



**Red & Yellow
Specialist Extra Care
Melliss Avenue - Kew**

Statement of Community
Engagement

October 2018



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Red & Yellow's stand at the Kew Mid-Summer Fete

1.0 Executive Summary

This Statement of Community Engagement (SCE) has been prepared by Iceni Projects Limited (Iceni Engagement) on behalf of Red & Yellow in support of a detailed planning application for the redevelopment of the Former Biothane Plant site located at Melliss Avenue, Kew TW9 4BD for a Specialist Extra Care facility.

This report sets out a summary of the consultation that has taken place during the pre-application stage.

1.1 Process

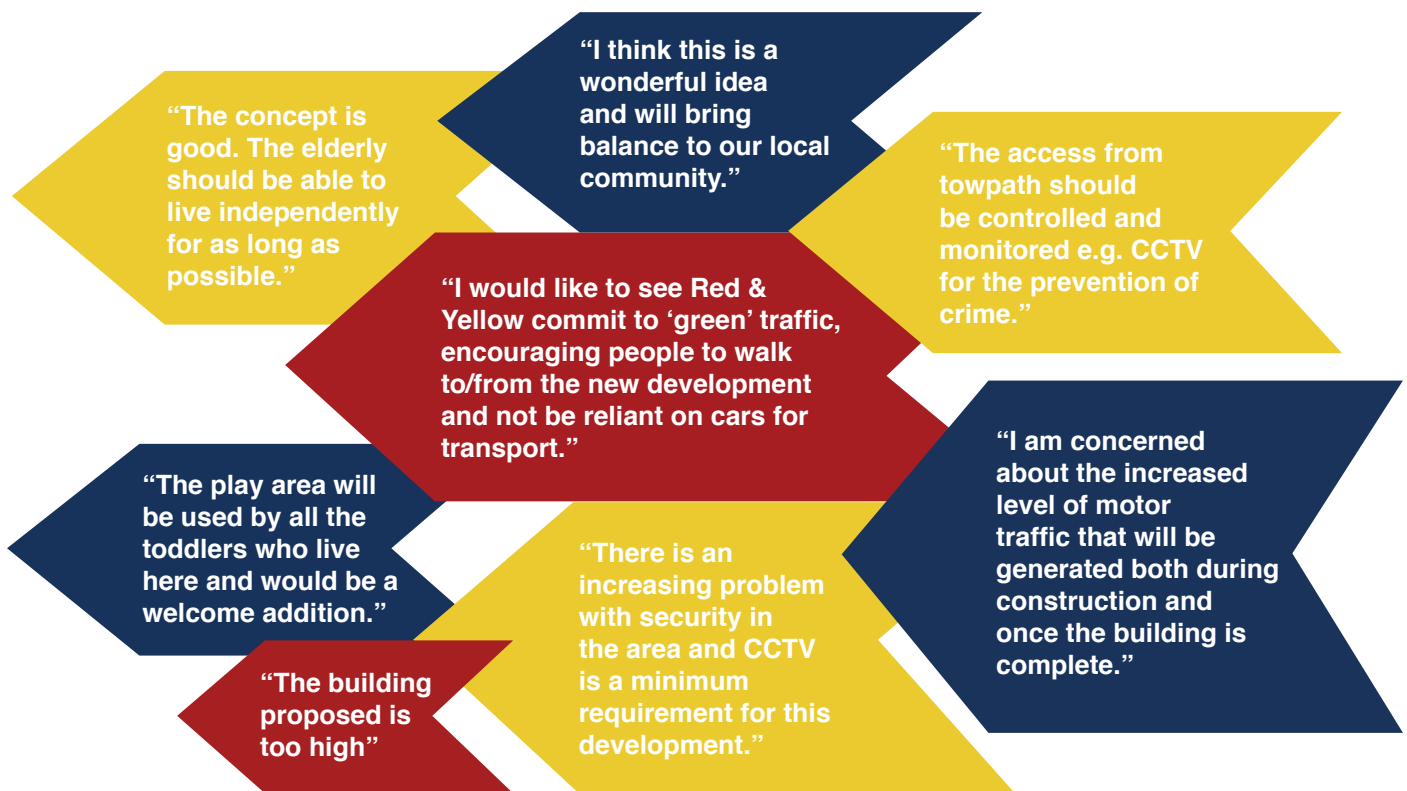
As future long term operator of the development, Red & Yellow considers it essential to develop the proposal with the local community in mind in order to integrate within the community in a thoughtful, sustainable, and respectful manner. As such, Red & Yellow is committed to involving the local community in the proposals, and has undertaken a series of consultation activities that are based on openness, transparency and eagerness to establish an ongoing dialogue and strong relationship with its neighbours.

To engage with the various interested stakeholder parties and the immediate local community, the team has undertaken a programme of one-to-one meetings, community questionnaires, site visits and community consultation events. The process has been proactive in engaging as many community, political, and relevant groups as possible; to not only raise awareness, but to actively encourage early involvement in the development of the proposals.

In summary the consultation programme has involved:

- Engagement with political stakeholders including London Borough of Richmond upon Thames Council (LBRT), Kew ward councillors and the Greater London Authority (GLA);
- Engagement with local stakeholders including the Kew Riverside Residents' Association, Kew Society, FiSH, TVHA and INS's Ellie Kinnear;
- Community flyer distributed to c. 20,000 households;
- Community newsletters distributed to 883 local households;
- A first phase consultation community questionnaire;
- A stall at the Kew Fete on 23 June 2018;
- A second phase consultation with two local public consultation events;
- Multiple site visits as requested by stakeholders on a one-to-one basis;
- An interactive and dedicated consultation website; and
- A dedicated consultation email, telephone number and FREEPOST address.

The applicant (Melliss Ave Devco Limited) has undertaken a consultation programme which has sought to meet and exceed the best practice and prevailing guidance on pre-submission consultation, as set out in the 2012 National Planning Policy Framework (NPPF), the 2014 National Planning Practice Guidance (NPPG); LBRT Council's Statement of Community Involvement and Kew Village Planning Guidance.



1.2 Feedback

The engagement process has enabled the design team to identify key issues and priorities and, where possible, to respond to these through design iterations.

Overall the feedback received, whether that is verbally at meetings and events, or via the formal community questionnaire and consultation feedback form, has been positive, with many in favour of the proposal to develop a Specialist Extra Care facility in the area. Where concerns were raised this has centred around the key themes of: traffic and access (including parking), security (particularly in relation to the Thames Towpath), and design of the proposed building. Team responses to these concerns have been set out within this report, including changes to the proposals where appropriate.

1.3 Next Steps

Red & Yellow remain committed to ongoing engagement with the local community, and will continue to maintain dialogue with elected members, third-party stakeholders and members of the local community as the proposals progress to an application and beyond.

2.0 Introduction

2.1 The Site

The former Biothane Plant site, located at Melliss Avenue, Kew is just under half a mile from Kew Gardens station and located along the River Thames.

The site was linked to the now closed Stag Brewery in Mortlake. Following the Biothane Plant becoming surplus to Thames Water's requirements and ceasing operation in 2015, London Borough of Richmond upon Thames Council (LBRT) identified the site as suitable for development, allocating it for redevelopment in the LBRT 2018 Local Plan (policy SA26).

The proposals for the former Biothane Plant site seek the:

“Demolition of existing buildings and structures and redevelopment of the site to provide a specialist extra care facility (C2 Use Class) for the elderly with existing health conditions. Comprising 89 units, with extensive private and communal healthcare, therapy, leisure and social facilities set within a building of ground plus 3 to 5 storeys including set backs. Provision of car and cycle parking, associated landscaping and publicly accessible amenity spaces including a children's play area.”



The site today

2.2 Red & Yellow

Red & Yellow is a specialist in providing later-life care, potentially for people suffering with dementia, and their proposal for the former Biothane Plant, Melliss Avenue site involves providing a modern, purpose-built Specialist Extra Care facility. Red & Yellow pride themselves on creating truly integrated care communities that promote healthy and fulfilling lifestyles supported by nursing and personal care services, as well as very specialist medical care. The Red & Yellow vision is not to create unfamiliar care homes, but homes with care, where residents can live their lives independently, safe in the knowledge that their changing care needs are being catered for.

The Red & Yellow concept is firmly based upon the quality, depth and breadth of care provided for residents, aiming to be able to support physical, social and memory related conditions that develop in later life. Their developments are designed with attention to detail and drawing upon worldwide best practice.

The aim is to break the cycle that sees an individual admitted into a hospital or care home, never to return home. Red & Yellow provide housing as well as on-site medical, nursing and personal care for residents with long-term conditions, alongside a variety of well being, entertainment and leisure facilities and services to allow people to age with dignity in their own home.

An important feature of the development is to encourage interaction and engagement with local neighbours and the community by offering access and services to certain facilities.



2.3 The Proposal

Red & Yellow's proposal for Melliss Avenue seeks to:

- Respond to an increasing need from an ageing population through providing a pioneering, dementia friendly, purpose-built Specialist Extra Care facility that allows residents to retain independence and have access to the personal care services they need on a single site;
- Open up a currently inaccessible site, providing the local community with new access to the Metropolitan Open Land which will be significantly improved;
- Enhance connectivity to the Thames Path and deliver significant public realm improvements at the site including a play area and access to café and WC facilities;
- Provide increased security for the benefit of the future and existing residents through 24 hour operation of the Specialist Extra Care facility;
- Establish a truly integrated community, with facilities to be enjoyed by both new and existing neighbouring residents alike such as a café, therapy pool, playground, and hair salon;
- Create a safe, positive and stimulating environment which provides the highest quality of living and care to enhance the lives of our residents; and

- Provide local training and employment opportunities.

2.4 Icení Engagement

The Icení Engagement team provides stakeholder engagement, public consultation and communications services to support the creation of great places. We believe effective and meaningful dialogue with local communities is essential for delivering new places within the community they serve.

The consultation programme not only reflects Icení Engagement's own approach to consultation, but that of Red & Yellow who, as potential long-term neighbours, value the importance of working together with their new neighbours to develop an appropriate and sustainable proposal for the site.

2.5 Consultation Programme

The consultation programme sought to

1. Inform
2. Identify local priorities and concerns
3. Provide the opportunity to actively get involved in the shaping of the proposals.

The details of the consultation and the methodology within this document aim to satisfy the National Planning Policy Framework (NPPF) 2012, which encourages engagement in pre-application discussion with local authorities and local communities to ensure detailed awareness of emerging proposals. 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.”

3.0 Engagement Approach

3.1 Approach

Community engagement played a vital role in the development of the proposals for a Specialist Extra Care facility at Melliss Avenue. The engagement programme was designed to reach out to different audiences, including direct neighbours, the wider community, and potential future residents of the Specialist Extra Care facility.

The programme was split into two distinct, yet interconnected phases:

- Community questionnaire (first phase)
- Public consultation on the proposals (second phase)

The first phase focused on introducing Red & Yellow and the concept of their proposal for a Specialist Extra Care facility. No plans were presented at this stage as we wanted to understand more about the local priorities and concerns which were used to help develop the detailed designs, including the proposed communal uses and retaining the secluded countryside character of the towpath.

The second phase presented the opportunity for stakeholders and the local community to view the detailed proposals and provide feedback, in order to assist the design team in finalising the design for the submission of a planning application.

3.2 Engagement Methods

A variety of engagement methods and tools were used throughout the programme, including:

One-to-one meetings

Meetings were offered to political stakeholders and community stakeholder groups, with several meetings held throughout the programme.

Community questionnaire

A community questionnaire was distributed to the local community and stakeholders as part of the first phase consultation. The questionnaire was available in hardcopy and online (see website below).

Kew Mid-Summer Fete

Red & Yellow, as the main sponsor of the Kew Mid-Summer Fete on Saturday 23rd June 2018, operated a stall as part of the first phase consultation.

Two public consultation events

Two drop-in public consultation events were held at the Kew Riverside Primary School on Thursday 5 July and Saturday 7 July 2018 and were widely advertised.

Website

A dedicated project website was made live in February 2018, allowing stakeholders and residents to partake in the first and second phases of the consultation online. The website evolved during the two phases. The first phase saw the community questionnaire available, with all the material available at the public consultation events presented during the second phase. The website (managed by Commonplace) was designed with transparency in mind with interested parties able to see the feedback received. It also allowed residents to subscribe to email news updates.

Site visits

Site visits were arranged for all stakeholders who requested one.

3.3 Raising Awareness

To introduce Red & Yellow, their proposals, and promote the consultation stages, a number of methods were adopted. This included letters to identified stakeholders, community newsletters, email news updates and community flyers.

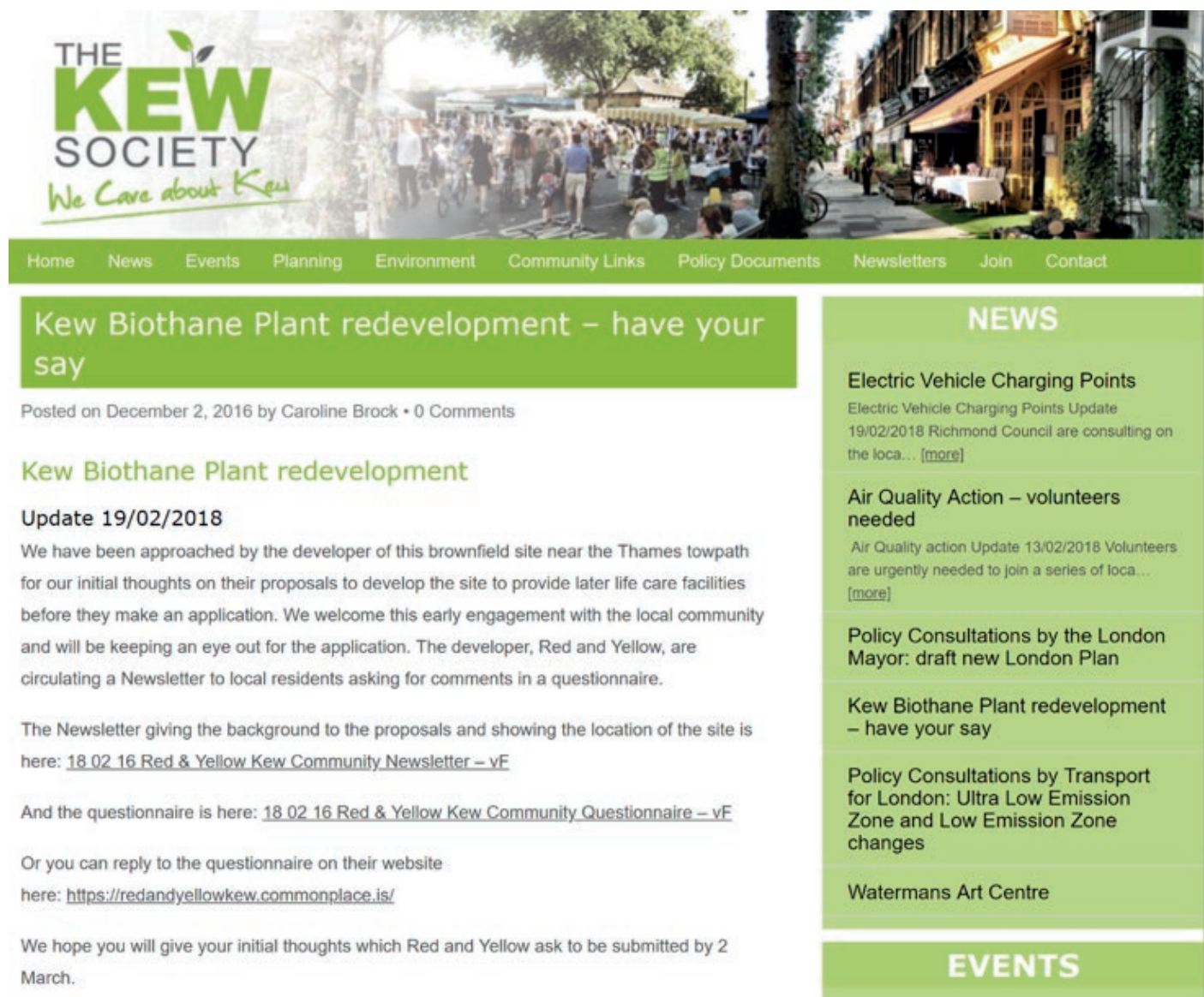
The below table provides an overview of the promotion activities throughout the programme.



The Kew Village Fete Flyer

Method	Date	Distribution
Stakeholder Letters	First Phase: November 2017 - February 2018	Council and community stakeholders
	Second phase: May - June 2018	
Community Newsletter	First Phase Community Questionnaire: February 2018	Distributed to 833 households and via email to stakeholders
	Update Newsletter following the first phase: May 2018	Via email and hardcopy to those who took part in the first phase consultation. Also published in the news section on the project website
	Second Phase promoting the consultation: June 2018	Distributed to 833 households, via email to stakeholders and via a news update on the project website
Community Flyer	To promote the public consultation and presence at Kew Mid-Summer Fete: June 2018	20,000 households in Kew
Email-News Update	Throughout	67 - To all those who subscribed for updates on the project website

In addition, Iceni Engagement encouraged stakeholder groups to promote the consultation and to encourage residents to take part. The community newsletters and a link to the consultation website were posted by the Kew Society on their own website, with a mailing sent to their members. In addition, the Kew Riverside Residents' Association promoted the consultation and actively encouraged their members to participate.



THE KEW SOCIETY
We Care about Kew

Home News Events Planning Environment Community Links Policy Documents Newsletters Join Contact

Kew Biothane Plant redevelopment – have your say

Posted on December 2, 2016 by Caroline Brock • 0 Comments

Kew Biothane Plant redevelopment

Update 19/02/2018

We have been approached by the developer of this brownfield site near the Thames towpath for our initial thoughts on their proposals to develop the site to provide later life care facilities before they make an application. We welcome this early engagement with the local community and will be keeping an eye out for the application. The developer, Red and Yellow, are circulating a Newsletter to local residents asking for comments in a questionnaire.

The Newsletter giving the background to the proposals and showing the location of the site is here: [18.02.16 Red & Yellow Kew Community Newsletter – vF](#)

And the questionnaire is here: [18.02.16 Red & Yellow Kew Community Questionnaire – vF](#)

Or you can reply to the questionnaire on their website here: <https://redandyellowkew.commonplace.is/>

We hope you will give your initial thoughts which Red and Yellow ask to be submitted by 2 March.

NEWS

Electric Vehicle Charging Points
Electric Vehicle Charging Points Update
19/02/2018 Richmond Council are consulting on the loca... [\[more\]](#)

Air Quality Action – volunteers needed
Air Quality action Update 13/02/2018 Volunteers are urgently needed to join a series of loca... [\[more\]](#)

Policy Consultations by the London Mayor: draft new London Plan

Kew Biothane Plant redevelopment – have your say

Policy Consultations by Transport for London: Ultra Low Emission Zone and Low Emission Zone changes

Watermans Art Centre

EVENTS

Screenshot of the Kew Society Website section on the Biothane Plant

4.0 Stakeholder Engagement

4.1 Council Engagement

Council engagement was an important aspect of the engagement programme, with Red & Yellow seeking to ensure that local political stakeholders were informed about the proposals, and provided the opportunity to meet the team in person.

Council representatives were written to at key stages throughout the programme. Communication sought to introduce Red & Yellow, their vision for the site, invite representatives to consultation activities, and update them on engagement with the wider community.

Council stakeholders written to include:

- London Borough of Richmond Upon Thames Councillors (see below)
- Greater London Authority Assembly Member for Hounslow, Kingston Upon Thames and Richmond Upon Thames, Tony Arbour AM
- Member of Parliament for Richmond Park, Zac Goldsmith

Red & Yellow started engaging with the relevant council stakeholders in November 2017, before the change of administration at LBRT as a result of the May 2018 local elections. As such the political representatives changed during the programme. For clarity and transparency, engagement activities undertaken both pre and post the May local elections have been recorded in this document.

Pre- May Elections LBRT Stakeholders

- Leader of the Council - Paul Hodgins
- Cabinet Member for Adult Social Services and health - David Marlow
- Cabinet Member for Planning and Strategic Development - Martin Seymour

- Cabinet Member for Highways and Street Scene - Peter Buckwell
- Cabinet Member for Housing, Public Health and Community Safety - Mark boyle
- Older Peoples' Champion - Councillor Brian Marcel
- Kew ward members (site ward) - Councillors Monica Horner, David Linnette, and Meena Bond

Post- May Elections LBRT Stakeholders

- Leader of the Council – Councillor Gareth Roberts
- Cabinet Member for Environment, Planning and Sustainability – Councillor Martin Elengorn
- Kew ward members (site ward) – Councillors J F Burford, Charlotta Campanale and Ian Craigie.

4.2 Meetings Held

The following meetings were held with former (pre-election) and present (post-election) elected members; an officer was present at all meetings and no councillor opinions were offered in those meetings.

Meeting	Date
(Former Kew ward councillor) David Linnette	13 December 2017
Councillor Brian Marcel - former Older People's Champion	26 January 2018
(Former ward councillor) Monica Horner - Site visit	15 February 2018
Councillor J-F Burford (Kew ward councillor)	29 June 2018
Councillor Ian Craigie (Kew ward councillor)	29 June 2018
Councillor Lotte Campanale (Kew ward councillor)	7 August 2018



The July Public Consultation Events

4.3 Community Stakeholders

A number of stakeholders were engaged during the consultation process. These stakeholders were loosely grouped into the following categories: local community and resident groups; elderly; health and wellbeing; environmental; and local business groups.

Stakeholders were written to at each stage, including an invitation to meet in addition to inviting them to the consultation events. The list below highlights the stakeholder groups engaged during the engagement programme:

- Age UK (Richmond)
- Avenue Club
- First Port Bespoke Property Services
- FiSH (Friendship, Independence, Support, Help)
- Integrated Neurological Services (INS)
- Kew Community Trust
- Kew Neighbourhood Association
- Kew Residents' Association
- Kew Riverside Park
- Kew Riverside Residents' Association (KRRRA)
- Richmond Chamber of Commerce
- Richmond Dementia Action Alliance
- Rotary Club of Richmond
- South West London Environment Network
- SPEAR
- Thames Valley Housing Association (TVHA)
- The Kew Society
- The Richmond Women's Institute

A stakeholder tracker was maintained throughout the project recording engagement and communication with identified stakeholders.

When engaging with stakeholders we sought to confirm if there were any additional local stakeholder groups that would be interested in the proposals and encouraged those we spoke to promote the consultation, and our contact details, to a wider audience.

4.4 Meetings with Community Stakeholders

Throughout the engagement programme several meetings were held with stakeholders, for ease these have been listed in the table below.

Stakeholder	First Meeting Date
Avenue Club	19 March 2018 (joint)
FiSH	19 March 2018 (joint)
Kew Society	2 February 2018
Kew Community Trust	19 March (2018)
Kew Residents' Association	28 February
Kew Riverside Residents' Association (including sub- committee)	21 February 2018
Kew Neighbourhood Association	19 March 2018 (joint)
TVHA	16 March 2018

Follow-up meetings were held with several stakeholders where requested. Red & Yellow are continuing to engage in dialogue with stakeholders as part of the ongoing engagement process.

4.5 Feedback from Stakeholder Meetings

As expected, feedback from the listed stakeholders reflected their main areas of interest, with those representing the neighbouring residents concerned about localised issues such as traffic impact, and those concerning elderly care and wellbeing interested in the Red & Yellow care operation.

Overall, the feedback from the stakeholders demonstrated support for the principle of the proposed use on the site, with several remarking on the local need for Specialist Extra Care and others noting its preference to just having a residential scheme.

The below provides a high level overview of the feedback received at the meetings:

Kew Society

- Like that it is not a development for more apartments; would like assurance that it will remain a Specialist Extra Care facility and not change to normal residential
- Concerned about traffic impact the development might have
- Opening up a link to the towpath is positive, but it should not impact on the character of the towpath nor the existing biodiversity, which is currently a little bit of the countryside in London
- Welcome the proposed communal uses
- Want minimum impact in terms of views to the site from the river

Kew Residents' Association

- Welcomed the proposed Specialist Extra Care facility and Red & Yellow's care model

Thames Valley Housing Association (TVHA)

- Introductory discussions understood potential benefits of redeveloping the site to this part of Kew Riverside.

FiSH, Kew Neighbourhood Association, Avenue Club and the Kew Community Trust

- The scheme will cater for a notable lack of suitable accommodation for the over 65s to downsize to, particularly as an alternative to sheltered housing schemes
- Security for the future residents is important, particularly those who have dementia
- Concerned about potential traffic impact on Townmead Road, particularly during construction
- Greater community interaction in the area is a positive thing
- Welcomed the proposed communal facilities and are interested in seeing how organisations like the Kew Neighbourhood Association and the Avenue Club can work together with Red & Yellow

Kew Riverside Residents' Association (KRRRA)

As representatives of the Kew Riverside development, and therefore future neighbours of the proposed Specialist Extra Care Facility, Red & Yellow have worked closely with the KRRRA, and the sub-committee set up specifically for the proposed redevelopment.

Several meetings have been held with the KRRRA, with dialogue still very much ongoing, in particular with Red & Yellow liaising closely with members over key areas of concerns for residents such as construction impact and access to the site. Red & Yellow is working closely with the KRRRA to assess the access options and work through potential solutions.

Other areas of concern raised by the KRRRA committee members include: security with increased footfall and access to the towpath and impact of increased traffic with the existing problems with Townmead Road.

5.0 Consultation with Local Residents

5.1 First Phase Consultation

The first phase of consultation involved a community questionnaire. The purpose of this first phase was to introduce Red & Yellow and their proposal for a Specialist Extra Care facility. No plans were presented at this stage, as the team wanted to understand the existing perception of Specialist Extra Care, as well as identify the priorities, aspirations and areas of concern for the local community in order to help develop the design of the proposals.

An A4, two-sided community newsletter (see Appendix A2) was delivered via Royal Mail to 883 residential properties neighbouring the site on 15 February 2018. A copy of the distribution scope is included in Appendix A1. Enclosed with the newsletter was an A4 two-sided community questionnaire that introduced Red & Yellow and encouraged residents to provide their views of the proposals (see Appendix A3).

The newsletter acted as a community consultation device and provided details on the following:

- Red & Yellow and their experience;
- The proposals for the Former Biothane Plant site, including an aerial photo of the site;
- Details on how to complete the enclosed questionnaire, including a telephone number, email address and FREEPOST address. The dedicated consultation website was also included as another way to complete the questionnaire (www.redandyellowkew.co.uk); and
- Next steps in terms of preparing an application to be submitted to LBRT Council.

Recipients were encouraged to get in touch with the project team should they have any queries or comments on the proposals.

5.2 Update Newsletter

Continued engagement was an integral part of the engagement programme. Following the closure of the first phase of consultation an update newsletter was prepared. This update newsletter provided an overview of the feedback received during the first phase as well as providing an update on progress in terms of developing the proposals. The update newsletter was issued on 11 May 2018 (via email or hardcopy) to those who indicated their desire to be kept up-to-date during the consultation. The newsletter was also made available on the project website. It was also issued to individual stakeholders and stakeholder groups who were encouraged to share it amongst their members.

5.3 Kew Mid-Summer Fete

It is Red & Yellow's intention to establish themselves as a long-term local partner in the area, working with and delivering for the local community. With this in mind, Red & Yellow were proud to be the Platinum (main) sponsors for this year's Kew Mid-Summer Fete, held on Saturday 23 June 2018.

An A5 flyer promoting the event and the opportunity to meet the Red & Yellow team was sent on 11 June 2018 to 19,800 residential and business addresses (see Appendix A5).

Community Newsletters

Red Yellow
Melliss Avenue Community Newsletter
February 2018



Dear Resident

Red & Yellow is a specialist in providing care for the elderly, and we are now looking for a new home to provide a modern, purpose-built Extra Care facility. We are looking for a site which is suitable for a new home, and we are looking for a site which is suitable for a new home, and we are looking for a site which is suitable for a new home.

About Us

Red & Yellow is a specialist in providing care for the elderly, and we are now looking for a new home to provide a modern, purpose-built Extra Care facility. We are looking for a site which is suitable for a new home, and we are looking for a site which is suitable for a new home, and we are looking for a site which is suitable for a new home.

The Proposal

As you may be aware, following the Melliss Avenue planning application, we are now looking for a new home to provide a modern, purpose-built Extra Care facility. We are looking for a site which is suitable for a new home, and we are looking for a site which is suitable for a new home, and we are looking for a site which is suitable for a new home.

Our proposed extra care

- Support to an increasing need from an ageing population through providing a purpose-built, modern, purpose-built Extra Care facility.
- Support to an increasing need from an ageing population through providing a purpose-built, modern, purpose-built Extra Care facility.
- Support to an increasing need from an ageing population through providing a purpose-built, modern, purpose-built Extra Care facility.

Please turn over for details on how to provide your views.

The February Community Newsletter

Red Yellow
Melliss Avenue Community Questionnaire
February 2018

Welcome to the first stage of community consultation for Red & Yellow's proposals for a new Extra Care facility on the former Biothane Plant site at Melliss Avenue, Kent.

During this stage we are keen to understand the views of the local community, particularly your thoughts about the local area, your aspirations for the redevelopment of the site, or indeed any concerns you have.

The views you share during this first stage will help us develop the proposals further ahead of the next stage of community consultation.

Thank you for taking the time to complete our community questionnaire.


Your Details

Name: _____
Postcode: _____
Email: _____
Address: _____

If you are replying on behalf of an organisation or business please specify: _____

Please tick here if you would like to be kept up to date: _____

The Site



As a brownfield site, the London Borough of Richmond upon Thames recognises the contribution Melliss Avenue can make to the borough's development needs, as well as providing a use that reflects the site's immediate residential setting. The site has been allocated by Richmond for development.

Q. How important is it that the redevelopment of the site provides benefits to the local community?
Please circle your response on the scale below, with 1 being not important and 10 being very important.
1 2 3 4 5 6 7 8 9 10

Q. Part of the site is located in Metropolitan Open Land (MOL), although it has been closed off to public access. The proposal is to create a publicly accessible open green space in the part that forms MOL, do you support this?
Please circle your response from the options below.
Yes Maybe No No opinion

Q. Are there any suggestions or issues you would like to raise which should be considered when developing a proposal for the site?

Please turn over for further questions.

The Community Questionnaire

Red Yellow

The Proposed Extra Care Development



There is a considerable shortfall of modern, appropriate housing for the elderly both locally and nationally.

Red & Yellow's proposals for the Melliss Avenue site is to provide modern, purpose-built Extra Care housing. Extra Care is a form of supported living, whereby the independence of the elderly is promoted and maintained through individual, private accommodation, but where personalised, on-site care and support is available to those who need it.

Red & Yellow's model is to provide a home where residents can continue to live even as their mobility or ability to work - eliminating the need to move to a nursing home. This provides an alternative to institutional care homes, offering additional choice, independence and control in a suitable, secure environment.

Q. What are your views on Extra Care?

Q. Dementia friendly care and services is a key focus for Red & Yellow, do you support this use at Melliss Avenue?
Please circle your response from the options below.
Yes Maybe No No opinion.

Q. Do you think the proposals will contribute positively to the local area?
Please circle your response from the options below.
Yes Maybe No No opinion.

Please return your completed questionnaire by Post: FREEPOST ICENI CONSULTATION*
Email: consultation@iceniprojects.com
*Please write in uppercase as stated, no stamp required

Or you can complete the questionnaire online at: www.redandyellow.co.uk

Community Facilities



Red & Yellow's vision is to create a campus that is truly integrated with the existing community, promoting greater interaction and providing a more stimulating environment for future residents, as part of their wider health and wellbeing. As such we are proposing facilities which can be enjoyed by new residents and the community.

Q. Potential community facilities include a cafe, hair salon, pool / spa, children's play area. Would these be of interest? Are there other facilities you think would work?

Q. How likely are you to use the community facilities?
Please circle your response on the scale below, with 1 being not likely at all and 10 being very likely.
1 2 3 4 5 6 7 8 9 10

Q. Do you think opening up the link between the site and the Thames Tideway is positive?
Please circle your response from the options below.
Yes Maybe No No opinion.
Please explain your answer above

The Community Questionnaire

Red Yellow
May 2018

Community Questionnaire Feedback

We are very grateful for your interest and involvement, and look forward to engaging with you on the detailed proposals. We continue to receive responses, so if you have not yet had a chance to complete your questionnaire, please do not hesitate to send it to us using the contact details provided, or complete it online at www.redandyellow.co.uk.

What you said:

Since March we have been reviewing your feedback. We are now pleased to share some of the initial results with you.

The Proposed Extra Care Development

76%
76% think that the proposed Extra Care development will or may contribute positively to the area.

The Site

62%
62% said they support the proposal to create publicly accessible green space in the Metropolitan Open Land.

Community Facilities

53%
53% said that opening up the link between the site and the Tideway is positive.

55%
55% said they would quite likely use the proposed community facilities.

Contact us:
By Post: FREEPOST ICENI CONSULTATION*
By Email: consultation@iceniprojects.com
Or Phone: 020 5335 3513

www.redandyellow.co.uk

Update Newsletter



Red & Yellow's stand at the Kew Mid-Summer Fete

5.4 Second Phase Consultation

The second phase of consultation involved the presentation of the detailed proposals for stakeholders and the community to view and provide feedback on. As part of this process two public consultation drop-in events were held.

5.5 Community Newsletter

A one-sided A4 community newsletter (Appendix A6) was hand delivered by a professional company on 11 June 2018 to the same 883 residential properties that received the first newsletter (February 2018). The newsletter invited residents to two public consultation events where they could view the emerging plans and meet the project team. The dates, times and venue of the public exhibitions were provided, along with a map of the venue.

5.6 Public Consultation Events

Two public consultation events were held, with the venue, dates and timings considered carefully in order to maximise the opportunity for people to attend. Both events were held at the Kew Riverside Primary School, a short distance from the site. The events were held on:

- Thursday 5 July - 7pm - 9:30pm
- Saturday 7 July - 10:30am - 2:30pm

In total 35 people attended the Thursday event, with 21 attending on Saturday.

5.7 Project Website

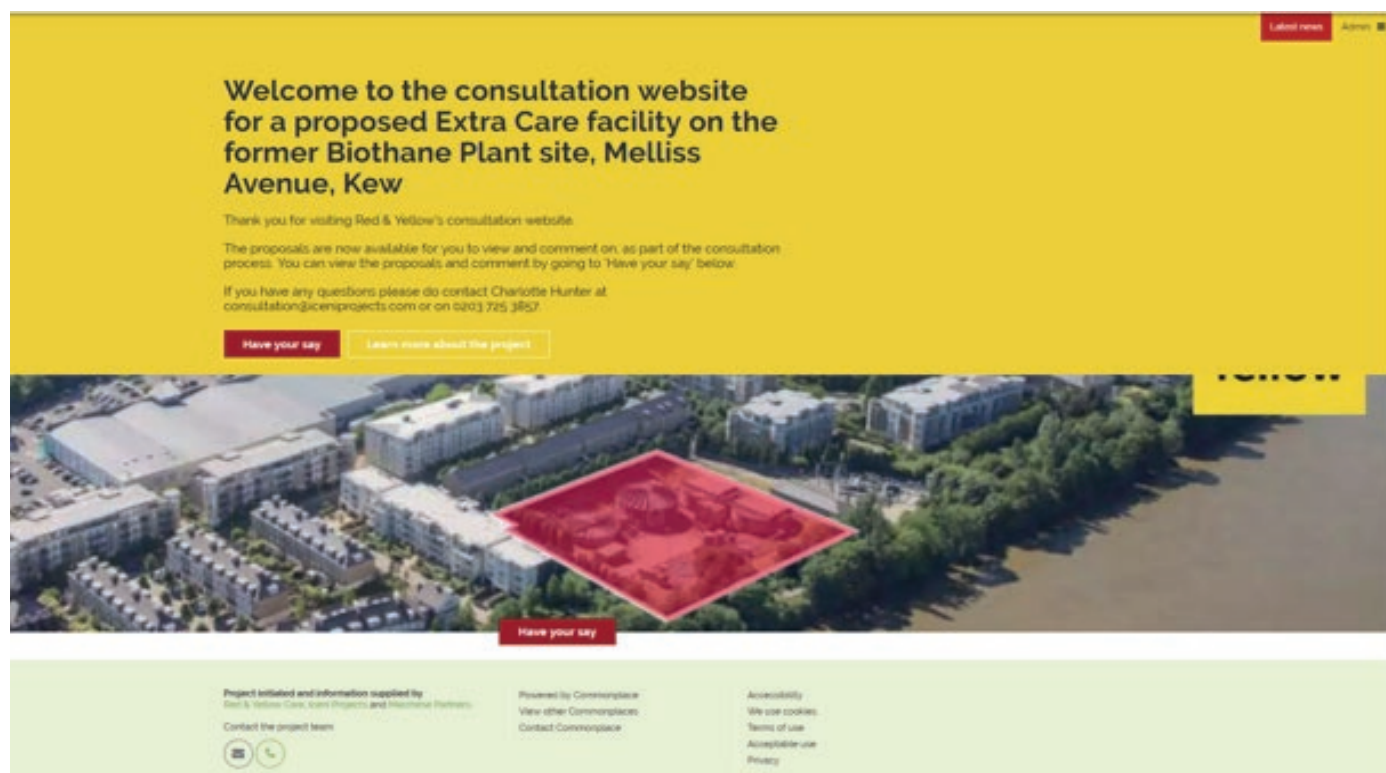
The material presented at the consultation events consisted of 12 A1 display boards (see Appendix A7). The boards provided information on: the site history and context; Red & Yellow and their vision; what is meant by Specialist Extra Care; design approach; care proposals; proposed community facilities; landscaping proposals; traffic and access; key benefits and next steps.

Project team representatives at the event included:

- Red & Yellow (Managing Director, Property Director and Finance Director)
- DP9 (Planning Consultant)
- Marchese Partners (Architects)
- Tyrens (Transport Consultant)
- Wilder Associates (Landscape Consultant)
- Icen Projects (Community Engagement Consultant)

A dedicated project website was made live in February 2018, allowing stakeholders and residents to partake in the first and second phases of the consultation online. The website evolved during the two phases. The first phase saw the community questionnaire available, with all the material available at the public consultation events presented during the second phase.

The website (managed by Commonplace) was designed with transparency in mind with interested parties able to see the feedback received, in full, without Red & Yellow or other parties able to edit it. It also allowed residents to subscribe to email news updates.



Consultation website homepage



July Public Consultation Events

Have your say! Red & Yellow Community Consultation

Welcome to the community consultation for Red & Yellow's proposals for a new Extra Care facility on the former Biothane Plant site at Melliss Avenue, Kew. This round of consultation follows an earlier first round (in February / March 2018) which involved a community questionnaire.

During this next stage we are keen to hear your views on Red & Yellow's proposals, before we develop them further in preparation to submit a planning application to the London Borough of Richmond upon Thames.

Thank you for taking the time to view the proposals and provide your views.

What is Extra Care?



12 comments

An introduction to Red & Yellow, their vision and an overview of Extra Care.

[View details & comment](#)

The Proposals

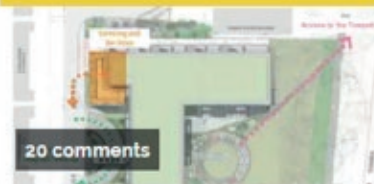


16 comments

Detail on the proposals, including: care uses, design approach and communal facilities.

[View details & comment](#)

Traffic & Access



20 comments

An overview of the proposed vehicle and pedestrian access points, as well as security.

[View details & comment](#)

Landscape Proposals



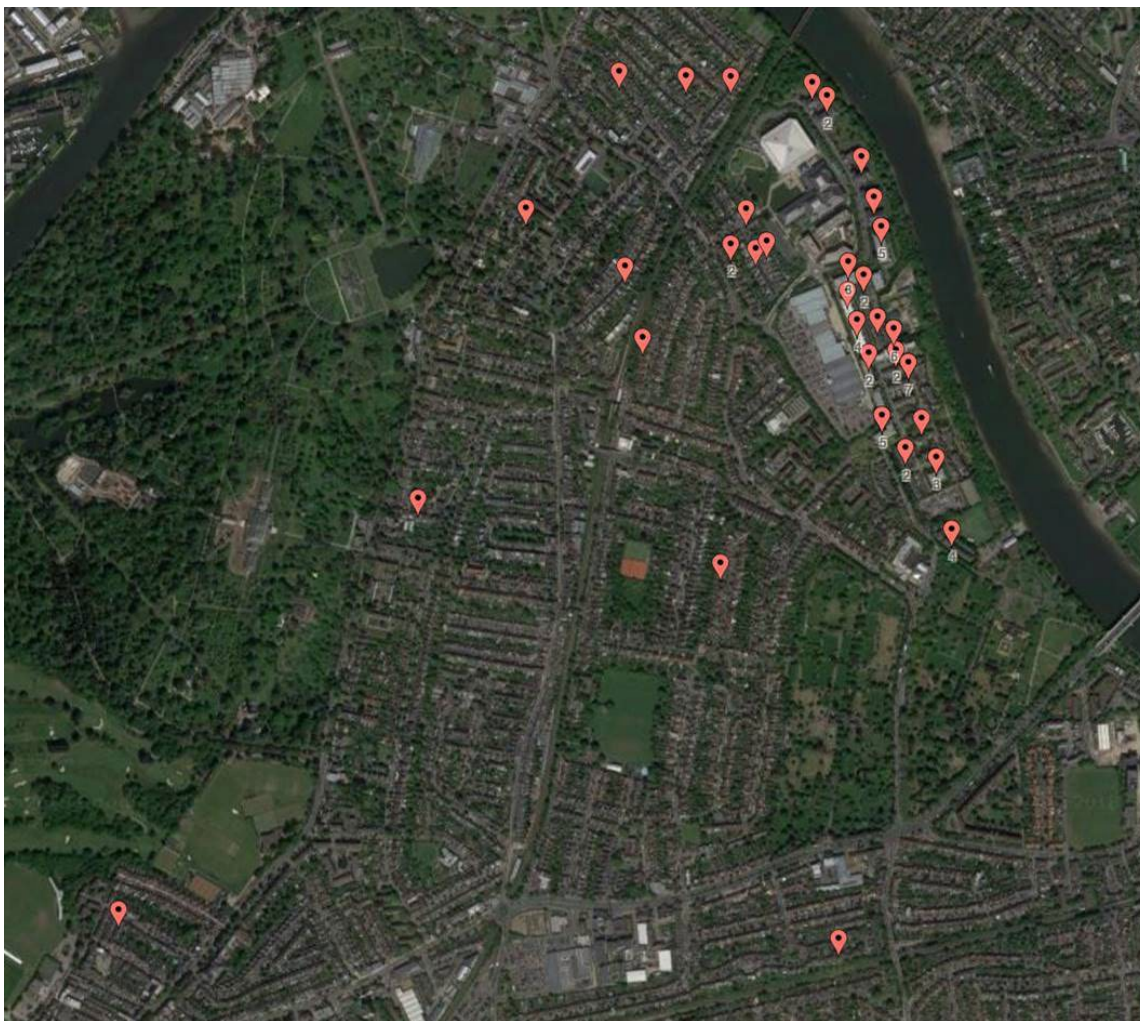
10 comments

The proposed enhancement of the Metropolitan Open Land and design of the open space.

[View details & comment](#)

Consultation website

6.0 Feedback



Throughout the engagement programme residents and stakeholders were invited to provide feedback. This section of the report outlines the feedback received during the first and second phases of engagement.

The map above highlights the geographical distribution of feedback received using postcode data provided.

Each section had at least two quantitative questions and one qualitative question (the Community Facilities section had an additional qualitative question).

A total of 64 people responded to the first round consultation (online and in hardcopy). Please note that not every respondent answered every question, hence the discrepancy in the totals between the charts.

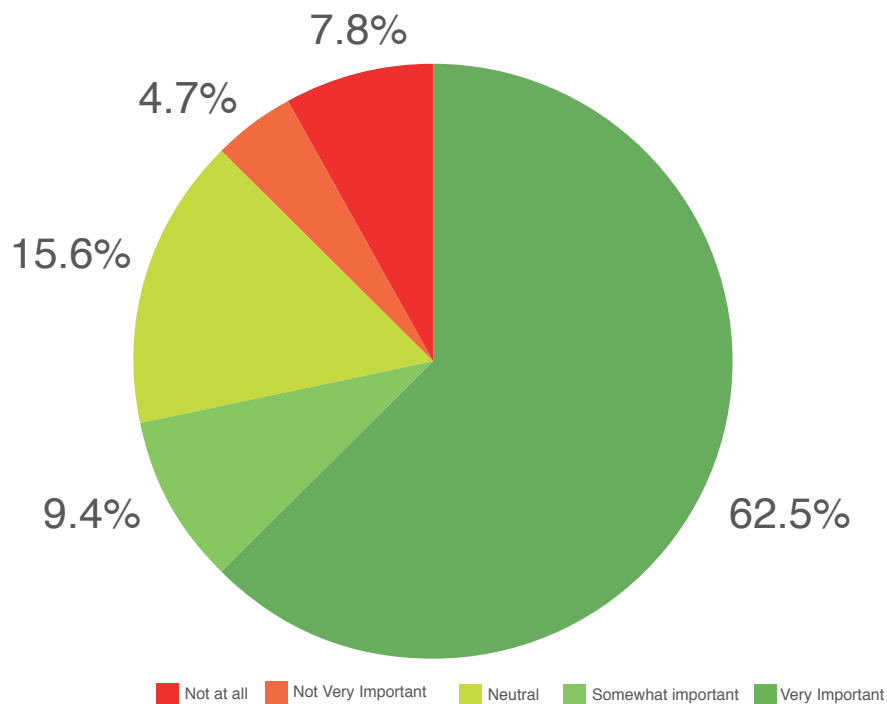
6.1 First Phase Consultation

The questionnaire was split into three sections (or themes):

1. The Site
2. The Proposed Specialist Extra Care Development
3. Community Facilities

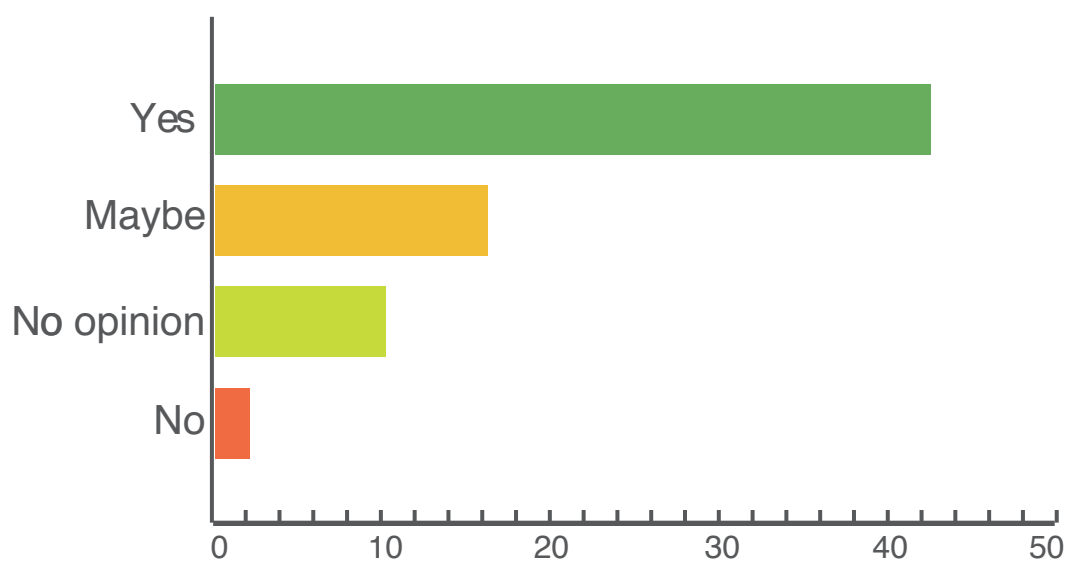
6.2 Theme: The Site

Q. How important is it that the redevelopment of the site provides benefits to the local community?



Based on 64 comments.

Q. Part of the site is located in Metropolitan Open Land (MOL), although it has been closed off to public access. The proposal is to create a publicly accessible open green space in the part that forms MOL, do you support this?



Q. Are there any suggestions or issues you would like to raise which should be considered when developing a proposal for the site?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- Avoid increased traffic through Kew Riverside – already congested, need another access. Already issues with the recycling centre and impact on the crematorium (17)
- Security – need to provide CCTV and good lighting. Opening up link to towpath will cause crime concerns / anti-social behaviour issues (14)
- Play area or ball game area for children is a good idea, access to the green space is important (6)
- Concerned about increased dog mess and rubbish associated with green space, should have dog free areas (5)
- New building should not be too high (4)
- Care facilities for the elderly are needed to encourage downsizing and cater for a local need (4)
- Need to consider impact on local GPs and pharmacies (3)
- The site should not attract non-residential visitors due to commercial facilities (2)
- Should retain the existing trees, or replace them with other landscaping (2)
- There should be adequate parking (2)
- More detail on access for vehicles and pedestrians required, needs to be carefully considered in relation to Saffron House and Bessant Drive (4)
- Need to consider environmental impact i.e. lighting, not too much hard standing (2)
- Concerned about construction access (1)
- Make as much use as possible of the Thames setting (1)
- Need to clarify who you mean by engaging with the community, there already is a Kew Riverside community (1)
- Publicly accessible space is not suitable if there will be people with dementia – open space should be allocated to visitors and residents only (1)
- As the site is MOL there should be no building (1)
- Needs to be for local people (1)
- Bus services need to be extended to connect the site to Kew Gardens station etc (1)
- The area suffers through a lack of community due to absentee landlords. Providing care for the elderly is short term and does not add to the investment in the long-term community (1)
- There is an existing friction between Kew Riverside residents and the wider community in terms of using the green space. This needs to be managed (1)
- Please don't make it all Specialist Extra Care, other facilities are also needed in Kew (1)

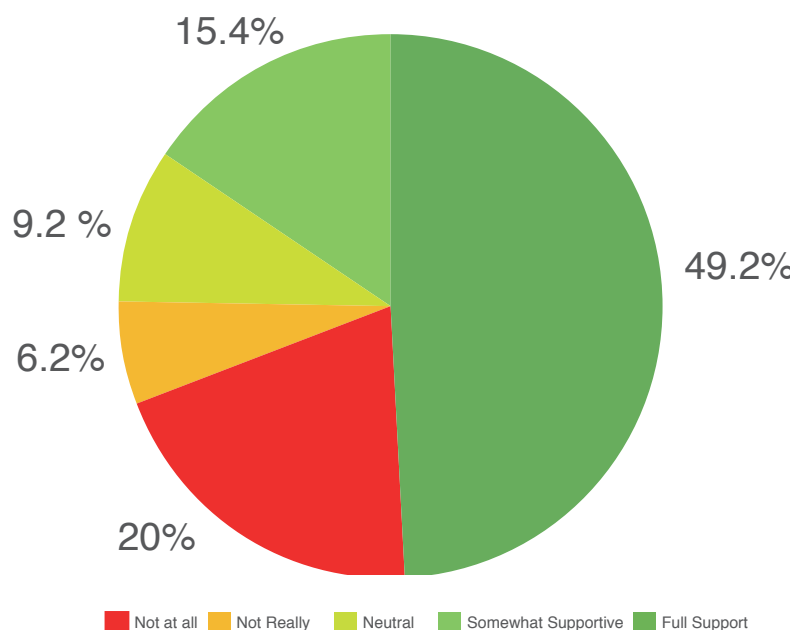
6.3 Theme: The Proposed Extra Care Development

Q. What are your views on Extra Care?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

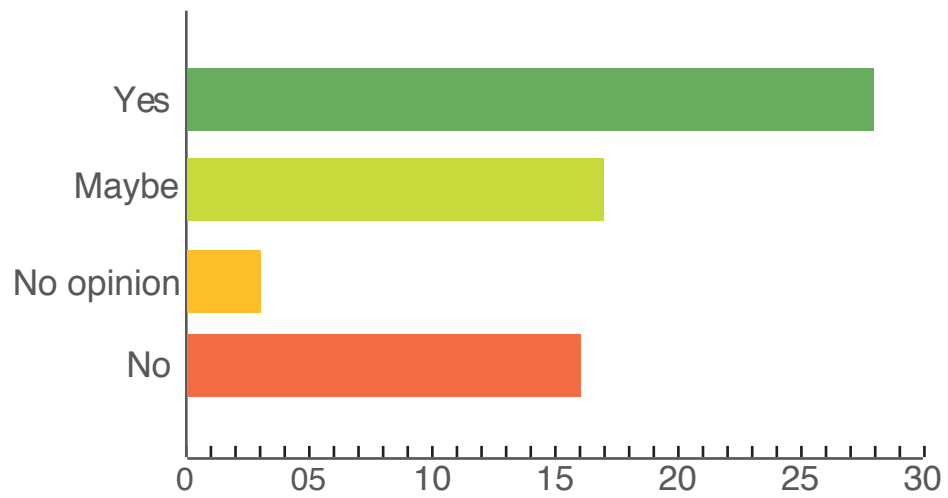
- Good idea, helping elderly people live independently (30)
- Location is not ideal – access issues, lack of public transport, isolated, noise from flight path (6)
- Dementia is increasing and Richmond has the highest proportion of over 55's in London. There is a need for this locally (4)
- Do not understand what Specialist Extra Care entails – do you need care in order to buy a flat? Does the cost for care get paid for by everyone? (3)
- Is this private only or open to NHS? (2)
- Something to be abhorred, sounds too expensive and means the individual has to sell their own home. Exploits elderly people (2)
- None at this point (2)
- Concerned about the potential for the facility to be converted to another use at a later date (1)
- The running of care homes in the UK has a shocking reputation (1)
- Live next to the site and would be happy with elderly neighbours (1)
- Transient residents will not contribute to the local community (1)
- Importance of integrating local community with those with Specialist Extra Care needs (1)
- Not appropriate in this setting due to traffic and parking issues (1)

Q. Dementia friendly care and services is a key focus for Red & Yellow, do you support this use at Melliss Avenue?



Based on 65 comments.

Q. Do you think the proposals contribute positively to the local area?



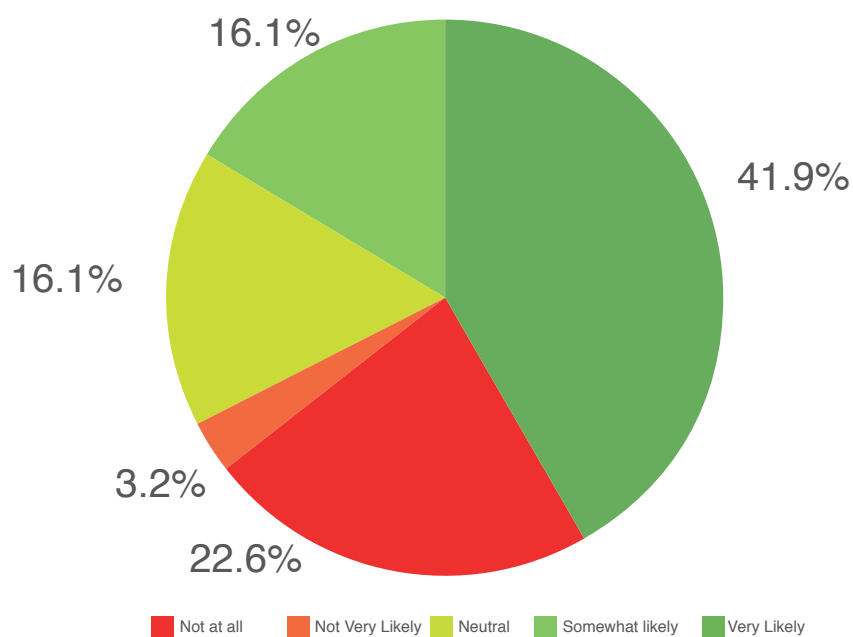
6.4 Theme: Community Facilities

Q. Potential community facilities include a café, hair salon, pool/ spa, children's play area. Would these be of interest? Are there other facilities you think would work?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

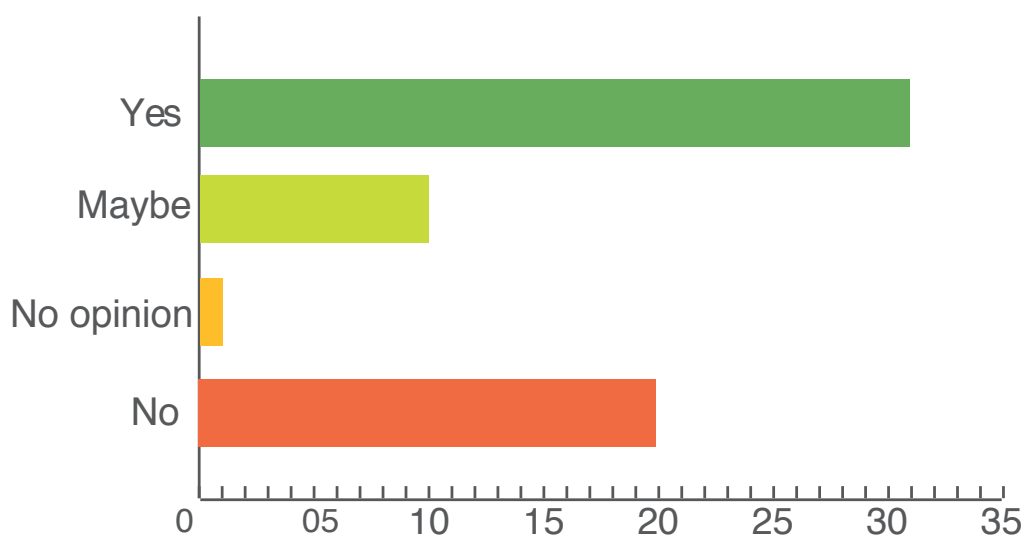
- Proposed facilities are of interest / beneficial (8)
- Café is good, would need to be supervised and not interfere with the elderly residents, will help bring two developments together (6)
- Need facilities for young people – play area, skateboard park, youth club, but do not want to attract people from outside of Kew Riverside (5)
- Pool and spa not needed for existing community (4)
- Not supportive (4)
- Café could become a community hub, provide after school clubs or coffee mornings for young mums etc (3)
- Already enough cafés in Kew (3)
- Cannot see that there is enough space for these facilities, think the money could be spent elsewhere. You cannot be all things to all people (3)
- People will not integrate, already have facilities (2)
- Creche or nursery (2)
- Gym that is accessible to the public (3)
- Bicycle parking (1)
- Family friendly focus (1)
- Dog free grass area / football pitch (1)
- Buggy service to the retail park (1)
- Performance area or dance studio (1)
- Security cameras needed (1)
- Not sure, need more information (1)
- Tennis court (1)
- Large swimming pool needed (1)
- Community facilities need to link in with and complement other existing facilities in Kew (1)
- Library (1)
- Small cinema (1)
- Link with local Health Centre (1)
- Post office (1)

Q. How likely are you to use the community facilities?



Based on 62 comments.

Q. Do you think opening up the link between the site and the Thames Towpath is positive?



Q. Please explain your answer above (opening up link to the towpath).

Those who answered Yes:

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- Increased open access is good / towpath is an asset (13)
- Will enhance access between the main road and the river, as well as to the community facilities (3)
- Need to control dogs (2)
- Partial / controlled access is good; need to limit impact on elderly residents (1)
- Towpath currently feels unfriendly and shut off along Kew Riverside, so access will be good (1)
- Many people use the towpath and there are few facilities so this is good (1)
- Kew Riverside is not a gated development and should not think of itself that way (1)
- Increased community interaction is important in keeping the area safe and desirable (1)
- Need to prevent vehicle and moped access (1)
- Residents should decide whether the site remains secure (1)
- It will improve the area's ambience and landscape (1)
- Access should only be in line with other developments (1)

Those who answered Maybe:

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- Could increase anti-social behaviour / security concerns (12)
- Concerned about open access with vulnerable residents (4)
- Kew Riverside residents already have access, do not need another (3)
- Already an issue with littering and dog mess on open space in the Kew Riverside and on the towpath (2)
- Will only increase number of non-residents walking through Kew Riverside (2)
- Controlled 'dusk to dawn' gates could be an option (1)
- Kew Riverside residents pay for the grounds upkeep and security, this will increase costs (1)
- As health of new residents deteriorate the access will be rarely used by them (1)
- Dangerous to increase access to the towpath if there are people with dementia (1)
- Does not fit in with a private estate (1)
- Will only be a benefit if the towpath is improved (1)
- Kew residents should decide whether public can access open space (1)

Those who answered No:

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

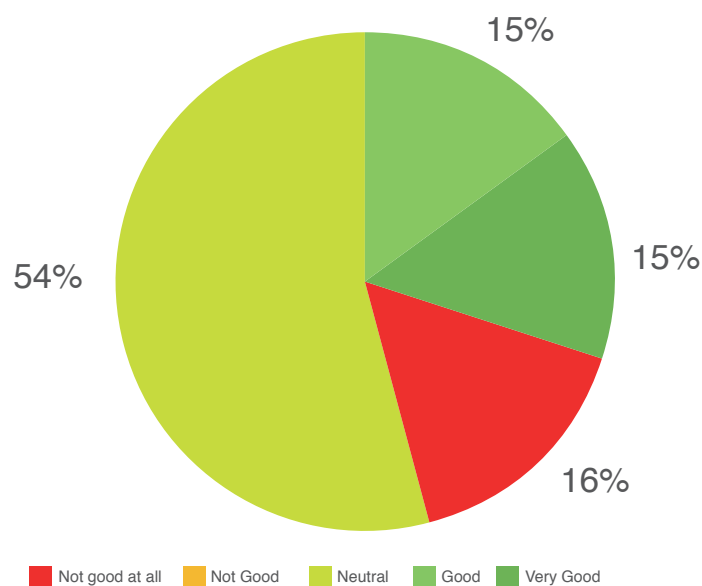
- Towpath is busy so will increase foot traffic (1)

6.5 Second Phase Consultation

A total of 15 people responded to the second round consultation (online and in hardcopy). Please note that not every respondent answered every question, hence the discrepancy in the total between the charts.

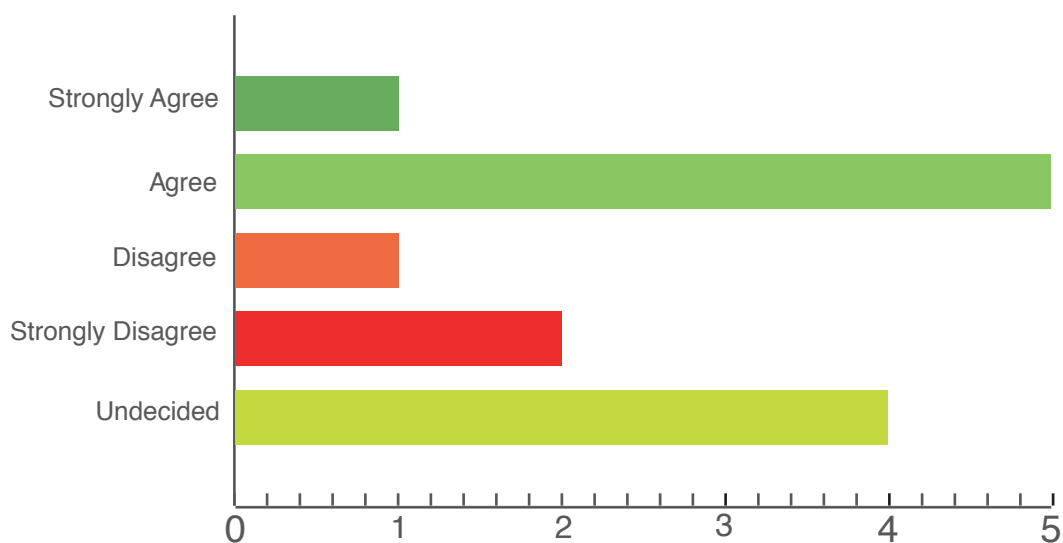
6.6 Theme: The Proposals

Q. What is your overall view of the proposals to provide an Extra Care facility on the former Biothane Plant site at Melliss Avenue, Kew?



Based on 13 comments.

Q. Do you agree there is a need for modern, purpose-built Extra Care accommodation in Kew?



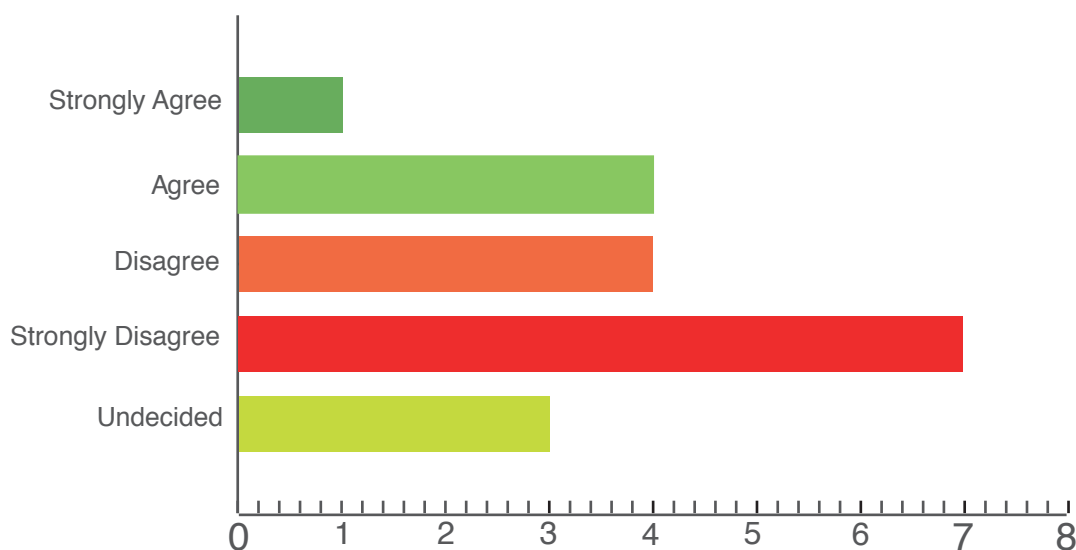
Q. Do you have any comments on the proposed design? E.g. the appearance, the materials used, the overall aesthetics?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- The height of the building is too high and needs to be appropriate for surrounding area (9)
- The proposed materials are not in keeping with Kew Riverside residences (2)
- The height seems appropriate (1)
- The design appears to be very high quality (1)
- It is essential that the materials are tested, safe and fit in with the overall picture of the development (1)
- The aesthetics seem to resemble the Emerald Gardens development rather than the Kew Riverside houses/apartment blocks (1)
- Agree with the access routes to the Thames Path (1)
- The proposed block of apartments appears too dense (1)
- Poor choice of location; the development needs to be near shops and services (2)
- The children's play area is too small, the other aspects are irrelevant to local residents (1)

6.7 Theme: Community Facilities

Q. A major feature of Red & Yellow's proposals is to encourage greater interaction with the existing community through communal facilities such as the restaurant, café and children's play area. Do you agree that these facilities will be a positive addition?



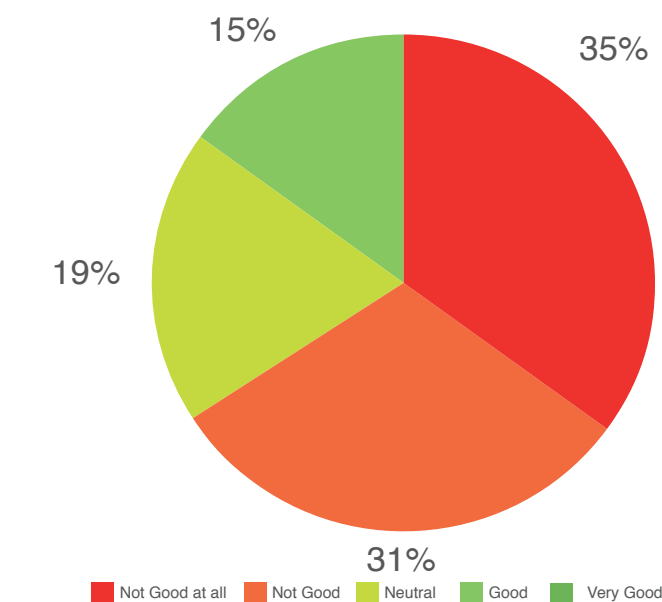
Q. Do you have any further comments on the proposed community uses at the site?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- Facilities are not necessary and will result in more traffic and noise pollution (3)
- The café could become a hub for the community (3)
- The café is not suitable as there are several nearby and with better parking provision (3)
- The play area would be a welcome addition please consider various ages when choosing equipment (3)
- Support these services being open to the community (2)
- Facilities won't be used by local residents (2)
- Community interaction will need to be proactively encouraged as it is unlikely to happen naturally (2)
- Lack of parking/road access to support community facilities (2)
- They must not lead to an increase in traffic through Kew Riverside development (2)
- Restaurant unlikely to be viable unless residents pay for food (1)
- How will the safety of current residents be guaranteed if it is a public area (1)
- Concerns about noise levels, both for elderly residents and nearby local residents (1)
- Facilities may take business away from local shops (1)

6.8 Theme: Traffic and Access

Q. What is your view of the two new pedestrian access points on the towpath?



Based on 26 comments.

Q. Do you have any comments regarding traffic and access in general?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- Will exacerbate existing traffic problems associated with Townmead Road recycling centre at the entrance to Kew Riverside (11)
- Traffic will increase on Melliss Avenue (9)
- Post-construction traffic is a major concern (6)
- There must be another access road to the site (6)
- Concerns regarding pollution levels and impact on quality of life (5)
- Concerns about construction - safety, congestion, narrow road, tight angles, damage (4)
- Will electric charging points be available for residents and wider community? (2)
- Underground parking should be considered (2)
- Concerns regarding safety and security of local residents if access points increased (2)
- Parking allocation is too small (2)
- Who will warden the construction and resident traffic? (1)
- River access will lead to litter and damage to the landscape (1)
- Accessibility improvements need to be considered, residents may struggle with uneven road surfaces (1)
- Will the transport vehicle for residents be electric? (1)
- Proposals will exacerbate lack of visitor parking (1)
- West Hall Road could be explored as an exit only route for traffic (1)
- Who will maintain public access areas (1)
- Public access is not appropriate for a private estate (1)

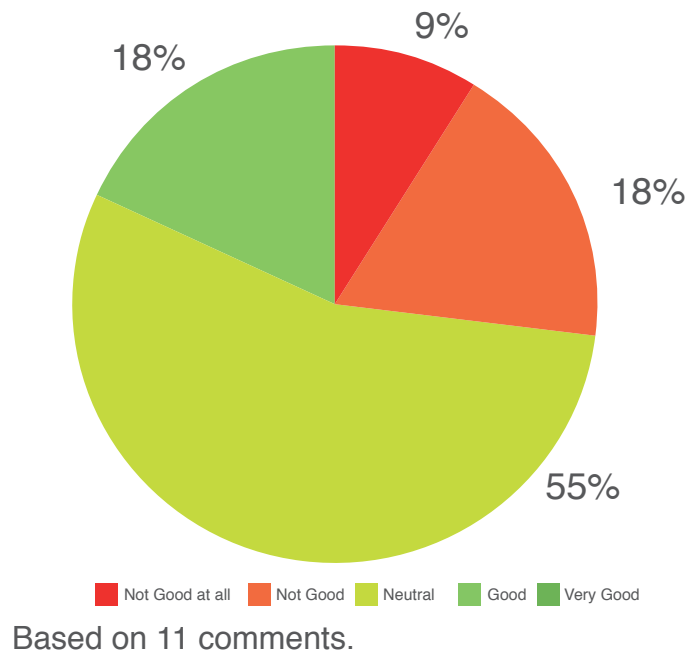
Q. Do you have any comments relating to security?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

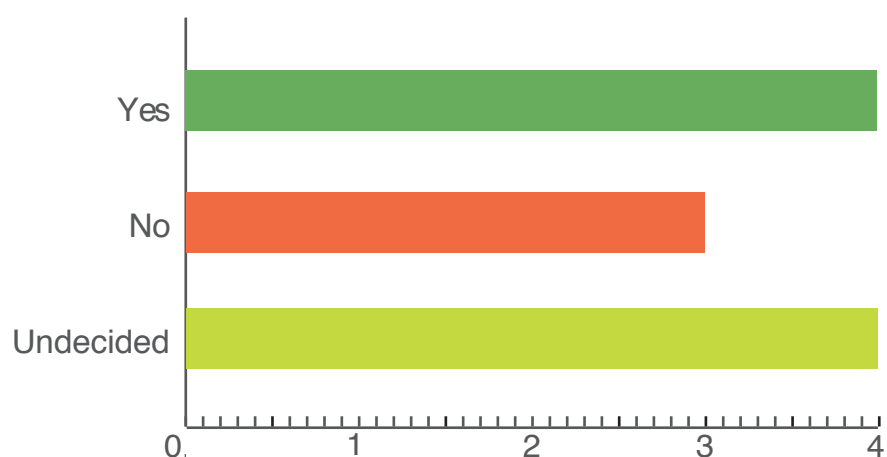
- The access from towpath and public areas should be controlled and monitored e.g. by CCTV and gates to prevent anti-social behaviour (5)
- Opening up the towpath will lead to a higher rate of crime (4)
- Concerns about anti-social behaviour in public areas late at night and those on scooters (3)
- Security will be compromised for local residents due to greater traffic and open spaces (2)
- Security is very important to the residents (2)
- Local residences are not gated and there is already public access off the river path (1)
- Are systems in place to guide back residents who have dementia? (1)
- Concerns regarding safety of children due to narrow roads and existing traffic problems (1)
- Security measures have not been properly thought through (1)
- Public access points will compromise the 'private estate' of Kew Riverside (1)

6.9 Theme: Landscaping

Q. The landscaping proposals are a key feature of Red & Yellow's proposals. What is your overall view of the landscaping approach?



Q. The landscaping proposals include opening up and enhancing the Metropolitan Open Land. Do you support this?



Q. Do you have any comments relating to the landscape proposals?

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- I support the opening up of the MOL (2)
- Landscaping has to be of a high quality that reflects surrounding area (2)
- Trees should not be removed or should be replaced with other landscaping (2)
- Trees/greenery that are removed should be replanted to provide some privacy (2)
- I have reservations about opening the site up to the public (1)
- Concerns regarding proximity to Woodman mews/Saffron house which may lead to noise pollution, blocking of light, privacy, security issues (1)
- No parking provision for visitors (1)
- Concerns regarding noise pollution for residents of Woodman mews (1)
- Would prefer the landscaping to be an extension of existing residents' gardens (1)
- Security concerns regarding open spaces (1)
- Open spaces already exist elsewhere (1)

6.10 Other Feedback

In addition to the feedback form, residents were able to provide their comments via the consultation telephone number, email address, Freepost Address, or verbally at events. The below table provides an overview of the feedback received.

Themes / comments are shown in order of frequency with number of times raised referenced in brackets

- The existing access road won't be able to support the additional traffic (2)
- Concerns regarding traffic congestion related to the recycling centre (2)
- The proposed building is disproportionate for the site (1)
- Concerns that trees at the site will be removed and not replaced (1)
- The proposed parking provision is inadequate (1)
- This development is good for the community (1)
- The proposals will have a detrimental effect on existing residents' quality of life (1)
- I am opposed to the new access to the river path (1)
- Why are you building a children's play area, investment should be focussed on the elderly (1)
- Appreciate that the trees have to go, but can you replant trees by Saffron House to enhance this part of the building (1)

"[I am] a supporter of the Red and Yellow development of the disused biothane site....I genuinely think this type of scheme is the future for community cohesion"
Melliss Avenue Resident

"I would like to express my support for the proposed extra care facility on the site of the old biothane plant.

"It's an exciting project!"
Representative from FISH

Having looked at the proposals I am impressed with the thought that has gone into this scheme - not just the appearance and layout, but the preparation to ensure that residents of the new facility have real opportunities to access the local and wider community and the amenities to be shared with the existing Kew community. I believe this model of community cohesion and intergenerational living are the way forward and at least part of the remedy for chronic loneliness and isolation that older people report. In the longer term, this model should start to address the health and social care crisis that faces us.

As a 'mature' person myself with our first grandchild on the way, I am definitely in favour of schemes like this and would be proud to use the Melissa Avenue facilities and encourage my granddaughter to share stories with her elder neighbours from a young age."

Melliss Avenue Resident

7.0 Team's Response to Issues Raised

To enable the project team to respond to the main issues raised during the consultation, Iceni Engagement reviewed all feedback provided to draw out common themes. These have been grouped in the following table alongside how these issues have been responded to by the team.

Theme / Issue	The Team's Response
Building Design	
The proposed height of the building is too high and needs to be in proportion to the surrounding buildings.	<p>The proposed building has been redesigned to carefully respond to the surrounding built form.</p> <p>The building will vary in height, from four storeys to six storeys, with setbacks agreed on the upper levels to provide reductions in the built form, maximising daylight and sunlight, and providing a gentle transition in height in relation to the neighbouring Saffron House and other buildings on Melliss Avenue.</p>
The proposed building materials are not in keeping with Kew Riverside residences.	<p>Every effort has been made to ensure the proposed materials will be a sympathetic addition to the local building context. The external materials will be in-keeping with the surrounding buildings and will include brick, stone cladding, and zinc cladding.</p> <p>Whilst aiming to reflect the style of existing nearby buildings, the materials will also provide a building that is distinctive. The use of materials will present a light, airy, modern façade and interior, creating an inviting, safe environment for the new residents.</p> <p>The final materials will be chosen in discussion with officers at London Borough of Richmond Upon Thames, with LBRT approving the materials to be used.</p>
Transport and Access	
The proposals will exacerbate existing traffic problems associated with the Townmeade Road recycling centre.	<p>We appreciate the existing concern regarding the traffic associated with the recycling centre and the impact that this has on Kew Riverside. When assessing the potential impact of the Specialist Extra Care facility in undertaking a transport assessment, we have based this on the existing context. Compared to a typical residential development, the Specialist Extra Care facility will generate less traffic movements, minimising the potential impact to Melliss Avenue.</p> <p>Also, a regular, dedicated mini-bus will be provided to transport residents and staff to local shops and other transport nodes to help their freedom of movement, helping to reduce the combined vehicle footprint per resident.</p>

Theme / Issue	The Team's Response
Transport and Access	
The proposals will increase traffic on Melliss Avenue, which was not designed to take extra traffic.	We recognise concerns regarding traffic along Melliss Avenue and the surrounding area, the added traffic congestion associated with a residential site will be lower than a traditional residential scheme. A full transport assessment has been undertaken to assess the traffic generation associated with the scheme. The transport assessment demonstrates that there is enough capacity on Melliss Avenue.
There is not enough parking provided.	<p>The car parking needs for an elderly Specialist Extra Care facility is considerably lower than a residential scheme. This is based on experience and takes into consideration the long-term care needs of elderly residents, particularly those with dementia. The proposed level of car parking is considered to be appropriate for the size and specific nature of the scheme.</p> <p>Visitors will be required to book a parking space prior to arrival. Staff will park offsite and be transported in shifts by bus; however, most staff will use public transport.</p> <p>In addition, the Kew Riverside estate is covered by a Controlled Parking Zone which will prevent residents, staff and visitors parking on the neighbouring streets.</p>
Concerned about the impact of construction traffic. An alternative access should be found.	<p>Red & Yellow is working with local stakeholders, including the KRRRA, to assess potential alternative access routes for construction. This process is still ongoing.</p> <p>Red & Yellow is also aware of the weight limit restriction on Melliss Avenue and is developing the construction plan with this constraint in mind.</p> <p>Construction of the development will be carefully managed and will be undertaken in accordance with a 'construction management plan' which will be required to be submitted to the Council and approved prior to commencing development. This construction management plan will contain details such as what size of vehicles can access the site and at what times.</p> <p>Construction workers will also be subject to the same strict parking restrictions on Kew Riverside and a zero tolerance policy will be enforced on site.</p> <p>There will be a construction manager and community liaison manager on site during the build whose contact details will be provided.</p>
Another access road must be considered for this site.	We are continuing to discuss this issue with the Council and the KRRRA regarding the feasibility for an alternative access route, and where this could be sited.

Theme / Issue	The Team's Response
Transport and Access	
<p>The proposals will lead to greater air pollution and impact on residents' quality of life</p>	<p>The proposals will generate significantly less traffic compared to a residential development of the site which will in turn result in less pollution.</p> <p>Access to community facilities, the Metropolitan Open Land and the towpath will improve the quality of life of both residents and locals.</p>
Community Facilities	
<p>Do not feel that the proposed community facilities are necessary, we already have cafés in the area, and will result in more people walking or driving through Kew Riverside.</p>	<p>The facilities that Red & Yellow propose to open up to local residents, such as the café / restaurant, are facilities that will be provided for the residents of the Specialist Extra Care facility; they are not additional, nor are they designed to compete with existing facilities in the area.</p> <p>Red & Yellow's vision for Specialist Extra Care is centred on greater independence for elderly residents, seeking to provide a stimulating alternative to institutionalised care where the residents never return home. The children's play area is a big part of this, being beneficial for visiting grandchildren and the residents of Kew Riverside. By opening up the facilities to the local community, Red & Yellow are encouraging greater interaction with the Specialist Extra Care residents.</p> <p>It is envisaged that the residents who will benefit most from the use of these communal facilities are the existing residents who live in Kew Riverside, or those who are local and use the towpath. It is not designed to become a new destination for people to go out of their way to visit.</p>
Security and Landscaping	
<p>The proposals will increase problems with security. The access from the towpath and public areas should be controlled and monitored to prevent crime and anti-social behaviour.</p>	<p>Safety and security is not only a key priority for Red & Yellow in respect of their elderly residents, but we also understand its importance to the existing neighbouring residents of Kew Riverside.</p> <p>Security measures include a combination of both natural surveillance – through trained staff being on site 24 hours a day – and technological with strategically placed CCTV cameras.</p> <p>In regards to the access on to the towpath, greater accessibility is encouraged by the Council. However, we have listened to concerns of neighbouring residents and are therefore proposing a gated access on the towpath, with the view that the gates are closed outside the normal operation hours of the café / restaurant and children's play area.</p>

8.0 Conclusion

This Statement of Community Engagement (SCE) outlines the stakeholder and community engagement undertaken by Red & Yellow in regards to their proposals to redevelop the Former Biothane Plant site at Melliss Avenue, Kew for a modern Specialist Extra Care facility.

In undertaking the stakeholder and community engagement, Red & Yellow has sought to ensure transparency and openness, encouraging as many people as possible to participate in the consultation, particularly local residents of Kew Riverside. Activities undertaken as part of the engagement include:

- One-to-one meetings with stakeholders (including site visits);
- Community questionnaire;
- Community newsletters;
- Stall at the Kew Mid-Summer Fete;
- Two public consultation events; and
- A dedicated website.

Feedback Received

All feedback received from stakeholders and the local community has been set out in this report. There were notable areas of concern raised, with many raising the same points in their feedback. These areas primarily concern: the need for a further access to the site; traffic generation and impact on Melliss Avenue; security concerns of access to the towpath; and the potential impact on the Metropolitan Open Land and the towpath character.

In general the proposed use of a Specialist Extra Care facility has been received positively, with many stakeholders noting a local need for such a form of care, as well as highlighting the preferability of such a development over a residential development. Many of those who support the Specialist Extra Care principle also noted the positive contribution it could make to

the Kew Riverside development; particularly in terms of the communal facilities.

Changes to the proposals

The project team has reviewed all feedback received during the consultation process, and, where practical, has amended the proposals in preparation for a planning application.

Changes to the proposals seek to respond directly to feedback received, including from planning officers at the London Borough of Richmond Upon Thames Council and the Greater London Authority. Changes to the proposals include:

- The access to the towpath is proposed to be gated, with the view that the gates close following the normal opening hours of the café/restaurant. This is in response to security concerns raised by Kew Riverside residents;
- Overall the scheme has become considerably smaller, reducing the overall bulk and massing of the building;
- The number of proposed units has been reduced from 96 to 89;
- The levels of the proposed building have been revised in response to feedback from the Environment Agency; and
- The building has been pulled back further from the MOL, with only a slight incursion. This allows for greater space for landscaping and overall reduces the amount of building footprint and hardstanding that currently exists in the MOL on site.

Next Steps

Red & Yellow is committed to ongoing close engagement with the local community and maintains a regular dialogue with the KRRRA. Red & Yellow will continue to keep residents informed at key stages of the planning application process and beyond.

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