

# Twickenham station

Statement of community engagement

May 2011



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### **Executive summary**

- Solum Regeneration has submitted revised plans to redevelop the area around Twickenham Station.
- Plans were originally submitted in November 2010.
- Solum undertook extensive pre-application consultation on the initial plans and have continued a dialogue with the community ever since.
- The majority of those consulted have supported the redevelopment plans. However, some residents continued to express concerns about the height of the proposed scheme.
- In response, Solum has made significant changes to the plans.
- This report details the consultation undertaken and demonstrates how the scheme has evolved in response to consultation.



Section 1

#### THE CONSULTATION PROCESS



#### Introduction

- Lexington was appointed by Solum Regeneration to manage the consultation for the re-development of Twickenham station.
- The approach we adopted to consultation was based on Richmond Council's Statement of Community Involvement and consultation best practice more generally.
- This document sets out our approach to consultation, the feedback that was generated and sets out how Solum has responded to the issues that arose from the public consultation process.
- Solum has undertaken two rounds of community engagement. Pre-application was undertaken in the summer 2010 and further engagement on the original application that was submitted in November 2010.
- It also sets out how we intend to continue to engage the community moving forward.



# Richmond Council's community engagement policy

- Richmond Council's Statement of Community Involvement, adopted in June 2006, and subsequently updated, sets out the Council's approach to community engagement.
- Although there are no specific requirements on developers to consult pre-application, it is strongly encouraged.
- In undertaking this consultation, we have tried to adopt the spirit and approach to community engagement that is promoted by the authority in its statement.

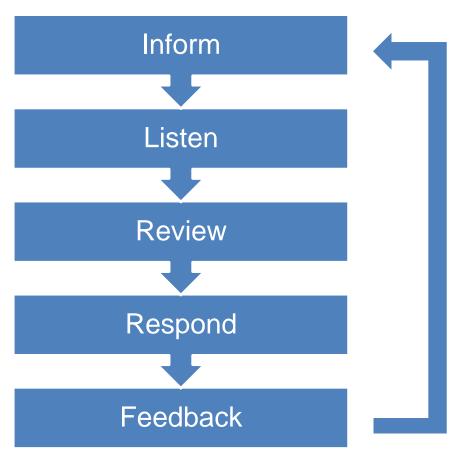
"The objective of pre-application discussions should be to confirm whether the principle of development is acceptable and to clarify the format, type and level of detail required to enable the authority to determine the application."

Richmond Council's Statement of Community Involvement, June 2006



### Our approach to consultation

- Our approach is based on promoting a two way dialogue with our audiences.
- Prior to consulting the public on the initial plans, Solum developed the scheme through the discussions with Council officers.
- Solum undertook widespread consultation on initial proposals to re-develop the site.
- By co-incidence, the Council undertook its own 'barefoot consultation' on the future of Twickenham at the same time. This was commissioned by the Council to enable local residents to record their views of the future of the town.
- The comments received were fed to Solum's design team for consideration.
- In response, substantial changes were made to the proposals.
- Since the submission of the initial scheme, Solum has continued to engage with the community and made further changes to the plans.





## Target audiences

Type of stakeholder		Nature of engagement
Councillors/Local MP	$\checkmark$	Meetings
Other council departments	$\checkmark$	Meetings
Strategic partners	$\checkmark$	Newsletters/exhibition
Local and interest group representatives	✓	Newsletters/exhibition
Local businesses	$\checkmark$	Business events
Local residents	✓	Newsletters/exhibition
National and regional government bodies	✓	Meetings

Stakeholder groups identified in the Statement of Community Involvement – a full list of those consulted is attached in annex 1.





## Consultation techniques

Consultation methods	
Letter to interested parties	$\checkmark$
Email to interested parties	$\checkmark$
Newsletter	$\checkmark$
Meetings	$\checkmark$
Questionnaire/survey	✓
Advertising – local media	$\checkmark$
Press release – local media	$\checkmark$

Consultation methods	
Community posters	$\checkmark$
Exhibition	$\checkmark$
Council arranged meetings/ events	<b>√</b>
Project website	$\checkmark$
Press release – online community	<b>✓</b>

Consultation methods identified in the Statement of Community Involvement.

Statement of community engagement: May 2011

**Redevelopment of Twickenham Station** 





Section 2

# CONSULTATION ON THE SCHEME SUBMITTED IN NOVEMBER 2010



#### The current station

- More than 6,000 people use the station everyday, a figure that swells to 30,000 on match days.
- The current station is badly positioned and has awkward access to the platforms.
- It provides a very poor arrival point for Twickenham as a town centre and a major international sporting venue.









# The scheme submitted in November 2010



More details of the proposed scheme were promoted through a residents newsletter that was distributed to local residents (annex 2)

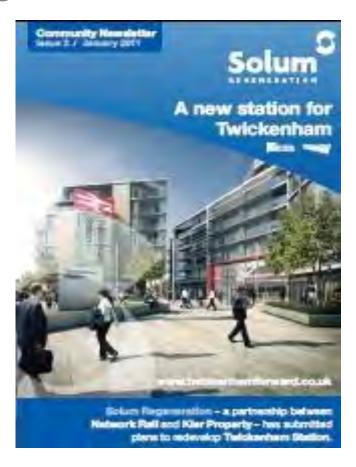
In November 2010, Solum Regeneration submitted plans to redevelop the area around Twickenham station. The proposals included:

- A new station with better facilities and access to the platforms
- A series of buildings up to a maximum of eight storeys, arranged around a public plaza, with housing and commercial uses
- 165 new homes
- Better interchange facilities to buses and taxis
- More cycle parking
- A new riverside walk linking the station to Moormead Gardens



## **Consultation activity**

- 4,500 newsletters delivered to local residents with freepost response form.
- 1,000 newsletters handed out to Twickenham station users.
- Press release to local newspaper.
- Letters to local stakeholders.
- A project website –
   <u>www.twickenhamforward.co.uk</u> with
   online response form







# Capturing the response

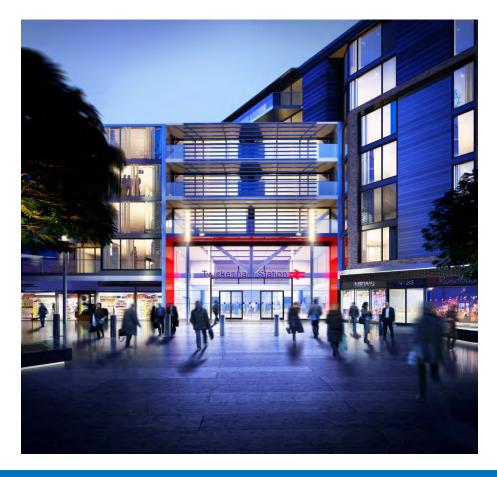


- Respondents were asked to return a completed feedback form.
- These were made available as a freepost response to the newsletter or online.
- A telephone hotline and email address were also publicised.



## The public response

- 336 responses were returned. Of these:
  - 280 were returned by freepost
  - 56 responded through the online project website.





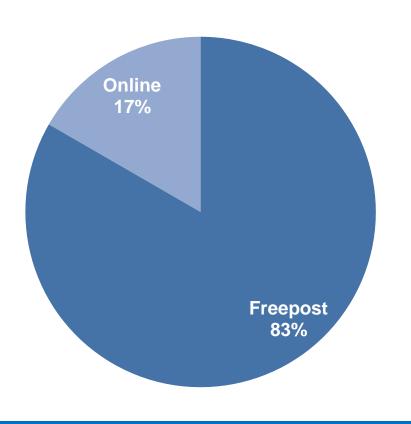


# Main findings

- Two thirds of respondents support the proposals to redevelop Twickenham station.
- Two thirds of respondents welcomed the changes that have been made to the proposals since the consultation in the summer 2010.
- However, the height of the buildings remained a concern for 60% of respondents.



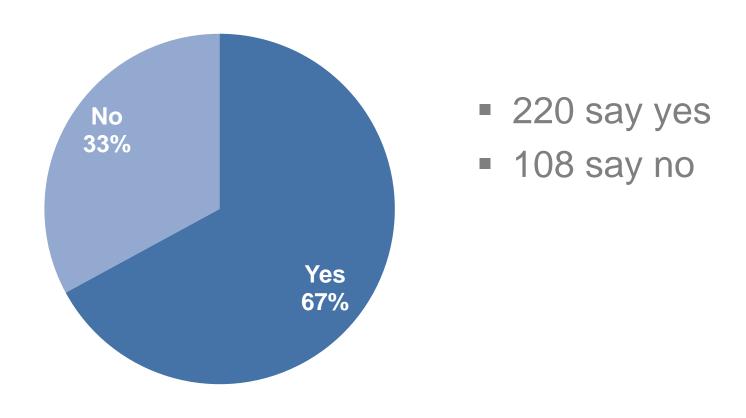
## The number of responses to the consultation



- 336 responses
  - 280 by freepost
  - 56 by website

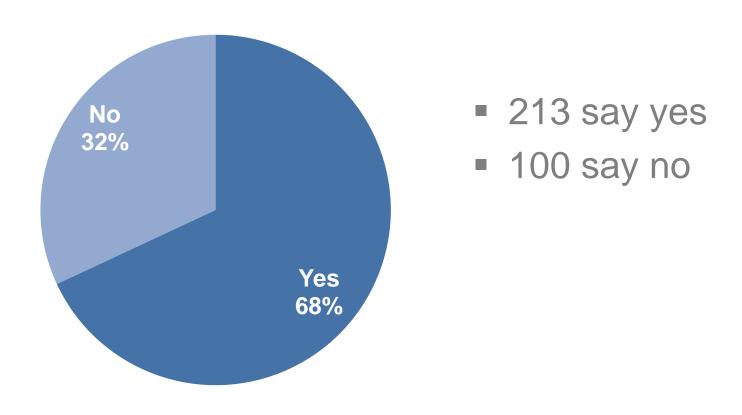


# Do you support the proposals to redevelop the station?



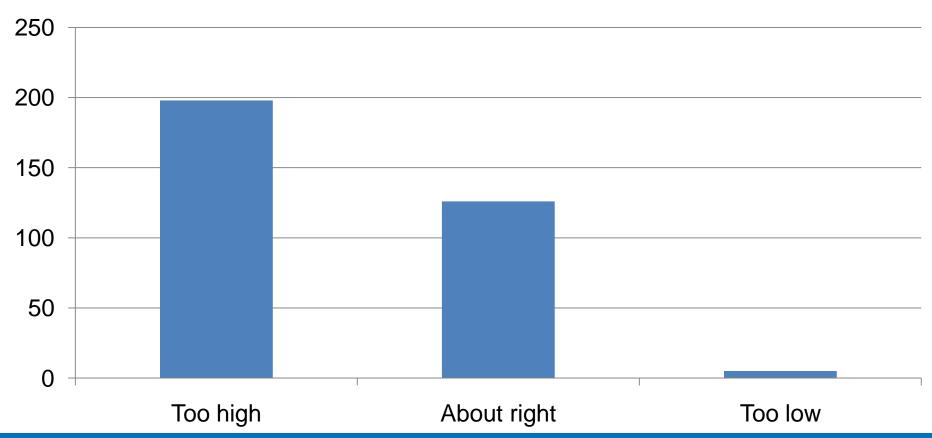


# Do you welcome the changes that have been made?



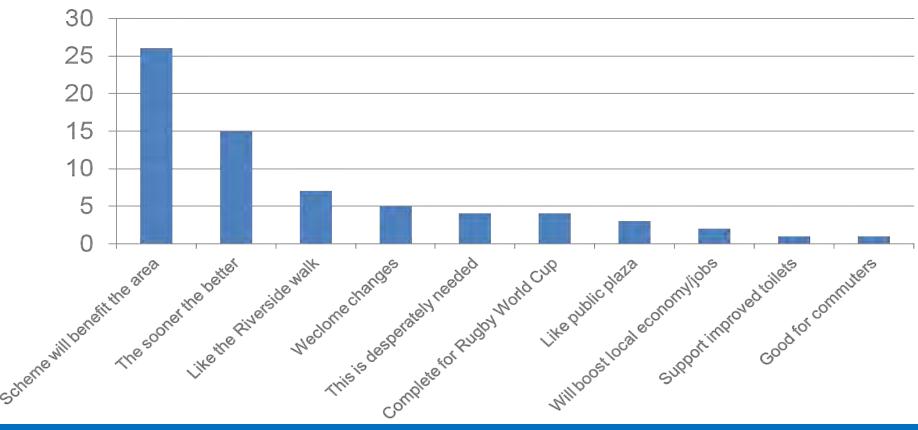


# Do you think the buildings are?





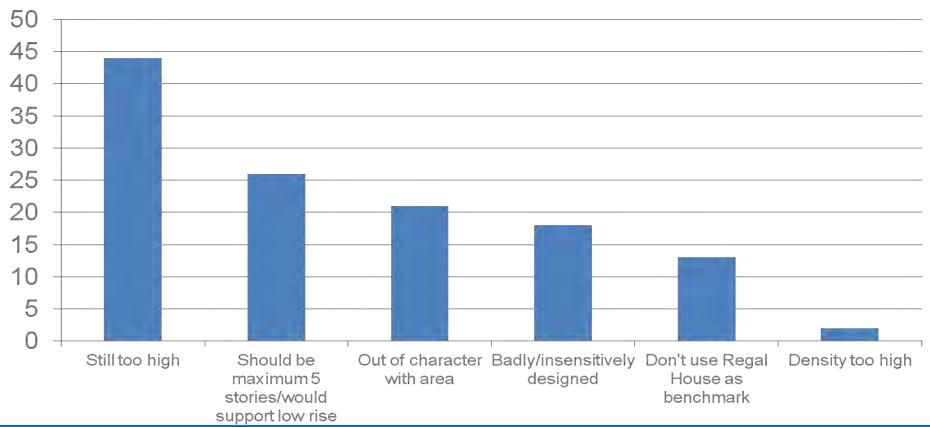
### Other comments - supportive





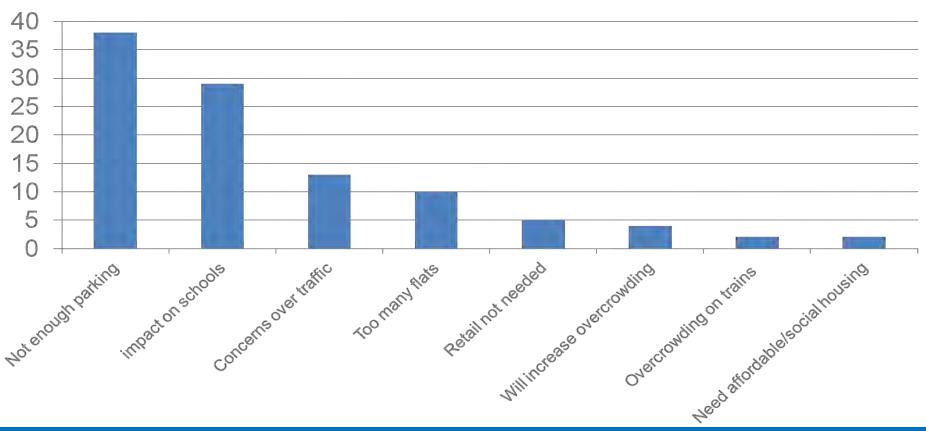


## Other comments – design





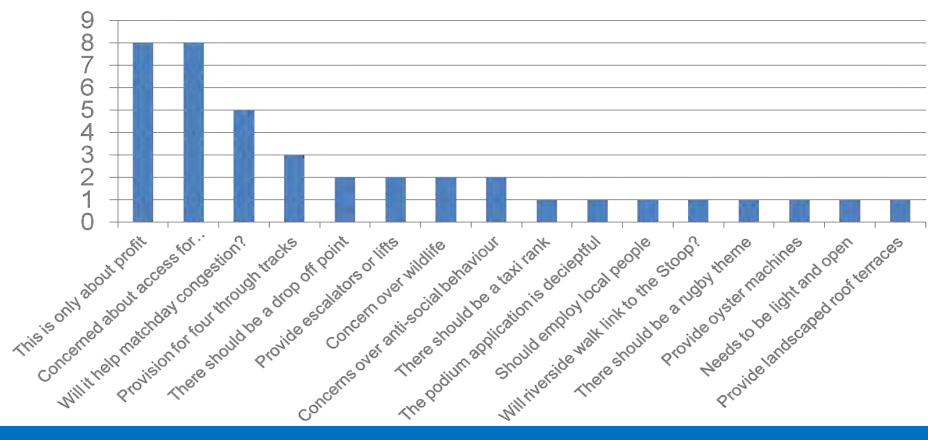
#### Other comments - infrastructure







#### Other comments







#### Amendments to the scheme

In response to the consultation, Solum Regeneration has made significant changes to the proposals.

- The number of units has been reduced from 165 to just 115.
- The heights of all the Blocks has been reduced. This follows earlier reductions that were made to the original scheme.
- A storey has been removed from block A which will result in the block rising from 2 to 6 storeys, (compared to the previous scheme which was between 3 to 7 storeys).
- A storey has been removed from Block B, reducing the maximum height of the building to two storeys below that of Regal House. In addition, the building will now step down from the south at 4th floor level, and again at 2<sup>nd</sup> floor level in order to further reduce its scale and massing on the riverside. This will result in a building between 2 and 7 storeys in height from London Road (compared to the previous proposal at between 2 and 8 storeys).



#### Amendments to the scheme

- A storey has been removed from Block C to reduce the height of the block to a maximum of 4 storeys. The top floor will remain set back to the south. In addition, the height of the building to the east will also be reduced to bring it down to a total of 3 storeys next to the River Crane.
- Block C has also been completely redesigned and is now a Georgian terrace running alongside the River Crane.



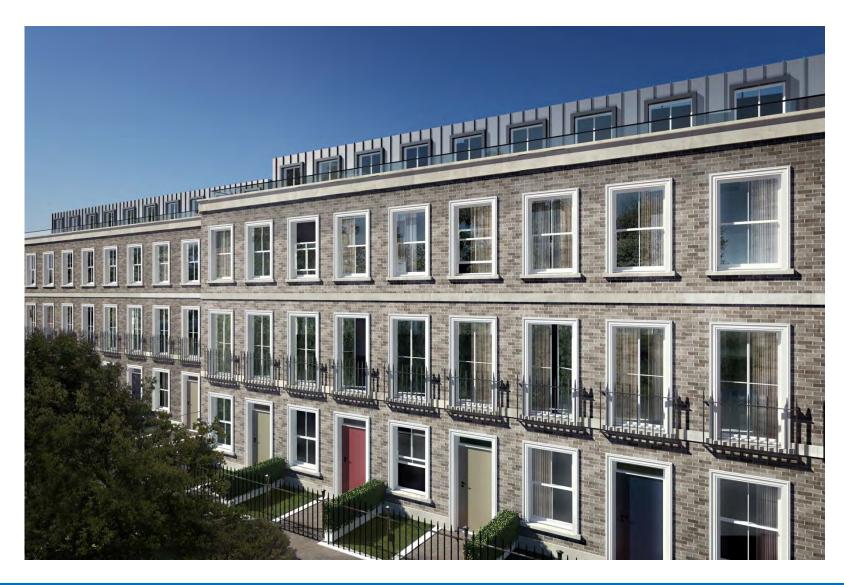




Section 3

#### **IMAGES OF NEW SCHEME**





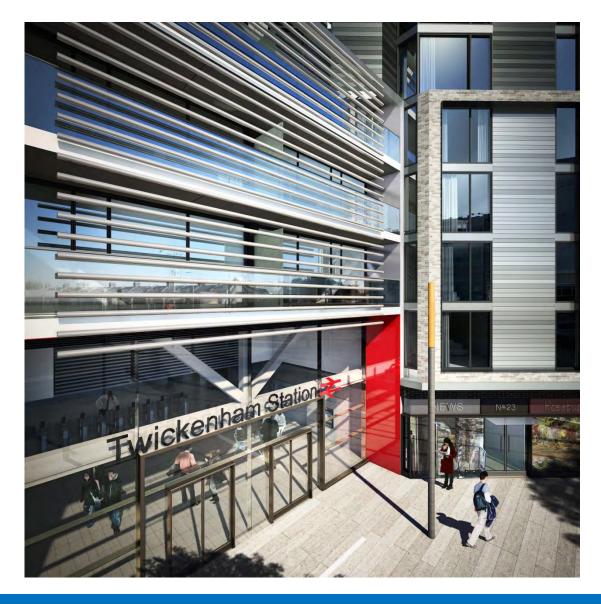
Block C has been completely redesigned, incorporating traditional Georgian architecture





The ticket office of the new station will be the centre of a new public plaza





The new ticket office





The new ticket office



Section 4

#### **ONGOING ENGAGEMENT**



## Ongoing engagement

 Solum is committed to keeping local residents informed about the scheme's progress through further newsletters, meetings and information on the project website www.twickenhamforward.co.uk.



Annex 1

# CONSULTATION NEWSLETTER JANUARY 2011





#### The benefits

The scheme will bring significant benefits for local residents, businesses and commuters. It will:

- Regenerate the area by sweeping away the current unsightly station and providing a well-designed, striking building.
- Reposition and provide a modern, first class station in Twickenham with direct and easy access down to the platforms.
- Create a new public plaza at the station with better interchange facilities to buses, taxis and bicycles.

- Make Twickenham a more attractive destination for visitors and a more convenient station for regular commuters.
- Provide 165 new homes for people wanting to live in Twickenham.
- Provide six retail units arranged around the plaza and fronting London Road.
- Open up the area next to the River Crane, providing a riverside walk from the station to Moormead Gardens.

#### **Next steps**

Richmond Council is now consulting on the plans and we will be responding to issues that arise. If approved, Solum would be able to start work in 2011 for the entire scheme to be completed by 2014 – in time for the Rugby World Cup.

#### **About Solum Regeneration**

Solum Regeneration is a partnership between Network Rail and Kier Property which has been established to regenerate railway stations in the south east of England. The redevelopment of Twickenham Station is one of the first projects to be promoted by the new venture.

Twickenham Station →

#### **Further information**

Please call Wyn Evans on 020 7025 2321 or email: info@twickenhamforward.co.uk





Solum

**Community Newsletter** 

Issue 2 / January 2011









# Responding to local people...

In July 2010, Solum Regeneration carried out widespread consultation with local residents. Over 4,500 newsletters were distributed to households in the local area and some 600 people attended a two day public exhibition.

The scheme has been significantly changed from the plans shown during the consultation process in response to comments from residents.



We received a fantastic 438 responses from local people which have helped us work up the scheme in more detail. Here's a summary of the responses:



You told us: 90% agreed that the station is in need of development. Improving the toilets, waiting area and access to the platforms are the facilities that residents would most like to see improved.

**In response:** We improved the station design by simplifying the concourse layout.

You told us: 63% on balance supported the redevelopment plans. The riverside walk and the public plaza were the parts of the development people most supported.

In response: We altered the riverside walk by pulling the housing development away from the River Crane, allowing for a more open walkway, and redesigned the public plaza to allow the station to be the focal point of the scheme.



We recognise a significant number of local people expressed concerns about the scheme. We have tried to respond to these comments:

**Some residents told us:** The proposed buildings are too tall.

In response: We have reduced the height of the buildings throughout the scheme. The largest part of the development has been reduced by two storeys and is now lower than Regal House. The remainder of the scheme steps down from this to 4/5 storeys along the River Crane frontage. We have also reduced numbers of homes in the development.

**Some residents told us:** There is not enough parking provided.

**In response:** This is a concern to some residents whereas others

could appreciate the amount of proposed parking would mean traffic in the area would not increase. Solum's proposal is to retain the parking spaces for station use, and provide three spaces for a car share scheme and three more for residential blue badge holders. We continue to promote this mix, which is backed by local policy, as the site benefits from very strong public transport links.

**Some residents told us:** The area's schools are already over-crowded.

In response: We have agreed to make a financial contribution to helping improve local schools in the area.

We want to hear from you...

A planning application has been submitted and Richmond Council is now consulting local residents. As part of our ongoing engagement with the community we want to know what you think about the proposals.

Please spend a few minutes completing this response form – tear it off and send it back through the **FREEPOST** address provided. Alternatively, visit our website **www.twickenhamforward.co.uk** and fill it in online.

Do you support the proposals to redevelop Twickenham Station?			YES / I
Do you welcome the changes that have been made to the proposals since the consultation in Summer 2010?			YES / I
Do you think the height	of the buildings are:		
Too high	About right	Too low	
Would you like to be kep	ot informed about progres	s?	YES / I
Do you have any other of	comments?		
Name			
Address			
Postcode	Telephone		
Email			

Copies of the responses will be made available to the Council so it is aware of all forms received. By providing your details you agree to your response and personal details being forwarded to the London Borough of Richmond.

We will request that your personal details are not placed on the public record. Under the Data Protection Act 2000 we have legal duty to protect any personal information we collect from you. As such, we will not pass your details to other third part

Annex 2

# PRE-APPLICATION CONSULTATION ON THE NOVEMBER SUBMISSION



### The scheme for consultation



More details of the proposed scheme were promoted through the newsletter that was distributed to local residents (annex 4) and at the exhibition (annex 5).

To support the pre-application consultation, Solum presented an initial development proposal and sought feedback from local residents and other interested parties. The proposal included:

- A new station with better facilities and access to the platforms
- A series of three buildings up to a maximum of ten storeys, arranged around a public plaza, with housing and commercial uses
- 170 new homes
- Better interchange facilities to buses and taxis
- More cycle parking
- A new riverside walk linking the station to Moormead Gardens



## **Consultation activity**

- 4,500 newsletters delivered to local residents.
- 1,000 newsletters handed out to Twickenham station users.
- Door to door visit of town centre businesses.
- Adverts in a local newspaper.
- Letters to local stakeholders.
- Public exhibition, 16-17 July 2010.
- Richmond Council has also undertaken its own 'barefoot consultation' on the future of Twickenham.







## Capturing the response

#### Feedback Form Solum would welcome your thoughts on the development proposals. These will be considered before a planning application is submitted later this year. 1. How would you define your interest in the station? 7. What proportion of social housing would you like to see provided as ☐ I live in Twickenham ☐ I work in Twickenham part of the development? ☐ I shop in Twickenham ☐ I visit Twickenham Over 30% □ Between 20-30% 2. How regularly do you travel via the station? ☐ Between 10-20% ☐ Less than 10% ☐ None Daily (five times a week) Once a week 8. On balance, do you support the redevelopment plans for ☐ More than twice a week □ Occasionally Twickenham Station? ☐ Yes ☐ No 3. Do you support the extension to the length of the platforms at 9. Do you want to be kept informed of the progress of the development? Twickenham Station? ☐ Yes ☐ No 4. Do you agree that Twickenham Station is in need of development? 10. Do you have any other comments? 5. Please rank in order of preference (with 1 as the most preferred) the facilities that you would like to see provided as part of the redeveloped station? Improved toilets ■ Better waiting areas More ticket machines More cycle parking A better taxi rank ☐ Improved bus interchange Convenience shopping ☐ Improved Platform Access Other, please state... 6. Please rank in order of preference (with 1 as the most preferred) what aspects of the wider development you most support? ☐ The riverside park and walk ☐ The public plaza ☐ The new homes ☐ Shops and restaurants ☐ The design of the buildings ☐ Energy & environmental performance Postcode Tel no Other, please state....

- Respondents were asked to return a completed feedback form.
- These were made available at the exhibition and as a freepost response to the newsletter.
- A telephone hotline and email address were also publicised.



## The public response

- Over 600 people attended the public exhibition
- 438 returned a completed feedback form
  - 266 returned the form by freepost
  - 172 returned the form at the exhibition
- Of these responses,87% are resident in Twickenham.
- 5 emails and 5 telephone calls were received. The content of these have been registered in the additional comments section of this report.







## Main findings – the positives

- 90% agreed that the station is in need of development.
- 63% on balance, supported the redevelopment plans.
- Improving the toilets, access to the platforms and waiting areas are the facilities that residents would most like to see provided as part of the redeveloped station.
- The riverside walk and the public plaza are the aspects of the wider development that people most support.

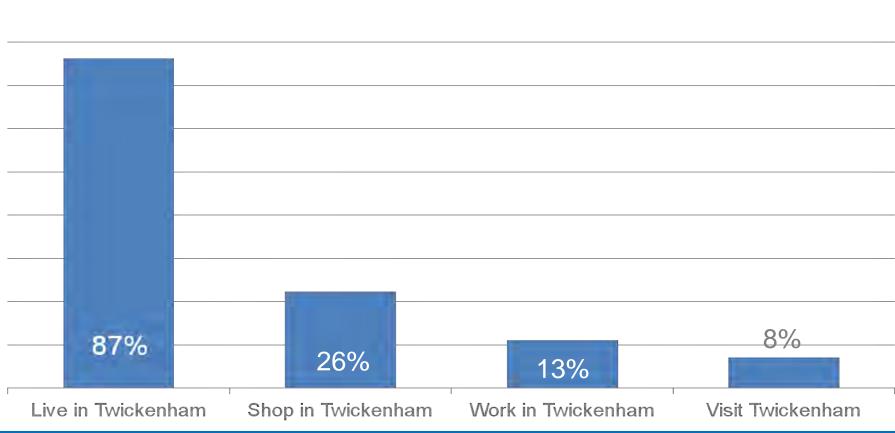


## Main findings – the criticisms

- The major areas of concerns relate to:
  - the height of the buildings
  - the lack of parking provision for the residential provision
  - the impact on local school places

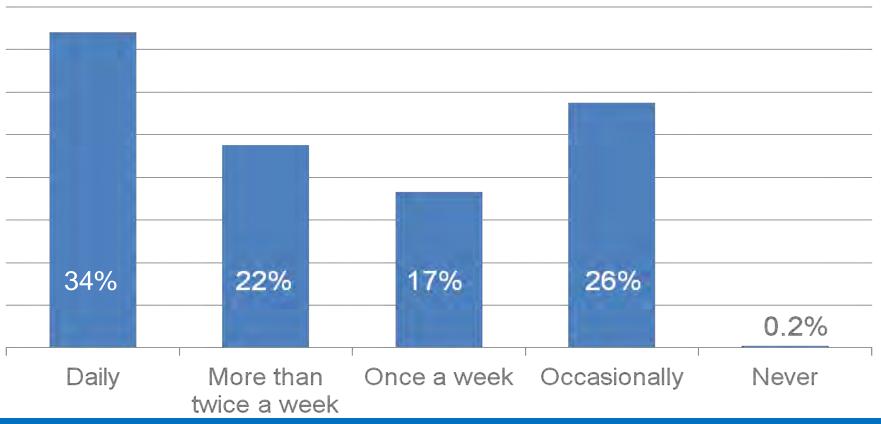


# 1. How would you define your interest in the station?



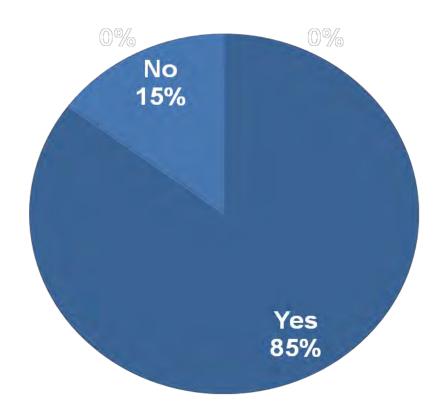


# 2. How regularly do you travel via the station?





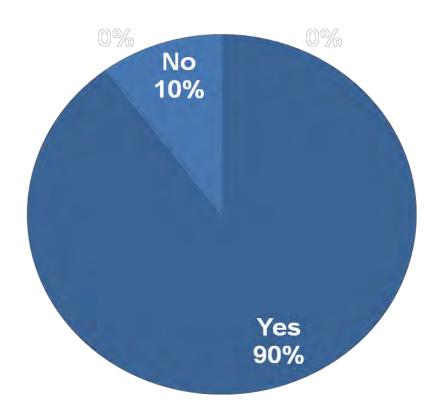
# 3. Do you support the extension to the length of the platforms at Twickenham Station?





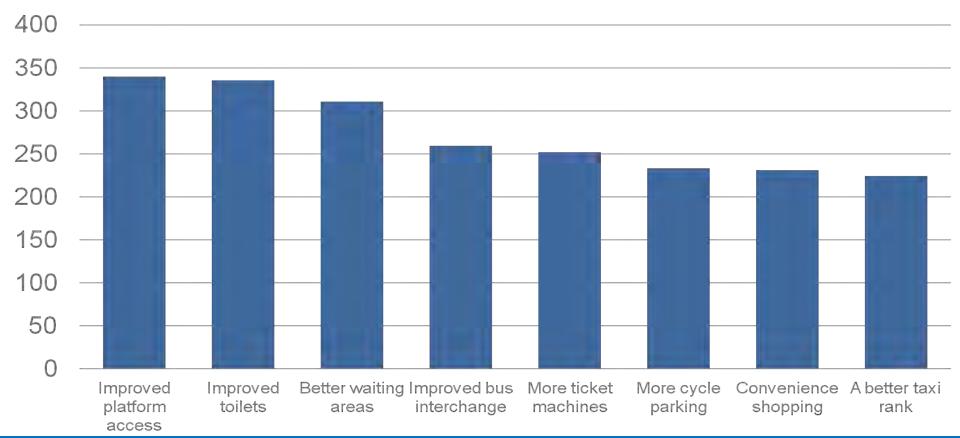


# 4. Do you agree that Twickenham Station is in need of development?



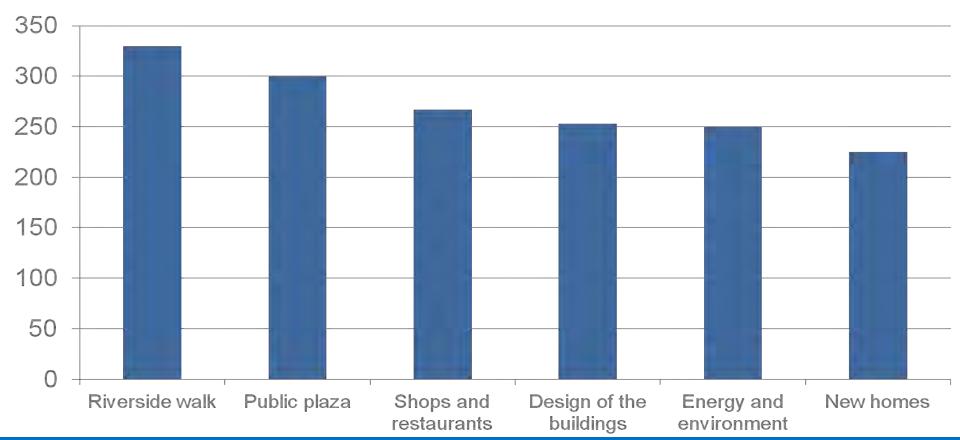


# 5. Please rank the facilities that you would like to see provided as part of the redeveloped station?



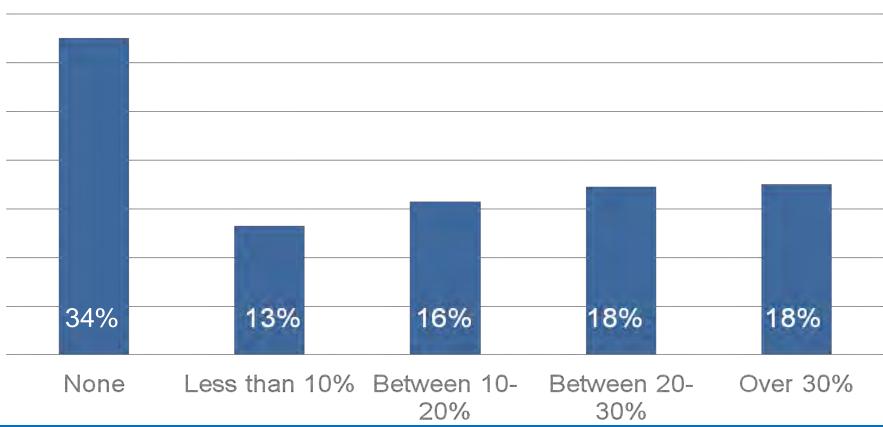


## 6. Please rank what aspects of the wider development you most support?



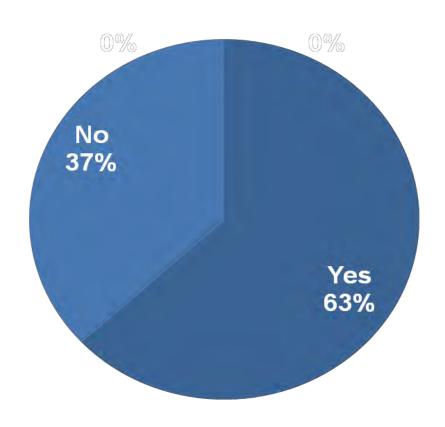


### 7. What proportion of social housing would you like to see provided as part of the development?





### 8. On balance, do you support the redevelopment plans for Twickenham Station?



Of those that expressed a preference, 63% supported the redevelopment plans for Twickenham Station.





### Additional comments

Height		General support	
Proposal too high/ no high rise	138 mentions	Support the development proposals	45 mentions
Don't want another Regal House	39	Station facilities need to be improved	42
Impact on view from Richmond Hill	13		
		Housing	
Parking/Transport		Too much housing	40
Not enough parking	48	Oppose housing	25
Concerns over extra traffic	9		
More pressure on crowded trains	6	Design Comments	
Suggest use of trams	1	Concerns about the design	17
Impact on St. Margaret's Station	1	Interest in the materials to be used	5
		Rugby heritage should be incorporated	1
Relationship with surrounding area		The proposals will create a wind tunnel	1
Out of context with Twickenham	24		
Co-ordinate with post office scheme	7	Retail	
Create a direct link to RFU Stadium	2	Impact on High Street retailers	16
		No need for more shops	14
		Pleased with increased shops	1



### **Additional comments**

#### Education

Pressure on educational facilities 33 mentions

#### Other comments

Generate anti-social behaviour

Disruption caused by building work

Environmental concerns

FORCE should be involved

Drawing presented out of scale

13

4



### The Council's consultation

- Running parallel with the activity undertaken by Solum, the Council undertook its own 'barefoot consultation' on the future of Twickenham. This considered a number of important development sites in the town, including the station, and involved an exhibition and survey undertaken between 22-24 July 2010.
- Around 300 people completed the survey at the exhibition and a further 94 online.
- A full copy of the 'barefoot consultation' is attached in Annex 4.
- A copy of this report was circulated to and considered by Solum's design team when finalising the scheme.
- A representative from Solum contributed as part of a panel discussion at the Council's Twickenham Conference on the 30 October 2010.

### Major findings

- Twickenham town centre is 'in desperate need of improvement'
- New development should reflect the needs of the local community
- There were concerns about plans to build a '10 storey housing block'. The general consensus was that any new development should be around 'four to five storey.'
- 71% of those that attended the exhibition (and 54% of those online) agreed that the Council should look to improve Twickenham railway station
- The local facilities most commonly mentioned as a top priority by those attending the exhibition were market/town square, Parks/public open space, pedestrianisation



## Amending the scheme – reducing the height (1)

- The height of Block B, the highest part of the development over the new station, has been reduced by 2 storeys.
- It is now a maximum of 8 storeys one storey lower than Regal House.
- The development also steps down to a lower level towards the river to reduce visual impact.

The footprint of the development has been pulled back towards the station so it is less prominent from the High Street.



# Amending the scheme – reducing the height (2)

- The height of Block A, next to London Road, has been reduced by one storey (to 7 storeys) and steps back from the road at the 6<sup>th</sup> and 7<sup>th</sup> floors to reduce height and visual appearance from London Road.
- The development steps down to 3 storeys next to the riverside.
- Block C along the riverside has been reduced in height. The footprint of the development has also been stepped back from the river by a minimum of eight metres. The buildings have been redesigned to give the appearance of a terrace of town houses with private gardens.



# Amending the scheme – making the station the focal point

- The geometry of the site has been rearranged to focus on the station entrance.
- The station has been turned to face London Road.
- The buildings arranged around the public plaza at bridge level enclose the station making it the focal point of the public space with clear signage fronting London Road. Visual links are provided through to the riverside.
- The position of residential accommodation has been pushed further into the site away from London Road.







## Amending the scheme – improving the public plaza

- The public plaza has been retained following positive feedback from the public.
- The plaza has been redesigned to allow the public space to open up against the riverside and to provide easier public access to the taxi waiting area and kiss and ride facility.





# Amending the scheme – improving the riverside walk

- The riverside walk linking the station to Moormead Gardens was strongly supported.
- The arrival of the riverside walk into the site has now been improved by pulling the residential development away from the river.





# Amending the scheme – changes to parking and transport

- A number of residents expressed concerns about the lack of parking in the scheme.
- Our proposal is to retain parking spaces for station use, although some will be provided at the Station Yard site on the other side of London Road.
- We will provide three spaces for a car share scheme and three spaces for disabled residents.

- We continue to promote this mix, which is backed by policy, as the site benefits from very strong public transport links.
- We have repositioned the parking away from the riverside in order to improve the public space.
- The bicycle parking has also been moved to a more accessible location.



# Amending the scheme – improving the homes

- The entrances to the residential apartments have been repositioned to provide greater privacy.
- The vast majority of residential apartments have been redesigned in order to comply with the new GLA London Housing Design Guide, including the use of a balcony, terrace or winter garden.







# Amending the scheme – improving the station

- The entrance to the station has been given a greater focal point within the development.
- All landscaping features have been arranged to direct people into the station.
- Station ticketing arrangements have been improved by making a more open concourse with fewer columns.

 Further work has been undertaken to improve the platform buildings and facilities.



# Amending the scheme – addressing schools impacts

- A significant number of residents expressed concerns about the impact of the development on local schools.
- The area does suffer from a lack of provision in local primary schools.
- The Council has adopted a Primary Strategy for Change to increase provision of places across the borough.

 Solum has suggested that the development should generate a Section 106 contribution to help improve local schools in the area.



# Responding to the Council's 'barefoot consultation'

Main points recorded in the Council's report	Solum's response	
Oppose 10 storey development	Overall, the scheme has reduced in scale. The highest element of the scheme adjoining Regal House is now a maximum of eight storeys.	
The average height should be 4-5 storey	This would not be commercially viable – the scheme has been significantly reduced in scale.	
The council should look to improve the station	We are working the Council to achieve this.	
The local facilities most needed are town square, parks and more pedestrianisation	The scheme delivers a public plaza, a riverside link from the town centre to Moormead Gardens and better facilities for pedestrians.	





Annex 3

### CONSULTEES



## Consultees

#### Council's strategic partners

Richmond Upon Thames Chamber of Commerce

Metropolitan Police

Richmond upon Thames College

South West Trains

#### **National and regional bodies**

Mayor of London

The Environment Agency

**Network Rail** 

**English Nature** 

**CABE** 

**Utilities** 

TfL

Royal Mail



## Consultees

#### **Local organisations**

Cole Park Residents Association

Friends of Strawberry Hill

Friends of River Crane Environment

Harlequins RFC

Richmond United Group

Richmond Upon Thames Environment

**Trust** 

Richmond Environment Network

Rotary Club of Twickenham Upon

**Thames** 

Rugby Football Union

Strawberry Hill Residents' Association

The Teddington Society

The Best of Richmond

Twickenham Town Centre Management Group

Twickenham Society

Windsor Lines Passengers' Association

York House Society





Annex 4

# CONSULTATION NEWSLETTER SUMMER 2010





#### The current station

More than 6,000 people pass through Twickenham station every day, a figure that swells to over 30,000 on international match days.

The current station facility is badly positioned and with awkward access to the platforms. It provides a very poor arrival point for Twickenham as a town and a major international sporting venue and makes no contribution to the town centre or its identity.

The redevelopment will provide the opportunity to create a sense of arrival for Twickenham, to provide modern station facilities with increased capacity and to open up the area next to the neglected River Crane.

Network Rail is also working to improve station capacity. Extending the existing platforms supports these ambitious development plans for Twickenham by enabling longer trains to run in the future.

"The new station at Twickenham will vastly improve the facilities for the travelling public with a much larger ticket office, new toilets and better access including lifts to the platforms"

Ian Johnston, South West Trains





Existing ticket hall



#### The new station

The new station will be built on a podium over the main rail lines. This will enable a new public plaza to be created at the entrance to the relocated ticket office, which will provide direct access to the platforms via steps and lifts.

Shop and restaurant units will be provided around the hard landscaped open plaza to create a sense of arrival and generate new long term jobs.

Station car parking and a new taxi pick up and drop off facility will be provided below the podium. The number of secure bicycle spaces will be increased fourfold to 250 spaces and the arrangements for the bus interchange at road level will be improved.



