

# 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 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



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HOUSING GROUP

Building Homes.  
Developing Futures.

# Our Proposal



## Our proposals relate to the residential development only

Reserved Matters Application for a new residential development



### Key Points

- 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 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



Perspective view of courtyard flats



Elevation Study - Northern Road BPTW Architects

Images at top: AHMM / Mikhail Riches / Matthew Lloyd Architects



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# Our Proposal



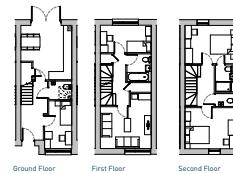
## Our proposals relate to the residential development only



Proposed elevations of houses



Proposed elevations of houses



Proposed floor plans of houses



Perspective view of courtyard flats



Proposed typical maisonette floor plan



Proposed typical floor plans of flats



Marsh Farm Lane elevation



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# Car and Bicycle Parking



Proposed 160 car parking spaces  
and 320 secure bicycle spaces



Typical parking arrangement

## Key Points

- 160 Car parking spaces – number of visitor and disabled spaces TBC within the 160 spaces
- Staggered road layout helping to reduce traffic speed and creating visual interest
- Regular tree planting between parking bays
- Mixture of parallel and bay parking
- Secure parking for 320 bicycles
- Electrical charging capacity for at least 40% of car parking spaces



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# Landscaping



## New open space bordering Egerton Road for wider community use



### Key Points

- Existing green space next to Egerton Road retained and enhanced
- Houses with private gardens
- Ecological corridor created along boundary with school
- Significant planting of high quality trees across the site
- Dedicated on-site children's play and communal amenity spaces
- Streets with regular tree planting creating an avenue of trees



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# Benefits



## Benefits and opportunities for the community

### Benefits to the community:

- Provision of much needed affordable housing in Twickenham
- Opportunities for local people and families to get onto the housing ladder
- Opportunity to be able to have a place to call home at an affordable rent
- Employment opportunities
- New tree planting and play areas
- Local business opportunities
- Enabling improvements to local playing fields and education facilities
- Revenue generated from the residential development will help to cross subsidise the education improvements across the wider site
- Existing green space next to Egerton Road retained and enhanced for community use



Hounslow Place PTE Architects



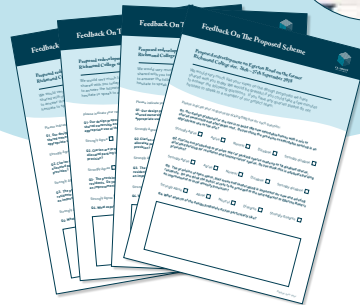
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# Have Your Say



We hope you have found this Public Exhibition useful and informative.



Please do talk to us and ask any questions - we are here to help and would very much like to hear your views.

Please leave your comments on our proposals shared with you today by completing our feedback form and post in the boxes provided.

If you would prefer to take one away with you, please ask a member of the team for a stamped addressed envelope. In order for us to consider all the feedback we need to set a deadline for your form to be returned to us by Friday 5th October 2018.

Over the coming weeks, we will analyse and consider all the feedback we receive before finalising our proposals and submitting our application to London Borough of Richmond upon Thames Council.

## Next Steps



Thank you for attending today, your views really do make a difference.

If you require further information, please contact:

Kate Greatrix  
T: 0207 446 6888 M: 07766086738  
E: [clarionhousing@bartonwillmore.co.uk](mailto:clarionhousing@bartonwillmore.co.uk)

or visit our website:  
[www.clarionhg.com/EgertonRoad](http://www.clarionhg.com/EgertonRoad)



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## Appendix 3

### Public exhibition feedback form

# Feedback On The Proposed Scheme



## Proposed redevelopment on Egerton Road on the former Richmond College site. 26th – 27th September 2018

We would very much like your views on the design proposals we have shared with you today. We would be grateful if you could take a few minutes to answer the following questions. If you have any queries please do not hesitate to speak to a member of our project team.

Please indicate your response by ticking ONE box for each question:

**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?**

Strongly Agree  Agree  Neutral  Disagree  Strongly disagree

**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?**

Strongly Agree  Agree  Neutral  Disagree  Strongly disagree

**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?**

Strongly Agree  Agree  Neutral  Disagree  Strongly disagree

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

Please turn over

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

**Q6. Do you have any other comments or suggestions?**

Name

Address

Postcode

Tel No

Email

I would like to be kept updated on any progress regarding this site.

We take data protection seriously. Please only provide your personal details if you are willing for them to be used by Barton Willmore and Clarion Housing Group for the purpose of research in connection with this project and in order to update you as to progress of the project. Your details will be treated as confidential and will not be shared, passed on 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. If you wish to withdraw consent to the processing of your personal data you may do so by emailing [clarionhousing@bartonwillmore.co.uk](mailto:clarionhousing@bartonwillmore.co.uk).

**Please place your completed form in the boxes provided  
or return to us in the SAE no later than Friday 5th October 2018. Thank you.**

If you require further information, please contact: Kate Greatrix  
T: 0207 446 6888 M: 07766086738 E: [clarionhousing@bartonwillmore.co.uk](mailto:clarionhousing@bartonwillmore.co.uk)



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## Appendix 4

### Website activity







All Users  
100.00% Page Views



+ Add Segment

1 Sep 2018 - 2 Oct 2018

Explorer Navigation Summary

Page Views VS Select a metric

Day Week Month

Page Views



Primary Dimension: Page Page Title Other

Plot Rows

Secondary dimension

Sort Type: Default

egertonroad

advanced

| Page | Page Views                           | Unique Page Views                    | Avg. Time on Page                               | Entrances                            | Bounce Rate                                | % Exit                                     | Page Value                                  |
|------|--------------------------------------|--------------------------------------|---|--------------------------------------|--|--|---|
|      | 293<br>% of Total: 0.35%<br>(84,362) | 236<br>% of Total: 0.35%<br>(68,113) | 00:03:16<br>Avg for View: 00:01:21<br>(143.44%) | 197<br>% of Total: 0.52%<br>(37,993) | 59.30%<br>Avg for View: 39.46%<br>(50.26%) | 64.51%<br>Avg for View: 45.04%<br>(43.23%) | US\$0.00<br>% of Total: 0.00%<br>(US\$0.00) |



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## Appendix 5

# Good practice guide to public engagement in development schemes





# Good Practice Guide to Public Engagement in Development Schemes

Developers  
Decision Makers  
Communities  
**engage**



## Good Practice Guide to Public Engagement in Development Schemes

For developers, communities and decision makers, one of the biggest challenges in taking forward a development scheme is to ensure that public engagement is undertaken in a way which is meaningful, inclusive and brings benefits for all involved.

This guide is intended to provide practical advice for all those involved in public engagement in development schemes which require planning consent. It is illustrated by real examples of good practice and provides information and assistance to those planning, engaging in, or assessing community consultation.

Good engagement reduces conflict, results in better development and most importantly allows communities to have an influence over the future shape of the places where they live.

### About Planning Aid

Planning Aid offers people the opportunity to get involved in the development of their local areas. We provide free and independent professional planning advice to community groups and individuals who cannot afford to pay professional fees. We work with communities to help them understand and play a role in the planning process. We are an independent source of advice and information on planning issues, and not part of central or local government.

Further information and contact details can be found at the back of this guide.

### Contents

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Engagement is a two way process of openly sharing and exchanging information, understanding different views, listening and responding to suggestions, developing trust and dialogue to support effective working relationships to the mutual benefit of all involved.



There are many challenges to successful engagement with the community on development schemes, but they are small in comparison to the risks of failing to engage in a timely, meaningful and inclusive manner.

*"Good engagement motivates and inspires individuals and communities to help shape the future of their neighbourhoods, with positive outcomes for all involved."*

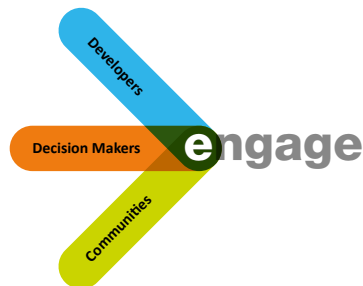
Sue Manns, National Planner, Planning Aid England.

*"Effective consultation at the early stages of proposals improves schemes and creates value."*

Mike Dunton, Consultant G L Hearn.



## Why Engage?



Depending on the size and type of development project, there are different legal requirements for community consultation. Larger projects, including nationally significant infrastructure projects now require considerable consultation by the developer before an application is submitted. Other projects, for example small developments such as a change of use or householder application, may only require neighbours to be notified by the local authority once an application has been submitted. Whatever the requirements, talking to neighbours and others before an application is submitted will often save time, reduce risks and most importantly result in a better scheme.

### It makes sense to engage

Good developments are those which work well with their local areas. This means that as part of the design process there is a need to understand how a place works and functions. The community are well placed to help with this information. Good community consultation and engagement is an essential part of a good development process, especially when undertaken early on in the process when changes to a scheme can more easily be made.

For **communities**, engagement means a chance to understand what is proposed, to explore how a development can bring value to an area, to identify which options would work best within a local context, to help shape solutions and to have their say on a scheme.

For **developers**, engaging with the local community can provide vital local knowledge, reduce the risk of challenges and delays, identify how a scheme can bring value to a local area and enhance the reputations of all involved.

For **decision makers**, good pre-application engagement will have identified those issues of importance to the local community and show how the proposal has responded to these. It will be for the decision maker to balance these alongside planning policy and other considerations, e.g. traffic impact, job creation and make a decision on the application.

When making design changes in response to comments from the community, it is important to be sure that the views are representative of the community, because if not, then it might not be the right solution. Inclusive engagement is the key to success.

*"Change happens – and needs to happen – but people are often very uncomfortable with the uncertainties that change brings to their lives. Early and appropriate engagement in the development process can do much to minimise uncertainty, and help people make a positive impact on schemes rather than just sniping from the sidelines. This Good Practice Guide will help planners and other key players ensure that this happens."*

Mark Middleton, Head of Planning, Worcestershire County Council.

Good engagement does not mean that a scheme will definitely go ahead as it may be unacceptable in terms of planning policy however, it will play a big part in helping all those involved to understand the issues and risks associated with an application and in reducing delays once an application has been submitted.

Good engagement is about more than just 'ticking a box'. If there is no real commitment, all the key decisions have been made, not enough time is allowed or there are insufficient resources to engage properly, it is likely that at best little will be achieved and at worst, may add to the frustrations of a community increasing the risk of objections, delay and possible refusal of consent.

### A recipe for good engagement

There is no 'perfect recipe' for good community engagement. Every development scheme and every community will be different. However this guide describes some good practice 'ingredients' which can be used to develop a positive and beneficial engagement process.

**"The typical participants in local decisions vary according to activity, but generally are more likely to be white, older, better educated, richer, middle class males."**

Pathways through Participation: What creates and sustains active citizenship? Understanding Participation: A literature review. NCVO, IVR and Involve. Dec 2009

Community consultation and engagement should not be carried out just to tick a box – it should have a clear purpose and be of value to all involved, otherwise it might do more harm than good!

Good engagement reduces conflict, results in better planning outcomes and most importantly allows communities to have an influence over the future shape of the places where they live.

When investing in a new product, a good business will invest in 'market research' or consultation to ensure that the product is fit for market. Development schemes are no different.

## Principles of Engagement

### Principles of Engagement



**Learn from the process** – identify what people think of the way the consultation has worked. What could be done better, what else needs to be done, was it a balanced and inclusive process. Identify the lessons learned and take these forward into other projects.



**Research and analysis** – explore the context, history, different communities and groups in the area who may be affected. Identify what will motivate people, what else is happening in the area, establish if it is connected and if so consider the potential to share events. Establish the goals - what are the benefits of engaging with communities and how will these be realised?



**Relationship building, knowledge and skills** – develop links with key groups and individuals who can assist and advise on what matters in the area. Consider how existing community groups, networks and representatives might be involved, what barriers might exist and what help might be needed to build the capacity to engage.



**Communications** – ensure that the information provided is clear, accessible and sufficient to tell people what they want to know, and to allow them to decide whether to engage. Be clear about what is fixed and why, and what is 'up for debate'. Check that mechanisms are in place to allow information to flow in all directions and that response dates are clear.



**Continuing to engage** – Has feedback been given and how will the relationships developed be continued into the construction and operational phases of a development project?



**Monitor and evaluate** – monitor engagement and use the results to identify gaps and inform actions to widen the process and ensure a balanced community response is achieved. Consider the comments received and how they can be taken into account in the design – is further engagement required?



**Inclusive** – ensure under represented individuals and groups are included and that they have an equal opportunity to be heard. Be clear when making changes that these do not respond to a vociferous minority but are a response to a wider community view.



**Timing** – be realistic, allow sufficient time to achieve the goals set at the start. Provide a clear timetable for the project identifying consultation opportunities. Ensure engagement takes place when things can be changed and when it is cost effective to do so. Allow sufficient time for considered and informed response. How and when will feedback be provided?

# Awareness to Engagement

## Moving towards effective community engagement

Every development, no matter how large or small, can benefit from effective engagement. Talking to a neighbour before submitting an application for an extension to an existing building, listening to any views they may express and responding to comments they may make always helps, as does telling them when building work will start. This applies equally to a nuclear power station or major residential development. However, the approaches used, the time taken and the resources invested in consultation will be different, and should be in proportion to the size and impact of the development.

### Effective engagement



Build lasting, positive relationships

#### Discuss and debate



#### Consult and communicate



Forum to agree changes, embrace ideas and suggestions, responsive process

#### Building understanding



Invite comments, listen and make changes, provide feedback

#### Awareness raising

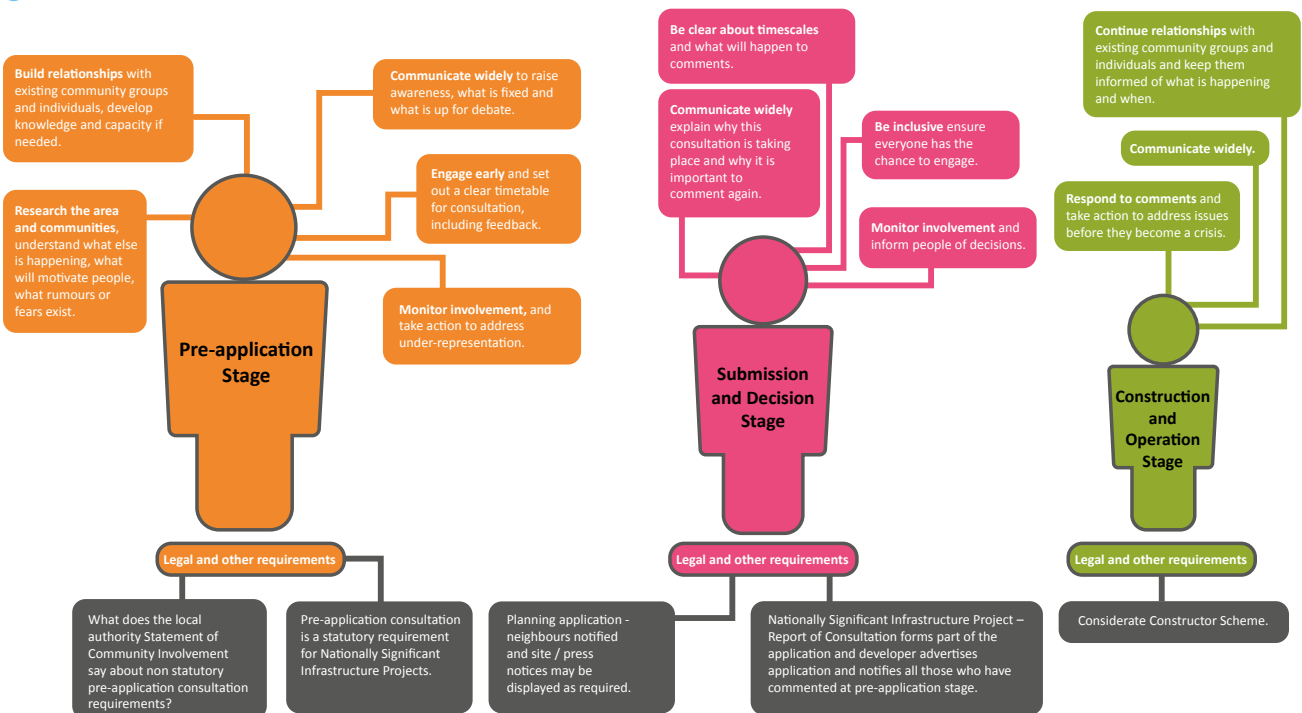


Site notice, press notice, leaflets, talk to neighbours

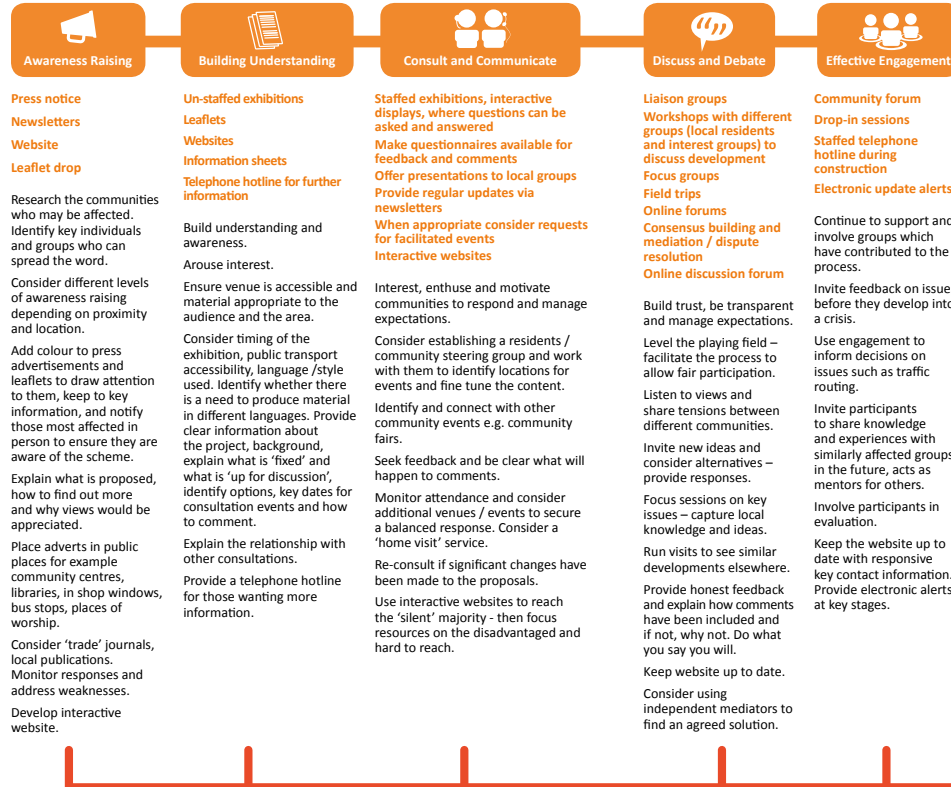
More information about what is happening, where, why and when

# Planning for Community Engagement

## The Different Stages of a Development Scheme



## Pre-application Stage Good Practice Approaches



### Examples

"We aim to meet the challenges of 'consultation fatigue' and raise interest in the planning process by using local people to encourage their friends, neighbours and families."  
Mike Dando, Community Outreach Coordinator, Planning Aid England.

Planning Aid for London and Crossrail set up a Community Liaison Panel for residents of Whitechapel to help them be involved in each stage of planning and constructing Crossrail. In areas where English is not a first language, translation services have been offered to enable minority groups to engage.

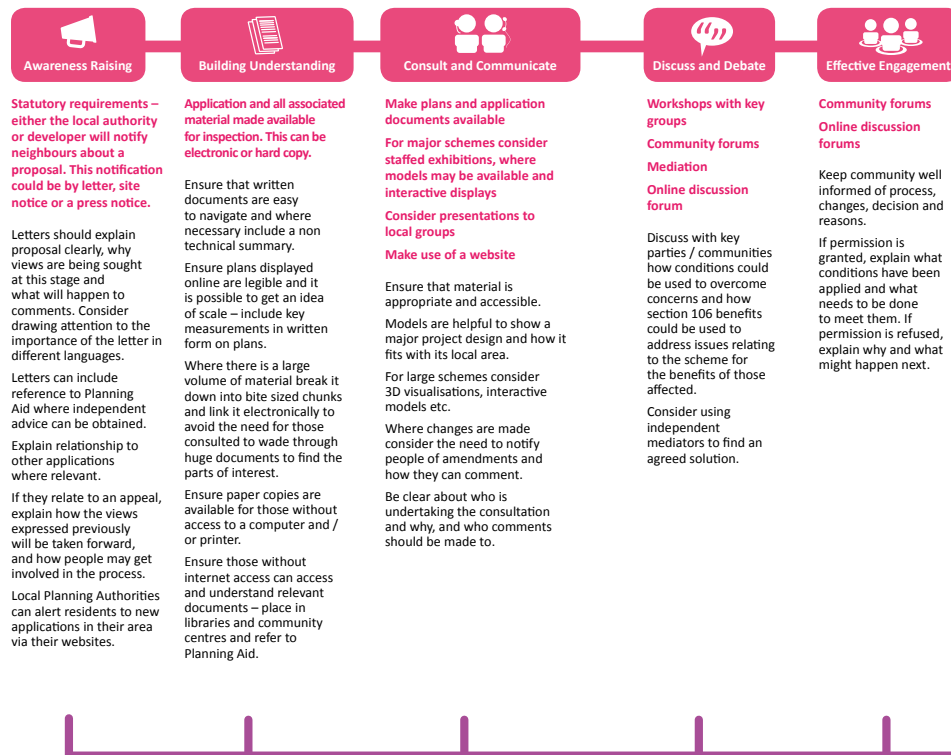
EDF Energy held a series of workshops for school children and young adults to help to identify the issues and opportunities associated with a new nuclear power station in their area – the suggestions which resulted have influenced the project development.

"The independent research helped to identify who was engaging in our consultation process in the early stages. By comparing these results with the profile of the population as a whole, we were able to identify groups that were missing and take specific steps to engage with them later in the process."  
Alex Kaufman, Head of Communications, EDF Energy New Nuclear Build.

"Sharing plans with my neighbour resulted in some good ideas which saved money and improved the appearance."  
Member of the public.

- A 'Building Schools for the Future' consultation in Birmingham took place on a vacant site where a new school was to be located.
- A traffic calming consultation event was advertised on road signs at affected junctions.

## Submission and Decision Stage Good Practice Approaches



### Examples

Conflict between neighbours arose following refusal of planning consent for an extension which conflicted with planning policy. Due to the wording of a letter, the applicant thought refusal was also due to the objection from the neighbour and a long-standing friendship was destroyed.

Mediation may be a way of achieving an agreed solution where there is conflict between parties.

Kirkstall Forge (Leeds) is a Brownfield mixed use development of over 100,000sq metres. The developer works through the local liaison group to provide regular progress reports throughout the life of the application and subsequent amendments. Regular updates are also provided on the website and each year the developer attends the local community festival (attended by over 20,000 people) and has a stand to provide the latest details of the scheme and answer questions about the proposals.

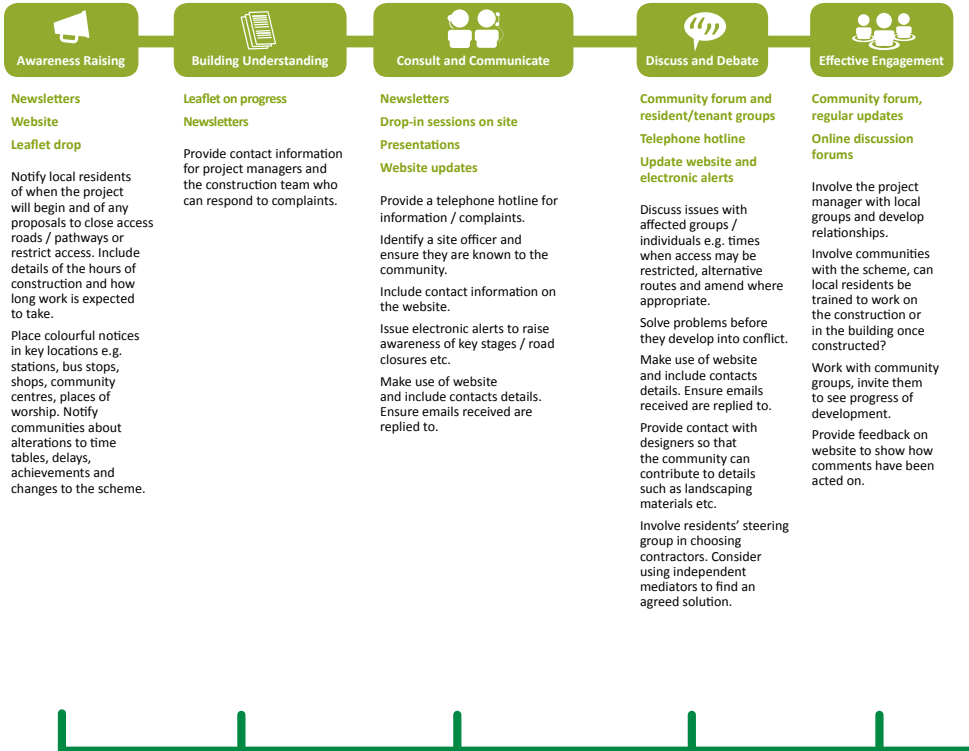
A number of local planning authorities have a 'duty' planning officer available to help people understand planning applications and how to make their views known. In Birmingham there is also help for those who find it hard to use the online information system.

Many councils now include reference to Planning Aid on their neighbour notification letters as a source of independent advice on planning.

# Construction and Operation Stage

## Good Practice Approaches

### Examples



- Family Mosaic Housing Association held a competition to award 5 construction job apprenticeships to young people on an estate which was to be rebuilt as part of a regeneration scheme.
- "Lockleaze Voice is a Neighbourhood Planning Group open to all those living and working in the local community. Regular meetings are held at which the attendees can discuss and influence local concerns, particularly development schemes."*  
Peter Whitehead, Community Outreach Coordinator, Planning Aid England.
- The Docklands Light Railway employed a 'local ambassador' as part of the launch strategy for Langdon Park Station to promote the use of the station by liaising with the local community and distributing travel cards. This was so successful that local ambassadors will be appointed for future station schemes.
- The Channel Tunnel Rail Link – High Speed project established a 24 hour helpline and appointed an independent Complaints Commissioner to oversee the project and report back to the local authorities.
- The Bull Ring development in Birmingham included viewing areas and live web cameras where progress on construction could be followed.

Approaches

Good Practice Advice

Examples







