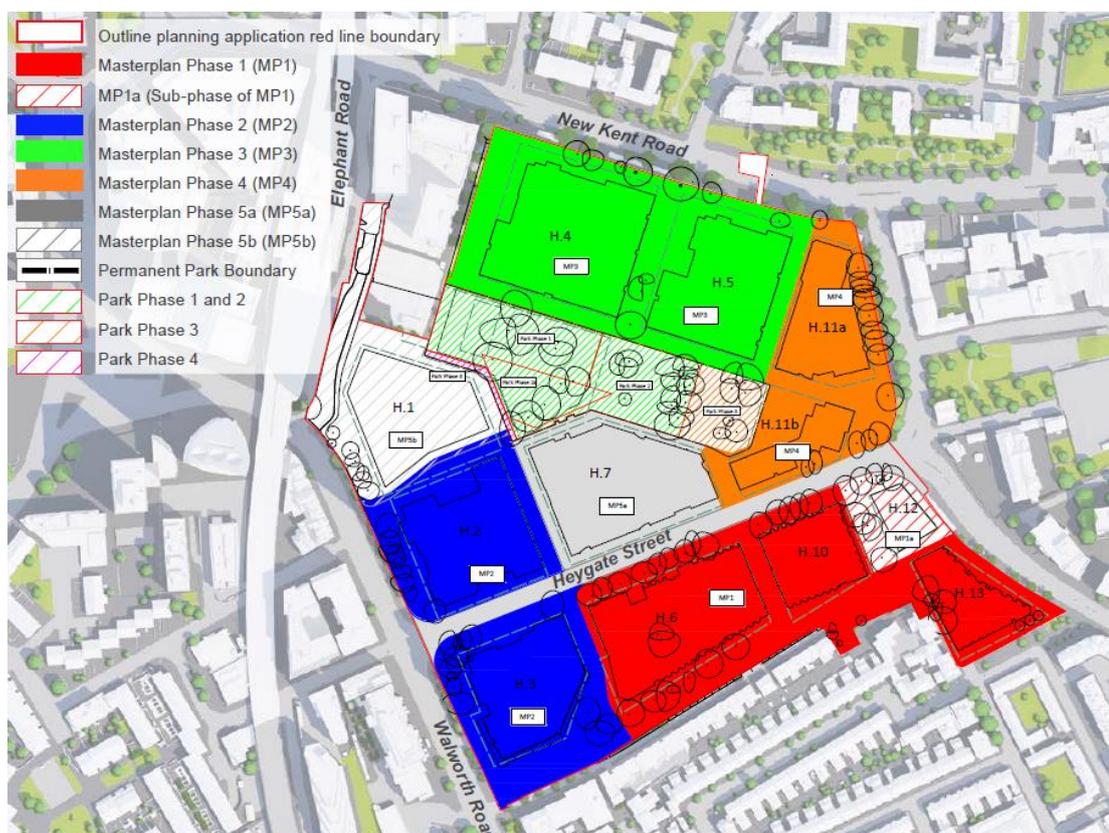


Figure 2 – Elephant Park phasing plan identifying the individual development plots

- 2.2.6. In addition to the built floorspace, the OPP provides significant areas of open space, including The Park, gateway spaces, pocket parks and new streets. Mature trees have been retained where possible and will be complemented with new landscape and new trees, which will ensure that there will be no net loss of trees on the Elephant Park site.
- 2.2.7. In March 2021, the Council approved a Detailed Phasing Plan for Elephant Park (Figure 2) setting out the current proposed sequence of construction works in respect of all phases and plots in the development. This Detailed Phasing Plan identified that Plot H1 would form part of the final phase MP5, sub-phase MP5b, of the Masterplan.
- 2.2.8. The Council approved the RMAs for the first phase of Elephant Park comprising Plots H6, H10 and H13 and associated public realm in February 2014. In December 2014, the Council approved the Reserved Matters Application for the second phase comprising Plots H2 and H3 and associated public realm. In October 2015, the Reserved Matters for the Energy Hub (Plot H12) and associated public realm were approved by the Council. RMAs for the third phase comprising Plot H4 and associated public realm, were approved by the Council in May 2017, and for Plot H5 and associated public realm in September 2017. RMAs for the fourth phase, comprising Plots H11a and H11b and associated public realm, were approved by the Council in September 2018. Most recently, the RMA for Plot H7 within Phase MP5a was approved by the Council in March 2020, and Reserved Matters for the Pavilion (Plot PAV1) were approved

in October 2020. Plot H1 is the only plot within the Masterplan that does not have Reserved Matters Approval.

- 2.2.9. In response to the increased employment targets of the Council and in the context of the evolving Town Centre, the H1 Development is being brought forward as an office, further enhancing the mixed use nature of the Elephant Park Masterplan. The H1 Development and the OPP have been designed to interface and co-exist to deliver the Elephant Park Masterplan, and it is the intention that H1 will be delivered alongside the development that has been constructed and/or approved under the OPP. The Application has been structured to interface with the OPP so that the OPP and the H1 Development can be developed out harmoniously and without either prejudicing the other. It is intended that a planning obligation will accompany the H1 Development and will secure that, upon commencement of the H1 Development, no further development will be undertaken pursuant to the OPP within the areas of the OPP that also benefit from the permission granted pursuant to the Application. In this way, it will be clear that the H1 Development supersedes the OPP in this area of the Elephant Park Masterplan. The H1 Development is brought forward without prejudice to the lawfulness, deliverability and acceptability of what has gone before under the OPP, and is capable of implementation alongside the OPP.
- 2.2.10. The Planning Statement submitted in support of the Application describes how this planning application has been structured in relation to the OPP. In order to explain the relationship between the H1 Development and the OPP more generally, a Reconciliation and Comparison Statement is included in Appendix 1. The Reconciliation and Comparison Statement provides a technical overview of the H1 Development in comparison with the OPP Plot H1 Parameters and a reconciliation of the Elephant Park Masterplan to show how the H1 Development and the composite RMA approvals for all other Plots granted under the OPP come together to provide a final reconciliation against the development controls of the OPP.

2.3. Plot H1

- 2.3.1. The Site is bounded by:
- Castle Square and Sayer Street to the north,
 - Sayer Street, the Pavilion and The Park to the east,
 - Walworth Road and Elephant Road to the west; and
 - Deacon Street and Plot H2 to the south.
- 2.3.2. As shown in Figure 3 below, the Site is largely surrounded by other elements of Elephant Park and sits at the confluence of The Park and Walworth Road Character Areas, marking the westernmost plot within the Masterplan. The Site is largely vacant however, at present, it contains a temporary modular building providing staff welfare in relation to the ongoing construction of the Elephant Park Masterplan along with accommodating the meanwhile use of the Urban Farm, as consented by Southwark (20/AP/2612) in November 2020.
- 2.3.3. The land uses surrounding the Site, particularly within the Elephant Park Masterplan, are primarily residential in character with commercial uses at ground level. To the east of the Site is The Park, the main public open space within the Elephant Park Masterplan. The southern boundary is characterised by Plots H2 and H7 which comprise mixed residential and commercial land uses. The area to the north and west is more varied and is characterised by the commercial uses within Castle Square and along Walworth Road, one of the main arterial routes in the Borough. There are no designated heritage assets (Conservation Areas or Listed Buildings) in close proximity to the Site.
- 2.3.4. The Site is situated within close proximity to the significant transport infrastructure around Elephant and Castle, with the Underground Railway Station to the north-west, and mainline Railway Station on the west side of Elephant Road. Further details are provided in the Design and Access Statement, prepared by Acme, that accompanies the Application.

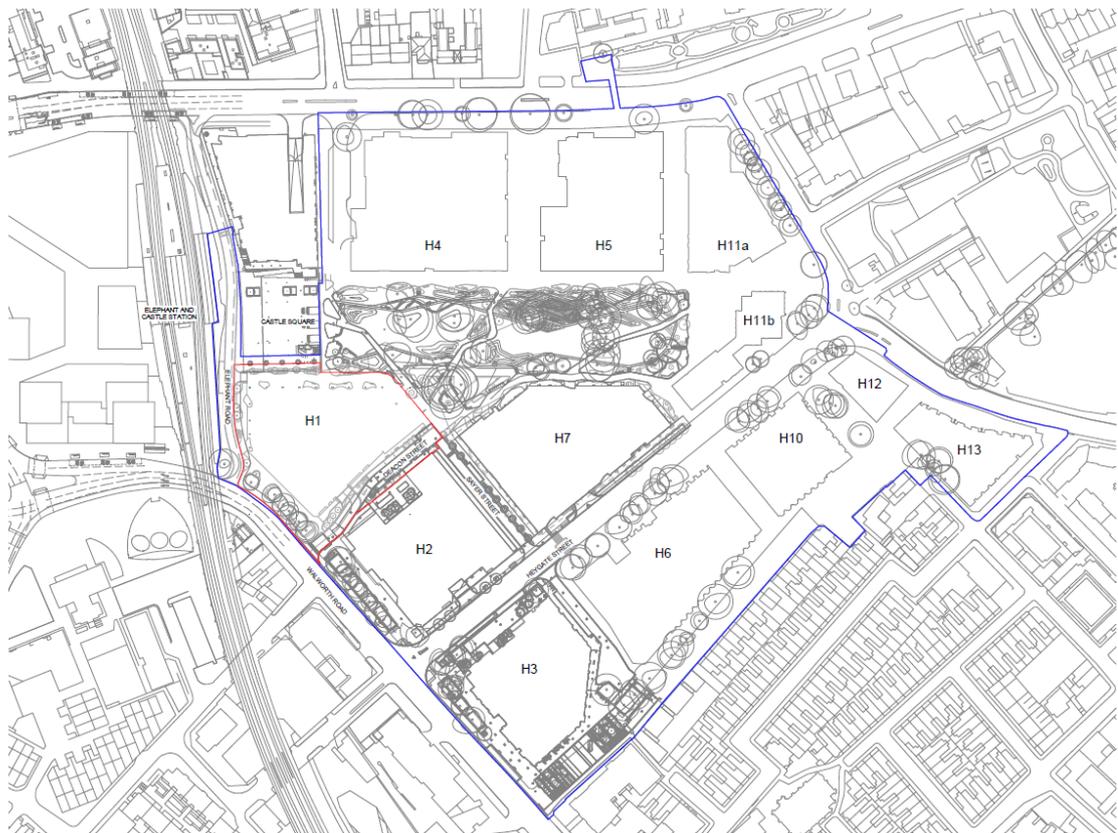


Figure 3 - Application Site boundary shown in red. OPP boundary line shown in blue.

3. DESCRIPTION OF DEVELOPMENT

This section describes what is being applied for in the Application for the H1 Development, explains why it is coming forward as a standalone planning application and how it relates to the Elephant Park Outline Planning Permission (OPP).

3.1. Description of Development

3.1.1. This section should be read in conjunction with the Design and Access Statement which is submitted in support of the Application and describes the principal components of the H1 Development.

3.1.2. This Application seeks full planning permission for the H1 Development. Specifically, the Application seeks approval for:

'Redevelopment of the site to provide a building of ground plus 17-storeys (including a mezzanine floor) with basement and rooftop plant providing office floorspace (Class E) and areas of flexible floorspace for the following uses; office/retail/services/food and drink/medical or health floorspace (Class E), including ancillary cycle parking, accessible car parking, servicing, landscaping, public realm improvements and other associated works incidental to the development.'

3.2. The Proposed Development

3.2.1. Working in partnership with Southwark Council, Lendlease is delivering a £2.5 billion regeneration programme on 28 acres of land in the centre of Elephant and Castle creating one of the capital's most exciting places to live, work and visit. The vision for Elephant Park is to breathe new life into this special part of Central London, building on Elephant and Castle's heritage to create thousands of high-quality new homes, jobs, business opportunities and green space for locals and Londoners.

3.2.2. The H1 Development will contribute to this vision by delivering an employment led development with an emphasis on health and wellbeing which maximises the connection with The Park. The vision for the Site is a direct response to its location, which will complement the transformation of Elephant and Castle Town Centre by diversifying the mix of uses in the neighbourhood and providing local employment and business opportunities to the area, whilst strengthening the connection between Elephant and Castle Town Centre and Walworth.

3.2.3. The H1 Development comprises ground plus 17 storeys (including mezzanine) with a basement level and rooftop plant, extending to a maximum height of 85.730 m AOD (including rooftop plant). The building will serve as a key focal point within Elephant Park and along Walworth Road, with the tallest element situated adjacent to the railway line and stepping down towards the neighbouring residential buildings.

3.2.4. The Application proposes 63,599 sqm (GIA) of floorspace, comprising 49,351 sqm (GIA) of offices, 8,681 sqm (GIA) of flexible of floorspace at ground floor, mezzanine and first floor level suitable for office, retail, food and drink, medical and health uses, alongside 5,566 sqm of shared plant, servicing and cycle parking facilities. All proposed uses fall within Use Class E of The Town and Country Planning (Use Classes) Order 1987 (as amended). A full breakdown of the proposed floorspace is provided in Table 3.1.

Table 3.1: Total Development Floorspace

Land Use (All Class E)	Floor Level	NIA (sqm)	GIA (sqm)	GEA (sqm)
Offices	02 - 16	40,783	49,351	49,565
Offices / medical or health	Mezzanine - 01	4,300	6,728	6,795
Offices / retail / services / medical or health	GF	259	264	277
Offices / retail / services / food and drink	GF	1,683	1,689	1,728
Ancillary (loading bay, plant, cycle facilities and other BOH space)	GF / Roof / Basement	-	5,566	6,258
Total	All	47,025	63,599	64,624

- 3.2.5. The H1 Development also proposes to provide 10% (GIA equivalent) of the office floorspace in the H1 Development as affordable workspace in line with emerging policy. As an alternative to the proposed affordable workspace, there is also a possibility that a new health hub to serve the local area could be provided within the H1 Development. Further information is provided in the supporting Affordable Workspace Strategy.
- 3.2.6. A key ambition of the H1 Development is to be open and accessible, evident through the provision of the active lobby - an extensive, publicly accessible ground floor space serving both future office occupants and the wider public. The ground floor frontages around the building will reflect the hierarchy of the adjacent streets and routes, with the frontages along Sayer Street North, Elephant Road and Walworth Road providing the main active frontages. This will enhance the surrounding streetscape and the relationship between the H1 Development and The Park, whilst also helping to strengthen the relationship between Elephant and Castle Town Centre and Walworth. The main office entrance is situated along the north elevation fronting Sayer Street North as it turns to meet Elephant Road, ensuring maximum visibility and accessibility for workers and visitors accessing the building from Elephant and Castle Railway and Underground Stations (through the viaduct archway pedestrian routes to be delivered as part of Delancey's Elephant and Castle Town Centre development).
- 3.2.7. The proposed H1 Development building will be complemented by the enhancement of the surrounding public realm, including Sayer Street North, which will be a pedestrian priority route and cycle route, along with improvements to Deacon Street and completion of the Elephant Road and Walworth Road landscape. The H1 Development public realm proposals have been developed in response to the key landscape Character Areas identified in the OPP, which define Elephant Park. The stepped approach to the massing facilitates the provision of external amenity space serving the office accommodation in the form of roof terraces, which will also allow for a strong visual connection between The Park and the building, whilst responding positively to the Site's prominent position on Walworth Road. The outdoor terraces and integration of public realm in the design of the H1 Development is also increasingly important in supporting occupier health and wellbeing in a post-Covid-19 workplace environment.
- 3.2.8. All servicing will be carried out from an internal loading dock, accessed from Deacon Street, with vehicles both entering and exiting Deacon Street from Walworth Road to minimise disruption to the wider street network within the Masterplan. The H1 Development will be car free other than allocated accessible spaces located on Deacon Street. Long stay cycle parking is proposed within the basement of the H1 Development, accessed from Walworth Road with further short stay cycle parking in the surrounding public realm.

4. LONDON OFFICE MARKET

4.1. Occupier Trends

4.1.1. Even before the pandemic, occupiers' buildings and workspaces had become an extension of their corporate brand and workplace culture, both critical in attracting and retaining the best talent. Subsequently, workplace requirements have changed over the years with key priorities now including:

- Focus on employee health and wellbeing
- Access to outdoor space both within the building and locally
- Ground floor activation providing local community connections
- Access to local amenities including restaurants, bars, gyms and retail
- Cycle storage and 'end of trip' facilities (showers, changing rooms, lockers)
- Good transport connections

4.1.2. Following the UK government's commitment to achieving net zero carbon by 2050 (with a target to reduce emissions by 68% by 2030 compared to 1990 levels), organisations throughout the country are making their own net zero carbon commitments, with many targeting zero emissions by 2040. Consequently, occupiers' real estate strategies are evolving with an increasing need for their buildings to be net zero carbon in operation at a minimum.

4.1.3. Finally, flexibility has rapidly moved up the list of priorities both in terms of lease length and space adaptability. This is starting to manifest itself in 'core' space takes with break options on certain floors or options to increase their workspace footprint.

4.2. Emergence of Less Traditional Locations

4.2.1. Reflecting the evolution of occupier requirements, new office locations such as Nine Elms/Battersea, Stratford, White City and Kings Cross have emerged in recent years as exciting and interesting alternatives to the more traditional markets of the City, West End and Canary Wharf.

4.2.2. These new submarkets differentiate themselves from the traditional locations by coupling strong transport connections with education and cultural facilities, localised and often curated outdoor space, nearby residential and compelling place identities.

4.2.3. Elephant & Castle has all the ingredients to become such a submarket, but as yet, has not had a commercial office product that would attract traditional Central London occupiers.

4.3. Impact of Covid-19

4.3.1. Organisations have had to adapt at a rapid pace to ensure they remain productive throughout the Covid-19 pandemic however it is likely the way we work will be forever changed. Consequently, the role of the workplace will continue to evolve in response to these changes. We do not expect the workplace to become entirely redundant for reasons summarised below.

4.3.2. Surveys conducted through the pandemic suggest occupiers expect their employees to adopt a more flexible working pattern in the future, with more focused work undertaken at home and the office being the opportunity to collaborate, meet and connect with colleagues and customers. Connecting people in person is also important in strengthening the culture of an organisation, often a key consideration in the attraction and retention of talent.

4.3.3. Additionally, the role of the workplace in maintaining employees' health and wellbeing (both physical and mental) has arguably accelerated because of Covid-19.

4.3.4. There has been an inevitable increase in loneliness and isolation caused by people working remotely for the last 12 months, thereby missing the interactions that were previously intrinsic in a traditional working day. There will also be an inherent expectation from employees to feel

safe both at work and whilst commuting, increasing the emphasis on space and outdoor environments.

- 4.3.5. In prioritising employee health and wellbeing and therefore encouraging people back to the office, workplaces will be expected to provide
- Spaces that encourage dwell time and chance conversations such as active lobbies, cafes, staircases, tea points and external break out spaces;
 - Places for shared interests such as bike parking, gyms, bars, meditation spaces and rooftop gardens; and
 - Permeability between the workspace and surrounding neighbourhood to build local connections and ensure spaces thrive outside of office hours.
- 4.3.6. In addition to health and wellbeing, sustainability will continue to grow in importance with an expectation in the future of net zero carbon in operation buildings. Therefore, efficient and adaptable buildings and technology will be critical to the long term relevance and success of commercial buildings.
- 4.3.7. Employers are constantly looking for ways to differentiate themselves in the competition for talent and how they respond post-Covid will be reflected in their broader reputation and brand.
- 4.3.8. It is likely that in future employers of choice will need to provide flexibility around work including where, when and how their people work, and a variety of location options to support this (including a vibrant central location and options to work 'near home').
- 4.3.9. Although we don't yet know what successful flexible working patterns will look like in the future, previous experiences in extreme distributed and remote working (implemented by large American organisations in the mid-2010's) have shown that there is significant impact on a sense of belonging to an organisation, performance, loyalty / tenure and company culture. Many organisations may look to use their office as a magnet that draws employees back together. A vibrant location and rich mix of amenity in close proximity will contribute to this.
- 4.3.10. Organisations are making real estate decisions which will help them respond quicker to future change (ability to change the purpose of the office in real-time, to grow in close proximity or reduce footprint easily). Flexible buildings / floorplates and leases will remain important, and access to flexible workspace and services such as co-working space and amenity on demand are likely to continue to increase.
- 4.3.11. In summary, Covid-19 has acted as an accelerant to the changes already taking place in the workplace. Future demand will be seeking out new workplace neighbourhoods in the capital that are well connected, with access to open space and a vibrant and spirited local community. Buildings will need to be sustainable, inspiring and places that can bring businesses of all sizes together. A new workplace destination at the Elephant and Castle meets all these needs.

5. ELEPHANT & CASTLE AS A WORKPLACE LOCATION

5.1. Strategic Support

- 5.1.1. There is strong planning policy support for Elephant & Castle to become a new workplace location within Central London. The New London Plan identifies the Elephant & Castle Opportunity Area as having the capacity to accommodate 10,000 new jobs - an increase from 5,000 jobs in the previous version of the Plan.
- 5.1.2. This is supported within the London Plan by the setting of equal weighting to be applied to residential and commercial schemes, recognising the importance of both uses to the functioning of the Central Activities Zone, but also to the successful and rounded regeneration of Elephant & Castle.
- 5.1.3. The delivery of new homes at Elephant & Castle has resulted in a steady loss of employment space, including c.10,700 sqm to be lost at Hannibal House, 6,124 sqm in Eileen House, 3,862 sqm in Castle House and as far back as Alexander Fleming House which was converted to apartments ahead of the identification of the Opportunity Area. This regeneration has removed significant amounts of lower grade stock from the market, with only a few exceptions (including notably 251 Southwark Bridge Road) of new office buildings being put back in their place.
- 5.1.4. Southwark's Area Vision for Elephant & Castle (AV.09) as part of the New Southwark Plan includes the following:
 - Elephant and Castle is... an important and historic town centre in central London with a wide range of large offices and small businesses, shops, cultural and community facilities;
 - Home to Southwark's university quarter which includes South Bank University and UAL - London College of Communication, providing excellent opportunities for learning and innovation;
 - Development in Elephant & Castle should... support the area's function as a major town centre for all Southwark residents and a central London location that attracts global business, research, teaching, shopping, flexible business spaces and cultural activities;
 - Support the creation of a distinctive environment through a mix of innovative and enduring new architecture, heritage buildings, open spaces and quality public realm that provides greenery, safety, connectivity and reduces exposure to air pollution;
 - Growth opportunities in Elephant & Castle... Elephant and Castle has the potential to provide significant amounts of new offices, shops, leisure and cultural uses, university facilities, parks, homes and a community health hub.

5.2. Emerging Market

- 5.2.1. A number of planning permissions have been granted for commercial developments which will contribute to the evolution of Elephant & Castle and create an opportunity for Elephant & Castle to become a new workplace location within Central London. These include Elephant Park (but at present only to a limited degree in the form of complementary uses to activate the street), the Elephant & Castle Town Centre, Skipton House and Walworth Town Hall, which together form the basis of an emerging framework of buildings, occupiers and initiatives with real potential to establish an exciting and dynamic workplace destination.
- 5.2.2. Whilst Skipton House aims to create a single building of 450,000 sqft, the area will still have a very limited supply of premium office buildings to attract major Central London occupiers, and will lack a purpose-designed commercial office building that has the potential to rival the specification of buildings normally found in the City or West End.

- 5.2.3. As well as workplace schemes, the wider environment at Elephant & Castle is continuing to develop, with new mixed-tenure homes, a new park within Elephant Park and wider public realm enhancements and improvements to the transport network including at Elephant & Castle tube station. Additionally, significant changes are planned for the area's retail and leisure environment through the redevelopment of the Shopping Centre, with prospects for the retention of the area's strong character and pre-existing businesses through relocation within Elephant Park, Castle Square and other areas promising to retain a unique and diverse sense of place.
- 5.2.4. The 24/7 neighbourhood of Elephant & Castle is important for organisations in a post-Covid world – the area needs to be active with a diverse range of uses and thriving retail offer to create an experience that workers desire once they leave home to return to the office. This is reflective of current trends and demand for office sub-markets where a local thriving mixed use neighbourhood is present.

6. PLOT H1 OPPORTUNITY

6.1. H1 as an Office

- 6.1.1. The Southbank market has increased in value significantly with headline rents tracking at c.£70psf and a low vacancy rate of 2.5% - 3.4% (pre-Covid) reflecting the movement of occupiers away from the traditional City and West End markets. The strong Zone 1 transport connections and proximity to major educational institutions such as UAL:LCC and LSBU positions Elephant & Castle as the natural evolution of Southbank.
- 6.1.2. This evolution is further supported by the strong emphasis on increasing employment within the Elephant & Castle Opportunity Area alongside the broader regeneration of the town centre.
- 6.1.3. To support the establishment of Elephant & Castle as a new workplace destination, H1 is therefore being brought forward as a commercial building that includes 49,351sq m (GIA) of office use. The scale of the building will provide the critical mass necessary to create a vibrant business community which can accommodate large corporates, smaller organisations, scale-ups and start-ups across a variety of floorplate sizes. The quality and nature of its design will provide Elephant & Castle with an office building that will rival those normally found only in the West End and the City, appealing to a new strata of occupier who may otherwise not consider the area as a potential location.
- 6.1.4. Architecture, and the desire to locate within interesting and stimulating places, has proven to be a draw for major occupiers to emerging locations – with Apple’s move to Battersea Power Station and Google’s new offices at Kings Cross being significant examples in London. The H1 Development presents an opportunity to create future focused workspace within an architecturally exciting and sustainable building that allows innovative and dynamic occupiers to reflect the brand identity and corporate culture.

6.2. Design Aspiration

- 6.2.1. The H1 Development has therefore been developed in response to the opportunity to establish a new workplace location at Elephant & Castle, capitalising further on the strong character of the area and the diverse local amenity. H1 has evolved with a people-first design that reflects the future of work with key design elements including:
 - Floor plates ranging from c.1,900sq m to c.3,500sq m with the ability to subdivide, providing the scale and flexibility required to appeal to a variety of occupiers and therefore create a successful and diverse vertical ecosystem within the building;
 - The size and shape of floorplate further provides opportunities for more break-out/meeting/amenity space to be created by occupiers within the office floorplate, allowing greater informal collaboration and flexibility of working structures and patterns;
 - Creation of a publicly accessible active lobby designed to activate the ground floor seven days (and evenings) a week;
 - Inclusion of terraces across the building providing outside space as an alternative location to work whilst providing opportunities to enhance connections to biophilia and improve overall health and wellbeing;
 - Maximising the connection with the park through enhanced ground plane and vertical landscaping;
 - Encouraging sustainable and active forms of travel through extensive secure cycle parking, end of trip facilities and staff welfare amenities;
 - Provision of 100% fresh air through the building (no recycling of indoor air);

- Outstanding sustainability credentials including the use of cross laminated timber and recycled materials to reduce embodied carbon;
- Net Zero Carbon ready; and
- BREAAAM Excellent / WELL Gold as a minimum.

6.3. Target Occupiers

- 6.3.1. The scale of H1 and the unique, flexible design of the building does not exist elsewhere in Elephant & Castle and will therefore appeal to large occupiers wanting a building to reflect their commitment to employee health and wellbeing, sustainability aspirations and corporate culture.
- 6.3.2. These occupiers will understand the benefits of Elephant & Castle in a post-pandemic world – strong transport connections, open and green space to provide alternative work locations and fresh air, an established community with a diverse range of local amenities and close proximity to a number of cultural landmarks.
- 6.3.3. Corporate occupiers will further benefit from being able to leverage the surrounding educational institutions, UAL – London College of Communications and LSBU, to drive innovation and ensure access to talent. Alternatively, Elephant & Castle will appeal to occupiers with strong connections to the health sector and want to capitalise on the location at the heart of the emerging health triangle (Guys, St Thomas's and Kings).
- 6.3.4. It is anticipated there will be an anchor tenant for H1 who will form the foundation of the broader business ecosystem for the building, with additional floors expected to be occupied by smaller organisations, potentially in linked sectors.
- 6.3.5. Timing for H1 programme fits well within the broader commercial office market, given there is a predicted lack of supply of quality Grade A office buildings being delivered post 2023. This will benefit occupiers who will be attracted to new premium office space in a central London location with all the amenity and health and wellbeing benefits for workers that E&C has on offer.

6.4. Affordable Workspace

- 6.4.1. The scale of H1 not only supports the establishment of Elephant & Castle as a new workplace location in London but will deliver a significant quantum of affordable workspace (up to. 4,900sq m (NIA)). The diversity of occupier profile within the building will be further enhanced by a managed workspace component within the affordable workspace offer creating opportunities for start-ups and scale ups to leverage the knowledge from within H1 whilst providing the larger occupiers access to a varied and dynamic skill base.

