

8. Engagement & Consultation

Public Consultation & Community Involvement

December 2020

A variety of consultations with the public, local community and Local Authority have been undertaken throughout the development of the design.

The consultation process focused on a combination of online meetings, an online webinar and offer of hard copy materials and telephone engagement for those unable to engage digitally due to Covid-19 restrictions.

In addition two Covid-19 secure site tours took place with local elected members and with chairs of community groups to put the proposals into context.

The consultation comprised of:

- A leaflet informing residents of a forthcoming online webinar delivered to around 1294 addresses in the local area
- Updating the Twickenham Studios website with information about the webinar
- A webinar, held online and recorded so it could be subsequently made available to residents via the Twickenham Studios website
- Meetings with LB Richmond UponThames councillors
- Meeting with Leader of the Council and AD Planning and Transport Strategy LB Richmond
- Meeting with resident and trader associations

The live webinar had 73 attendees including ward councillors from both St Margaret's and Twickenham Riverside wards.

126 people in total had registered to attend the event and an email with the link to the webinar was sent to them following the event with the on-demand version which had been uploaded to the website.

The primary concerns from local residents were centred upon traffic from additional people working on the site and the provision of parking and potential disruption during the construction period.

To address these matters the Applicant conducted a travel assessment and developed a framework travel plan, which have been submitted in support of the planning application.

With regard to the disruption to local residents during the construction process generally, it should be noted that the lightweight prefabricated extensions being used across most of the project will help to reduce traffic movements, noise and time on site.

It is acknowledged that there will be disruption from the construction of the new building on the corner of St Margaret's Road and The Barons (Block A) which will be a full on-site process. However it should be noted that the development of Block A was overwhelmingly supported by those who engaged with the consultation.



**TUESDAY 1ST DECEMBER
5PM**

REGISTER FOR THE WEBINAR CONSULTATION

To register for the Webinar consultation, please scan the QR code below, follow the link, or get in contact via the phone number or email address provided.

https://cratus.zoom.us/webinar/register/WN_Jyh6uWpV5vOvATU3D05hwg

020 3929 0523

TW1Studiosconsultation@cratus.co.uk



Leaflet delivered to local area



As part of the consultation period, this website has been developed to allow responses to the project proposal for Twickenham Studios.

All responses must be submitted by the end of business hours, Friday 11th December 2020.

Links

Presentation Deck: If you would like to view a copy of the project presentation deck, please [click here](#)

Presentation Webinar: If you would like to view the public consultation webinar, please [click here](#)

Website extract

TWICKENHAM STUDIOS CONSULTATION

Dear Neighbour,

At our TWI Studios complex in St Margaret's we have been delivering world class Films and TV for over 100 years. In that time, we have achieved some extraordinary success from our cutting-edge facilities, including Oscar-winning sound work on *Bohemian Rhapsody* just last year. We now want to build on that success while reimagining ourselves as more a part of the local community here in St Margaret's.

Our proposals would see the introduction of a new creative space on St Margaret's Road providing studios, offices and shared flexi workspaces for the creative industries and the community to collaborate and thrive in. The new building would provide the opportunity to complete the corner of St Margaret's Road and The Barons - once again providing the studios with the High Street presence that it originally enjoyed from its inception in 1913.

With the introduction of a boutique cinema and cafe / bar as part of the redevelopment, TWI would also support the local economy and add an exciting new facility for the community again complementing existing restaurants, pubs and cafes.

Overall our goal is to make the studio sustainable for the next 25 years and beyond, so we also want to improve our facilities to keep pace with the latest trends and technologies from around the world while also allowing us to play a wider role in our neighbourhood.

The Covid-19 pandemic means we will be unable to carry out a face-to-face community event so we have organised an **Online Webinar Consultation** where you can view the proposals. The webinar will take place on **Tuesday 1st December at 5pm** and we would like to encourage you to attend so that our team can expand on our plans and answer any questions you may have.

To register for the event, please scan the QR code on this leaflet or get in contact with the team using the details below.

If you are not able to attend the live webinar, we will be recording the event and you can watch it via the consultation website. We would also be pleased to take questions using the feedback form on the website.

If you do not have access to email or a computer, we will be pleased to provide a hard

@twickenhamstudios

@TwickStudios



Name
Email
Address

Your feedback

General comments

The deadline for your feedback is Wednesday 1st December 2020

TW DATA PROTECTION: The information you provide will be held by Cratus Communications LTD on behalf of Twickenham Studios. We may need to share your data with the local planning authority - London Borough of Richmond - as part of the planning application for Twickenham Studios, St Margaret's. We will not sell your data to third parties.

Feedback Form

Block A

- The playful nature reflecting the film set is appropriate here, and is overall more successful than the previous scheme.
- It addresses corner nicely, acknowledging both the lost historic buildings and the terraced properties that it is joined onto.
- The flank elevation has not been shown, and needs to be developed whilst acknowledging neighbouring properties.
- The signage has been placed logically however it needs to be justified and perhaps reduced in size.
- Elements of street furniture shown in the CGI will also have to be reflected on the proposed drawings.

Block A



Rear elevation of Block A is missing

How would black paint be maintained? Explore red brick option

Exterior refurbishment should maintain original features where possible

Billboards inappropriate here

Block B

- The boundary wall in this area should be explored further
- Exterior refurbishment should maintain original features where possible due to the particular architectural character of the existing building.

Explore size of signage & justify placement

Block C

- Extension to Block C functioning and prop store was supported.
- The billboards seem very large, which would have a negative impact on the neighbouring properties. The historic photographs were preferred as they are more sensitive to the environment and blend in better with the surrounding architecture.
- It was questioned how the black paint would be maintained, perhaps using the original red brick could be explored here.

Elements of street furniture should be shown on plan

Block B & C



Explore landscaping along boundary wall

Block E

- The implementation of the external lift shaft was supported as it allows the building to be easily accessible.
- The rooftop extension was deemed appropriate in terms of form and finishes, displaying aspects of eclectic design.
- Lightweight nature of extension was supported as this will reduce impact to residents in terms of construction.
- The spill out courtyard area was supported.
- Unclear what the materiality of the external lift shaft is.

Block E



Materiality of external lift shaft?

Blocks F & G

- The current metal clad/block work can be easily repainted.
- The curved signage ties in nicely with the pitch of the roof.
- The sedum roof is appropriate here and contributes to the sustainability of the site.
- The signage could be explored further, with perhaps an illuminated option. This would require careful consideration as it sits in a residential area.

Blocks F & G



Explore signage

Block H

- The eclectic nature of the extension adds architectural interest to the existing building.
- The setback extension shows consideration of the residential properties opposite.
- Despite the setback being incorporated into the rooftop extension, it is unclear how the relationship with the opposite residential properties would be. A section would be useful to outline this relationship further.

Relationship with residential area opposite?

Block H



Design Review Panel: Feedback

December 2020

Overall

- The scheme needs to be unified as a whole, with an overarching concept tying the buildings together.
- The existing boundary wall needs to be explored further. It could be used to unify the scheme, perhaps through mural art or signage to celebrate the history of the site and/or to tell a story.
- Having more fun with interventions across site is key. This could be done by translating the playful language used for Block A across the site.
- The graphic signage could also tie the entire scheme together, this needs to be celebrated more across the site.
- How does the scheme relate to the street and public realm as this will inform how the proposal forms part of the street scape and how the public perceives the buildings from the street.
- The spaces in between the buildings need to be made more coherent. This can be done through landscape design and treatment of surfaces to upgrade the existing condition and help formulate a journey through the site.
- The sustainability principles could be developed further to reflect the potential usage within the buildings.



Design Review Panel: Feedback

December 2020

Block A

- Different options of materiality to be explored as corten steel would be very challenging to detail as it does not suit the sculptural, curved nature of the façade.
- Further development and refinement of façade is needed proportionally.
- Emphasis needs to be placed on the entrance of the building as this is lost within the overall elevation and appears to compete with some of the feature pop out windows.
- The fenestration could be calmed and reconfigured to establish more rhythm within the overall façade.
- The recessed top floor and its overhang needs to be refined to marry up with the silhouette of the façade, as this seems to get lost.
- Development of the flank wall is needed to demonstrate its relationship to Block B.



Design Review Panel: Feedback

December 2020

Block C

- The use of historical images is much more appropriate than the use of current film posters.
- Graphic signage similar to the other blocks should be incorporated here to include words ('Studio 1').
- An option without the historic images could also be explored, as the graphic signage could be a strong enough concept on its own and relate throughout the site as way finding.



Less appropriate to use current film posters here



Historic imagery is more appropriate



Explore red brick option

Explore 'Studio 1' signage

Design Review Panel: Feedback

December 2020

Block H

- A flat roof iteration is more cohesive with the existing flat and rectangular nature of the existing building.
- The proposed architecture could be more playful to reflect its use as the sound centre, also tying in with the language used in Block A.
- The signage could be developed and perhaps relocated, making it more consistent with the signage used across the whole site.

Flat roof is more cohesive to existing nature of the building

Use of gables is inappropriate here



Exploration of signage