

1 St James Road

Statement of Community Involvement (SCI)

**On behalf of Hampton Hick Ltd
May 2020**



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1. Introduction and Policy Framework

This Statement of Community Involvement has been compiled by specialist community consultation group Your Shout, part of Thorncliffe, on behalf of the applicant Hampton Hick Ltd. This report supports a planning application for 1 St James Road.

This report details the public consultation we have carried out to inform the evolution of the proposals, in accordance with national and regional policies, and Richmond's Statement of Community Involvement (SCI).

The aims of the pre-application stage of public consultation are:

- To let local residents, businesses, councillors and other stakeholders know about the ideas for redevelopment on the site.
- To understand local views, engage with the community, help identify concerns and opportunities, and feed these in to the evolving proposals.
- To show how we have responded to the issues of the community and stakeholders, and how changes have been made to the proposals.
- To pledge our continuing commitment to engagement throughout the statutory consultation period and beyond.

We adhere to the Consultation Principles set out by successive governments through the Cabinet Office. Some of these principles are:

- Using plain English and avoiding jargon. Making the whole process clear and concise.
- Using the right tools, whether digital, collaborative, informative or ongoing. Only asking questions where we do not have a final view.
- Ensuring the affected people, groups and businesses are aware, targeted, and allowed proper time to respond. Making sure each group can access and respond to the consultation, however and using whatever means they engage with us.

- **Analysing and responding objectively and properly to consultations, published in writing and online through this document, and by direct contact if possible. Responses will be published where possible, with due regard to GDPR regulations.**

This SCI deals mainly with the public consultation, the consultation with neighbouring residents and community groups. However, the report briefly touches on the statutory and non-statutory consultees, whose engagement are being led by the team's planning consultant [planning consultant].

The NPPF recommends pre-application engagement and front-loading, where early engagement has significant potential to improve the efficiency and effectiveness of the process for all parties. We recognize that the more issues can be resolved at pre-application stage, the greater the benefits.

As part of this consultation, we have consulted councillors. The Localism Act makes it clear that it is proper for councillors to play an active part in discussions on developments prior to submission of a planning application, so better to represent their constituents and influence the development proposed.

This consultation also has regard to the London Plan. Planning decisions should be taken as close as possible to the communities and interests they affect, and in as inclusive way as appropriate. Community and voluntary groups, local business organisations and other interest groups have valid contributions to make to planning, and we support their involvement.

We believe we have met or exceeded the expectations of the local authority, set out in LB Richmond's Statement of Community Involvement (SCI) – adopted December 2019. This encourages:

“Developers are encouraged to consult neighbours and/or local amenity bodies before submitting an application, and some already carry out some promotional publicity. The Localism Act (2011) sets out requirements for preapplication consultation and the NPPF also encourages applicants who are not already required to do so by law to engage with the local community before submitting an application. The Local Validation Checklist requires all major developments to be accompanied with a Community Engagement 17 Official Report. In addition, the Council strongly encourages applicants of all other schemes to engage with the local community prior to submission. Developers will then be able to submit a consultation statement with the application, setting out who has been consulted and how, responses that were received and changes to the scheme that were made as a result.”

2. The Proposals



Image of the current site (above)

The current site lies to the west of St James' Road at its junction with Windmill Road and Uxbridge Road, immediately to the south is the Longford River, bounded by the Joanna Southcote Chapel Conservation Area and land designated as Metropolitan Open Land (MOL). The site currently contains a single-family dwelling on a prominent corner plot location. The existing building is in a 1950s style, set back from the street and flanked by trees, foliage and shrubs at all sides. It is in a state of some disrepair, contrasting with other well presented properties nearby.

The application is for the demolition of the existing building and redevelopment to provide nine self-contained flats for private sale in a combination of one, two, and three-bedroom flat layouts.



Above, an image of the proposed completed scheme.

3. Our Consultation Process

The team has met with council officers, and approached councillors, local community groups, and stakeholders.

A series of pre-application meetings were held with London Borough of Richmond on 21 February 2019 and 13 December 2019. Detailed information about this process and the evolution of the design is included in the Design and Access Statement.

The team has liaised or referred guidance from key statutory and non statutory consultees the details of which are in other submitted reports. These include: The Chartered Institute of Ecology and Environmental Management, the London Plan and others.

We sent information about the proposals to these individuals, including:

1. Cllr Avril Coelho
2. Cllr Kate Howard
3. Cllr Geoffrey Samuel
4. The Hampton Society representatives
5. Hampton Hill Association representatives

We will continue to maintain contact with these individuals and groups as the planning application progresses.

PUBLIC CONSULTATION

We publicised the consultation to the households within 150 metres surrounding the site, using Royal Mail first class to distribute the information letter to all 157 properties.

The objective of the letter was to communicate information about the scheme, invite the local community to comment and ask questions about the proposals and to ask for feedback.



A copy of this letter is available in the appendix.

Copies of this letter were also circulated to the ward councillors and the Hampton Hill Society and the Hampton Hill Association.

We have maintained, and continue to maintain, several response mechanisms for the local community and stakeholders to give their feedback and comments about the scheme, including:

- A freephone number, staffed during office hours: 0800 955 1042
- A bespoke email address: stjamesroad@yourshout.org

All information received was GDPR-compliant.

Quantitative and qualitative response mechanisms

The qualitative response was gathered from emails from residents and on the freephone hotline.

The email service and phone number gave an opportunity for people to send in written and verbal comments.

The qualitative comments have been recorded and analysed objectively by team members from Your Shout.

Feeding-back to participants and the wider community, and opportunities for continuing involvement

One of the main objectives of this Statement of Community Involvement is to help record individual and collective responses to the proposals and how these responses have affected our proposals.

This report also allows us to feed back this information, in a more readily digestible form to the local community, respondents, other stakeholders and councillors.

This Statement of Community Involvement will be made available, alongside other planning documents, as part of the planning submission to Richmond Council.

We remain committed to keeping in touch with local groups, individuals and all those that have participated throughout this consultation exercise. We will be available to meet consultees again as appropriate.

Timeline and Summary of our consultation

Date	Event
18 March, 2020	Letters were sent to surrounding households
19 March, 2020	A copy of the letter as well as an invitation to meet was sent to ward councillors and the Hampton Hill Society
16 April, 2020	A copy of the letter was sent to Hampton Hill Association
22 April, 2020	A copy of the letter was sent to the neighbouring ward councillor, Cllr Monica Saunders

4. Consultation Responses

Qualitative response

Recipients of the letter had the opportunity to provide qualitative responses to our consultation. These responses have been collected and collated and this will continue throughout the application process. The main points raised are outlined below, along with details of how the applicant has responded to each comment. A total of 5 people left comments. The full comments received are included in the appendix.

5. Our response and continued consultation

Applicant's response table

Issue	Qualitative response	Applicant's response	No of responses
Parking	<p>"I hope the property you are building has allocated parking spaces?"</p> <p>"Our road is very congested with parked cars and often used by people who don't even live in our street. We can do without having more cars parked in the road. I look forward to your reply. "</p>	<p>A thorough study of the parking capacity in the vicinity of the site - including at periods of peak demand - was carried out over two surveys in line with London Borough of Richmond standards. This study found that capacity plus a comfortable margin remains for any additional on-street parking generated by the proposals. The detail of this can be found in the main application documentation.</p>	5

In response to feedback from local residents and stakeholders, and planning officers, the applicant made a number of changes:

- reduced storey number
- reduced bulk and mass
- enhanced the relationship between proposals and local design idioms and conservation features in terms of built form and materiality
- removed the undercroft
- enhanced landscaping to emphasise the site's 'arcadian' setting
- optimised sustainability measures

This Statement of Community Involvement fully demonstrates the applicant's commitment to thorough and meaningful public consultation and meets the requirements set out by Richmond Council .The submission of the planning application does not mark the end of this consultation and the team will continue to meet with local groups and individuals as appropriate throughout this process.

May 2020

Appendix 1: Public consultation – letter to local residents.

PROPOSALS FOR 1 ST JAMES ROAD

Dear Neighbour

We are writing to inform you of the plans to re-develop 1 St James Road being brought forward by Hampton Hick Ltd, the owners of the site. The site is currently occupied by a single 1950s-built house and a garden both of which have come into some disrepair.

The proposals are for the construction of nine new high quality homes in a combination of one, two and three bedroom flat layouts. The proposed building will use traditional materials and respect the character of other houses and flats in the local area, while offering a contemporary design. A sketch of the proposal is shown below.

We are working towards submitting a planning application to Richmond Council in the coming weeks.

If you have any comments or questions, would like more information or would like to speak to a member of the project team please get in touch with us:

via email: stjamesroad@yourshout.org
via our Freephone number: 0800 955 1042

Yours sincerely,

Your Shout

The Community Consultation Team.



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Appendix 2: Comments from consultation

Postcode (where given)	Comments (received by email)
N/A	Thank you for your letter advising of your plans to redevelop 1 St. James Rd. Do you have any more detailed plans of the proposed site showing access routes, car parking etc? It's a bit difficult to comment on the small sketch on the letter you have sent out. Anything more detailed would be helpful
N/A	Hi, I have just received your proposal through the post for 1 St James's Road. I hope the property you are building has allocated parking spaces? Our road is very congested with parked cars and often used by people who don't even live in our street. We can do without having more cars parked in the road. I look forward to your reply. Kind regards Resident of St James's Road
N/A	Dear Sirs, I read with interest and alarm the plans to re develop 1 St James's Road with nine new one, two and three bedroom flats. As a resident of St James's Road I would be interested to know what car parking plans there are. Will there be off street parking or would it be street parking because at present the parking along St James's Road causes a lot of problems to residents. I look forward to your reply with interest.
N/A	<p>Thanks for your communication regarding upcoming redevelopment plans. It's impossible for me to say whether I support such a redevelopment on the basis of one sketch but what I would say is that the plans do need to incorporate sufficient off-street parking to accommodate vehicles for all flats in the development. St James's Road and Windmill Road are both tight and busy at certain times of the day. Both are very often already packed with parked cars which cause issues with residents getting out of their own drives. There should not be any extra burden put on local parking by this development.</p> <p>As for the accommodation proposed in the development, I'll keep an entirely open mind since, in principle, a new development on the site of No 1 would be welcome.</p>
N/A	<p>I have 4 concerns:</p> <p>Nine flats is too dense on such a small plot - six would be the maximum. The company will have to provide for a parking space per flat as there is absolutely no parking space in St James's Road at any time.</p> <p>The corner of Windmill Road/St James's Road and Uxbridge Road is an accident black spot and always congested at busy times as people use it for a cut-through when the Uxbridge Road is busy. Any additional traffic at this point would be very dangerous. There are a lot of pedestrians, including school children and parents, who use these roads to walk to the school and to the shops.</p> <p>Presumably the entrance to the properties would be by the letterbox which is very close to the end of the road. The letter box would block clear views of the road and oncoming traffic.</p>

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