



# 5.1 OVERVIEW OF CONSULTATIONS

The following section provides a brief summary of pre-application consultations that have been undertaken. A more detailed account of pre-application consultations is presented in the Statement of Community Involvement.

## 5.1.1 PURPOSE

The Statement of Community Involvement (SCI) describes the various activities that were undertaken to ensure that the local community was fully and closely involved in planning the future of the redevelopment. It details the results of a pre-application community involvement programme that extended over an approximate two year period.

From the outset, Richmond-upon-Thames College adopted an approach that ensured that residents, local interest groups, social infrastructure providers and businesses could input their views at an early stage in the planning process. All partners in the REEC partnership aim to achieve exemplary practice in community involvement.

## 5.1.2 OBJECTIVES

The objectives set for the community involvement programme were to ensure that stakeholders could:

- Have access to information about the scheme;
- Put forward their own ideas
- Comment on proposals as they were refined in preparation for the submission of a planning application
- Gain feedback and be informed about progress and outcomes.

## 5.1.3 STAKEHOLDERS

An extensive stakeholder database was established which included:

- REEC Local Community Forum - which represents local groups and organisations.
- Local residents in the area surrounding the College
- Residents who have signed up for more information on the reec.org.uk website
- Residents who would be interested in attending the College, or parents of prospective students
- The wider community i.e. residents who live beyond the surrounding area of the College site
- Parents of current and prospective pupils of Clarendon School
- Parents of prospective pupils of the secondary school
- Staff at Richmond College / Haymarket / Harlequins and the Council
- Councillors - particularly local ward councillors

## 5.1.4 CONSULTATION STRATEGY

In order to reach such a wide range of stakeholders, a consultation strategy employing a variety of engagement methods was used. This included:

- Direct distribution of booklets in the local area outlining the proposals;
- Flyers
- Media Briefings
- Articles in the local newspapers
- Information on Richmond College and Richmond Council's websites as well as on a website made specifically for the redevelopment
- Consultation displays in the Civic Centre and at the College
- e-newsletters
- Information posted at Twickenham Library and Civic Centre
- Public Meetings
- REEC Local Community Forum with representatives of key interested parties in particular residents associations and the Friends of the River Crane.

## 5.1.5 OUTCOMES & RESPONSES

Within section 5.2 we seek to identify how the proposals evolved in response to concerns and key themes identified throughout the consultation process.

These feedback received during consultations has influenced both the form and content of the Outline Planning Application, including the quantum of redevelopment proposed. In particular the proposed design and access strategies for the redevelopment have changed significantly in response to the consultations undertaken - a description of this evolution is provided in section 5.2 of this Design & Access Statement.

For detailed information on each individual consultation and the outcome of the consultations please refer to the Statement of Community Involvement which is provided as a separate document.

## 5.1.6 FUTURE CONSULTATIONS

Following submission and registration of the application, it is envisaged that the applicant's consultant team will continue to liaise with the local planning authority, GLA, other statutory consultees as well as the local community to address any queries concerning the proposal and its impacts.

# 5.2 EVOLUTION OF THE PROPOSALS

Proposals for the College redevelopment have evolved in response to changing context and ambitions, formal planning guidance, and - in particular - stakeholder feedback.

## 5.2.1 OVERVIEW

A number of redevelopment proposals and SPGs for the College site have been prepared and consulted on in recent years, and it is instructive to review the various proposals and the evolution of programme and design thinking in the intervening period in order to understand the current proposals. Each proposal and SPG presented in this section is illustrated by a standardised and simplified schematic diagrams in order to ease comparison of the schemes.

It should be understood in advance that the financial, market and educational contexts that each of the proposals were produced in differed, and this is reflected in the scale of the proposed College and residential elements. In particular, the College circa 2005-2009 had more than 1.5 times as many FTE pupils as the current proposals, and post-secondary funding at points was more generous than today, resulting in fluctuations in the size of the proposed College and the enabling developments that have been proposed in order to realise the redevelopment of the College.

It is also noted that the planning context has evolved over time; consequently, older guidance should be considered in light of evolving policy and needs - in particular with regards to education and housing.

## 5.2.2 EXISTING SITE



DIAGRAM 5.2.1  
EXISTING SITE - AERIAL PHOTO

In advance of introducing the various proposals for redeveloping the site it is worthwhile to consider the existing site layout. A detail description of the existing context can be found in section 2, whilst a detailed description of the site itself can be found in section 3. Nevertheless a few points are worth revisiting.

The existing College buildings do not relate in scale to adjoining development to any of its boundaries. To the south and east, the existing College buildings are significantly taller than their neighbours, while to the west and north the College is of an inconsistent scale. There is similarly little coherence between the character and scale of the surrounding context on different sides of the College.

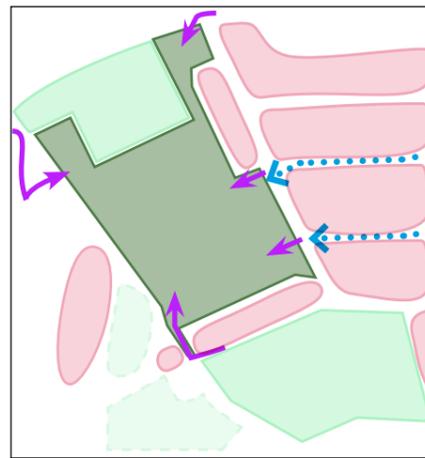


DIAGRAM 5.2.2  
EXISTING SITE - SCHEMATIC DIAGRAM

The existing arrangement of the site is characterised by a chaotic and dense agglomeration of buildings, with two open areas used for playing fields at the northern end of the Main Site and on the Playing Field Site.

The majority of the Main Site is used for buildings and car parking, leaving only an area at the north of the site unencumbered. The College buildings are generally 3 storeys tall with some 1-2 storey buildings and a 5 storey tower aligned with Court Way in the southeast of the Main Site. Much of this estate is inefficient to run, poor quality & in a poor state of repair.

This arrangement has remained constant across the period that all of these studies have taken been undertaken.

## 5.2.3 2005 CRANE VALLEY SPG (2005 SPG)



DIAGRAM 5.2.3  
2005 SPG - SITE USE

A detailed description of the 2005 Crane Valley SPG (2005 SPG) can be found in section 4.4, but it is worth revisiting several key points relating to guidance for the design of the Redevelopment Site as they influence the various subsequent design proposals.

In response to the existing site arrangement, the Crane Valley SPG recognises the need to redevelop the College on the open land at the north of the Main Site.

The SPG aims to improve the character and coherence of the site and its surroundings by establishing a clear band of open space along the River Crane, surrounded by residential redevelopment that would be continuous with the existing



DIAGRAM 5.2.4  
2005 SPG - MOVEMENT NETWORK

Heatham Estate. The SPG envisages the possibility of residential redevelopment on the College, Harlequins and Council Depots, and recognises the importance of residential redevelopment across the southern part of the Main Site to knit these new developments into the established urban fabric.

Whilst the Crane Valley SPG indicates a potentially large extend of residential redevelopment, this should be understood as indicative and not definitive. The SPG notes that intermingling of educational and residential uses would be appropriate, subject to security concerns being addressed. The site layout described in the SPG is illustrated in diagram 5.2.3.

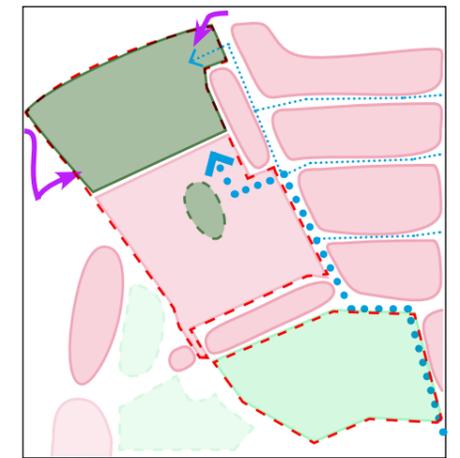


DIAGRAM 5.2.5  
2005 SPG - SCHEMATIC DIAGRAM

Diagram 5.2.4 shows guidance on the potential green movement network, and in particular identifies the potential future link to the College via the proposed River Crane Footpath. This link is described as vital in the SPG, as it will become the shortest and most attractive route to the College from the Rail Station. It is illustrated with a dotted blue line in the schematic diagram 5.2.5.

The Crane Valley SPG also identifies the primary vehicular access to the College being via the A316 as illustrated by the purple arrows in diagram 5.2.5. Residential access is not explicitly addressed in the SPG.

## 5.2.5 2005 PROPOSALS



DIAGRAM 5.2.6  
2005 PROPOSAL - AERIAL SKETCH

The 2005 Proposals included a large new College of over 30,000m<sup>2</sup> built across the open playing field at the north of the site and the portion of the eastern boundary behind the existing residential properties. As illustrated in the extract above, the majority of the educational site would have been occupied by buildings. Sports pitches were to be provided on the Playing Field Site, possibly supplemented by some use of the Craneford Way Open Space.

The residential site in the 2005 Proposals occupied approximately half of the Main Site, and would have been composed of a range of blocks of flats, including some large and relatively tall buildings. The 2005 Proposals were significantly more dense than the current proposals, and



DIAGRAM 5.2.7  
2005 PROPOSAL - MASTERPLAN

provided significantly less open space, on both the Educational and Residential Sites, as illustrated in diagrams 5.2.6 and 5.2.7.

The 2005 proposals rearranged the Playing Field Site to improve pitch orientation, provide an additional pitch, and a small sports pavilion.

Whilst the 2005 Proposals generally accord with the 2005 Crane Valley SPG, they do not appear to have allowed for the proposed River Crane Footpath through Twickenham Rough - presumably as this link was dependant upon several other approvals and land purchases which would not ultimately be finalised until 2014. Consequently, pedestrian

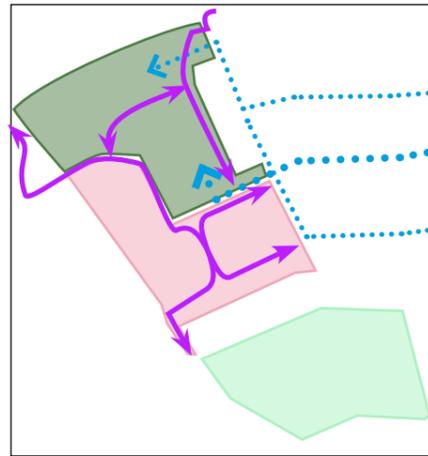


DIAGRAM 5.2.8  
2005 PROPOSAL - SCHEMATIC DIAGRAM

access to the site would have been via the Heatham Estate, and vehicular access to the College via Heatham Estate would have remained possible.

Vehicular access across the Main Site in the 2005 Proposal would be via a network of new streets providing a diverse range of access routes. The network can be seen in diagram 5.2.8. New connections across the site between the A316 and the Heatham Estate were proposed. Residential car parking in the 2005 Proposals would appear to be along the street or in podium/below ground car parking areas, whilst for the College it is shown mainly along the boundary to the A316 and behind the residential properties on Egerton Road.

## 5.2.4 2008 RUTC PLANNING BRIEF (2008 SPG)



DIAGRAM 5.2.9  
2008 SPG - CONSTRAINTS

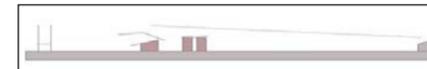


DIAGRAM 5.2.10  
2008 SPG - BUILDING HEIGHTS

In 2008 The RuTC Planning Brief SPG was adopted. A detailed summary of the guidance is provided in section 4.5.

The planning brief recognises and supports the potential to redevelop the site for educational and residential purposes.

The planning brief provides clear and useful guidance on the building scale to which new buildings would be expected to comply, with the exception of two landmark locations as marked with asterisks in diagram 5.2.11. Additionally,

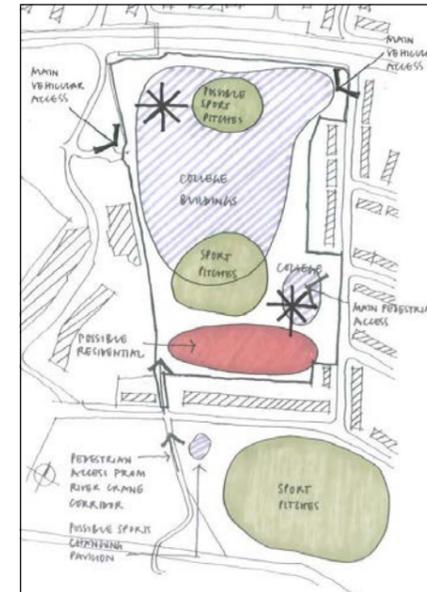


DIAGRAM 5.2.11  
2008 SPG - OPPORTUNITIES

the planning brief suggests that it would be possible or desirable to retain some sports pitches on the Main Site. This would imply a less densely developed site than the 2005 Proposals.

Whilst not contradicting the Crane Valley Planning Guidelines SPG, the planning brief down-played the potential access via a new River Crane Footpath. While the planning brief implied that pedestrian access would remain mainly via the Heatham Estate, the opportunity to minimise traffic impact on the estate was identified as a key potential benefit of the

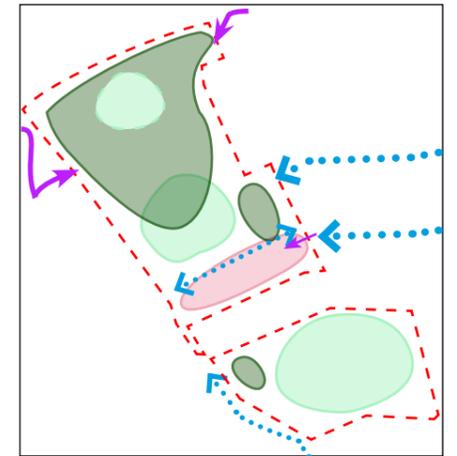


DIAGRAM 5.2.12  
2008 SPG - SCHEMATIC DIAGRAM

redevelopment. In particular, the planning brief indicates that the main vehicular access to the College should be off the A316 via Langhorn Drive.

The residential site was identified as secondary to the Education site in the planning brief, and it was indicated that access to the residential site should be separate from access to the College and should be via the Heatham Estate. The potential benefit of an east-west link across the southern part of the Main Site was also identified in the planning brief.

## 5.2.6 2009 PROPOSALS



DIAGRAM 5.2.13  
2009 PROPOSAL - MASTERPLAN

The 2009 Proposals were for a larger College than in either the 2005 or in the current proposals. This was proposed to be delivered as one large and densely built first phase at the north of the Main Site, followed by a second phase for a very large sports building at the centre of the site. A small enabling residential redevelopment was proposed facing Egerton Road. The Playing Fields were also proposed to be upgraded.

Pedestrian access to the site was proposed to be mainly via the Heatham Estate at the current main entrance point on Egerton Road, whilst vehicular access would be via the A316 and Cranford Way, though this would appear to contradict the planning brief, as it would have created a

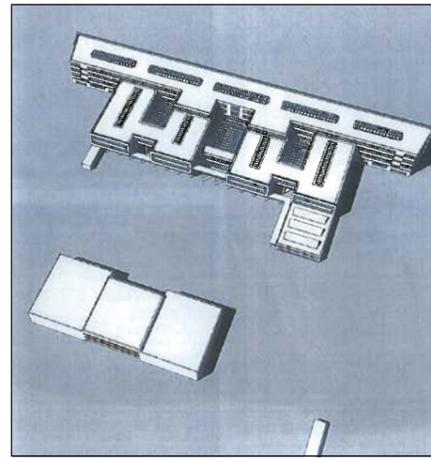


DIAGRAM 5.2.14  
2009 PROPOSAL - SKETCH

connection through the site between the A316 and the Heatham Estate. Additional service access off of the 316 via northern end of Egerton Road was also proposed.

The proposals are much closer to the existing residential properties along Egerton Road than the illustrative scheme, particularly at the north-east corner of the site. Additionally, the buildings in this location would have been significantly taller than in the subsequent proposals.

The significant extent of sports facilities in the 2009 Proposal are much greater than in the current proposals, and lead to a significantly more open area to the south of the Main Site. An additional open space at the centre of the redeveloped site was

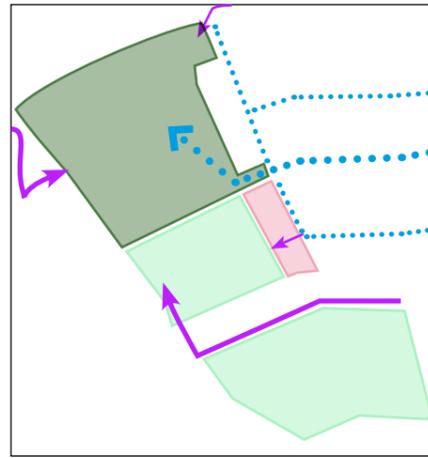


DIAGRAM 5.2.15  
2009 PROPOSAL - SCHEMATIC DIAGRAM

proposed, suggesting that the Main Site would have become more open than it currently is, and much more open than the 2005 Proposals.

High costs and a failure to secure funding led to the 2009 Proposals being abandoned.

## 5.2.7 EARLY 2012 PROPOSALS



DIAGRAM 5.2.16  
EARLY 2012 - ACCESS

By 2012, several important factors had changed leading to a different vision for redevelopment. The College continued to occupy deteriorating facilities, had undergone a dramatic reduction in student population, and was anticipating further pressures on enrolment due to increased competition - meaning the 2009 Proposals no longer provided a relevant vision for the College's future. At the same time, local demographic changes had resulted in a need for a new secondary school in the Twickenham area.

An initial study was undertaken to consider various options for how a new secondary school could be provided on the College Site, respecting planning and site constraints and the College's plans

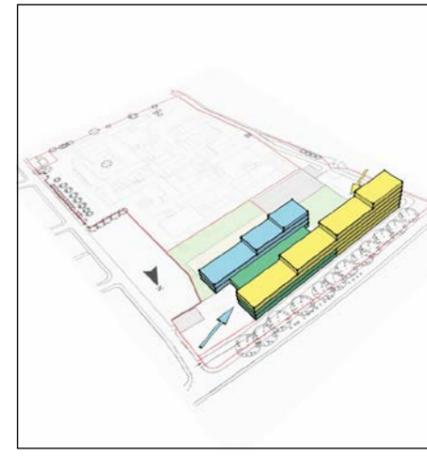


DIAGRAM 5.2.17  
EARLY 2012 - SKETCH

for renewal. A vision was reached where the College and Secondary School could provide a unique learning opportunity and benefit from extensive shared facilities, whilst retaining for each institution a distinct identity and entrance.

By locating the Secondary School's entrance along the northern section of Egerton Road, local pupils would be able to filter through the Heatham Estate, while pupils from the College would be able to access a new College Entrance on the western side of the site via an upgraded Marsh Farm Lane and River Crane Footpath (which was anticipated to be enabled by unrelated proposals). This would provide College Pupils with a more direct route to the rail station and reduce

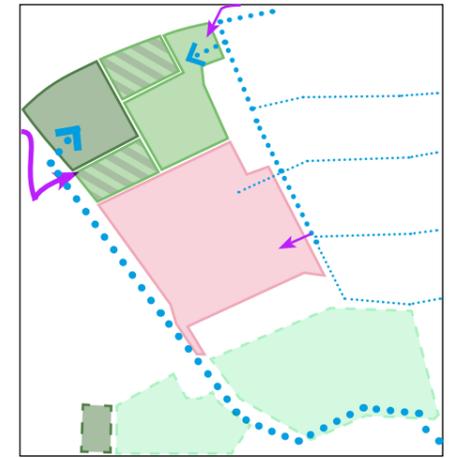


DIAGRAM 5.2.18  
EARLY 2012 - SCHEMATIC DIAGRAM

impact on local residents, thereby minimising the impact of the redeveloped site on this area.

It was proposed that the remaining site area would be used for to provide necessary funding via an enabling residential redevelopment as the other available funding sources were inadequate to finance the project.

## 5.2.8 LATE 2012 PROPOSALS



DIAGRAM 5.2.19  
LATE 2012 - ACCESS

Following on from the high-level Early 2012 Proposals, a detailed feasibility study was undertaken to provide a College, Secondary and SEN School on the Main Site.

The vision for the redevelopment was for the educational institutions to operate with significant sharing of facilities, in order to maximise learning opportunities and minimise space-needs. This resulted in a compact scheme developed at the north of the Main Site, with separate entrances for each School and College.

As with the Early 2012 Proposals, the access strategy sought to maximise safeguarding and minimise impacts on local residents. Access to the College would be at the western edge of the site via a



DIAGRAM 5.2.20  
LATE 2012 - MASTERPLAN

new pedestrian route, with access to the Secondary School at the north-east and to the SEN School via the south-east of the Educational Site. Vehicular access was proposed to be from the A316, excepting for the SEN school which would be through the Heatham Estate.

The design used the new buildings to shelter the outdoor spaces from noise of the A316, whilst enabling a massing of buildings that increased in height from 2 to 5 storeys from east to west to relate to the context of the Redevelopment Site.

The Late 2012 Proposals also envisaged upgrades to the one of the open spaces on Craneford Way (subject to a then-undetermined Village Green Application), and considered locating the sports centre on



DIAGRAM 5.2.21  
LATE 2012 - SCHEMATIC DIAGRAM

a different site - including the Main Site, Harlequins Site and the Council Depot.

The late 2012 proposals sought to continue to make use of the extensive off-site parking on the Harlequins Site, a requirement which the current proposals seek to obviate.

In the 2012 proposals, it was proposed that most of the area of the site occupied by the existing College buildings would be sold off for an enabling residential redevelopment which would be accessed via the Heatham Estate.

## 5.2.9 EARLY 2014 CONSULTATION



DIAGRAM 5.2.22  
EARLY 2014 - ACCESS

By early 2014, a vision had coalesced to redevelop the College site as a campus for Education and Enterprise, and thereby enable the creation of College and Schools with a unique educational offering, but also to provide meaningful employment and pathways to employment on the College site. This was named the Richmond Education and Enterprise Campus (REEC).

The REEC proposal in early 2014 included the provision of the College, Secondary and SEN Schools, as well a new headquarters for the Haymarket Media Group.

Given the exciting new vision for the site it was decided to consult more widely on the proposed site development, and that in the first instances these consultations



DIAGRAM 5.2.23  
EARLY 2014 - ORGANISATION

should focus on the principles of the redevelopment rather than any detail, and this is reflected in the amount of information in the plans presented.

Broad principles based on the Late 2012 studies were included in the scheme, including access to the education sites - though alternatives were tested and rejected.

Due to their scale as well as for commercial reasons, it was proposed to locate Haymarket's headquarters in the north-west of the site, with an as-yet undetermined area for enabling residential redevelopment somewhere towards the southern area of the Main Site. The possibility to include some areas to the northern half of the Harlequins Site were also

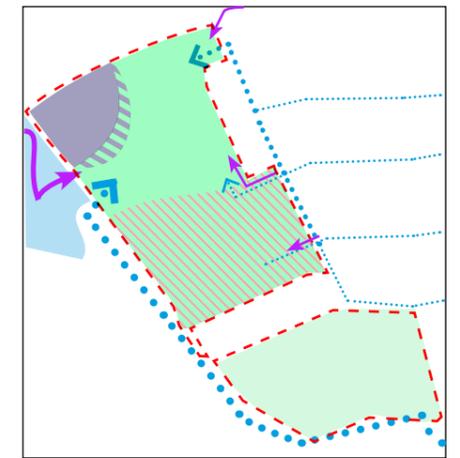


DIAGRAM 5.2.24  
EARLY 2014 - SCHEMATIC DIAGRAM

considered as part of the 2014 consultations. More detailed layout was intended to be consulted upon after feedback on the overall principle of organisation had been received.

Access to the Haymarket site was proposed to be via the A316, and the possibility of adapting the existing junction of the A316 was considered at this point, and formed part of the consultation.

Feedback on the principles of the redevelopment was generally positive, though concerns were raised in particular with regards to the commercial elements of the proposals, including the extent of facilities, the amount of traffic they would generate, and their relationship to the educational redevelopment.