

**Twickenham Rediscovered**

**Planning Application**

**STATEMENT OF COMMUNITY INVOLVEMENT**

## **Contents**

1.0 Policy Context	3
2.0 Consultation Team	5
3.0 The Current Site	6
4.0 Purpose of Community Involvement	8
5.0 Stakeholders	10
6.0 Pre 2016 consultations	11
7.0 Summer 2016 consultation	12
8.0 Winter 2016 consultation	15
9.0 Summer 2017 consultation	18
10.0 Autumn 2017 consultation	20
11.0 Meetings with Community Groups and Other Stakeholders	22
12.0 Issues	25
13.0 Influence of Community Involvement	28
14.0 Pre-application Consultation with the LPA	29

## 1. Policy Context

1.1. A core part of the National Planning Policy Framework (NPPF), which was published on 27<sup>th</sup> March 2012, is to encourage community involvement in the planning process. In the Ministerial Statement at the start of the document, the Minister for Planning specifically highlights the importance of public involvement:

- *“In order to fulfil its purpose of helping achieve sustainable development, planning must not simply be about scrutiny. Planning must be a creative exercise in finding ways to enhance and improve the places in which we live our lives.*
- *This should be a collective enterprise. Yet, in recent years, planning has tended to exclude, rather than to include, people and communities. In part, this has been a result of targets being imposed, and decisions taken, by bodies remote from them. Dismantling the unaccountable regional apparatus and introducing neighbourhood planning addresses this.*
- *In part, people have been put off from getting involved because planning policy itself has become so elaborate and forbidding - the preserve of specialists, rather than people in communities.*
- *This National Planning Policy Framework changes that. By replacing over a thousand pages of national policy with around fifty, written simply and clearly, we are allowing people and communities back into planning.”*

1.2. The NPPF encourages applicants to engage in pre-application consultation with the local community. In paragraphs 188-191, the NPPF states:

- *“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.*
- *Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they do offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications.*
- *The more issues that can be resolved at pre-application stage, the greater the benefits.”*

1.3. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities

in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

- 1.4. The participation of other consenting bodies in pre-application discussions should enable early consideration of all the fundamental issues relating to a particular development and whether it will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents should be encouraged to help speed up the process and resolve any issues as early as possible.
- 1.5. Significantly, the NPPF also emphasises the need for planning to take into account the needs of business and calls on local planning authorities to “*work closely with the business community to understand their changing needs and identify and address barriers to investment, including a lack of housing, infrastructure or viability*” (para 160).

## **2.0 The Consultant team**

The planning application has been produced together with the planning application documents by Validus (Project Management) and ECE Planning (Planning Consultants). The architects are Francis Terry and Associates and Carey Jones Chapman Tolcher.

### 3.0 The current site

The site proposed for development is outlined in red in figure 1. The site includes:

- 1, 1A, 1B King Street and 2/4 Water Lane that were acquired by the Council in 2014
- the site of the remaining former swimming pool buildings on the riverside (which has been derelict for over 30 years), and
- a river-facing parcel of land in front of Diamond Jubilee Gardens.

The existing site is as shown within figure 1.

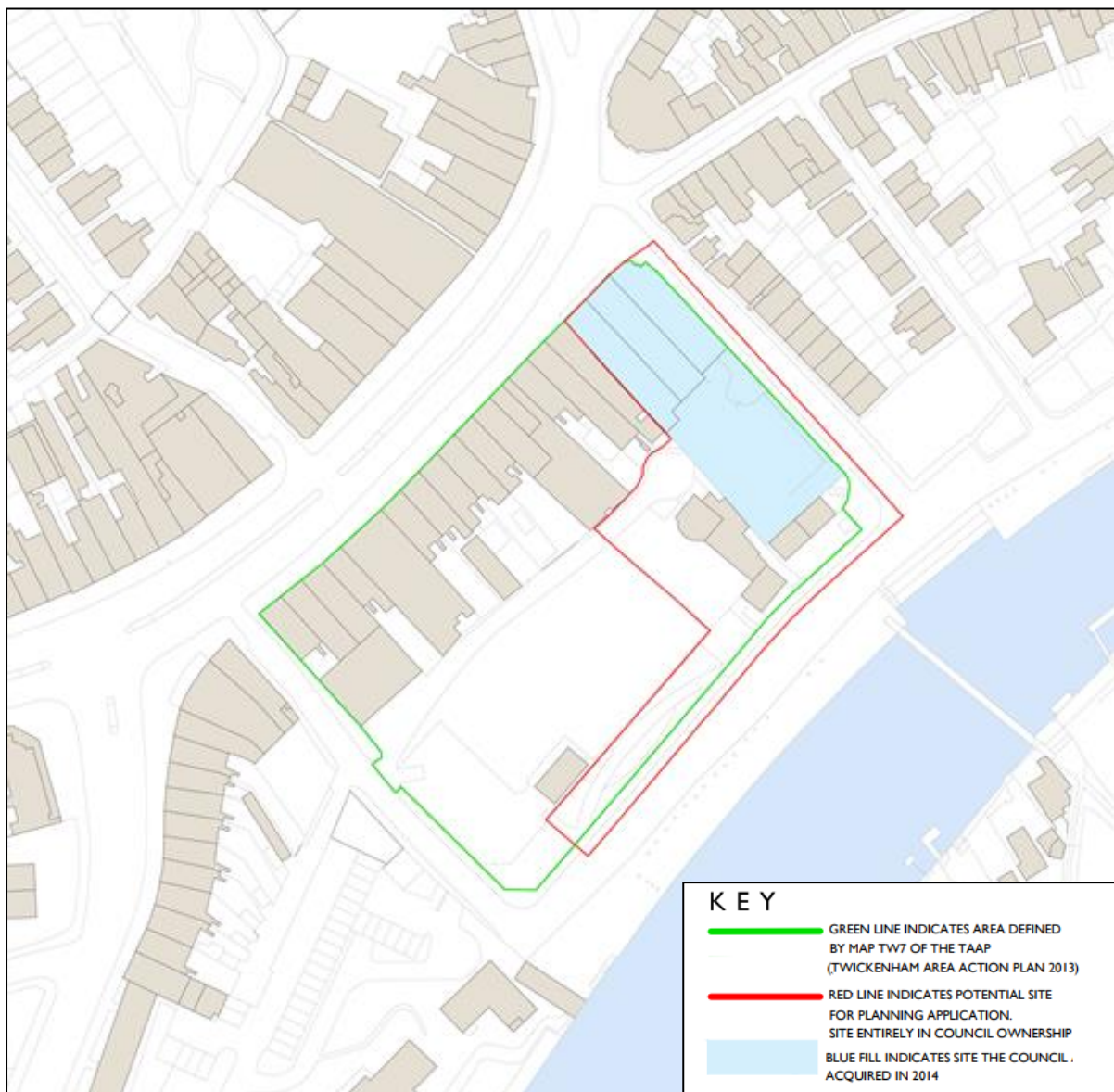


Figure 1 – current site

The Statement of Community Involvement has been prepared by Richmond Council and aims to define both the process of engagement and consultation that has occurred in relation to the

planning application as well as the valuable contributions that have been made to the scheme via the process of engagement together with a final summary on how the scheme has evolved following this feedback.

#### **4.0 Purpose of Community Involvement**

This 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 Twickenham Rediscovered project.

This document details the results of a pre-application community involvement programme that extended over an approximate two year period. It identifies the key themes which emerged and the responses of the project team.

From the outset, Twickenham Rediscovered has adopted an approach that ensured that residents, local interest groups and businesses could input their views at an early stage in the process.

Richmond Council, and those appointed to the design team, aim to achieve exemplary practice in community involvement, engaging with local residents in matters that impact and concern them.

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.

Before commencing the community involvement programme, Richmond Council's Statement of Community Involvement (adopted June 2006) was reviewed. Section 8 of this document sets out the Council's expectations in relation to the local community in significant planning applications. "The approach will vary according to the developer and landowner, but the Council encourages pre-application discussions and community involvement from the outset. Seeking community views on the acceptability of the proposals, especially before an application is finalised, strengthens people's ability to exert influence and provides an opportunity for problems to be ironed out, thus reducing the potential for later confrontation."

Therefore, the Council, supported by those involved in the Twickenham Rediscovered project, aimed to create a collaborative programme of consultation and engagement activity to inform and



empower stakeholders, to create goodwill and build consensus towards a common vision for the future of the site.

## 5.0 Stakeholders

Early in the consultation process of Twickenham Rediscovered stakeholder groups were identified through a mapping and analysis exercise. As part of this exercise groups were identified by type (community, voluntary, etc.), locations covered, influence, their interest in the site, and key points of contact. These factors then determined the level of consideration and communication needed. Since then, and as a result of various consultations, a number of new groups have formed and not all groups initially identified have actively engaged.

Stakeholder groups include:

- Residents immediately surrounding the site
- The wider community i.e. Twickenham residents
- Visitors to Twickenham (for work and pleasure)
- Community groups, voluntary organisations, societies, residents associations and sports clubs
- Resident groups formed around the development of the site
- Twickenham Riverside Trust – who hold the lease of the Diamond Jubilee Gardens
- Councillors – particularly local ward councillors
- Businesses with leases in the current site and those in the surrounding area
- Business groups – including the BID (Try Twickenham), Chamber of Commerce, Church Street Traders
- Young people – Heatham House and Orleans Park School
- Owners of the freehold of the rest of King Street

Section 11 gives more information on how some of the stakeholder groups have been engaged.

## **6.0 Pre 2016 Consultations**

### **6.1 Wider Twickenham Consultations**

The 2010 Barefoot Consultation followed by the Twickenham Conference, All in One Survey and subsequent consultations led to the adoption of the Twickenham Area Action Plan (TAAP) in 2013.

The TAAP was subject to statutory public consultation prior to its adoption in July 2013, this consultation, as well as the Examination in Public considered in detail Proposal Site TW 7 – Twickenham Riverside (Former Pool Site) and south of King Street.

### **6.2 Winter 2015 consultation**

From 9 November to 11 December 2015 the Council consulted on the first concept proposal for the site.

- A pop-up shop was open on Church Street from Tuesday 10th November to Wednesday 9th December 2015.
- The shop was open on Tuesday-Fridays from 11am-3pm and on Saturdays from 11am-5pm.
- On 22nd November the shop also open for the Twickenham Christmas lights switch on from 4.30pm - 6.30pm and on the 2nd December an evening drop-in from 5pm-7pm was also arranged for those unable to visit the shop on weekdays or Saturdays.
- Consultation material was made available online.

778 survey responses were received and a full consultation report is available here:

[www.richmond.gov.uk/media/8169/twickenham\\_rediscovered\\_consultation\\_report.pdf](http://www.richmond.gov.uk/media/8169/twickenham_rediscovered_consultation_report.pdf)

Respondents felt that the indicative building scale / mass and architectural style proposed were not in keeping with the surrounding buildings. They also felt that the proposal didn't open up the river, that an amphitheatre wasn't needed and that there wasn't the need for more commercial and residential provision. Views on parking were mixed and seemed less of a priority compared to other concerns around the scheme.

## **7.0 Summer 2016 consultation**

### **7.1 Purpose of consultation:**

Following the consultation at the end of 2015, and as a result of feedback, the Council decided to continue its engagement with the community, recognising that there was a need to facilitate deeper and richer conversations and gain greater understanding of the key development issues. No proposal was presented in this consultation; instead the Council took a themed approach to engagement focusing on: viability, retail and business, community space and Diamond Jubilee Gardens, parking / access / cycling, connectivity to and use of the River, and configuration of the site.

### **7.2 Methodology of consultation:**

Over the summer of 2016 the Council opened a pop-up shop on Church Street where people could discuss concerns with staff and leave comments. The Council also ran a number of themed workshops (see themes above) to gather views. Further thoughts were captured through the 295 responses to a questionnaire which was available online and in hard copy in the pop-up shop and the comment cards which were also in the pop-up shop. Spaces at the workshops were limited, and were allocated on a first come first served basis, while the pop-up shop and questionnaire were open to all.

Dates pop-up shop open:

- Tuesday 19<sup>th</sup> July 2016, 11am – 4pm
- Wednesday 20<sup>th</sup> July 2016, 11am – 4pm
- Thursday 21<sup>st</sup> July 2016, 11am – 7pm
- Friday 22<sup>nd</sup> July 2016, 11am – 4pm
- Saturday 23<sup>rd</sup> July 2016, 11am – 5pm
- Monday 25<sup>th</sup> July 2016, 11am – 4pm
- Tuesday 26<sup>th</sup> July 2016, 11am – 4pm
- Wednesday 27<sup>th</sup> July 2016, 11am – 4pm
- Thursday 28<sup>th</sup> July 2016, 11am – 7pm
- Friday 29<sup>th</sup> July 2016, 11am – 4pm
- Saturday 30<sup>th</sup> July 2016, 11am – 5pm

Dates of workshops:

- Thursday 18<sup>th</sup> August 2016, Viability
- Monday 22<sup>nd</sup> August 2016, Retail and Business
- Monday 5<sup>th</sup> September 2016, Community Space and Diamond Jubilee Gardens

- Monday 12<sup>th</sup> September 2016, Parking/Access/Cycling
- Wednesday 14<sup>th</sup> September 2016, Connectivity and use of the river
- Thursday 15<sup>th</sup> September 2016, Configuration of the site

### **7.3 Publicity for the consultation:**

Included:

- A flyer delivered to 25,000 households in the Twickenham area – and flyers distributed to key local community organisations / businesses / schools and community buildings
- A media briefing with the local Richmond and Twickenham Times and subsequent press release
- Articles in the local newspaper
- Information on the Council’s website
- Posters sent to local businesses and displayed on community notice boards
- E-newsflash to those who had previously provided their email addresses
- Publicity via local Councillors
- Promotion via the Council’s social media platforms – including social media advertising and regular promotion
- Facilitated conversations on Talk Richmond
- Pop-up shop open in Church Street, with posters displayed in window and bill boards on street during open hours

### **7.4 Outcome:**

The full consultation report is available here:

[www.richmond.gov.uk/media/8141/twickenham\\_rediscovered\\_summary\\_of\\_feedback.pdf](http://www.richmond.gov.uk/media/8141/twickenham_rediscovered_summary_of_feedback.pdf)

Some of the key messages heard were:

#### **Retail and Business**

There were differing views as to whether the site should be the home of any new retail. Those who do want retail appear to lean towards units being niche and boutique, and there is a general inclination towards any commercial aspect of the development remaining at the King Street end of the site.

Cafés and/or restaurants are popular, particularly a riverside restaurant. There is also a call for space for pop-ups, start-ups and creative industries as well as allowing the ‘working’ and ‘leisure’ aspect of the river to continue, and be enhanced.

## **Community Spaces and Diamond Jubilee Garden**

Having some open space is seen as very important, with a town square or open community space being mentioned regularly. This space should be multifunctional, allowing for events, performances (for example music), markets and relaxation; a space that everyone can enjoy. A restaurant/café was mentioned. There were also comments on opening up the Diamond Jubilee Gardens, integrating it into the new site.

## **Parking / Access / Cycling**

**Parking** – Overall, opinion appeared to favour the view that current levels of parking need to be retained, however not necessarily in the current arrangement. The removal of some parking from the Embankment and the creation of underground parking were regularly mentioned, as was the need to consider business requirements.

**Access** – Improved pedestrian and disabled (including parking spaces) access was an important consideration, as well as access for Eel Pie residents, businesses and delivery vehicles. Any new development will have to consider the current traffic arrangements of the site.

**Cycling** – There were mixed opinions as to whether current provisions were satisfactory or whether there needed to be more dedicated cycle lanes and parking.

## **Connectivity to and use of the River**

The area needs to be a ‘magnet’; it needs to draw people down to the River. While there were some conflicting opinions on whether it is geographically possible, one way that was often cited is a view of the River from the top of King Street, another by widening the pedestrian area of Water Lane. A town square / community space were mentioned. It was also clear that increasing river activities (such as boat hire) and access is important to residents.

## **Configuration of the Site**

While there were several ideas about what should be on the site, some common points emerged. The site needs to reflect the village feel, the framework of lanes and alleys, open up Diamond Jubilee Gardens and have a town square / community space. The amount and height of buildings was also an issue with several buildings seemingly preferable to one, providing there is an adequate amount of open space. There was also a number of differing opinions on Water Lane, and the possibility of widening the pedestrian area.

## **8.0 Winter 2016 consultation**

### **8.1 Purpose of consultation**

Having engaged with residents over the summer, and gained a greater understanding of their concerns and expectations of the site, three concept proposals were worked up. The Council ran a consultation to gather views on these proposals with the intention to take one of the options forward for further development, taking into consideration the preferred elements of all three concepts.

### **8.2 Methodology of consultation**

The consultation was open from 17th November to 16th December 2016, and overall 632 responses to the questionnaire were received. The consultation material and survey were available on the Council website, and hard copies of both were available at the pop-up shop in Church Street, Twickenham which was open throughout the consultation period.

Dates pop-up shop open:

- Thursday 17<sup>th</sup> November, 2pm – 5pm
- Friday 18<sup>th</sup> November, 11am – 4pm
- Saturday 19<sup>th</sup> November, 11am – 5pm
- Tuesday 22<sup>nd</sup> November, 11am – 4pm
- Wednesday 23<sup>rd</sup> November, 11am – 4pm
- Thursday 24<sup>th</sup> November, 11am – 7pm
- Friday 25<sup>th</sup> November, 11am – 4pm
- Saturday 26<sup>th</sup> November, 11am – 5pm
- Sunday 27<sup>th</sup> November, 12am – 6pm (date added to coincide with Twickenham Christmas lights event)
- Tuesday 29<sup>th</sup> November, 11am – 4pm
- Wednesday 30<sup>th</sup> November, 11am – 4pm
- Thursday 1<sup>st</sup> December, 11am – 7pm
- Friday 2<sup>nd</sup> December, 11am – 4pm
- Saturday 3<sup>rd</sup> December, 11am – 5pm
- Tuesday 6<sup>th</sup> December, 11am – 4pm
- Wednesday 7<sup>th</sup> December, 11am – 4pm
- Thursday 8<sup>th</sup> December, 11am – 7pm
- Friday 9<sup>th</sup> December, 11am – 4pm

- Saturday 10<sup>th</sup> December, 11am – 5pm
- Tuesday 13<sup>th</sup> December, 11am – 4pm
- Wednesday 14<sup>th</sup> December, 11am – 4pm
- Thursday 15<sup>th</sup> December, 11am – 7pm

### **8.3 Publicity for the consultation and drop in sessions**

- A flyer delivered to 25,000 households in the Twickenham area – and flyers distributed to key local community organisations / businesses / schools and community buildings
- A media briefing with the local Richmond and Twickenham Times and subsequent press release
- Articles in the local newspaper
- Information on the Council’s website
- Posters sent to local businesses and displayed on community notice boards
- E-newsflash to those who had previously provided their email addresses
- Publicity via local Councillors
- Promotion via the Council’s social media platforms – including social media advertising and regular promotion
- Pop-up shop open in Church Street, with posters displayed in window and bill boards on street during hours open

### **8.4 Outcome:**

The full consultation report is available here:

[www.richmond.gov.uk/media/13386/twickenham\\_rediscovered\\_consultation\\_survey.pdf](http://www.richmond.gov.uk/media/13386/twickenham_rediscovered_consultation_survey.pdf)

Some of the key messages heard were:

- Proposal one was the overall preferred option (47%), with proposal two second preference (29%), and proposal three, third preference (12%) – respondents favoured more open space by the Embankment
- Proposal one was also the preferred option in terms of layout, provision of community space, linking King Street to the River, and connection to the Diamond Jubilee Gardens – respondents suggested that proposals should enhance and complement Diamond Jubilee Gardens
- Other comments focused on the widening of Water Lane, performance / open space, design, scale (reducing the height of building/s on Water Lane), amongst others



- Views regarding parking were again mixed. The questionnaire did not ask a question directly about parking; however respondents used open text boxes to express their views. Respondents suggested that current levels of parking needed to be retained (if not increased), with some suggesting the creation of underground parking. The need to consider business requirements as well as the needs of local residents also featured.

## **9.0 Summer 2017 consultation**

### **9.1 Purpose of consultation**

Based on the comments received at the end of 2016 a proposal for the site was developed further and consulted on in the summer 2017. This concept design reflected the comments received during the previous consultations and subsequent meetings with various stakeholder groups. The consultation sought views on the concept design, to further progress the scheme towards a planning application and included the input of a range of specialist consultants including transport and landscape consultants.

### **9.2 Methodology of consultation**

The consultation was open from Tuesday 13th June to Tuesday 11th July, and overall 457 questionnaire responses were received. The consultation material and survey were available on the Council website, and hard copies of both were available at a series of drop-in events held in the Clarendon Hall Twickenham.

Drop-in event dates:

- Tuesday 13<sup>th</sup> June, 1pm – 7pm
- Sunday 18<sup>th</sup> June, 11am – 3pm
- Monday 19<sup>th</sup> June, 5pm – 8pm
- Thursday 29<sup>th</sup> June, 5pm – 8pm
- Thursday 6<sup>th</sup> July, 5pm – 8pm
- Saturday 8<sup>th</sup> July, 10am – 5pm

### **9.3 Publicity for the consultation and drop in sessions**

- A flyer delivered to 25,000 households in the Twickenham area – and flyers distributed to key local community organisations / businesses / schools and community buildings
- A media briefing with the local Richmond and Twickenham Times and subsequent press release
- Articles in the local newspaper
- Information on the Council's website
- Posters sent to local businesses and displayed on community notice boards
- E-newsflash to those who had previously provided their email addresses
- Publicity via local Councillors

- Promotion via the Council's social media platforms- including social media advertising and regular promotion
- Drop-in sessions at the Clarendon Hall, York House with posters outside when open

#### **9.4 Outcome:**

The full consultation report is available here:

[www.richmond.gov.uk/media/14681/twickenham\\_rediscovered\\_summer\\_2017\\_consultation\\_report.pdf](http://www.richmond.gov.uk/media/14681/twickenham_rediscovered_summer_2017_consultation_report.pdf)

Some of the key messages heard were:

- Respondents were asked questions regarding landscaping; the convex steps were preferred as was a more informal approach for the area up to Diamond Jubilee Gardens from the Embankment
- Proposed uses for the ground floors were broadly supported
- Concerns were raised over the scale of building on the Embankment and its impact on Diamond Jubilee Gardens
- There were mixed views on the appearance of the buildings and style of architecture (façade treatments), with respondents highlighting the need to reflect the range of styles in Twickenham, the site's history and its future
- There were also mixed views on the introduction of a shared surface 'lane' behind King Street (linking Water and Wharf Lanes) – respondents supported the concept of a new pedestrian route into Diamond Jubilee Gardens but some disagreed with the proposed location
- Concerns were raised over parking on the Embankment, with a number of respondents calling for its removal

## **10.0 Autumn 2017 consultation**

### **10.1 Purpose of consultation**

The proposal was further developed based on feedback from the consultation run in the summer 2017 and this consultation aimed to get final feedback on the developed design ahead of the submission of a planning application.

### **10.2 Methodology of consultation**

The consultation was open from Monday 9<sup>th</sup> October to Monday 30<sup>th</sup> October, and overall 975 responses were received. The consultation material and survey were available on the Council website, and hard copies of both were available at a series of drop-in events held in York House, Twickenham.

Drop-in event dates:

- Monday 9<sup>th</sup> October, 6pm – 8:30pm
- Thursday 12<sup>th</sup> October, 6pm – 8:30pm
- Saturday 14<sup>th</sup> October, 11am – 4pm
- Monday 16<sup>th</sup> October, 6pm – 8:30pm
- Thursday 26<sup>th</sup> October, 6pm – 8:30pm
- Monday 30<sup>th</sup> October, 3:15pm – 8pm

### **10.3 Publicity for the consultation and drop in sessions**

- A flyer delivered to 25,000 households in the Twickenham area – and flyers distributed to key local community organisations / businesses / schools and community buildings
- A media briefing with the local Richmond and Twickenham Times and subsequent press release
- Articles in the local newspaper
- Information on the Council's website
- Posters sent to local businesses and displayed on community notice boards
- Inclusion in the Council's e-newsletter to approximately 70,000 people
- Publicity via local Councillors
- Promotion via the Council's social media platforms- including social media advertising and regular promotion
- Drop-in sessions in York House with posters outside when open

#### **10.4 Outcome:**

The full consultation report is available at:

[www.richmond.gov.uk/twickenham\\_rediscovered\\_background](http://www.richmond.gov.uk/twickenham_rediscovered_background)

Some of the key messages heard were:

- Concerns over parking on the Embankment, with calls for its removal and providing underground parking
- Respondents agreed with the integration with the Diamond Jubilee Gardens and inclusion of a riverside square, but there was less agreement with the building appearances and proposed site plan
- Respondents were largely supportive of the proposed position of the steps on Water Lane and the inclusion of a water feature in the square
- Views were mixed on the masts framing and lighting the square and the style of the bridge link
- Respondents thought the proposed positions of short stay cycle parking spaces was a good idea
- Seasonal 'boathouses' units needed to be useable, they are too small

## **11.0 Meetings with community groups and other stakeholders**

Over the course of the last two years we have been engaging with a number of stakeholder groups which include:

- Twickenham Riverside Trust (TRT) – who hold the lease on the Diamond Jubilee Gardens
- Riverside Action Group (RAG)
- Twickenham Riverside Village Group (TRVG)
- Eel Pie Island Residents Association
- Twickenham Alive
- Twickenham Society
- Try Twickenham – Twickenham business improvement district (BID)
- Church Street Traders
- Richmond Cycling Campaign
- Owners of the freehold of the neighbouring parade on King Street

Engagement had mainly been in the form of meetings, with the individual groups. However since July 2017 we have been meeting Twickenham Riverside Trust, Riverside Action Group, Twickenham Riverside Village Group and Eel Pie Island Residents Association together.

All of the above groups were invited to a stakeholder preview of the developed design in autumn 2017, and the majority have been invited to similar preview sessions since the winter 2015 consultation period.

### **11.1 Themes discussed included**

- Expectations and concerns of the various groups
- Foot print of the proposal including open space
- Integration and enhancement of the Diamond Jubilee Gardens
- Community uses
- Access and parking
- Landscaping
- Building appearance
- Viability
- Consultation events

## **11.2 Youth engagement**

Over the course of the last two years we have also sought the views of local children and young people, running sessions at Orleans Park School (secondary) and Heatham House Youth Centre, both of which are close to the development site and attended by children and young people who live locally and use Twickenham. The following sessions were run:

- Pre-Summer 2016 – Councillors ran sessions at Heatham House and Orleans Park School to discuss the site with young people.
- Orleans Park School, October 2016 – before the winter 2016 consultation period officers attended Orleans Park School and met with their Student Council (Years 7 to 13) and discussed what pupils would like to see, what would draw young people there, and their expectations of the site. Results of this engagement were fed back to the project team.
- Heatham House, December 2016 – two sessions were run, with different age groups, looking at the three proposals presented in the winter 2016 consultation period. Results of this engagement were fed back to the project team.
- Orleans Park School, October 2017 – during the autumn 2017 consultation officers attended Orleans Park School and met with their Student Council again to discuss the developed design, young people gave their thoughts on the scheme and were encouraged to complete consultation questionnaires and get their fellow students to engage in the consultation. Pupils were all very positive on the look and layout of the scheme. Results of this engagement were fed back to the project team.
- Heatham House, November 2017 – just after the autumn 2017 consultation officers attended Heatham House and spoke with the Richmond Youth Council and regular visitors to the Youth Centre. Members, who are elected by their peers, were shown and commented on the developed design, conversations focused around how the spaces could be used and what would draw young people to the site. The Youth Council were very positive about the scheme, noting that it needed to reflect the local area and provide spaces that young people could enjoy safely. The Youth Council asked to be kept informed. Results of this engagement were fed back to the project team.

## **11.3 Engagement with local businesses**

The views of local businesses have been sought during each round of consultation. Try Twickenham (BID), Church Street Traders and the Chamber of Commerce have been invited to stakeholder previews, as well as those businesses that have leases in the current site. In addition, in October

2016, business breakfast event was hosted with all businesses in the TW1 post code invited. This event took on a 'workshop' type format with a presentation followed by table discussions. Discussions sought the views of businesses in terms of the site and Twickenham as a whole, Council officers helped facilitate and recorded these discussions.

#### **11.4 Owners of the freehold of the adjoining building on King Street**

Regular meetings have taken place with the current owners of the adjoining buildings on King Street, following their purchase of the freehold, to discuss the site.



## 12.0 Issues

The process of engagement has heavily influenced the design development of the scheme. The following tables summarise the feedback received from the various consultations and the amendments and clarifications that have resulted.

### 12.1 Summer 2017 (feedback received from winter 2016 consultation)

You said	We did
Option one with its large riverside terrace was the option preferred by residents. The reason many residents gave for their preference was the large open space that would be created by the River	We retained the riverside terrace; the raised terrace presented in the summer 2017 consultation was approximately 12m deep.
Many residents also said they liked the concave steps presented in option one; softening the corner of Water Lane and creating an informal space for performances.	We recognised that the junction of Water Lane and the Embankment is an important piece of the site – a viewing platform, potentially a place for performances and / or a meeting place. Three options for this corner were presented for feedback in the summer 2017 consultation.
Some residents expressed concerns regarding the height of the King Street building – previously shown as 4-storey (3 floors with a mansard roof) – and its impact on residential properties on the opposite side of Water Lane.	In response to this feedback we reduced the number of storeys on the King Street building part way down Water Lane. The building is 4-storey (3 floors with a mansard roof) at its King Street end and then drops down to 3-storey. We also pulled the King Street building back as far as possible from Water Lane to reduce its impact on the properties on the opposite side.
A number of respondents expressed support for the wide, shared surface created down Water Lane by option three.	The width of the carriageway down Water Lane remains the same as it is now, but by pulling the King Street building back from Water Lane we have created a large pedestrian route down the Lane of over 6m (and in some places almost 8m).
A number of respondents highlighted the need to retain parking on the Embankment, the existing pressure on this parking and the necessity of any additional parking demand generated by the development being adequately catered for.	We have tried to minimise the impact of the development on existing parking and access arrangements. All parking demand generated by the development will be accommodated within the under podium car park and new residents will not obtain parking permits.
A number of respondents were very positive about the inclusion of 'boathouses' in options one and two.	We have retained the arches in this proposal and allowed space in the under podium car park for the inclusion of space/s related to the River.

## 12.2 Autumn 2017 (feedback received from summer 2017 consultation)

You said	We did
Step down the height of the building/s on Water Lane to reduce their impact on neighbouring properties.	The heights of the buildings on Water Lane step down as you approach the River Thames.
Limit the scale of the Embankment building and consider its impact on Diamond Jubilee Gardens.	The Embankment building's footprint has been significantly reduced to allow for the inclusion of a 'riverside square'.
A mix of views were expressed on the style of architecture and how this could be developed to be in-keeping with the local area – reflecting the range of styles in Twickenham and recognising the influence of the River Thames on the history and future of the site.	The style of architecture has changed to be more in keeping with the surrounding area. On King Street the building echoes the neighbouring parade, with a similar brick colour and design. On the Embankment the buildings better reflect the riverside location, using a mix of materials and taking inspiration from 'wharf' buildings found in similar locations.
Retain a wide, riverside terrace.	A riverside terrace has been retained and a 'riverside square' has been included, offering significantly more open space than previous schemes.
Preference for convex steps up to the riverside terrace from the Embankment.	Convex steps have been retained.
Consider the design, scale and management of the covered square/colonnade on King Street.	The colonnade on the King Street end of the site has been reduced. The 'square' is now found overlooking the river, with a larger footprint.
Support ground floor building uses: retail towards King Street and restaurants / cafés on the Embankment with business / community uses down Water Lane.	The use classes of the ground floor units reflect these comments.
Support proposed seasonal units in the arches on the Embankment, under the riverside terrace.	The opportunity for seasonal units has been retained under the 'riverside square'.
There was a mix of views on the introduction of a shared surface 'lane' behind King Street (linking Water and Wharf Lanes). Respondents supported the concept of a new pedestrian route into Diamond Jubilee Gardens but some disagreed with the proposed location.	The shared surface 'lane' behind King Street has been removed. The pedestrian route into Diamond Jubilee Gardens has been moved, based on comments received, so that it enters the Gardens in a more central position.
Preference for a more informal approach to landscaping the proposed level access between the Embankment and Diamond Jubilee Gardens.	The more informal approach to landscaping between the Embankment and Diamond Jubilee Gardens has been retained.
Importance of the site being as pedestrian friendly as possible.	The amount of open space has increased with the reduction of the footprint of the Embankment building and routes through to Diamond Jubilee Gardens have been improved, all of which is positive for pedestrian use of the site.
There have been mixed views about parking	The parking surrounding the site will not form

outside of the site on the Embankment. Whilst some feedback has expressed a desire to see parking removed, others want to retain existing parking provision.	part of the planning application. We have however commissioned parking studies to look at the wider Twickenham area.
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### 12.3 Planning Application (feedback received from autumn 2017 consultation)

You said	We did
Removal of parking on the Embankment. Provide underground parking to get cars off the Embankment.	We are exploring existing parking arrangements in the wider area. Parking is being considered separately to the planning application. The scheme does include a podium car park, but this is for the development.
Look to reduce the heights of the buildings, King Street and the Embankment being particularly mentioned.	Building heights across the site have been reduced by 400-650mm.
Concerns around the design of the King Street building.	Stonework detailing has been introduced to first floor windows and the mansard dormer windows have been simplified. These changes will add interest to the building façade.
Concerns around the building design more generally.	In addition to changes to the King Street façade there have been changes to the balconies on Water Lane and other amendments including toning down the red brickwork on the Embankment building.
Integration to the Diamond Jubilee Gardens and inclusion of the square is liked.	Both elements have been retained.
Majority agreed with the position of the steps on Water Lane.	The steps have stayed the same.
Majority agreed with the inclusion of a water feature.	Due to maintenance costs it was decided not to include a water feature as part of the planning application.
Mixed views on masts framing and lighting the square.	The masts have been simplified.
The boat houses need to be useable, they are too small.	The podium car park layout has been adjusted to include more seasonal 'boathouse' units and their area has been increased.
Mixed views on the style of the bridge link.	The bridge link has been retained.
Proposed position of the short stay cycle parking spaces a good idea.	The amount of short stay cycle parking spaces has been retained with slight alterations to the positioning, for example moving those directly in front of the season units so as to not block entry.
There are too many flats, unaffordable housing.	We have committed to providing affordable housing as part of the scheme.

### **13.0 Influence of Community Involvement**

The process of engagement has heavily influenced the design of the scheme. From taking a step back in the summer of 2016 it is the community that has led the development of this scheme over four periods of consultation. The previous section highlights some of the key issues raised by the community and how we have addressed them.

## 14.0 Pre-application Consultation with the Local Planning Authority (LPA)

23rd March 2017	Introduction
4th April 2017	Initial Planning Review
25th April 2017	EIA Screening, PPA, Policy, Design, Timeframes and Consultation
22nd May 2017	EIA Screening, PPA, Car Park, Service Road Option, Landscaping, Unit Mix / Layout, Elevations
30th May 2017	Housing
16th June 2017	Consultation
20th June 2017	Design, Landscape and Housing Mix
4th July 2017	Design, Scale, Massing, Layout, Residential Amenity, Heritage
8th August 2017	Public Consultation Feedback, Project Update, Proposed New Layout
15th August 2017	Design and Layout
29th August 2017	Design, Landscape and Transport
26th September	Design, Elevational treatment updates, Diamond Jubilee and rear of King Street elevations, CGI locations
10th October 2017	Consultation, Design, Landscape, Viability, Land Uses, Housing Mix, Ecology, Arboriculture, Demolition
24 <sup>th</sup> October	Transport; Delivery and Servicing; Construction Management Plan; Heritage; Design update; Flood Risk; Viability
7th November 2017	Heritage; Plans / Elevations / Drawings; CGIs; CIL Calculations; Tree Survey; Acoustic Assessment; Inclusive Access Statement; Transport Assessment; Servicing and Delivery Management Plan; Construction Management Plan; Waste Management Plan; Section 106