



Manor Road / Richmond

Statement of Community Involvement

Eversleigh

February 2019

**Homebase site, 84 Manor Road, TW9 1YB
Statement of Community Involvement**

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Executive Summary

In September 2018, Avanton Richmond Developments Ltd (the "Applicant") appointed Eversleigh LLP, a specialist public relations agency, to manage the community consultation for their proposal to introduce a high quality residential led scheme at the current Homebase site, 84 Manor Road, TW9 1YB.

- The Applicant proposes the demolition of existing buildings and structures and comprehensive residential-led redevelopment of four buildings of between four and nine storeys to provide 385 residential units (Class C3), flexible retail/community/office uses (Classes A1, A2, A3, D2, B1), provision of car and cycle parking, landscaping, public and private open spaces and all other necessary enabling works.
- The Applicant sought to consult a wide range of local stakeholders, including residents, local Ward Councillors, the local MP and community groups;
- 4575 local residents and businesses received various residents' newsletters inviting them to the Applicant's public consultation events (included in the appendices);
- The Applicant held five separate public exhibition viewings on Tuesday 6th November, Saturday 10th November, Tuesday 20th November, Tuesday 11th December and Saturday 15th December 2018 which in total were attended by 265 residents;
- The Applicant offered briefing sessions to all six local Ward Councillors from both North and South Richmond, the local MP, the Richmond Society, the Kew Society and the Mortlake and East Sheen Society;
- The Applicant established a dedicated consultation website – www.avanton-manorroad.com - to both display the proposals and receive feedback from residents; and
- The Applicant also managed both an email and freepost address to receive feedback from residents.

Homebase site, 84 Manor Road, TW9 1YB

Statement of Community Involvement

1.0 Introduction

This Statement of Community Involvement has been compiled by Eversleigh LLP on behalf of the Applicant.

The report supports the application for Full Planning Permission for the demolition of existing buildings and structures and comprehensive residential-led redevelopment of four buildings of between four and nine storeys to provide 385 residential units (Class C3), flexible retail/community/office uses (Classes A1, A2, A3, D2, B1), provision of car and cycle parking, landscaping, public and private open spaces and all other necessary enabling works.

This report details the public consultation the Applicant has undertaken in order to inform the evolution of the proposal. Consultation has been carried out in accordance with national and regional policies and meets the requirements of the Richmond Council Statement of Community Involvement (revised and updated in January 2015).

The key aims of the pre-application stage of the public consultation strategy, which this report documents, were:

1. To inform local residents and other stakeholders about the Applicant's aspirations to introduce a high quality residential led scheme on the current Homebase site, 84 Manor Road TW9 1YB; and
2. To gain a full understanding of local views of the Applicant's proposals, to engage with the local and wider community throughout the design development stage and to use these views to inform the evolving final proposals, identifying concerns and opportunities where possible.

In addition, this report demonstrates the Applicant's continued commitment towards consultation and engagement throughout the statutory planning process.

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2.0 Summary of Activities

The table below provides a summary of all consultation events with local residents and stakeholders. This does not include meetings with Richmond Council's Planning Officers. This information is included within the Planning Statement submitted in support of the application.

Form of Consultation	Attendee(s)	Date
Newsletter inviting residents to a public exhibition was distributed to area surrounding Homebase site, Manor Road (as agreed with Council Officers)	4575 newsletters.	Friday 25 th October 2018
Public Exhibition	170 residents Representatives from the Richmond Society, the Kew Society and the Mortlake and East Sheen Society	Tuesday 6 th November and Saturday 10 th November 2018
Newsletter inviting residents to a public exhibition was distributed to area surrounding Homebase site, Manor Road (as agreed with Council Officers)	4575 newsletters	Saturday 10 th November 2018
Public Exhibition	33 attendees Councillor Nancy Baldwin	Tuesday 20 th November 2018
Newsletter inviting residents to a public exhibition was distributed to area surrounding Homebase site, Manor Road (as agreed with Council Officers)	4575 newsletters	
Public Exhibition	62 attendees	Tuesday 11 th December and Saturday 15 th December 2018
Meeting with Richmond Society and Kew Society	5 representatives from the Richmond Society 3 representatives from the Kew Society Peter Murphy (Avanton) Chris Cobham (Avanton)	Tuesday 8 th January 2019
Phone call with Zac Goldsmith MP		Monday 21 st January 2019
Phone call with the Royal Botanic Gardens at Kew		Thursday 31 st January 2019
Community consultation website, email address and freepost address		Continuous.

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3.0 Community Consultation

At the outset, the team researched and identified local stakeholders to engage with during the consultation period. These stakeholders included residents, residents' groups and amenity societies.

Public Exhibitions – November 2018

Tuesday 6th November (3pm to 7pm)

Saturday 10th November (11am to 1pm)

Tuesday 20th November (3.30pm to 7.30pm)

The Applicant held initial public consultation sessions at Holy Trinity Church, Sheen Park, Richmond, TW9 1UP on Tuesday 6th November, Saturday 10th November and Tuesday 20th November to display the emerging proposals for the current Homebase site, 84 Manor Road TW9 1YB.

Invitation letters were distributed to 4575 local residents and businesses in the surrounding area. Individual letters offering a personal briefing were also sent to Ward Councillors, the local MP, the Richmond Society, the Kew Society and the Mortlake and East Sheen Society

The emerging proposals were displayed on exhibition boards. The boards included information on the project team, the emerging design and the wider benefits and mitigation measures.

A full set of the boards can be found in the appendices. The exhibition was permanently staffed by members of the project team.

All attendees were encouraged to submit their comments on the proposal by completing a comment form before they left the exhibition, providing feedback through the dedicated website or by returning a form to the community liaison team by email or freepost.

Over 200 local residents visited the exhibition with visitors completing a sign-in sheet on arrival.

The following stakeholders and groups were also present at the public exhibition:

- Richmond Society
- Kew Society
- Mortlake and East Sheen Society

Resident feedback

Following the November exhibition sessions, the applicant received a total of 170 comment forms. These were submitted at the exhibition and sent through to the community liaison team via the dedicated website, email and freepost.

Of those who completed the comment forms, 48% agree with the principle of developing the site with 32% viewing the residential led development as an improvement on the current retail site.

In the 'further comments' section of the form, 49% residents raised concerns regarding the lack of parking spaces proposed and the potential impact on the local area. This was the main concern raised at the exhibition followed by the proposed height and density of the proposals.

Dedicated consultation website and email

The community liaison team managed the consultation website and email address following the November consultation sessions. The majority of feedback was received through these channels alongside the freepost address. The responses were then logged and kept within a secure database.

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Public Exhibitions – December 2018

Tuesday 11th December (3.30pm to 7.30pm)

Saturday 15th December 2018 (2.30pm to 5.30pm)

Following the November sessions, the applicant held two further pre-submission public exhibition events at the Holy Trinity Church.

Invitation letters were distributed to 4575 local residents and businesses in the surrounding area. Individual letters offering a personal briefing were also sent to Ward Councillors, the local MP, the Richmond Society, the Kew Society and the Mortlake and East Sheen Society.

The purpose of the December exhibition sessions was to ensure residents could view the progressed proposals and respond to the issues raised at the earlier consultation events.

Of the 62 residents who attended the exhibitions on 11th and 15th December, 63 residents provided feedback either at the sessions, through the website/email address or by freepost.

27% of residents are of the opinion that the developed proposals were an improvement in comparison to the existing site and 37% thought the design was appropriate for the local area.

56% of residents would like to see the development assist with improvements to North Sheen train station.

As before the main issues raised by residents were in relation to parking and traffic. Residents also were interested in understanding whether improvements would be made to local infrastructure.

Richmond and Kew Society

The applicant met with the Richmond Society and the Kew Society on Tuesday 8th January 2019.

The applicant presented the scheme including details regarding the layouts, height/massing, transport, design, residential quality, community engagement and engagement with LB Richmond, GLA, & TFL.

The scheme was positively received in terms of design and it was noted that this is a vast improvement in comparison to the existing Homebase site.

The attendees questioned the rationale for 9 storeys and the applicant explained the policy requirements to deliver housing on appropriate sites.

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4.0 Response to Consultation Comments

Issue	Summary of Comment	Applicant Response
<p>Lack of parking included in proposals. Increased traffic.</p>	<p>A "car free" development will have a negative impact on residents who already struggle to park in the locality. There will be increased traffic in what is an already congested part of the Borough.</p>	<p>The Transport Assessment submitted as part of the application assesses the impact of the proposal on traffic generation. It concludes that (taking into consideration the existing use of the site) the scheme could be expected to result in a reduction of 42 traffic movements in the AM peak and 70 in the PM peak. A parking stress survey of the surrounding area has been undertaken which concludes that the current level of parking stress within the agreed area of assessment sits at 63%.</p> <p>However, certain roads have been identified as potentially being at risk of increased parking, particularly overnight, and in order that the virtually car free development will not have a negative impact on existing residents it is proposed that formal discussions will take place with LBRuTC with a view of expanding and extending the existing Controlled Parking Zones arrangements.</p> <p>Residents of the proposed development will be exempt from applying for permits for the roads in the vicinity of the site.</p>
<p>Height of the proposed blocks.</p>	<p>The height of the proposed blocks is not in keeping with the local area and is too imposing. The height of the blocks should significantly lower.</p>	<p>There is no requirement for the scale/form/density of new development to reflect that of its surroundings – new development is required to 'respect' the local context and where possible enhance the character of an area through appropriate scale, height, mass etc. In order to ensure the proposals respect the local context, the following considerations are particularly relevant: impact on areas of townscape merit and/or historic assets and impact on residential amenity for neighbouring properties (with respect to noise, overshadowing, daylight etc).We have taken a design-led approach to ensure that the scheme respects the local context, is considerate of neighbouring conditions and achieves a high architectural quality. It is our view that, while clearly different in scale to the typical surrounding form of development, it will enhance the character of the area as a</p>

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Issue	Summary of Comment	Applicant Response
		whole through the repair of the urban fabric.
The negative impact on the local infrastructure.	The existing infrastructure cannot cope with a new development.	The suite of documents submitted as part of the planning application assess the impact of the development and, where necessary, propose mitigation measures. The development will be required to pay the Community Infrastructure Levy (CIL). CIL is to be spent by the Council to provide the infrastructure on their Regulation 123 list. As an example, the list includes the provision of additional primary/secondary school capacity, extension of fitness suites and upgrading of artificial turf pitches at Shene Sport and Fitness Centre, new provision of play and adventure facilities within existing parks, and community facilities.
Pollution	The proposals will cause increased pollution due to vehicle movements.	The Air Quality Assessment reports that there will be no exceedances of the relevant air quality objectives on site. Furthermore, the air quality neutral benchmark has been met. The Proposed Development is consistent with policy objectives to prevent unacceptable levels of air pollution.

AVANTON:



Dear Neighbour

As you may be aware, Avanton has purchased what is currently the Homebase site on Manor Road. Avanton, an established UK based residential developer, propose to provide a high quality residential led scheme on the site. The current proposals include space for local independent retailers and the introduction of a new public square.

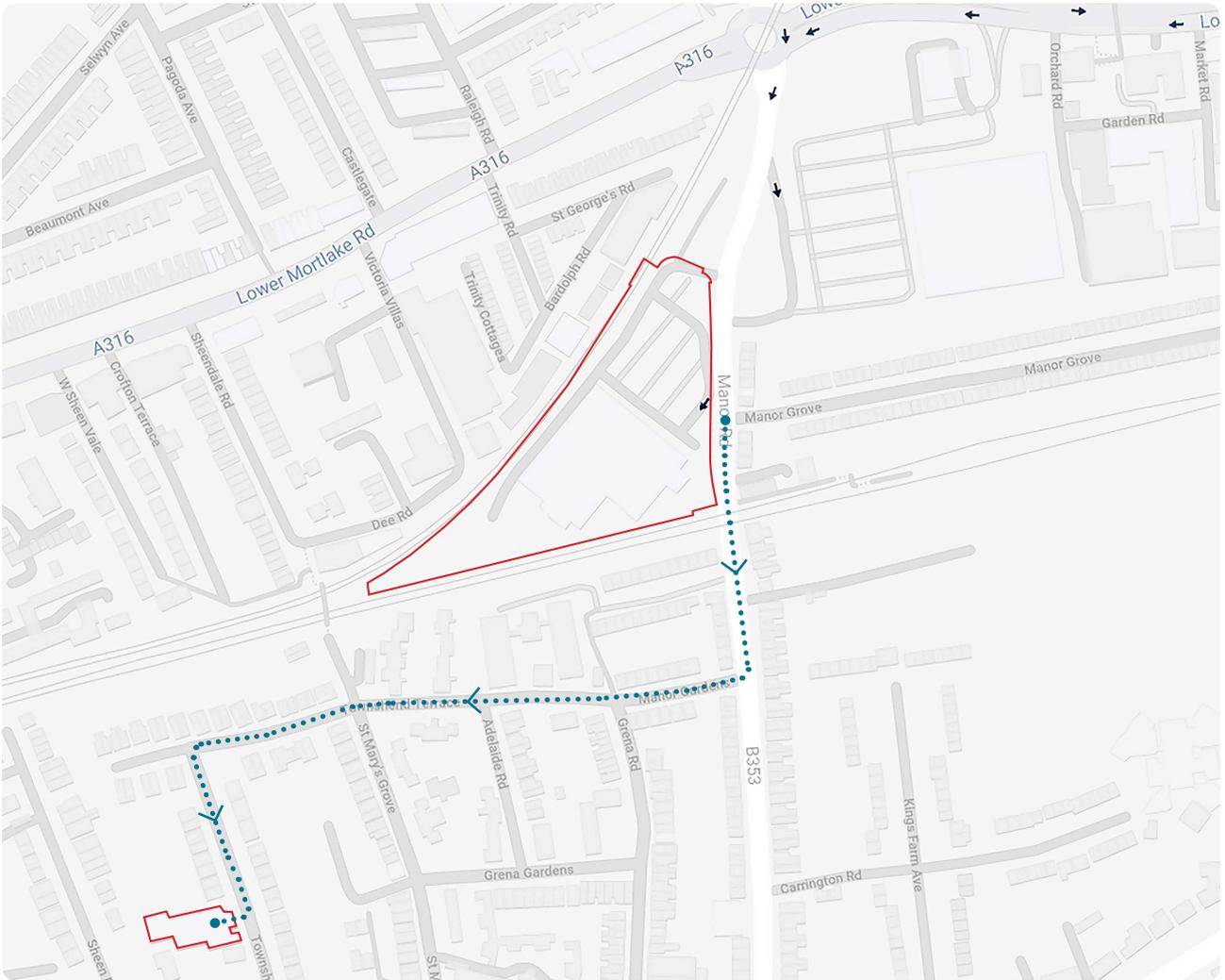
As part of our commitment to consultation, I would like to invite you to the first of our public consultation events taking place on Tuesday 6th November from 3pm to 7pm and on Saturday 10th November from 11am to 1pm to be held at Holy Trinity Church, Sheen Park, Richmond, TW9 1UP.

Please do visit the public exhibition as we would like to meet with you and hear your views. We can also be contacted at feedback@avanton-manorroad.com or by visiting our dedicated website at www.avanton-manorroad.com.

Yours sincerely

Peter Murphy
Development Director, Avanton

AVANTON:



We welcome your views

Please come to our exhibition and give us your views on our proposals. The exhibition will provide an opportunity to view our plans and speak to members of our team about any questions you may have.

The public exhibition is taking place on:

Date: Tuesday 6th November

Time: 3.00pm – 7.00pm

Date: Saturday 10th November

Time: 11.00am – 1.00pm

Venue: Holy Trinity Church, Sheen Park, Richmond, TW9 1UP

Throughout the consultation process, we will continue to work with local residents, ensuring we carefully listen and fully consider their views on our proposed scheme.

If you are unable to come along, we would still like to hear from you.

Email: feedback@avanton-manorroad.com

Website: www.avanton-manorroad.com

AVANTON:



Dear Neighbour

As you may be aware, Avanton has already held two public exhibitions on Tuesday 6th November and Saturday 10th November.

It has been brought to our attention that Royal Mail did not deliver all the invitations to the previous sessions in good time. This is particularly disappointing as the invitations were sent out on Thursday 25th October.

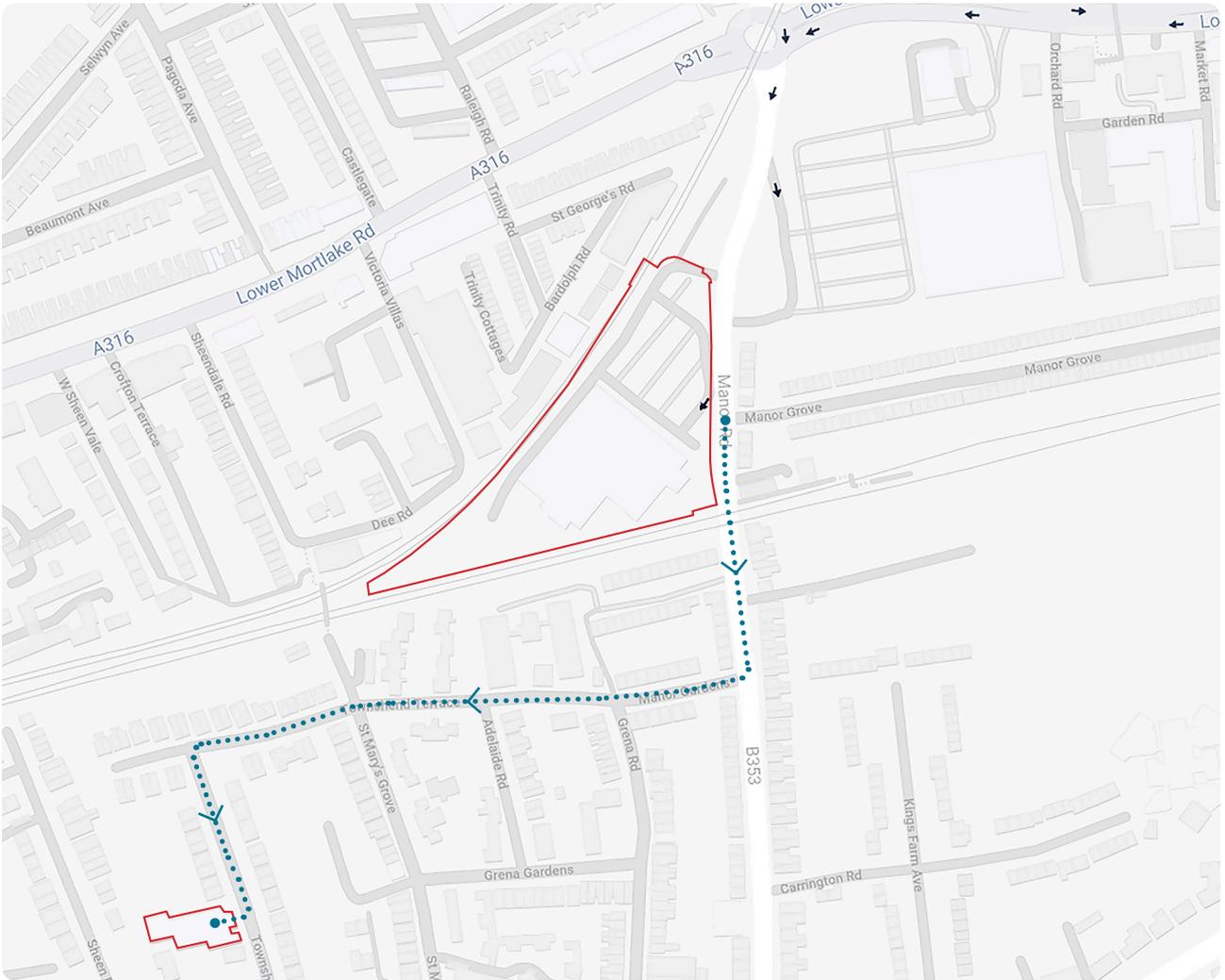
Due to our commitment to consultation, we are holding a further consultation event on Tuesday 20th November from 3.30pm to 7.30pm at Holy Trinity Church, Sheen Park, Richmond, TW9 1UP. This is to ensure all residents have an opportunity to view the proposals and talk to the project team. The proposals displayed will be the same as what has been shown previously.

If you have not already attended, please do visit the public exhibition as we would like to meet with you and hear your views. If you cannot come to the exhibition, the boards will be displayed at www.avanton-manorroad.com.

Yours sincerely

Peter Murphy
Development Director, Avanton

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Throughout the consultation process, we will continue to work with local residents, ensuring we carefully listen and fully consider their views on our proposed scheme.

If you are unable to come along, we would still like to hear from you.

Email: feedback@avanton-manorroad.com

Website: www.avanton-manorroad.com

AVANTON:



Dear Neighbour

Following our previous public exhibitions on 6th, 10th and 20th November, I would like to invite you to further consultations to display the evolving proposals for what is currently the Homebase site on Manor Road.

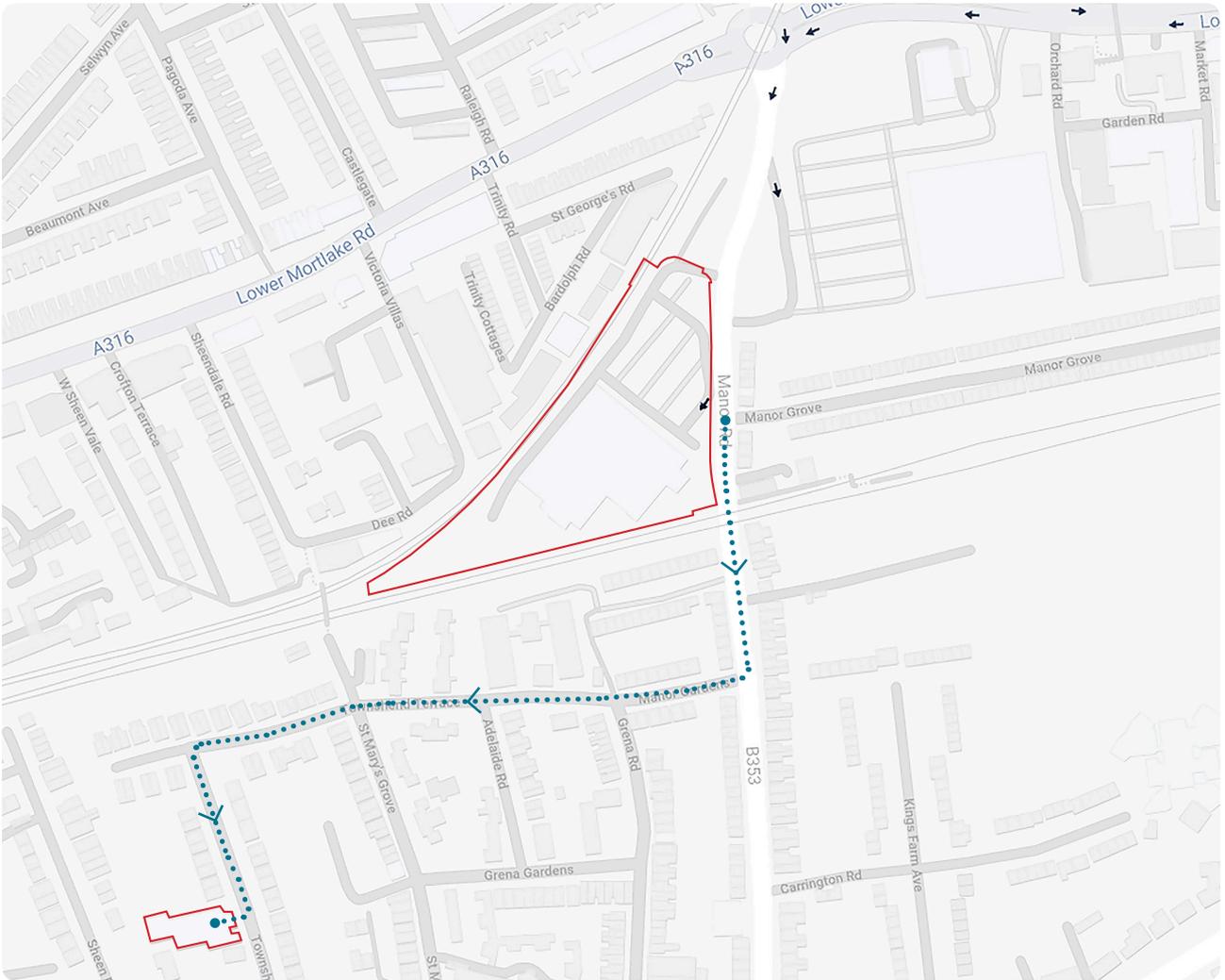
As part of our ongoing commitment to consultation, we are holding two public consultation events taking place on Tuesday 11th December from 3.30pm to 7.30pm and on Saturday 15th December from 2.30pm to 5.30pm to be held at Holy Trinity Church, Sheen Park, Richmond, TW9 1UP.

Please do visit the public exhibition as we would like to meet with you again and hear your thoughts on the more detailed proposals. We can also be contacted at feedback@avanton-manorroad.com or by visiting our dedicated website at www.avanton-manorroad.com.

Yours sincerely

Peter Murphy
Development Director, Avanton

AVANTON:



We welcome your views

Please come to our exhibition and give us your views on our proposals. The exhibition will provide an opportunity to view the more evolved plans and speak to members of our team about any questions you may have.

The public exhibition is taking place on:

Date: Tuesday 11th December

Time: 3.30pm – 7.30pm

Date: Saturday 15th December

Time: 2.30pm – 5.30pm

Venue: Holy Trinity Church, Sheen Park, Richmond, TW9 1UP

Throughout the consultation process, we will continue to work with local residents, ensuring we fully consider their views on our proposed scheme.

If you are unable to come along, we would still like to hear from you.

Email: feedback@avanton-manorroad.com

Website: www.avanton-manorroad.com