

## 8.42 STATEMENT OF COMMUNITY INVOLVEMENT

**Marble Hill Revived**  
**Community Engagement Report**  
**February 2017**

**1. Introduction**

In October 2016, an Audience Development Manager was appointed at Marble Hill House and Park. Her brief was to consult a wide range of groups and members of the general public on all aspects of the Marble Hill Revived Project and how it impacted local residents and those further afield.

English Heritage consulted on plans for:

- Restoring Henrietta Howard’s Georgian garden (including plans to fence a proportion of the garden)
- Re-interpreting the house and installing a lift for access
- Creating a café, shop and play area at the Stable Block
- Enhancing the pitches at Marble Hill Park and re-configuring the changing areas
- Managing current woodland and creating and enhancing biodiversity at Marble Hill

Please note that consultation with statutory consultees and the London Borough of Richmond upon Thames is covered in English Heritage’s application planning statement.

**2. Consultation programme**

Time	Consultation	Material made available to the public
November-December 2016  Stakeholder day 18 Nov 2016 (15 groups) Drop-in 19 Nov 2016 (246 people) Dog Walker’s consultation 25/26 Nov 2016 (34 people) Community group outreach visits throughout November and early December 2016.	Public briefed on initial proposals. The level of detail was left flexible to enable English Heritage to remain responsive to public suggestions and feedback. Purpose of this stage was to inform and consult with stakeholders and the public	Project web page at <a href="http://www.english-heritage.org.uk/marblehillrevived">www.english-heritage.org.uk/marblehillrevived</a>  Public exhibition  Flier delivered to households in TW1 and TW2
January 2016  Sport groups 24 Jan 2017 (17 people)	Meetings held for sports groups and general public to provide a new level of detail to proposals	Flier for posting and dissemination

Public meeting 25 Jan 2017 (34 people)	incorporate many of the suggestions made in late 2016	Visualisations of commercial hub, landscape and house  Newspaper advertisement
February 2016	Site walks /final amends from public feedback	Visualisations of commercial hub, landscape and house

### 3. Who did we want to involve?

Type of stakeholder	How groups were targeted	Approximate numbers involved
Families	Playgroups, Marble Hill Play Centre	50
Sports enthusiasts	Wide range of sports clubs and associations	30
Dog walkers	Dog walker informal sessions x 2	34
Adults	Open morning, public meeting	270
Teachers and pupils in schools	Assemblies and staff meeting visits	250
BAME audiences	Visits to BAME groups in Twickenham, Whitton and Hounslow	50
Disabled people	Access groups in Twickenham and Whitton	30
Women	Through women's business networking groups	60

### 4. How did we inform, consult and feedback?

An Audience Development Manager was appointed in September 2016 and took up post on October 10 2016. The following consultation has taken place to deepen understanding of the needs of current users and what will attract new ones:

- Meetings and discussions between English Heritage and adjoining property owners
- A web page was launched with details of the proposals and a feedback form
- A public consultation drop-in morning with information, an exhibition and tours (246 people)
- Two stakeholder briefing sessions including a briefing and tour of the house and landscape (13 local organisations)
- Outreach visits to community groups
- Two drop-in information sessions at a local café to inform dog walkers (34 people)
- Two public consultation meetings, one to cater for sports and leisure groups, and one for the general public (Sports group: 15 people; general public: 31 people)
- A short online survey of families at the Marble Hill Play Centre regarding whether Marble Hill should feature dog free areas. (32 responses)
- An online survey to find out what local resident's perceptions of their park were.



	Inform	Consult	Feed back
Stakeholder briefing day	x	x	
Drop in for members of the public	x	x	
Dog walkers consultation	x	x	
Community group visits	x	x	
Online feedback form		x	
E mail correspondence		x	
Surveys (families and general public)			x
Sports group meeting	x	x	x
Public meeting			x
Discussions with adjoining property owners	x	x	x

## 5. How English Heritage consulted on the Marble Hill Revived project

### 5.1 Methods for informing and consulting

Informal meetings and discussions were used to create constructive and responsive relations with residents in adjoining properties to Marble Hill.

During our November briefing sessions and public drop-in, a pop-up exhibition about the proposals was accompanied with tours of the house and gardens for members of the public and stakeholders.

A dog walker's consultation was held at the Orleans Park café just outside Marble Hill so respondents could bring their dogs. The Audience Development Manager gave a brief overview of what the project means for visitors with dogs, and maps of the site were provided to aid discussion.

The Audience Development Manager visited community groups, informing them about the proposals through presentations and hands-on experiences.

A web page has been available throughout the consultation period with information about the proposals as they developed: [www.english-heritage.org.uk/marblehillrevived](http://www.english-heritage.org.uk/marblehillrevived). It includes an online feedback form.

As English Heritage developed more detailed proposals based on public feedback, two meetings were held to inform the sports groups and the general public. These featured an enhanced exhibition and a chance to hear from the English Heritage leads in Landscape, Interpretation, Engagement and Properties.

Finally, to gain clarity and inform our planning, English Heritage carried out two very short surveys of local groups: one to ask families what their views were on dog-free

areas (34 respondents) and one to ask local residents their views on Marble Hill as a local amenity (40 respondents).

### 5.3 Feeding back to those consulted

Feedback has been happening in a number of ways. It is part of an on-going dialogue with our local public through Marble Hill’s Audience Development Manager (ADM).

Anyone who accepted our invitation to respond by e mail has had feedback from the ADM and in some cases been invited for a walk-round of the house and grounds for discussion.

The primary purpose of our January 2017 meetings was to feed back on the input English Heritage received during the development phase of the Marble Hill Revived project. By providing English Heritage’s experts at this stage, feedback was received quickly, implemented where appropriate and possible, and opportunities taken to engage respondents in further discussion during the early stages on the project.

Visits to community groups are continuing, and feedback will form an integral part of presentations to these groups.

## 6. Responding to feedback

Feedback from the public has been prolific and detailed. Full records of responses and actions taken are available from the Audience Development Manager on request. However the main issues relating to Local Authority planning issues were as follows:

Issue	Response from English Heritage
<p><b>Marble Hill’s impact on the local community</b></p> <p>At time of going to press 98% of all respondents to the community survey felt that Marble Hill House and Park have a positive impact on the local community.</p>	<p>Noted – project plans take this into account and aim to enhance what is already a very valued community resource.</p>
<p><b>Opening the house 5 days a week</b></p> <p>A wide welcome for this proposal from the majority of respondents.</p> <p>There is some concern this will attract more traffic to the site in the form of coaches and motorists who will try to park in neighbouring roads rather than pay the English Heritage car parking charges.</p>	<p>Traffic consultant engaged to gauge impact of the project proposals on the site. The consultant has concluded the project will not unduly affect traffic in and around Marble Hill House and Park.</p>
<p><b>Rediscovering the Georgian garden</b></p>	

Issue	Response from English Heritage
<p>This is welcomed, but many local residents love the naturalistic, unspoilt nature of the park as it is. They are concerned that EH will create a 'theme park' feel and develop the site in an unsympathetic way.</p> <p>Plans to enclose the garden in a fence are controversial. A survey of 32 local families indicated that 66% of respondents would welcome an enclosed dog free area while only 25% would not want to see dogs kept out of the</p>	<p>Landscape architect has devised plans which will increase wildlife habitats and areas and retain the natural feel of the park wherever possible.</p> <p>A set of alternative solutions was provided and Historic England consulted. On advice, and in view of the fact that this is an internationally significant horticultural heritage site, English Heritage has opted to retain the enclosure of the Pleasure Gardens.</p>
<p><b>Creating a restaurant, café and nearby play area</b></p> <p>Families give this a warm welcome and indicate they would use this facility regularly if it were created.</p> <p>Local residents have concerns about noise, the smell of cooking and whether there is a need for a local café.</p>	<p>Architect's designs limit noise and smell for local residents. Audience research indicates there is a clear need from families for the cafe.</p>
<p><b>Enhancing sports pitches/changing facilities</b></p> <p>This is welcomed by sports groups, though plans to seed pitches mean there would be fewer pitches for the three years of the project. Sports groups are keen to see more ambitious plans, including social accommodation, e.g., a pavilion.</p>	<p>Sports groups continue to advise Audience Development Manager but no action at this time.</p>
<p><b>Events</b></p> <p>Events programme welcomed, using medium scale and small scale events. Requests to bring back the music concerts, to stage open air theatre and cinema were regularly made during consultation.</p>	<p>Marble Hill Revived Activity Plan incorporates medium scale and small scale events with audiences of between 2-300 maximum.</p>
<p><b>Marquee for weddings</b></p> <p>Welcomed by many and seen as an incentive to use Marble Hill for celebrations. Some are concerned events in a marquee will cause noise and anti-social behaviour</p>	<p>The marquee will be located out of the way of most park activities, next to the house, enclosed by a wall and a shrubbery. The number of weddings will be limited to 12 per year. As with all English Heritage weddings</p>

Issue	Response from English Heritage
	appropriate measures will be taken to limit noise levels.
<p><b>Screening</b> Some requests by local residents to ensure any new screening does not interrupt their traditional view of the House and Park.</p>	Taken into consideration by the Landscape Architect in planning.