

Former Richmond College Site



CLARION
HOUSING GROUP

**BARTON
WILLMORE**



CLARION
HOUSING GROUP

Statement of Community Involvement

Land at Junction off A316 and Langhorn Drive and Richmond College Site, Egerton Road, Twickenham

Reserved Matters Application

November 2018

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Desk Top Publishing and Graphic Design
by Barton Willmore Graphic Design

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1.0 Introduction

This Statement of Community Involvement (SCI) has been prepared by Barton Willmore on behalf of Clarion Housing Group. It demonstrates the applicants commitment to collaborative working and provides a clear record of the pre-application consultation and engagement for the proposed development carried out between August and November 2018 and ongoing post application engagement.

This SCI should be read in conjunction with the suite of documentation which forms the applicants reserved matters application to London Borough Richmond upon Thames Council ('The Council') for the following proposed development at the site:

Residential development comprising 180 affordable homes with associated access, parking, dedicated on-site children's play and communal amenity spaces.

Full details of the proposed development are set out within the accompanying Design and Access Statement (DAS). It should be noted that a full and detailed public consultation was conducted for the full planning application which was granted in August 2016 and this SCI continues with that engagement and consultation for the reserved matters application.



1.1 Overview of the development

For reference purposes and to help understand the themes shared and discussed in this document, the drawing shown below presents the Masterplan which was granted planning permission in August 2016 and the principal layout of the proposed residential development.



A new campus for education and enterprise purposes, comprising:

- Replacement College
- Science, Technology, Engineering and Maths (STEM) Centre
- A new secondary school for up to 750 students
- A new special educational needs school for up to 115 students
- A new ancillary 'Technical Hub'
- Replacement on-site sports centre
- Upgrading of the existing Craneford Way east playing fields
- Transport and access improvements
- 180 new residential homes



1.2 Principal layout of the proposed residential development



- Mix of high-quality houses, flats and maisonettes consisting of 3-storey houses and 4/5-storey blocks of flats
- 180 affordable homes (26 affordable rent and 154 shared ownership)
- Proposed 160 car parking spaces (Outline planning permission granted for up to 190 car parking spaces)
- Ecological corridor and communal gardens
- Dedicated on-site children's play and communal amenity spaces
- New open space bordering Egerton Road for wider community use





Duplex Entrance

Access to Courtyard

Duplex Entrance

Main Entrance

1.3 Project team

For the purpose of this document, the core team members who have been involved in engaging with the community and may be referenced in this report are:

Clarion Housing Group

Guy Ambrose

Project Manager

Sarah Chisholm, Baily Garner

Architects

Dido Graham, BPTW

Jordan Collins, BPTW

Transport Consultant

Faye Murray, MLM Consulting

Community Engagement

Kate Greatrix, Barton Willmore
(Member of The Consultation Institute)

Planning Consultants

Sophie Hardy, Barton Wilmore

Greg Pitt, Barton Willmore

Landscape Architect

Don Albrecht, Ireland Albrecht



2.0 Planning policy context

In order to establish an appropriate engagement strategy for the proposed development, a review of the relevant national and local planning policy guidance has been undertaken which is set out below.

2.1 National policy

The Government considers that pre-application engagement prior to the submission of a planning application is paramount to ensuring timely decision making, reducing delays and cost to the applicant while achieving quality outcomes.

Paragraphs 38-46 of the National Planning Policy Framework ('the NPPF') refer to the role of the pre-application engagement with the community and stakeholders in further detail. In essence, it advises that:

- Early engagement has the significant potential to improve the efficiency and effectiveness of the planning application system for all parties, and good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community. (paragraph 39).
- Local planning authorities 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 and, where relevant, with statutory and non-statutory consultees, before submitting their applications.

- The more issues that can be resolved at the pre-application stage, the greater the benefits (paragraph 41).
- The participation of statutory planning consultees with an early pro-active approach will assist local authorities in issuing timely decisions, helping ensure that applicants do not experience unnecessary delays and costs (paragraph 41).
- To avoid delay, applicants should discuss what information is needed with the local planning authority and expert bodies as early as possible (paragraph 43).

As this SCI and the accompanying DAS explain, the applicants and their development team have actively engaged with the local community and its key stakeholders throughout the evolution of the detailed reserved matters proposed application.

By virtue of the Planning and Compulsory Purchase Act 2004, Local Planning Authorities (LPAs) are required to prepare a Statement of Community Involvement (SCI) to set out their policy on involving their community in preparing local development documents and on consulting on planning applications. The Planning Policy Guidance (PPG) also identifies the steps which LPAs must take in involving the public with planning applications.

2.2 Local policy

The Council's SCI, adopted in June 2006, sets out how people can be involved in planning. It emphasises the importance of re-application discussions between planning officers and developers, and between applicants and local communities prior to the submission of an application, recognising that

“Seeking community views on the acceptability of 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”

The Council recognises the need to maintain the distinction of the roles and responsibilities of the applicant on the one hand and the local planning authority representatives on the other. For this reason, Council officers generally leave developers to pursue their own methods of consultation at this stage, using their own resources, so that officers can remain at ‘arm’s length’ from discussions, meetings, exhibitions and information distribution.



Officers will, however, ask for feedback on how pre-application consultation has been conducted and what the outcome has been. Whether prospective applicants embark on community involvement at this stage or not, officers recognise the importance of respecting a developer’s confidentiality, especially where this concerns commercially sensitive information.

The policies and guidance set out in the NPPF and the Council’s SCI are important considerations when engaging with and involving the wider community in the planning process and have been key to forming the applicants engagement strategy for the proposed development.

Barton Willmore operates a Good Practice Guide for Community Engagement as produced by Planning Aid England (see appendix 5).

3.0 Consultation process

The aim of our community consultation is to engage with local residents, stakeholders and other interested parties; inform them of the investment that is being made in their community and identify any significant local issues and ensure these are addressed in an inclusive manner.

3.1 Consultation aims

The objectives throughout the process of consultation with the local community have been to:

- Research and identify all relevant interest groups and parties
- Encourage as much input as possible from the local community, including residents, interest groups, councillors and businesses
- Provide the community with genuine and well publicised opportunities to provide feedback to the proposed scheme
- Identify and address where possible any issues or concerns highlighted by the community and stakeholders
- Be clear about what can be changed and what cannot and explain why
- Be inclusive, accessible, transparent and engaging
- Clearly communicate all feedback from the local community to the wider project team

3.2 Process overview

Engaging with stakeholders and the local community in a timely, appropriate and inclusive manner and seeking their involvement and feedback to the applicant's proposals has been crucial. A key element has been to conduct an open and two-way dialogue with stakeholders and local residents.

Two principal stages of pre-application consultation were held to discuss the site and the design proposals.

Stage 1—Stakeholder consultation

This was carried out through meetings with local stakeholder groups and representatives. It allowed an opportunity to collect community feedback on the vision for the site and understand any possible concerns there might be for the proposed development.

Stage 2 —Public consultation

Stage 2 of the consultation focused on raising awareness of the proposed detailed development to the wider community. It provided an opportunity to collect feedback and to understand any possible concerns as a result. This was carried out through a public exhibition, where feedback was proactively collected to understand the view of the local community. Full details of this feedback can be found in section 5 of this report.

Future Engagement

The applicants will continue to engage with stakeholders and neighbours close to the site to further discuss any specific issues and maintain an ongoing dialogue.



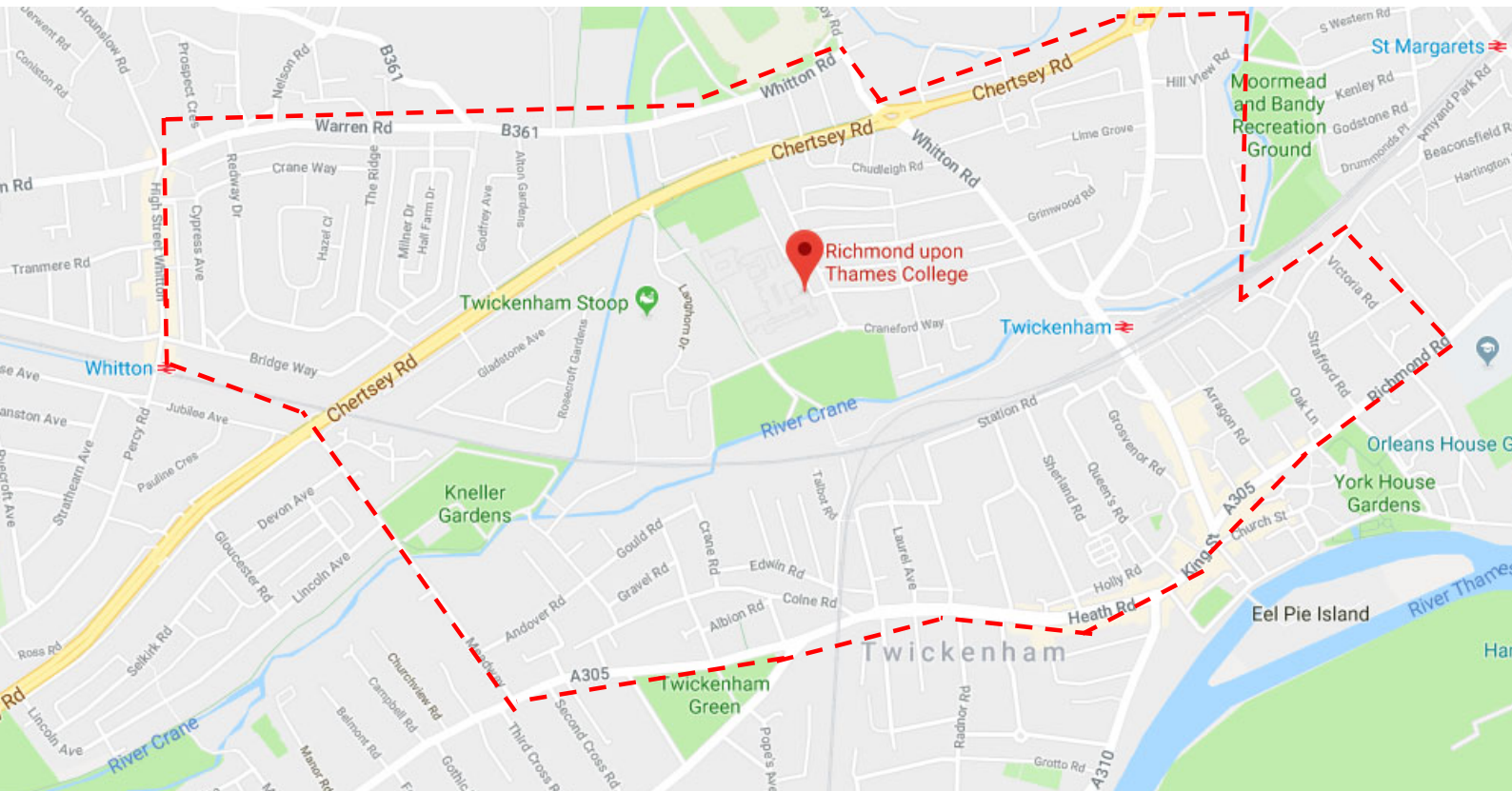
3.3 Methods and tools of engagement

Numerous methods were used to raise awareness of the project and the consultation exhibition in the local area.

Consultation boundary

A consultation boundary was established in the early stages of the project. The consultation boundary comprises over 6,900 residents and businesses and was used as a basic distribution area for the consultation material.

The main streets within the boundary are listed below:



CONSULTATION BOUNDARY

Egerton Road	Crane Road	Heathfield North	Heathfield South
Court Way	Whitton Road	Grimwood Road	Lime Grove
Hillview Road	London Road	Heath Road	Station Road
Richmond Road	Warren Road	Crane Way	Bridge Way
The Ridge	Andover Road	Gravel Road	Gould Road
Crane Road	Edwin Road	Colne Road	Laural Avenue
Grosvenor Road	Queens Road	Victoria Road	Stratford Road

Publicity

The following methods were used to publicise the public exhibition:

- 6,945 Invitations distributed to homes and businesses within the consultation boundary
- 60 personal invitations posted to all stakeholders including Councillors and Ward Councillors
- Exhibition dates advertised on dedicated community engagement website: www.clarionhg.com/EgertonRoad
- Newspaper advertisements in the Richmond & Twickenham Times for 2 consecutive weeks
- Advertisement in the Twickenham Tribune for 2 consecutive weeks
- On line advertising on the St Margaret's community website: www.stmargarets.london/archives/2018/09/clarion-affordable-homes-consultation.html
- On line advertising on the Richmond Council Events website including Facebook www.richmond.gov.uk/news?a=5727#st5727



RICHMOND & TWICKENHAM TIMES

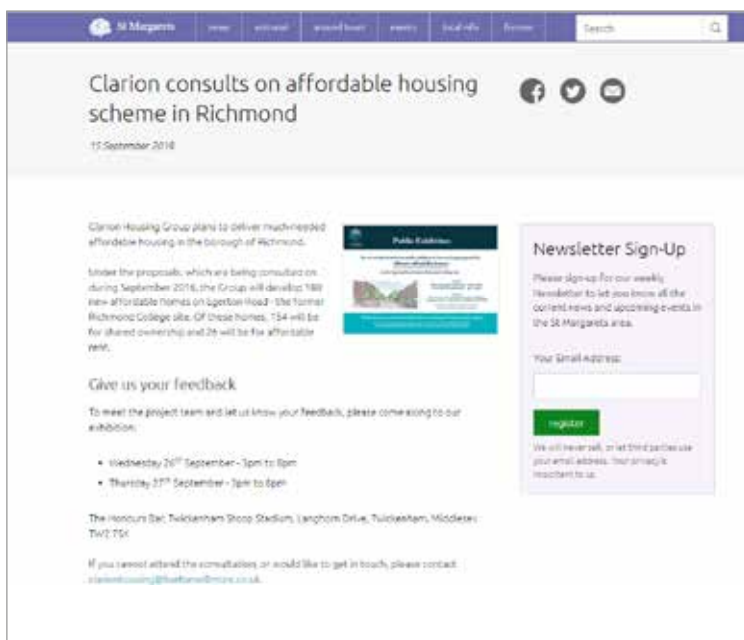
Website

The website was updated with key information on the proposed development, notice of exhibitions and how to have your say. A section is also provided where pdf documents of all consultation material and exhibition boards can be downloaded. The website can be accessed at: www.clarionhg.com/EgertonRoad

Project database

The project database was used to keep a record of people who have expressed an interest in remaining involved or informed about the project. The database was built up using the following methods:

- People who directly contacted Barton Willmore or Clarion Housing Group
- Representatives of local groups and associations contacted directly



ST MARGARET'S COMMUNITY WEBSITE



Have your say on Clarion's affordable housing scheme

Clarion Housing Group plans to deliver much-needed affordable housing in the borough of Richmond. Under the proposals they will develop 180 new affordable homes on Egerton Road, the former Richmond College site. 154 will be for shared ownership and 26 will be for affordable rent.

Visit the exhibition and give your feedback on Wednesday 26 and Thursday 27 September from 3 to 8pm.

If you are unable to attend the consultation but would like to have your say email [Clarion Housing Group](#).

[Find out more](#)

Added: Today

Like 0 Share Tweet

RICHMOND COUNCIL COMMUNITY NEWS CENTRE

We take data protection seriously. Personal details supplied to Barton Willmore and Clarion Housing Group for the purpose of research in connection with this project and in order to update people of the database on the progress of the project. Personal details will be treated as confidential and will not be shared, passed on to or used by any third parties and they will only be retained until the end of the planning process for the project, after which time they will be deleted.

Stakeholder meeting

Face to face meetings were directly offered to key local stakeholder groups to keep them informed on the progress of the project. These discussions helped the project team to understand more about local views and priorities for the area.

Public exhibition

A public exhibition was held as part of the consultation process. This exhibition was held at the Stoop Stadium, Langhorn Drive, Twickenham and was staffed by the project team.

Exhibition boards were used to describe the proposals and the primary consultation tool at the public exhibition was a feedback form. This was used to seek feedback on specific aspects of the proposals that the project team wanted input on and offered further space for people to record their own views and suggestions.

Collecting feedback

An important part of the consultation process is to analyse and report back on the findings from the public consultation and meetings. These findings were fed into the design process and kept the project team updated on any topics or issues which have been raised.

4.0 The Engagement process to date

In accordance with policy requirements and the engagement strategy, a range of different communication methods have been employed to try to ensure stakeholders and residents have been fully aware of the detailed proposals for the residential development and have had the opportunity to influence the emerging masterplan.



4.1 Stakeholder meetings

4.1.1 A meeting was held on Tuesday 18th September with the established Development Monitoring Group to introduce the applicant, discuss the proposals and update the group on the progress and timelines for the reserved matters application. In attendance were:

Caroline Matlock

Community Liaison Officer

Robin Ghurbhurun

Principal, Richmond upon Thames College

Garod Barker

Director of Facilities and IT, Richmond upon Thames College

Dan Porter

Project Manager, Fusion

Darren Jacob

Representing the Schools

Richard White

ISG

Jimill Patel

Planning Department, Richmond Council

Henry Cox

Head of Community Relations, Harlequins

Rob Gray

Chair, Friends of the River Crane (FORCE)

Francis McInerney

Chair, Heatham Alliance Residents Association

David Rose

Court Way Residents Association

Audrey Yvernault

Resident, Egerton Road

Cllr Geoff Acton

St Margaret's and North Twickenham ward councillor

Cllr Alexander Ehmann

St Margaret's and North Twickenham ward councillor

4.1.2 A meeting was held on Tuesday 18th September with Ann Newton, CEO of Richmond Chamber of Commerce.

4.2 Stakeholder feedback

The proposals for the development of the existing residential site were well received and specific comments from stakeholders include:

Positive:

- Delighted that Clarion Housing Group will be a long-term partner with the college
- Consensus that 100% affordable housing is tremendous for the borough

- No vehicle access off Egerton Road
- Economic growth in the area
- New business and employment opportunities

Concerns:

- Sufficient car parking on site to avoid pressure on existing residential streets

4.3 Public exhibition

In order to ensure the wider community and not just those within the site's immediate vicinity were notified, the applicants invited over 6,900 households and businesses to attend the public exhibition. A copy of the invitation, which was distributed 10 days prior to the exhibition is reproduced below.

Details were also provided on the applicants website (www.clarionhg.com/EgertonRoad).

Exhibition location:

The Honours Bar
Twickenham Stoop Stadium
Langhorn Drive
Twickenham

The venue was chosen for its recognition locally and for being accessible on foot, by car, by bus or train.

Dates and times:

Wednesday 26th September – 3pm to 8pm
Thursday 27th September – 3pm to 8pm

Total number of visitors:

The public exhibition had over 60 visitors over the 2 days.

Visitors were encouraged to complete a feedback form to record their views, concerns and general comments. The forms allowed considerable space for all comments to be made enabling both positive and negative feedback.

A summary of feedback received can be found on the following pages (a copy of the feedback form can be found in appendix 3).

The exhibition provided visitors with the opportunity to understand the rationale behind the residential proposals for the site and the emerging masterplan. 10 exhibition boards were presented, covering the following information:

- Introduction to Clarion Housing Group
- What does affordable housing mean
- The masterplan (outline planning permission granted August 2016)
- The emerging masterplan for residential development
- Car and bicycle parking
- Landscaping
- Benefits to the community
- Have your say
- Proposed timeline/next steps



The poster features the Clarion Housing Group logo in the top left corner. The main title 'Public Exhibition' is centered at the top in a large, white font against a dark teal background. Below this, the invitation text reads: 'You are warmly invited to our public exhibition to view our design proposals for 180 new affordable homes (a mix of shared ownership and affordable rent) on the Egerton Road former Richmond College site.' A central illustration shows a street scene with brick buildings, trees, and a red car. To the right of the illustration, the dates and times are listed: 'Wednesday 26th September – 3pm to 8pm' and 'Thursday 27th September – 3pm to 8pm'. Below the dates, the location is specified: 'The Honours Bar, Twickenham Stoop Stadium, Langhorn Drive, Twickenham, Middlesex TW2 7SX'. A note mentions that parking is available in the North Car Park, accessed via the Honours Bar via Gate 1. At the bottom, a teal banner contains the text: 'We do hope you can attend, and look forward to meeting and sharing our plans with you.' Below the banner, contact information is provided: 'If you require further information, please contact: Kate Gracins, T: 0207 444 6888 M: 07744 064738 E: clarionhousing@clarionhomes.co.uk or visit our website: www.clarionhg.com/EgertonRoad'.

Welcome



Thank you for taking the time to visit our public exhibition for the development of affordable homes on the Egerton Road former Richmond College site

PLEASE LET US KNOW WHAT YOU THINK

After looking through the material on display, please complete a feedback form to let us know what you think of our proposals as soon as you can.

Members of our team are here to answer any questions you may have.

This exhibition gives you the chance to view and comment on our proposals to build 190 new affordable homes in Twickenham. This is for the residential element of the outline planning permission only and not for the new college campus.

We are pleased to support our residents' requests for affordable housing and are pleased to 2022 to a green borough in Richmond's local economy. As the year of Sustainable 2025 and you can help create a greener future by working in with your business.

For more information and to view our proposals, please visit our website.

Working with the local community, we are committed to creating a better future for all.



All pictures shown today are illustrative examples only.



Feedback Form

Information desk with stacks of brochures, pens, and a feedback form.

The Masterplan



Outline Planning Permission
was granted in August 2016

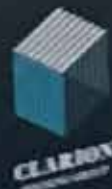


Key Points

- A new campus for education and enterprise purposes, comprising:
 - Replacement College
 - Science, Technology, Engineering and Maths (STEM) Centre
 - A new Secondary School for up to 700 students
 - A new Special Educational Needs school for up to 170 students
 - A new primary Technical hub
 - Replacement on-site sports centre



- Upgrading of the existing grounds to high quality playing fields
- Transport and access improvements
- All new residential homes



Building Homes.
Developing Futures.

Roll-up banner featuring architectural drawings, including a large building facade and a site plan. The banner has a blue header and footer with a logo.

Our Proposal

The proposal will include residential development and...

Roll-up banner titled "Our Proposal" with a blue header. It contains text and architectural drawings, including a site plan and building elevations. The banner has a blue footer with a logo.

Car and Bicycle Parking

Proposed car and bicycle parking spaces...

Roll-up banner titled "Car and Bicycle Parking" with a blue header. It features a landscape rendering of a parking area and architectural drawings. The banner has a blue footer with a logo.

Landscaping

Proposed landscaping and green spaces...

Roll-up banner titled "Landscaping" with a blue header. It includes a landscape rendering of a green space and architectural drawings. The banner has a blue footer with a logo.





Our Proposal



Our proposals relate to the residential development only





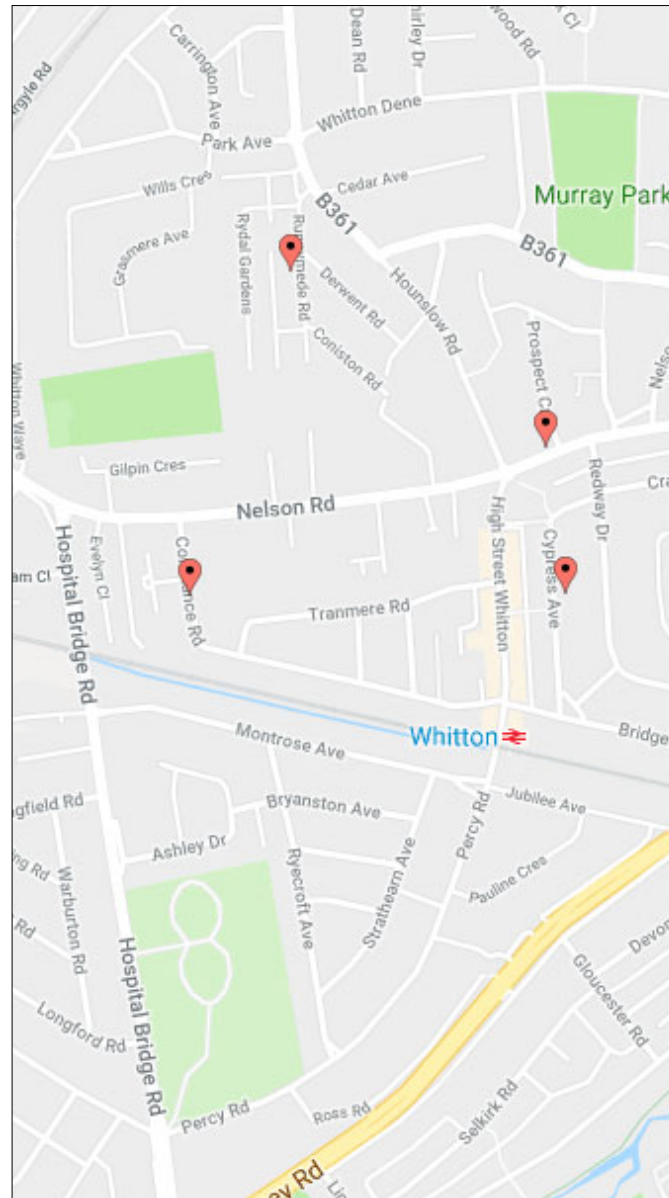
A complete copy of the exhibition boards displayed during the public exhibition can be found in Appendix 2.

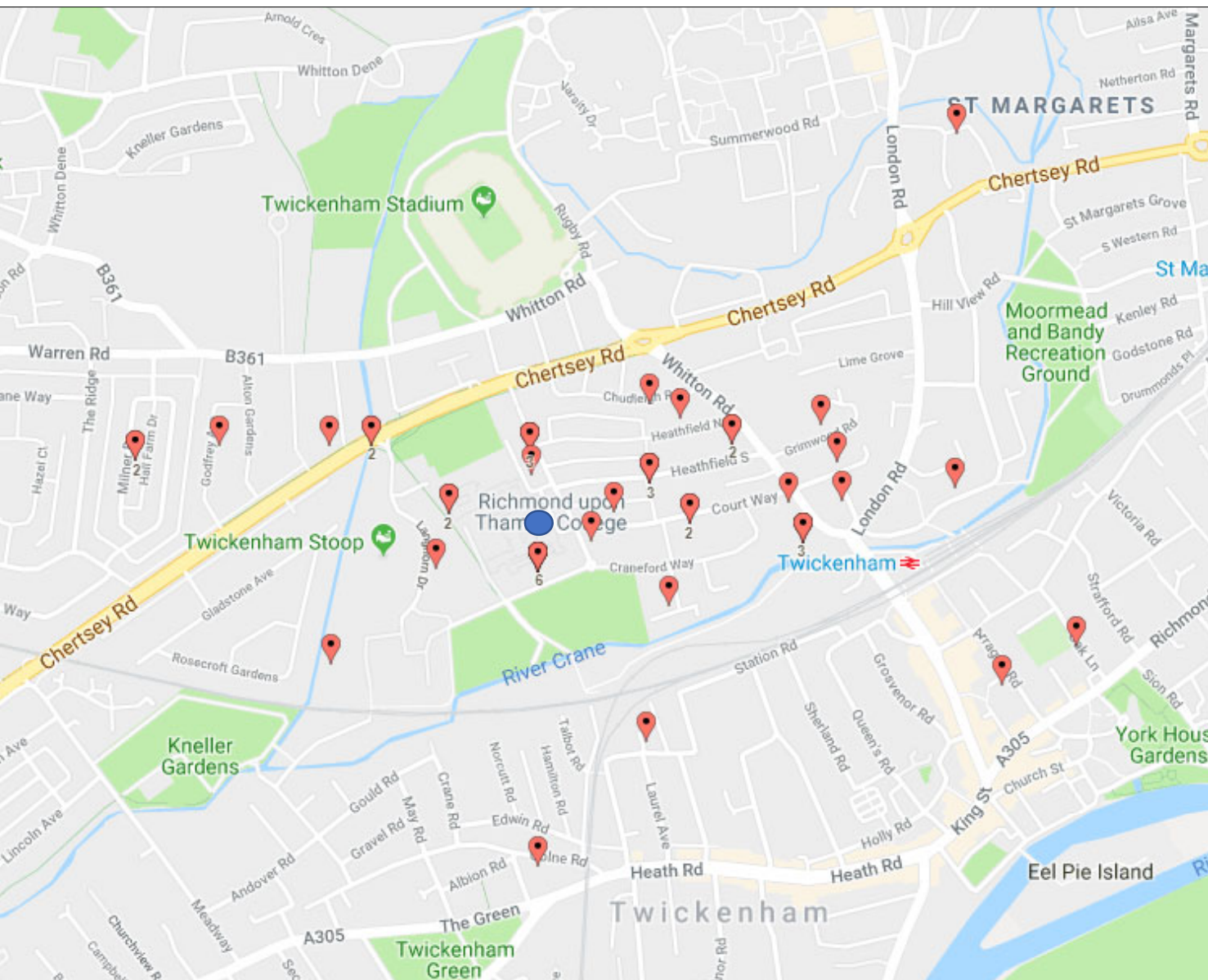
The exhibition also provided visitors with the opportunity to pose questions directly to the applicants and their development team and provide feedback on the emerging masterplan via comment forms made available on both days. Stamped addressed envelopes were also provided for visitors wishing to provide feedback at a later date.

Total number of visitors:

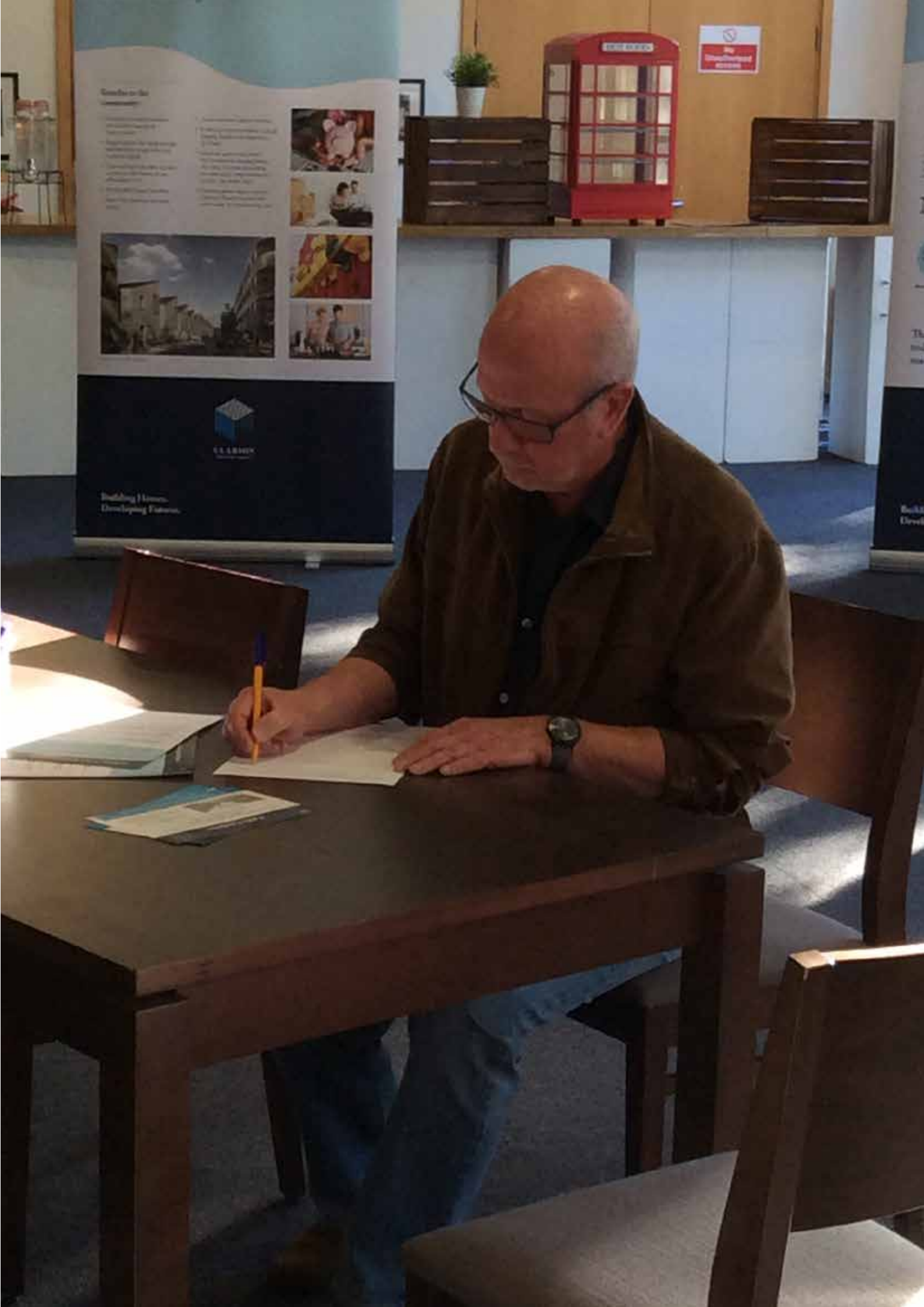
The public exhibition had over 60 visitors over the 2 days.

47 people signed in at the Exhibition with post codes giving an indication of attendance in the consultation boundary.





GROGRAPHICAL ATTENDANCE AT EXHIBITION SEPTEMBER 2018



Good for the Community

Community development is a process of enabling and encouraging the participation of people in their own development. It is a process of building the capacity of people to take control of their own lives and to improve their living conditions. It is a process of creating a sense of community and of shared responsibility. It is a process of building a better future for all.



U.S. BIRNY

Building Homes. Developing Futures.

No Unauthorized Access

5.0 Response to the public exhibition

As this is a reserved matters application, the turnout to the public exhibition was relatively small, but it is considered to be representative of the verbal feedback and overall response provided through various discussions and meetings.

5.1 Summary of feedback

Attendees were asked to complete a comment form on the proposals to record their level of agreement or otherwise on the key aspects of the scheme, in order to obtain structured feedback. The forms also allowed space for more detailed comments and feedback.

A total of 45 comment forms were received from the public exhibition attended by over 60 people. The majority of forms were collected at the event, but some were received by post.

A deadline of Friday 5th October 2018 was advised.

The following is a high-level summary of feedback received from the comment forms from the public exhibition. Key recurring topics and comments noted, in no particular order, are as follows:

Positive comments:

- Landscaping – inc green spaces, size of gardens and play areas
- Design – openness, shared surfaces and in keeping with the area
- Affordable housing – shared ownership and affordable rent for local people is very welcomed
- Community feel and family friendly
- Single access off Langhorn Drive

Concerns:

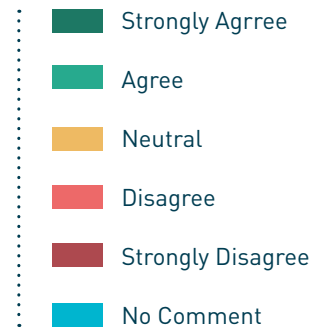
While the proposals were predominately well received some concerns were noted, most commonly regarding:

- Not enough parking spaces
- Flow of traffic onto Chertsey Road
- Community gardens and public space being vandalised
- Main apartment block looks a bit box'ish/1960's design

5.2 Detailed feedback from comment forms

The following is a detailed analysis drawn from the 45 comment forms completed. Visitors were asked to answer a total of 6 questions. Questions 1-3 were direct response questions and 4-6 were open ended questions to allow visitors to provide more comments and suggestions.

Although this feedback is based on a small sample, it is considered to be representative of the verbal feedback and overall response provided through discussions at the various consultation events.



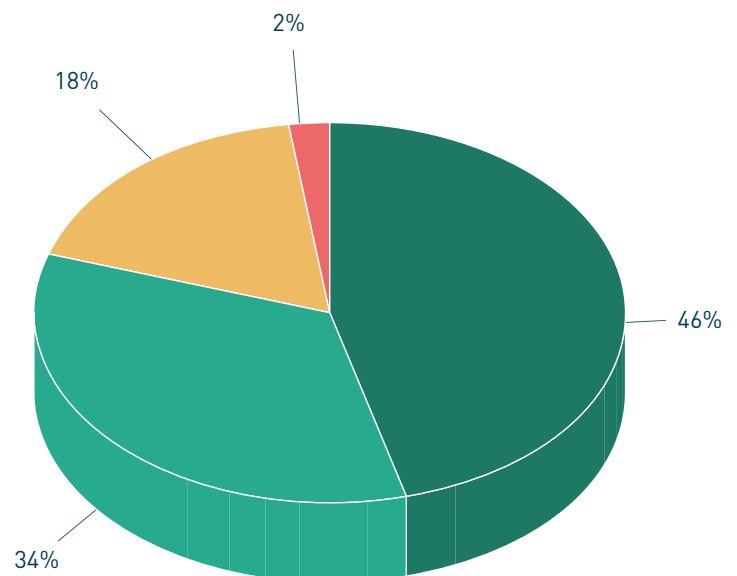
Q1. Our design proposal for the site is to build 180 new affordable homes with a mix of shared ownership and affordable rent. Do you think the provision of affordable housing is an appropriate use of the site?

A total of 45 people answered this question.

77% strongly agree or agree to the site being used to provide affordable housing.

Only 5% disagreed with the provision of affordable housing with no-one strongly disagreeing.

It should be noted that there was confusion and/or lack of knowledge around what affordable housing means and which elements of affordable housing will be provided on the site.

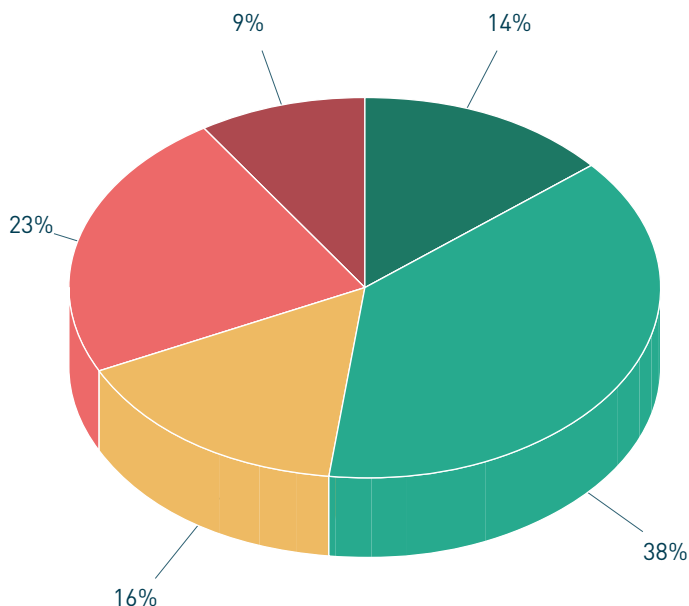


Q2. Clarion are proposing to provide 160 car parking spaces made up of 18 disabled spaces, allocated parking for residents and limited visitor spaces. Do you think this is adequate parking provision?

A total of 45 people answered this question.

31% of respondents do not think there is enough parking provision. However, 51% think there is.

It is worth noting that 18% are neutral which indicates indecision regarding parking, something that could change if the parking numbers were reduced.



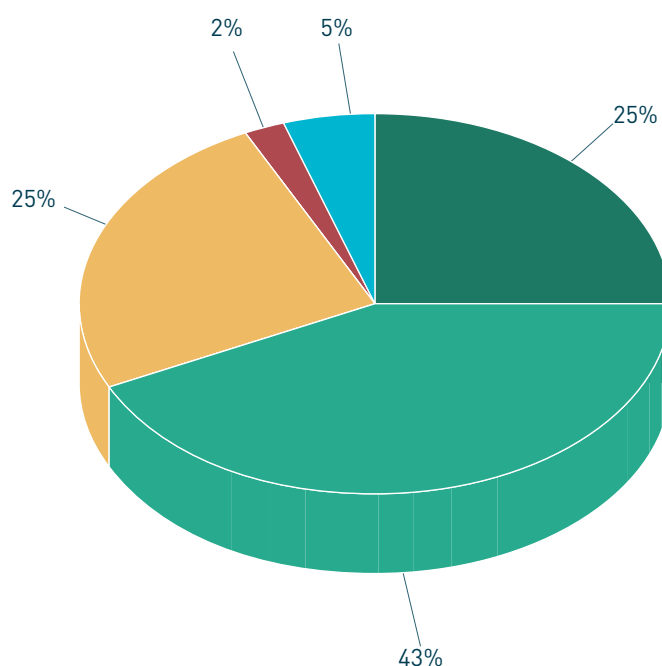
Q3. The provision of open space, play areas and landscaping is important for new and existing residents. Do you think the public access to be provided to the land adjacent to Egerton Road is an improvement to local amenity provision?

A total of 45 people answered this question.

Overwhelming support (66%) for the public access on Egerton Road – this is mainly due to a higher percentage of residents living on Egerton Road & Craneford Way area attending and responding to feedback request.

Nearly a quarter of respondents were neutral expressing no preference.

Only 2% strongly disagreed with no respondents disagreeing to the local amenity improvement.

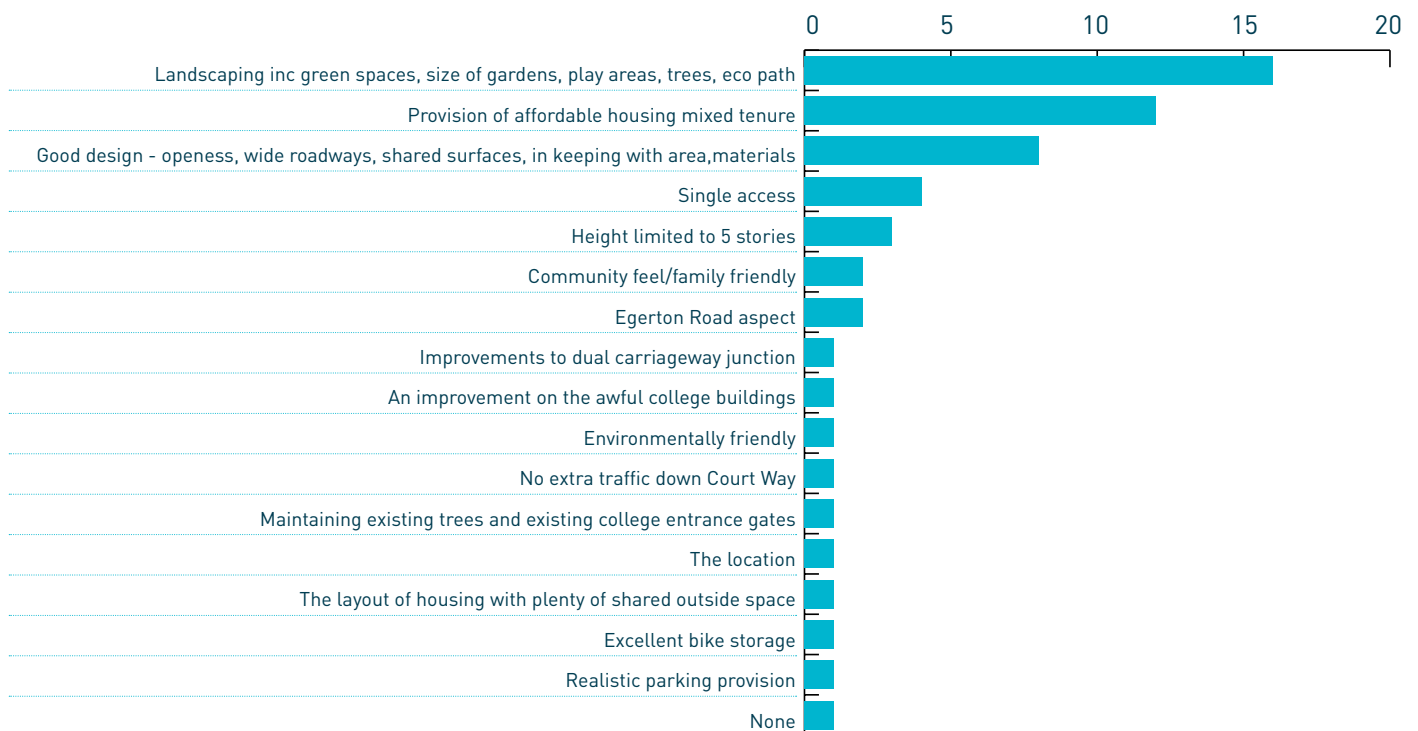


Q4 - What aspects of the design proposals do you particularly like?

A total of 32 respondents answered this question giving multiple responses.

Landscaping, good design and the provision of affordable housing for local people were the top 3 most liked proposals.

Limiting the height of the buildings to 5 stories, single access and creating the feeling of belonging to the community and family friendly were also important.



Very good layout of the housing with plenty of shared outside space.

Good landscaping – love the green spaces!

So happy the original college gates are being kept.

Good to be providing affordable housing and realistic car parking provision

Nicely designed buildings with excellent bike storage.

Affordable housing is very limited in the Richmond Borough, so this is very welcome particularly to our children.

Lovely mixed development all affordable homes.

So glad there will be no extra traffic coming down Court Way.

Lovely design and layout – feels open and family friendly.

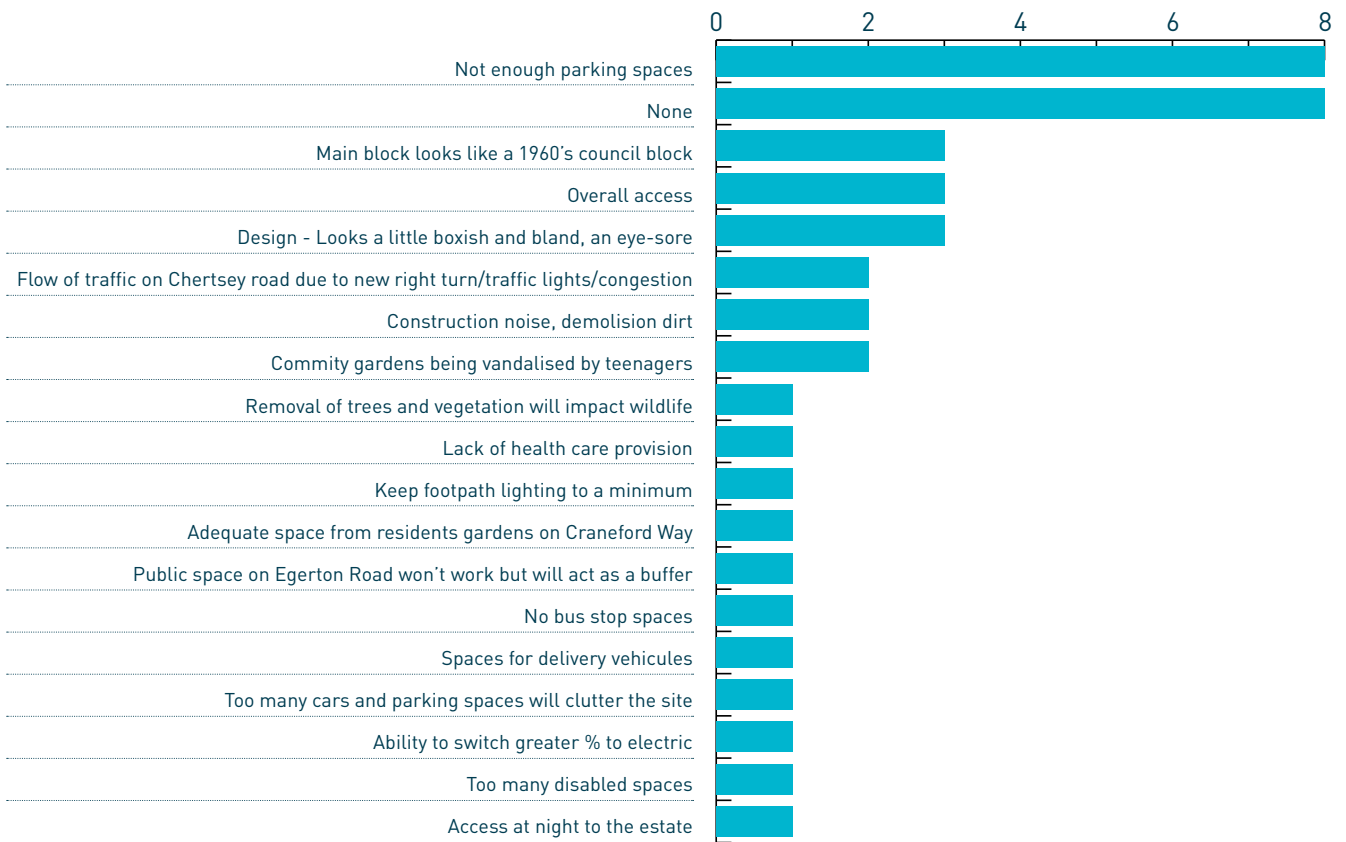
Not at all overhearing – I like the trees/gardens and Egerton Road aspect, plus only 1 access.

Q5. Do you have any reservations about the design proposals?

A total of 27 respondents answered this question giving multiple responses.

Of the total responses, 8 people noted that they had no reservations at all about the redevelopment of the site

The top response and also noted in comments are the concerns around not enough parking spaces, many people remembered that permission was granted for up to 190 cars and wondered why it has been reduced.



Concerned about the flow of traffic onto the Chertsey Road.

Not enough car parking spaces

Lack of provision for health care facilities additional burden on existing services.

Noise, dust and dirt during construction.

Some of the designs look like council houses/grey colour/bit dull

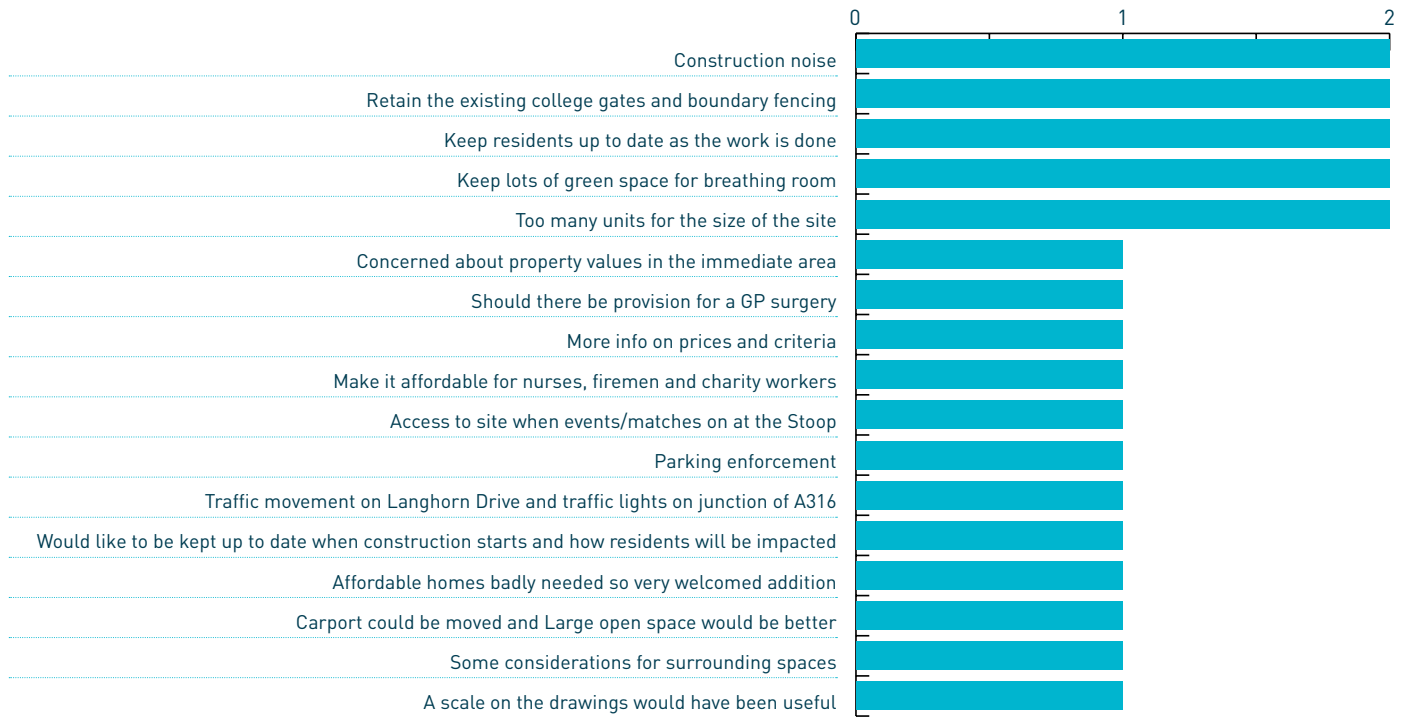
More parking please – at least one per household.

What's to stop people parking in our road when the CPZ finishes at 6.30pm?

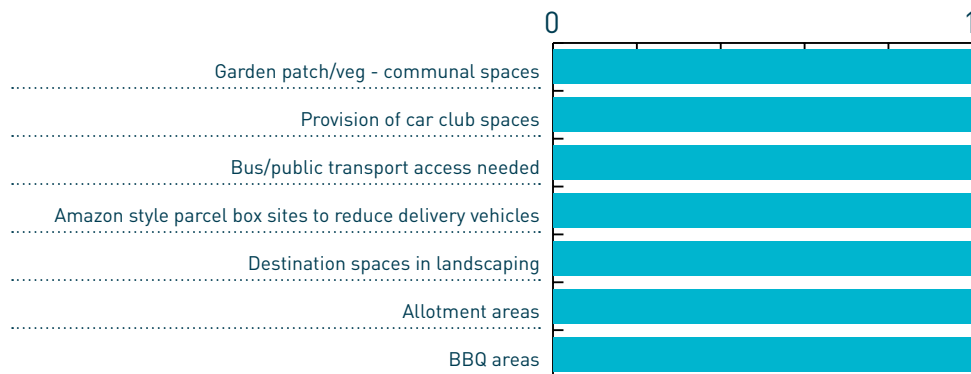
Communal gardens will be vandalised by teenagers.

Q6. Do you have any other comments?

A total of 17 respondents answered the comments and suggestions question giving multiple responses as below.



Do you have any other suggestions?



5.3 Response to feedback

Throughout the consultation process the applicant has listened to feedback from stakeholders and local residents, and where possible have made changes to address any concerns raised. The following table is our response to concerns and where it has been possible to make changes in order to address stakeholder and residents' concerns.

CONCERN	RESPONSE
Not enough car parking spaces – cars will park on neighbouring streets impacting existing residents.	We are proposing 160 car parking spaces with 320 secure cycle parking/storage spaces. New residents will not be able to apply for car parking permits in the area.
Overlooking and possible loss of privacy to residents on Craneford Way.	The terrace houses backing onto the gardens of Craneford Way residents are 2 stories with bedrooms in the eaves. Velux windows on the pitched roofs will be installed and will be frosted as they are en-suites. Careful design of these terraces ensures there is no loss of privacy or overlooking for the residents of Craneford Way.
Potential vandalism to communal spaces/play areas and public space on Egerton Road.	All communal spaces and play areas are designed to be overlooked by the new residences which will provide continuous passive surveillance.
Access to the site when matches/events are held at The Stoop.	We will work closely with our neighbours to ensure full access to the site is maintained and monitored especially during matches and events.
Congestion onto the A316 Chertsey Road.	Improvements will be made from Langhorn Drive onto the A316. There will be a new traffic light system incorporating a right turn out of Langhorn Drive.
Disruption to residents during construction – noise, dust and construction traffic.	We will work hard to keep disruption to a minimum. Access for construction vehicles is from Langhorn Drive only. Demolition of the buildings will start in January 2020 (TBC) – whilst we appreciate there will be some disruption, demolishing in the winter months reduces dust and noise as the atmosphere is generally damper and residents windows are closed.

5.4 Questions raised at the public exhibition

QUESTIONS	RESPONSE
What is the criteria to be able to get an affordable home?	<p>There is a process and criteria, but it is too early to go into further detail. Clarion Housing Group will announce their preferred selection process closer to completion of the works on site.</p> <p>This link gives some standard guidelines: https://www.shareto-buy.com/guides-and-faqs/shared-ownership-eligibility/</p>
Is there adequate provision for sewage?	Yes, there is, and a detailed drainage strategy will be submitted with the application.
Are there sufficient school places in the area for the new families?	There is a brand-new school and college next door to the site, which has capacity for new residents.
What will stop people parking on the road (Egerton Road) in the evening when the CPZ finishes at 6.30pm?	Egerton road is a public adapted highway therefore the CPZ parameters are set in place by the local highways authority. Any changes to the CPZ are not part of this application.
When will construction start?	It is hoped to be on site in January 2020, but this is dependent on the college vacating its existing buildings.
How will you make sure we will be kept up to date?	We are part of the Development Monitoring Group which meets quarterly to update everyone on progress. Residents are represented and welcomed at this meeting and newsletters will be distributed to nearby residents.
How can I get on the list for a shared ownership house?	There is no housing list at the present time as it is too early and people's needs change, but it will be advertised widely in due course.
What is affordable housing?	Affordable housing is housing for sale or rent, for those people whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers).

Will the affordable housing impact house prices in the area?	Unfortunately, we are not qualified to answer this question as we can't predict any housing market fluctuations.
How are you going to alleviate disturbance to residents on Craneford Way during construction?	We will work hard to keep disruption to a minimum. Access for construction vehicles is from Langhorn Drive only. Demolition of the buildings will start in January 2020 (TBC) – whilst we appreciate there will be some disruption, demolishing in the winter months reduces dust and noise as the atmosphere is generally damper and residents windows are closed.
Will any of the homes be allowed to be sub-let?	No, this is not allowed under the terms of the lease.
Are you allowed pets?	<p>The shared ownership lease generally prohibits all pets. However, it is possible to get permission from the housing officer looking after the site.</p> <p>Generally within houses pets are usually fine (as they have ample space to roam around, if a dog or a cat), it's the apartments whereby pets may become a nuisance to neighbours.</p>
Are you keeping the lovely gates at the entrance to the existing college?	Yes, we will be keeping the gates to the original entrance to the college, but this will be for pedestrian and cycle access only.
How many 2 bedroomed houses or flats will there be?	There will be 81 2 bedroomed units made up of 63 flats and 18 maisonettes.
How many shared ownership houses or flats will there be?	There will be 154 shared ownership units made up of 40 houses and 114 flats.

6.0 Conclusion

The applicants engagement process has actively enabled local residents and stakeholders to comment on the proposed detailed scheme prior to submission of the reserved matters application.

6.1 Applicants pre-application engagement

The applicant is confident that their engagement process to date, and that which is set to continue through the Development Monitoring Group led by the Council's community liaison officer, has followed guidance set out within the NPPF and the Council's SCI demonstrating engagement with stakeholders and the local community.

In summary the applicants pre-application engagement strategy for the detailed residential scheme has focused on:

- The identification of, and engagement with key local stakeholders.
- An extensive notification by post of the public exhibition covering all households and businesses within the consultation boundary (6.945), providing further details of the exhibition via the dedicated community engagement website page (www.clarionhg.com/EgertonRoad) and multiple on-line and press advertisements including the Council's own Events website and Facebook page.
- Providing sufficient opportunity to comment upon the detailed scheme.
- The appropriate timing for the engagement events i.e. day-time and evening periods.
- Using an accessible, well known and convenient location to stage the public exhibition.
- Ensuring the applicant and key members of the development team were on hand during the public exhibition to respond most effectively to any detailed and technical questions that were raised.
- Maintaining a positive and ongoing dialogue with local Stakeholders, responding to requests for further meetings and information where possible.
- Undertaking a thorough review and analysis of all feedback received.

As part of the collaborative approach to planning, the applicants and the development team have listened to all the feedback received. The applicants submission has been informed by the pre-application process and the enclosed package provides responses, where appropriate and possible, to all feedback received to address any concerns expressed and include any suggestions and comments.



Who We Are



Clarion Housing Group is the country's largest housing association; a property development company, a charitable foundation and a repairs and maintenance contractor



Our aims

First and foremost, at Clarion Housing Group we aim to build a better place to live - we aim to provide good quality homes for people who need them.

We are a good landlord and we aim to provide a high standard of service to our tenants. We also manage and maintain our homes to a high standard and aim to be a leading and leading firm.

Building homes

Clarion Housing Group is a high priority for us and our aim is to build 10,000 new homes over ten years.

If we are to affordably build we will need to work closely with our partners. This will be achieved through our joint venture development company, Clarion, with the proceeds invested back into the Group to fund other activities.

Developing futures

We also invest in our communities and are becoming one of the country's largest social investment providers. Clarion Futures will invest £750 million over 10 years to improve the lives of our residents and the communities where they live. This supports residents into work and training through their futures, get skills, improve their health and well-being and help young people to get a better start in life.

Please take some time to find out more about us at www.clarionhg.com



Building Homes.
Developing Futures.

7.0 Appendices

Appendix 1

Public exhibition invitation



Public Exhibition

You are warmly invited to our public exhibition to view our design proposals for
180 new affordable homes
(a mix of shared ownership and affordable rent)
on the Egerton Road former Richmond College site.



WHEN:

Wednesday 26th September – 3pm to 8pm
Thursday 27th September – 3pm to 8pm

WHERE:

The Honours Bar, Twickenham Stoop Stadium,
Langhorn Drive, Twickenham, Middlesex TW2 7SX

Parking is available in the North Car Park,
access to the Honours Bar is via Gate 1

We do hope you can attend, and look forward to meeting and sharing our plans with you.

If you require further information, please contact: Kate Greatrix T: 0207 446 6888 M: 07766086738
E: clarionhousing@bartonwillmore.co.uk or visit our website: www.clarionhg.com/EgertonRoad



CLARION
HOUSING GROUP

Private Exhibition



You are warmly invited to a private preview of our design proposals for

180 new affordable homes

(a mix of shared ownership and affordable rent)

on the Egerton Road former Richmond College site.

WHEN: Wednesday 26th September 2pm to 3pm

**FOLLOWED BY A PUBLIC
EXHIBITION ON:
Wednesday 26th September
3pm to 8pm**

**Thursday 27th September
3pm to 8pm**

WHERE:

**The Honours Bar, Twickenham
Stoop Stadium, Langhorn Drive,
Twickenham, Middlesex TW2 7SX**

Parking is available in the North
Car Park, access to the Honours
Bar is via Gate 1

**We do hope you can attend, and look forward to
meeting and sharing our plans with you.**

If you require further information, please contact: Kate Greatrix
T: 0207 446 6888 M: 07766086738 E: clarionhousing@bartonwillmore.co.uk
or visit our website: www.clarionhq.com/EgertonRoad

Appendix 2

Public exhibition display boards

Welcome



Thank you for taking the time to visit our public exhibition for the development of affordable homes on the Egerton Road former Richmond College site

This exhibition gives you the chance to view and comment on our proposals to build 180 new affordable homes in Twickenham. This is for the residential element of the outline planning permission only and not for the new college campus.

We are proposing to submit our reserved matters application (outline planning was granted in 2016) to London Borough of Richmond upon Thames Council at the end of November 2018 and you can help shape our emerging scheme by providing us with your feedback.

All your comments and suggestions will be taken into consideration as we progress towards submitting our application.

We are committed to working with the local community, associations, businesses and London Borough of Richmond upon Thames Council.

PLEASE LET US KNOW WHAT YOU THINK

After looking through the material on display, please complete a feedback form to let us know what you think of our proposals shown here today.

Members of our team are here to answer any questions you may have.



All pictures shown today are indicative examples only



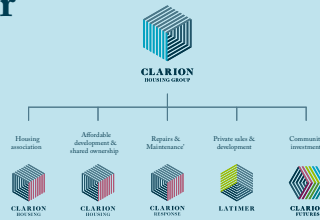
CLARION
HOUSING GROUP

**Building Homes.
Developing Futures.**

Who We Are



Clarion Housing Group is the country's largest housing association; a property development company, a charitable foundation and a repairs and maintenance contractor



Clarion development - Graylingwell Park, Chichester

Our aims

First and foremost, at its heart, Clarion Housing Group is a social landlord – we mix public and private money to provide affordable homes, overwhelmingly for people who can't meet their housing needs on the open market.

We are a good landlord and providing great, compassionate customer service matters to us. We also manage and maintain our homes to a high standard and invest in improving and renewing them.

Building homes

Equally building new homes is a high priority for us and our aim is to build 50,000 new homes over ten years.

In addition to affordable homes, we will build some homes for outright sale. These will be delivered and marketed through our private development company, Latimer, with the proceeds invested back into the Group's social purpose activities.

Developing futures

We also invest in our communities and are delivering one of the country's largest social investment programmes. Clarion Futures will invest £150 million over 10 years to improve the lives of our residents and the communities where they live. This supports residents into work and training; manage their finances; get online; improve their neighbourhoods and helps young people to get a better start in life.

Please take some time to find out more about us at: www.clarionhg.com



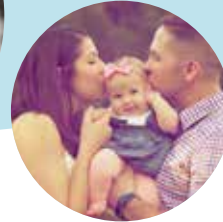
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Affordable Housing



What does affordable housing mean?



The Government's definition as stated in the revised National Planning Policy Framework, often referred to as the 'NPPF' is:

'housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers).'

There are 3 elements to affordable housing:

- Social rented
- Affordable rent
- Shared ownership

Our proposal is to provide **affordable rent** and **shared ownership** housing on this site.

What does affordable rent mean?

Affordable rented homes must be no more than 80% of the local market rent and offers people who are seeking good value homes with medium to long-term tenancies.

What does shared ownership mean?

Shared ownership offers people the chance to purchase a share of a property, while paying a subsidised rent on the remainder. Our customers can buy a larger

share in the property at a later date or sell and move on if they want to.

We can draw on over 100 years' experience of developing affordable homes for rent and more than 25 years of helping people step onto the property ladder.

In the last year we have:

- Delivered over **1,038** new homes for affordable rent and home ownership.
- Started a total of **1,428** new homes.



CLARION
HOUSING GROUP

**Building Homes.
Developing Futures.**