



# Richmond College

Residential Development Zone  
Planning Application

**Statement of Community Involvement**  
May 2021

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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, hereafter referred to as ‘the Applicant/Clarion’. This SCI provides a clear record of the pre-application consultation carried out for the proposed redevelopment of the Richmond upon Thames College site from January to March 2021.**

This SCI sets out details of both the public and stakeholder engagement that has been undertaken and aims to give an overview of all consultation activity undertaken prior to the planning application submission. It aims to demonstrate that the Applicant has actively informed and involved the local community about the proposals, in accordance with relevant planning guidance for community involvement.

This SCI should be read in conjunction with the suite of documentation which forms the Applicant's application to the London Borough of Richmond upon Thames as local planning authority for full planning permission for the following proposed development:

**“** *Demolition of existing college buildings, removal of hard surfacing, site clearance and groundworks together with the redevelopment of the site to provide 212 residential units across a collection of buildings up to five storeys in height; together with associated parking for 108 vehicles, cycle parking, open space and landscaping.*

The purpose of the programme of early engagement with the local community has been to ensure that local people have the opportunity to inform the proposals prior to the submission of a planning application.

The consultation programme has sought to identify any issues or concerns raised by local residents and stakeholders. It has satisfied the requirements for pre-application consultation on major planning applications; ensured that the local community and its representatives have had the opportunity to be fully engaged in the proposals' preparation; and has demonstrated how feedback received has been addressed in the final scheme now the subject of a planning application.

Clarion is the largest Housing Association in the UK. Clarion's proposals would see the site developed to provide high quality new homes, including affordable housing and market homes on a large brownfield site, along with a comprehensive range of green credentials and amenity space provision.

Clarion welcomed and invited feedback on the proposals to establish if any amendments could be taken on board prior to the submission of a planning application. The following sections set out in more detail the activities undertaken by the Applicant, and the responses from interested parties that were provided.

## 1.1 — Location and current case of the site

The application site lies in Twickenham, to the west of Egerton Road, north of Craneford Way, and with access from Langhorn Drive to the west. It lies to the south of the main college redevelopment area. Twickenham town centre lies around 0.7km to the east of the site, providing a range of shops and services and Twickenham mainline train station.

The site, highlighted in the red shaded area below, under consideration for redevelopment currently includes:

- A number of buildings previously used for education purposes, comprising the main college building, a drama studio, offices, classrooms and a separate refectory building.
- A number of buildings still in use by the College, comprising classrooms and workshops for STEM education.
- Cleared areas following demolition by the College.
- Construction hoardings around part of the site.

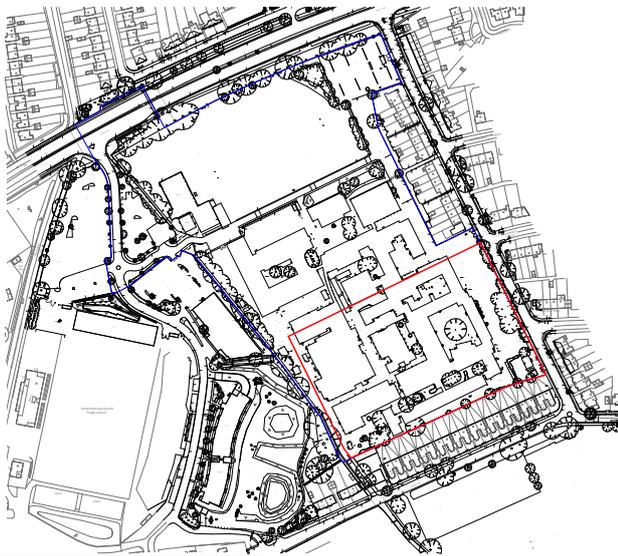


Figure 1: Site Location Plan



Figure 2: Satellite image of the redevelopment site

## 1.2 — Background to the proposed development

Outline planning permission for the redevelopment of the wider Richmond College site was secured in August 2016. The redevelopment will deliver a new campus for education and enterprise purposes, comprising a replacement college building, STEM Centre, new secondary and special needs schools, various upgraded sports facilities, transport and access improvements and new residential homes at the south end of the site, to the rear of the college campus.

Clarion has been working with the College since October 2017, when it was selected as the residential development partner. Clarion secured reserved matters approval for the detailed design for the residential zone in 2019. The purpose of the current planning application is to build on and enhance what has already been consented, whilst maintaining the parameters set as part of the outline planning permission.

The current application seeks to maximise opportunities for delivering new affordable homes on the site in order to help meet the high level of local need, to include some zero-carbon elements and to improve the access arrangements. The revised proposals also make changes to the layouts of some of the homes, which is especially important following COVID-19 and the emerging changes in working habits.



Figure 3: Plan of wider redevelopment site

### 1.3 — Overview of the proposed development

The proposed development represents an efficient use of a brownfield site and will deliver much needed affordable and market homes for local people. The scheme design is underpinned by a strong aspiration to provide homes that respond effectively to climate challenge, by providing conscientious living in a sustainable way.

For reference purposes, and to aid understanding of the themes shared and discussed in this document,

please see an indicative site plan below, which was presented as part of the consultation material.

The final development proposal has evolved since this version, in part due to feedback provided through the engagement process, and the differences between the material presented in the consultation process and the final form of the proposed development are described fully in the accompanying Planning Statement and Design and Access Statement.

- 1** Temporary access from Egerton Road
- 2** Reduction in number of blocks of terraces
- 3** Inclusion of net zero carbon homes
- 4** Increase in number of homes to 205
- 5** Resident & visitor parking spaces including disabled spaces
- 6** Ecological corridor
- 7** Communal green space
- 8** Existing green space retained & enhanced
- 9** Tree planting onsite
- 10** Main Access



Figure 4: Indicative site plan

It was presented throughout the consultation that the development proposals would deliver the following:

- An access route to the site via Langhorn Drive/Marsh Farm Lane
- Temporary access from Egerton Road
- A reduction in the number of blocks of terraces from 7 to 4, to improve energy efficiency
- The inclusion of net zero carbon homes
- An increase in the number of homes from 180 to 205
- An increase in the number of affordable homes from 34 to 103 (50%)
- The replacement of consented open market houses on Egerton Road with flats for shared ownership
- An increase in the proposed houses' width to allow improved internal layouts
- Provision of resident and visitor parking

spaces, including disabled spaces and infrastructure for electric vehicle charging

- Secure parking for 320 bicycles
- An ecological corridor
- Communal green space and children's play space
- The retention and enhancement of existing green space
- Tree planting across the site
- Deliver the homes in a single phase making all homes available sooner

It was communicated that the existing proposed roof heights would be retained and that there would be no increase in development density, as whilst a greater number of properties are proposed, the same number of habitable rooms were proposed across the site. The current planning application continues to comply with design code principles established through the earlier planning applications, for massing, parameter plans and the architectural vernacular.

## 2.0 — Requirements of the consultation

**The usual first step for preparing an SCI is to carry out a review of the relevant national and local planning policy guidance on pre-application engagement. Whilst this was conducted as part of preparing the planning application, it had to be set in context of the current global pandemic, which has required consultants to recast standard best practice measures for consultation and ensure that any new methods employed continue to deliver the same type and quality of engagement and communication, and that opportunities for public participation are not diminished.**

In March 2020, the UK Government imposed restrictions on public gatherings and on non-essential travel due to the COVID-19 outbreak. The Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority and Police and Crime Panel Meetings) (England and Wales) Regulations 2020, Part 2 Remote Attendance came into effect. These had a key influence over our chosen methods of communication and consultation.

Whilst we had hoped to hold face-to-face events in January 2021, the COVID-19 situation unfortunately had not improved sufficiently to allow this. On this basis, and in light of the aforementioned regulations and guidance, the decision was made, with the support of the Council as local planning authority, to hold the public consultation remotely.

Therefore, in order to establish an appropriate consultation strategy for the proposed development, a review of the relevant national and local planning policy guidance was undertaken, and then combined with a considered response to the new regulations identified above. Despite some limitations, we are satisfied that all reasonable measures have been taken to deliver a robust and measurable public consultation.

## 2.1 — National Planning Policy

The National Planning Policy Framework, February 2019 (NPPF) sets out the Government’s planning policies for England and how these are expected to be applied. Community involvement is at the forefront of national planning policy and the Government considers that pre-application engagement, prior to the submission of a planning application, is paramount to ensuring timely decision making, reducing delays, enabling better coordination between public and private resources and improving outcomes for the community.

The NPPF (paragraph 40) states that local planning authorities (LPAs) have a significant role to play in community engagement, by encouraging applicants to utilise pre-application services and engage with the local community and any statutory consultees, prior to submitting their application.

The level of engagement should be proportionate to the nature and scale of the proposed development. Early engagement by applicants, before an application is formally submitted, is encouraged so that the Council can give informal comments and help overcome any potential difficulties that may arise. Paragraph 41 encourages statutory consultees to engage and respond at an early stage to ensure that the planning process is not unnecessarily delayed.

Paragraph 128 states specifically that:

*“Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.”*

By virtue of the Planning and Compulsory Purchase Act 2004, LPA’s 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 that LPAs must take in involving the public with planning applications.



National Policy Framework

## 2.2 — Local policy requirements

The London Borough of Richmond upon Thames published its Consultation Draft Statement of Community Involvement in December 2019. It applies primarily to the preparation of local planning policy documents and to the Council’s duty to publicise and consult on planning applications, with the document not providing framework guidance for applicants in their preparation of a pre-submission engagement strategy for major planning applications. This was also published prior to the first COVID-19 lockdown and the associated prevention of non-essential travel and face-to-face meetings.

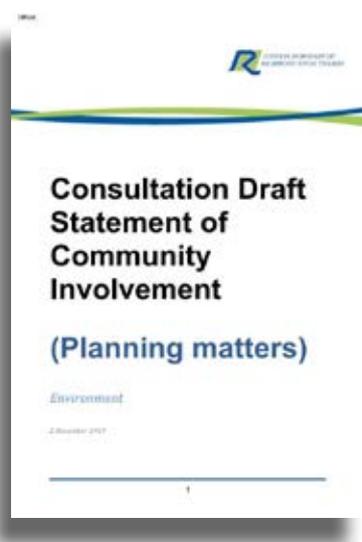
In relation to pre-application discussions, the draft SCI states that the Council is keen to encourage developers to discuss their proposals with planning officers before submitting an application. Developers are also strongly encouraged to consult neighbours and/or local amenity bodies before submitting an application, and carry out some promotional publicity as relevant, as this would allow developers 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. This statement responds to this local planning policy requirement.

## 2.3 — Statutory requirements

The development proposal will be determined on the basis that it comprises a Major Planning Application, on account of the number of residential units that are being proposed. As such, the following publicity will be given when the application is submitted to the local planning authority:

- A site notice will be displayed in at least one place, on or near the development site for at least 30 days;
- Notice will be served on adjoining landowners and occupiers as relevant; and
- An advertisement in the local newspaper.

The Applicant introduced the proposals to the local planning authority at pre-application stage and discussed both the level of community involvement that would be required and the preferred methods of consultation.

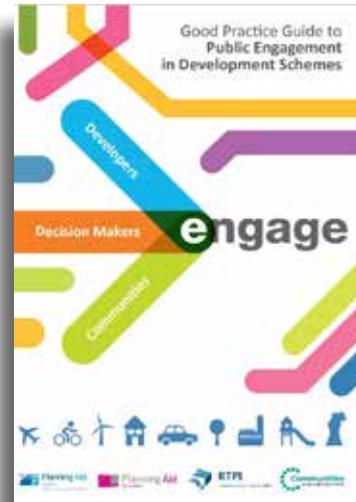


LB Richmond Consultation Draft SCI

## 2.4 — Best practice

It is generally considered that the normal means of consultation should be either an exhibition or public meeting at a suitable public venue, or by letter with accompanying plans as appropriate.

A report of the consultation exercise should be submitted as part of the planning application process, which sets out details of the events held; the range of information and visual material that was shared and offered for comment; the nature of questions and concerns raised by the community participants together with any responses given and details of any proposed changes to the design of the pre-application version of the proposed scheme arising from feedback from the consultation process. This document provides information on these matters.



**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.

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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.

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.

“Good engagement motivates and inspires individuals and communities to help shape the future of their neighbourhoods, with positive outcomes for all involved.”  
 Sue Mann, National Planner, Planning Aid England.

“Effective consultation at the early stages of proposals improves schemes and creates value.”  
 Mike Dutton, Consultant G L Hearn.

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.

## 3.0 — Consultation Process

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

This SCI, and the accompanying Planning Statement and Design and Access Statement, explains how the Applicant and its advisory team have actively engaged with the local community and key local stakeholders throughout the preparation of the current planning application.

Public comments were invited to be submitted by midnight on Monday 1 February 2021, to allow sufficient time for the Applicant's team to consider all received comments ahead of the submission of the planning application.

Clarion's team identified a range of local stakeholders who were likely to be interested in the proposals and contacted each of them directly, to share information on the emerging proposals and offer an audience with the Clarion Team to talk through any particular matters that were of interest or concern to them. Whilst comments were still encouraged to be shared by 1 February 2021, engagement continued with interested parties throughout February-March 2021, to ensure that the fullest range of views and feedback could be captured and considered by the Applicant's team.

### 3.1 — Consultation aims

The objectives throughout the process of consultation 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 on the proposed scheme
- Ensure that people can put forward their own ideas and feel confident that there is a process for considering those ideas
- 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
- Make provisions to ensure that interested parties are kept informed about progress and outcomes

### 3.2 — Methods of engagement

A variety of methods of engagement were applied to raise awareness of the proposed development.

#### Consultation boundary

A consultation boundary was established in the early stages of the project. The consultation boundary, shown below, comprised 760 addresses, made up of 744 residential addresses and 16 business addresses, and was used as a distribution area for the consultation material.



Figure 5: Plan showing consultation boundary/distribution area

### Website

A project website went live on Friday 15 January 2021, dedicated to the consultation and engagement process. The website contained key information on the proposals, a pre-recorded presentation and detailed images. A feedback form was available to be completed online and the additional contact details of an email address, postal address and telephone number were also provided. The website was publicised through the consultation leaflet, social media and the press. Visitors were strongly encouraged to submit feedback online, but other feedback methods, via email and telephone, were also offered and welcomed.

The website offered an option for interested parties to sign up to attend one of the three consultation webinars. Those registering for these sessions received an individual email from the Barton Willmore Community Engagement Team to confirm their

place at the webinar and to provide relevant joining instructions for their selected session, either by Zoom link or by telephone. It was confirmed in that email that following the presentation by Clarion's team, there would be an opportunity for questions and that people were very welcome to submit any questions they had in advance for the team to answer during the webinar session.

A recording of a presentation of the proposals was made and uploaded to the website, to be available for public viewing at any time.

The website can be accessed at: [www.clarionrichmondcollege.co.uk](http://www.clarionrichmondcollege.co.uk). It continues to be updated, most recently with the final plans that form part of the planning application being made available for viewing.



**Email**

A dedicated email address [clarionrichmond.college@bartonwillmore.co.uk](mailto:clarionrichmond.college@bartonwillmore.co.uk) was set up at the start of the project to provide a direct contact point for enquires and to submit feedback throughout the consultation.

**Telephone number**

A telephone number – 020 7446 6853 – was provided for any queries relating to the consultation and the wider development proposal. This was staffed and managed by the Applicant's community engagement consultant team and was particularly important to enable people without access to the internet to be able to find out more about the scheme and have an equivalent opportunity to provide their own comments and opinions.

**Project Database**

A project database was built by the Barton Willmore Community Engagement team and was used to keep a record of people who expressed an interest in remaining involved or being informed about the project. The database was populated by:

- People who directly contacted the Applicant's community engagement consultant team via the project email or phone line;
- People who completed feedback forms on the proposals online requesting to be kept informed about the progress of the project; and
- Representatives of local groups and associations contacted directly by the Applicant and community engagement consultant teams.

The database was used to send any updates or relevant information regarding the project.

We take data protection seriously. Personal details were supplied to the Barton Willmore Community Engagement consultant team only for the purposes of research in connection with this project and to be able to contact those choosing to be registered to receive updates 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.

## Publicity

The following methods were used to publicise the public consultation website:

- Leaflets were sent to the 760 addresses within the consultation boundary. The leaflets were planned to arrive with residents and businesses on Saturday 16 January 2021, subject to postal services.
- The leaflet was enclosed in an envelope which was addressed to the occupier.
- A strapline was also added to the envelope advising that it contained information of a public consultation, intended to avoid it being mistaken as junk mail.

The leaflet provided high level information on the proposals and provided the website address and a QR code - allowing a direct link to the website when scanned with a smartphone. Contact information, including an email address, telephone number and postal address, was provided.

Public exhibition webinar dates were published on the dedicated project website.

A press advert was placed in the Richmond and Twickenham Times in two newspaper issues, on 21 and 28 January 2021, within the consultation period, alerting readers to the consultation event that was taking place.

A copy of the public consultation leaflet and feedback form is provided at Appendix 1 and a copy of the Richmond and Twickenham press advert is included at Appendix 2.



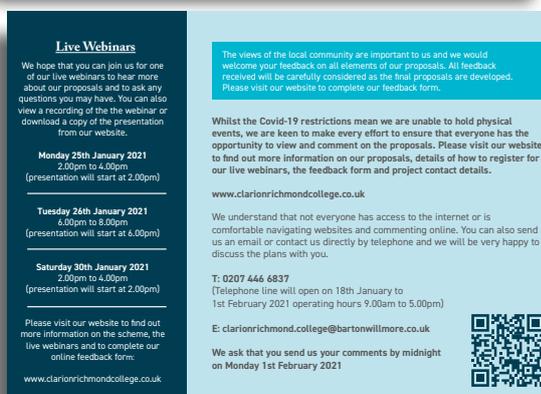
**Public Consultation**

Clarion Housing, the developers of the new homes on the wider Richmond Upon Thames College development scheme off Egerton Road, are launching a new consultation on their updated plans for the site.

The new proposals include:

- A commitment to sustainability with a number of net zero carbon homes on site along with other measures to encourage green living.
- An increased provision of affordable housing to 50% of the scheme, 103 affordable homes comprising shared ownership and affordable rent properties to meet local need.
- New green spaces that will be accessible to new and existing residents, including communal green areas, high quality tree planting and a children's play area.
- Enhancements to the design and architectural character of the scheme so that it best complements the surrounding residential area.

The views of the local community are important to us and we would welcome your feedback on all elements of our proposals. All feedback received will be carefully considered as the final proposals are developed. Please visit our website to complete our feedback form.



**Live Webinars**

We hope that you can join us for one of our live webinars to hear more about our proposals and to ask any questions you may have. You can also view a recording of the webinar or download a copy of the presentation from our website.

**Monday 25th January 2021**  
2.00pm to 4.00pm  
(presentation will start at 2.00pm)

**Tuesday 26th January 2021**  
6.00pm to 8.00pm  
(presentation will start at 6.00pm)

**Saturday 30th January 2021**  
2.00pm to 4.00pm  
(presentation will start at 2.00pm)

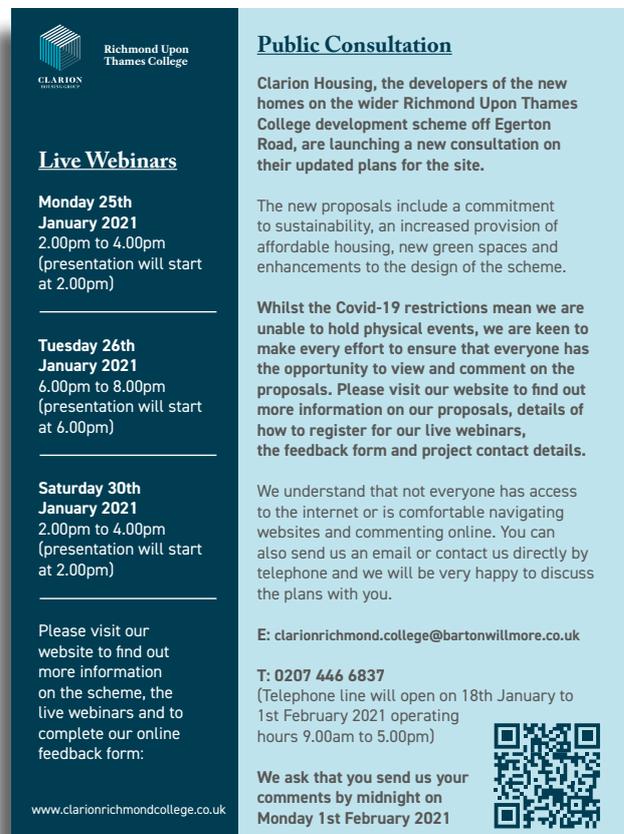
Please visit our website to find out more information on the scheme, the live webinars and to complete our online feedback form.

[www.clarionrichmondcollege.co.uk](http://www.clarionrichmondcollege.co.uk)

**T: 0207 446 6837**  
(Telephone line will open on 18th January to 1st February 2021 operating hours 9.00am to 5.00pm)

**E: [clarionrichmond.college@bartonwillmore.co.uk](mailto:clarionrichmond.college@bartonwillmore.co.uk)**

We ask that you send us your comments by midnight on Monday 1st February 2021

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The new proposals include a commitment to sustainability, an increased provision of affordable housing, new green spaces and enhancements to the design of the scheme.

Whilst the Covid-19 restrictions mean we are unable to hold physical events, we are keen to make every effort to ensure that everyone has the opportunity to view and comment on the proposals. Please visit our website to find out more information on our proposals, details of how to register for our live webinars, the feedback form and project contact details.

We understand that not everyone has access to the internet or is comfortable navigating websites and commenting online. You can also send us an email or contact us directly by telephone and we will be very happy to discuss the plans with you.

**E: [clarionrichmond.college@bartonwillmore.co.uk](mailto:clarionrichmond.college@bartonwillmore.co.uk)**

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## Consultation leaflet and Press Advert

## 4.0 — We have responded to the requirements of consultation by...

### 4.1 — Involving local representatives

We sought to involve local councillors, groups and organisations in the consultation process and will ensure that this consultation continues beyond submission to help further support the application.

We recognised that it was important to engage local political ward representatives as part of the consultation process. Following introductory telephone calls to each ward councillor in early January 2021, emails to the ward councillors introducing the community engagement team, informing them of the agreed remote consultation process, inviting them to view the proposals via the project consultation website and enclosing the leaflet that was distributed to residents within the consultation boundary were sent on Friday 15 January 2021, in advance of the consultation period starting. The ward councillors were informed of the Applicant's intentions to run a remote community engagement programme on the proposals and were specifically asked to suggest any local groups or associations that should be engaged with.

Due to the site's planning history, local political representatives were aware that the site would be coming forward, so it was considered that an email was appropriate and sufficient to advise them of the pending application.

The following political representatives of St. Margarets and North Twickenham ward were contacted:

- Councillor Geoff Acton, Mayor, Liberal Democrat Party
- Councillor Alexander Ehmann, Deputy Leader and Chair of the Transport and Air Quality Services Committee, Liberal Democrat Party
- Councillor Ben Khosa, Liberal Democrat Party

The email to Councillors did advise that Clarion was intending to propose a temporary vehicular access from Egerton Road, and that this access was proposed to be used by new residents on site to access their homes during the construction period. It was advised that the proposed strategy for all construction traffic was for it to enter and leave the site via Langhorn Drive and that once the construction is complete, the Egerton Road access will be amended to be for pedestrian and cycle access only.

Councillor Khosa registered to attend the webinar on 25 January 2021, 2-4pm. Councillor Khosa provided feedback via email that he considered that registering for the webinars was difficult. This concern was responded to by a member of the Barton Willmore Engagement Team.

Councillor Ehmann advised by email that he would be happy to hear more about the emerging proposals in a focused session with the Clarion team, and would prefer a representative from the Council's Planning Department to be in attendance at that meeting also. This meeting, which invited all three ward councillors for St. Margarets and North Twickenham Ward and Chris Tankard, Area Team Manager – Development Management (Richmond North), was subsequently arranged for Thursday 28 January 2021. Councillor Ehmann advised by email in advance that he wished to discuss, in particular, the proposed access from Egerton Road.

Councillor Acton advised the Barton Willmore Engagement Team by email that he was keeping Councillor Jaeger and Councillor Millard informed of the proposals, as their particular interest is housing development in the Borough.

## Focused engagement

### Ward Councillors and Development Management Area Team Manager

An online session via MS Teams was arranged for Thursday 28 January 2021, Councillors Acton and Ehmann attended alongside Chris Tankard and members of Clarion's project team. It was established that they had all accessed the project website to become familiar with the details and so the session was used to allow questions to be put to Clarion's team and then answered, rather than to deliver a formal presentation of the proposals.

The main topics that were discussed were:

- Clarion's proposals for a temporary vehicular access from Egerton Road.
- Detailed design aspects of the proposed new homes and open spaces.
- Officer preferred changes to the proposed ecological corridor.
- Parking provision for the new homes.
- That affordable housing provision would be dealt with at a separate meeting.

The key output from this session was that the Councillors were not sure that public consultees were fully aware of the proposals for the temporary access from Egerton Road or the wider strategy for construction traffic.

### Friends of the River Crane Environment (FORCE)

FORCE was contacted to establish whether they would welcome a focused session with the Clarion team. A Zoom session was organised for 2 February 2021. This session was used to allow FORCE to set out its aspirations for the wider area around Richmond College and for the Clarion team to outline further details about its landscaping proposals and the sustainability features of the proposed built form. A further Zoom meeting was arranged for 3 March 2021, where Clarion's team discussed the proposals in greater detail and explained the extent to which this planning application might be able to support FORCE in the delivery of its aspirations for this area.

The key matters that were discussed across both meetings were:

- FORCE's views on the proposed scheme overall and the river corridor and green spaces in particular.
- The variety of local amenity space usage data and biodiversity information FORCE could make available to the Clarion design team.
- FORCE's aspirations for the wider River Crane area.

FORCE raised a number of detailed points on different aspects of the proposals and the Clarion team provided answers to all questions. Clarion confirmed that matters outside of the red line boundary for the planning application would be outside of its control due to land ownership reasons, however would discuss those elements within its control further with FORCE. FORCE provided a number of suggestions for planting, ongoing management and design features for the Clarion team to take away to consider further

### **Richmond Education and Enterprise Campus Group (REEC)**

Clarion attended a Richmond College Development Group meeting on Tuesday 23 February 2021 to provide an update on its proposals.

This meeting was attended by Clarion. The discussions at the meeting focused on the access proposals and, specifically the Heatham Alliance's concerns with this aspect of the proposal. Heatham Alliance's representative outlined four main concerns:

1. How will it be ensured that the temporary access point will be closed off?
2. How will it be controlled that contractors will not attempt to gain access to the site via the Egerton Road access?
3. It may not be appropriate for large lorries to use the local residential roads.
4. How will the working part of the site, and the occupied part of the site be securely separated, to prevent access through?

Clarion responded to each of these matters directly at the meeting.

Clarion attended a REEC Programme Board meeting on 2 March 2021 to provide an update on the public consultation activities that had taken place and the expected timescale for the submission of the planning application, and continues to attend these meetings.

### **Other local stakeholders**

Individual online sessions were offered to Harlequins RFC, the Heatham Alliance and Court Way Resident's Association. Whilst the offers of meetings were not taken up, emails between the stakeholders and the Barton Willmore Engagement Team were exchanged and any project enquiries were responded to directly.

The consultation leaflet was also emailed to a wide selection of other local stakeholders as follows:

#### **Schools**

Richmond Upon Thames School  
Clarendon School  
Richmond College  
Chase Bridge Primary School  
St Richard Reynolds College  
Gems Twickenham Primary School

#### **Service providers**

Twickenham Police Station  
Twickenham Library  
Isleworth Ambulance Station  
The Green Surgery  
The Acorn Practice  
Medicspot Clinic  
York Medical Practice  
Richmond Fire Brigade

#### **Other**

All Hallows Church  
Twickenham Training Centre  
Heatham Alliance  
Harlequins  
Richmond Chamber of Business  
Twickenham Business Improvement District  
Nuffield Health  
The Richmond Society

## 4.2 — Involving local residents

A leaflet was sent to 744 residential addresses surrounding the site, explaining the plans and inviting residents to the webinars. These online events were also publicised through press advertising.

The public exhibition webinars were conducted using Zoom software. The Zoom platform was chosen for the following reasons:

- Easily accessible from smartphones, laptop, tablets and desktops
- No software to download
- No account activations
- Safe and reliable
- Fully GDPR compliant

The local community was invited to join three public exhibition webinars, held on Monday 25 January 2021, 2-4pm; Tuesday 26 January 2021, 6-8pm; and Saturday 30 January 2021, 2-4pm.

Every effort was taken to ensure that the webinars were known about, useful to participants, and crafted in a way to ensure that feedback could be recorded and used by the Applicant’s team, to finalise the preparation of the planning application.

- The exhibition dates and times were publicised on the project website and via leaflets distributed to local residents and businesses.
- The exhibitions were held during the week both in the afternoon and in the evening, to accommodate those who may be busy at the weekend or who wanted to attend after work. The final exhibition was held on a Saturday to accommodate those who may be at work or home schooling.
- Local residents were invited to the exhibition via a leaflet which was sent to 744 homes and 16 businesses.
- Local political representatives and other interested parties were invited to the consultation by email and via the leaflet.
- Presentation boards were presented live with residents able to ask questions live to the project team.

- Members of the project team were present to answer questions and talk residents through the plans.
- Attendees at the webinars were encouraged to complete the feedback form on the website.
- All consultation materials were made available on the project website prior to the exhibition.
- A pre-recording of the webinar was available to stream or download from the website.



### Download option from the website

The exhibition provided residents with the opportunity to understand the rationale behind the proposals and the emerging site plan. 30 exhibition story boards were presented, and these are set out in Appendix 3.

Any member of the public who registered for a webinar session, but who subsequently did not attend, was contacted to offer joining details for one of the other sessions.

To try and reach as many people as possible, anyone who had registered their general interest in the proposals, but who did not specifically sign up for one of the webinar sessions, received an individual email from the Barton Willmore Community Engagement Team. This invited them to join one of the webinar sessions and it was explained that these sessions could be accessed either via Zoom or telephone.

### 4.3 — Encouraging feedback

Due to COVID-19 restrictions, engaging and giving feedback were strongly encouraged via the consultation website. Feedback forms could be submitted via either email or the website. However, in order to not to isolate anyone in digital poverty or digitally disconnected, a telephone hotline was set up to enable people to discuss the proposals and give their feedback, which was then recorded online on their behalf. A postal address was also available for those wanting to write to us or return a printed copy of the feedback form, which could be downloaded from the website, by post.

A copy of the feedback form is provided at Appendix 4.

### 4.4 — Further engagement on most important matters locally

Councillor comments from the meeting on 28 January 2021, combined with the analysis of the feedback received via the online consultation form and direct email and telephone enquiries, gave a clear indication that the proposals for a temporary access point from Egerton Road for new residents, and the overall strategy for construction traffic were being misunderstood in the local community.

In response, an explanatory letter covering both matters was prepared and distributed via First Class post to the area immediately local to Egerton Road, comprising 515 addresses, on 19 February 2021. The opportunity was also taken to describe the proposed changes to the new properties along the Egerton Road boundary, given that these would be of greatest interest to the distribution area and a few enquiries had been made as to the detail of the proposed revisions to these properties. The delivery envelope contained a strapline advising recipients that this was not junk mail and was part of a public consultation exercise.

This letter was also emailed to anyone who had directly contacted the Community Engagement team with an enquiry, and everyone who registered for project updates via the consultation website. These emails were sent on Saturday 20 February, to coincide with the date the printed letter was expected to arrive at local addresses.

This letter and plan of the distribution area are included as Appendix 5.

The letter confirmed that any supplementary questions consultees had on the contents of the letter would be answered by Clarion's team. Very few responses to the letter were submitted, but all emails received after its issue were individually answered.

## 5.0 — Feedback

**An important part of the consultation process is to analyse and report back on the findings from all received comments, in order for them to be able to be fed back into the design process and keep the Applicant's team updated on any topics or issues which may arise.**

An important part of the consultation process is to analyse and report back on the findings from all received comments, in order for them to be able to be fed back into the design process and keep the Applicant's team updated on any topics or issues which may arise.

Residents were asked to complete a comment form online, if possible, to record their level of agreement or otherwise on the key aspects of the scheme, in order to obtain structured feedback. Email and telephone comments were also accounted for and loaded online by the Barton Willmore Engagement Team.

When comments have been recorded on respondents' behalf, all due care has been taken to fairly represent comments and opinions, to ensure that the categorisation of answers has been done in a consistent and unbiased way.

Following the close of the consultation period, the Applicant's team analysed and discussed the comments received from the community and reported back to the project development team. A pledge was given to share with the local community the final plans and the responses to the comments through a community newsletter and via the project website prior to the submission of the planning application, and this has been met.

### 5.1 — Origin of comments forms received

The map below identifies the origin locations of all completed feedback forms received from website, email, telephone and postal sources, where a full postcode was supplied.

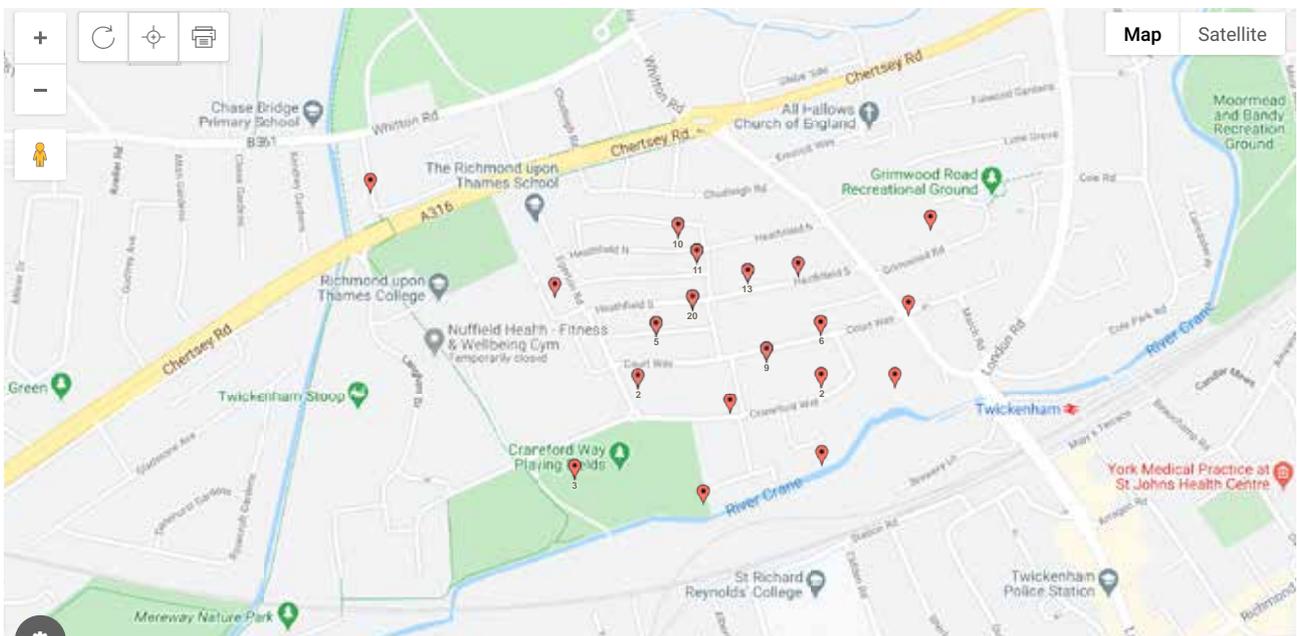


Figure 6. Plan showing the origin of feedback responses

## 5.2 — Summary of feedback

A total of 94 comment forms (including emails, post and telephone comments) were received from the public consultation. A summary of the demographics of the respondents is provided at Appendix 6.

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

Feedback on scheme detail and design	
Positive Comments	Concerns and Questions
The 'green' features of the scheme	Egerton Road temporary access
Provision of affordable housing	Traffic generation
Active travel features	Changes from earlier consented scheme
Provision of children's play space	Impact on existing residents
Regeneration of the site	Scale of Development
Use of Langhorn Drive for primary access	Design matters
	Parking provision

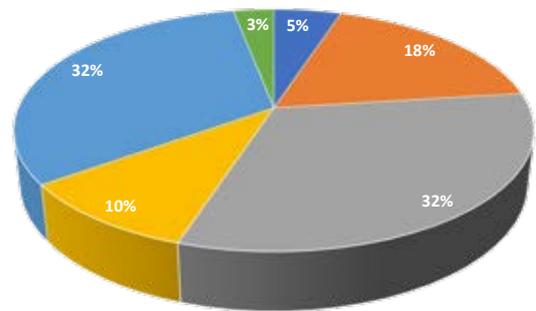
### 5.3 — Detailed feedback from comment forms

Detailed analysis, drawn from the 94 comment forms completed, is set out below. People were invited to answer a total of seven questions. Questions 1-4 were direct response questions and questions 5-7 were open-ended questions, to give residents the opportunity to provide more comments and suggestions, enabling both positive and negative feedback. Three supporting questions, to establish the demographics of the respondents, were also asked.

**Q1. To what extent do you agree with the proposals to increase the number of affordable homes on the site?**

42% of respondents either disagreed or strongly disagreed with the proposals to increase the number of affordable homes on the site. 32% were neutral on the matter and 23% either agreed or strongly agreed that this was an important matter.

Sample Size: 94

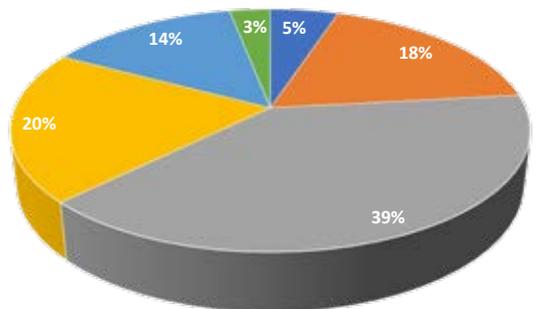


Strongly Agree Agree Neutral Disagree Strongly Disagree Not answered

**Q2. To what extent do you agree that the proposed changes will create a more environmentally friendly development that encourages healthy living?**

23% of respondents either agreed or strongly agreed with this idea, with 39% remaining neutral and 34% either disagreeing or strongly disagreeing with this.

Sample Size: 94

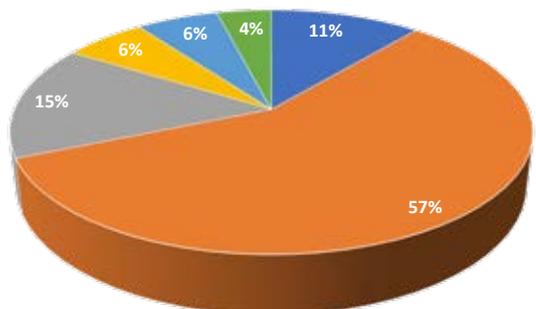


Strongly Agree Agree Neutral Disagree Strongly Disagree Not answered

**Q3. To what extent do you agree that the inclusion of publicly accessible green spaces will create a pleasant and enjoyable environment?**

68% of respondents either agreed or strongly agreed that the proposed green spaces would create a pleasant and enjoyable environment. 12% disagreed or strongly disagreed, and 15% remained neutral.

Sample Size: 94



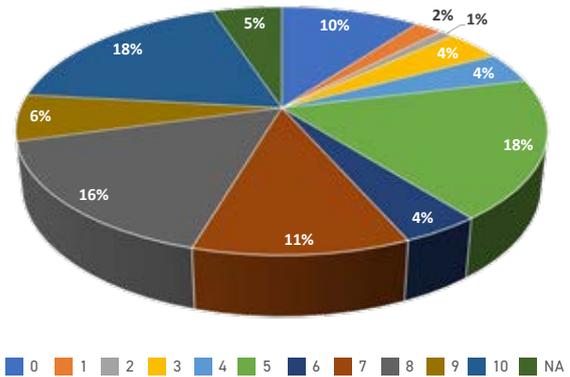
Strongly Agree Agree Neutral Disagree Strongly Disagree Not answered

**Q4.** There are a number of different sustainability measures included as part of the proposals. Please let us know how important each of these are to you with 0 being very unimportant and 10 being very important

**a. Vehicle charging points**

39% of respondents answered 0-5 for this question and 55% answered 6-10.

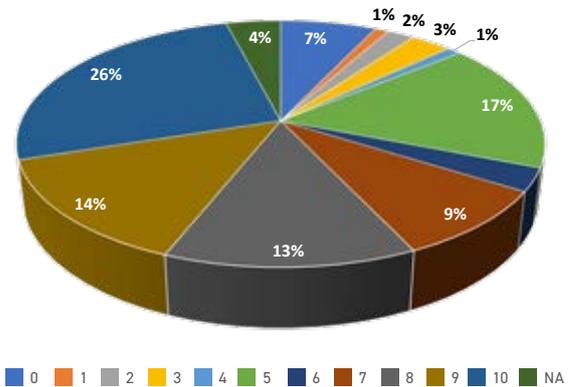
Sample Size: 94



**b. New walking connections through the site**

32% of respondents answered 0-5 for this question and 64% answered 6-10.

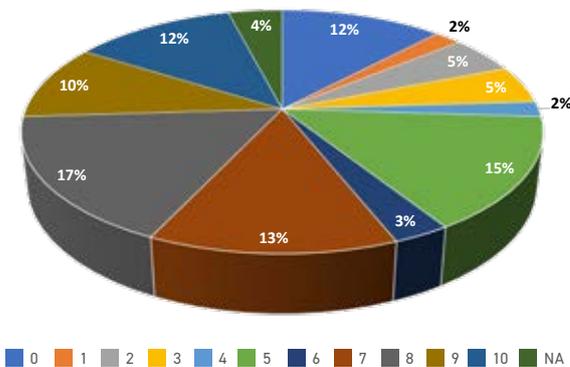
Sample Size: 94



**c. Car sharing or rental club**

41% of respondents answered 0-5 for this question and 54% answered 6-10.

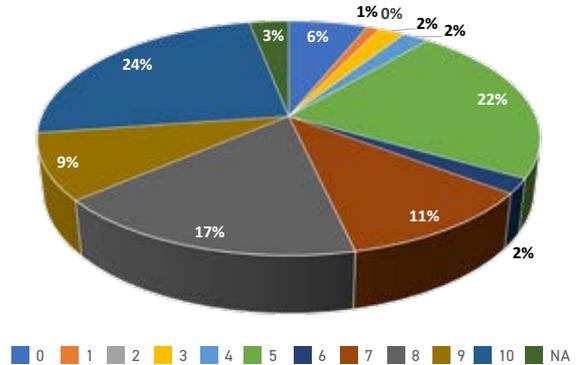
Sample Size: 94



**d. Approximately 36 net zero homes (in operation) delivered as part of the scheme**

34% of respondents answered 0-5 for this question and 63% answered 6-10.

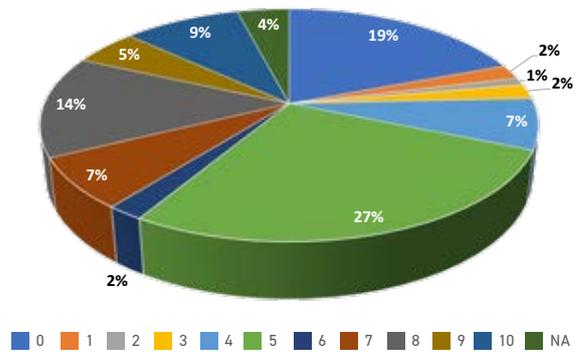
Sample Size: 94



**e. Gas is not used anywhere on site**

59% of respondents answered 0-5 for this question and 37% answered 6-10.

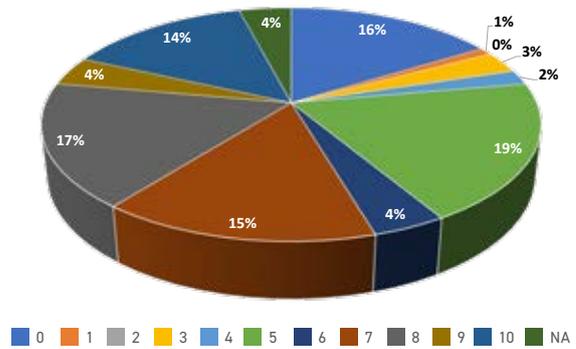
Sample Size: 94



**f. Bike hire scheme on site**

41% of respondents answered 0-5 for this question and 54% answered 6-10.

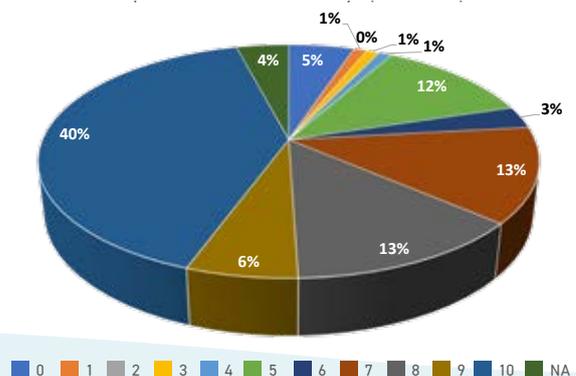
Sample Size: 94



**g. New areas of green space and improvements to biodiversity**

20% of respondents answered 0-5 for this question and 76% answered 6-10.

Sample Size: 94

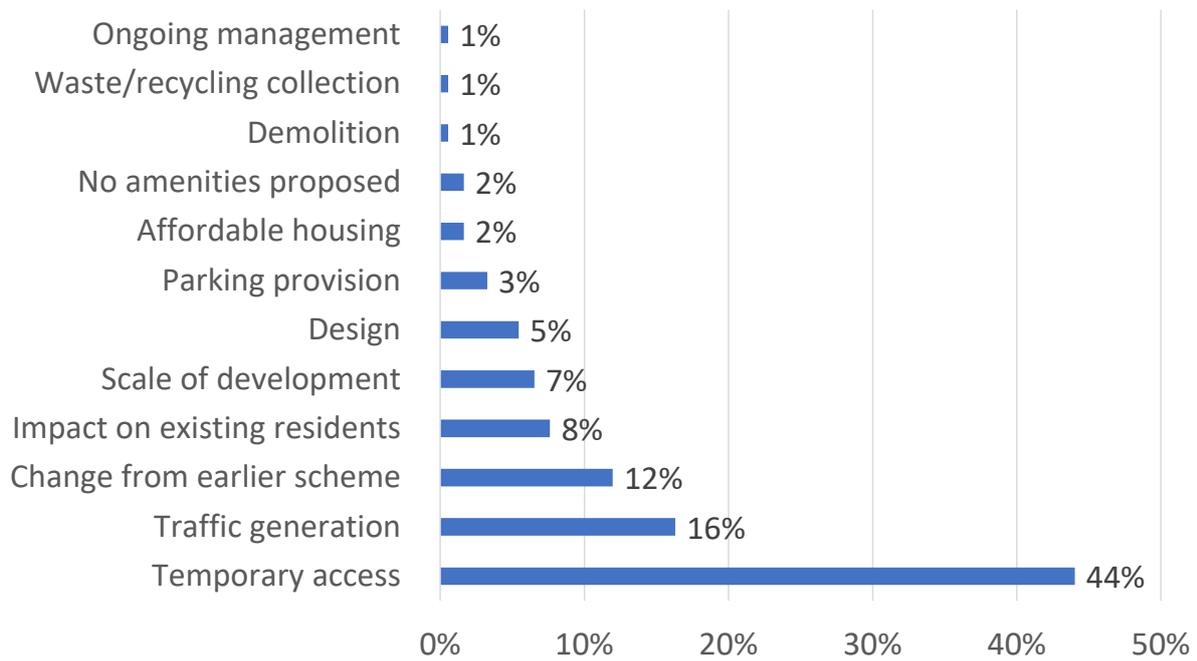


**Q5. What aspects of the proposals do you particularly like and why?**

56 answers to this question were provided. 50% of consultees answering this question particularly liked the green features of the proposed development. In particular, the proposals to deliver planned green amenity spaces throughout the design; the ecological corridor and its contribution towards biodiversity; the bid towards carbon-zero; and green features such as the electric car charging points.

14% supported the principle of affordable housing delivery on the site and 11% liked the active travel features, which include the car club, cycle storage, walking routes and the bike hiring scheme.

Sample Size: 56

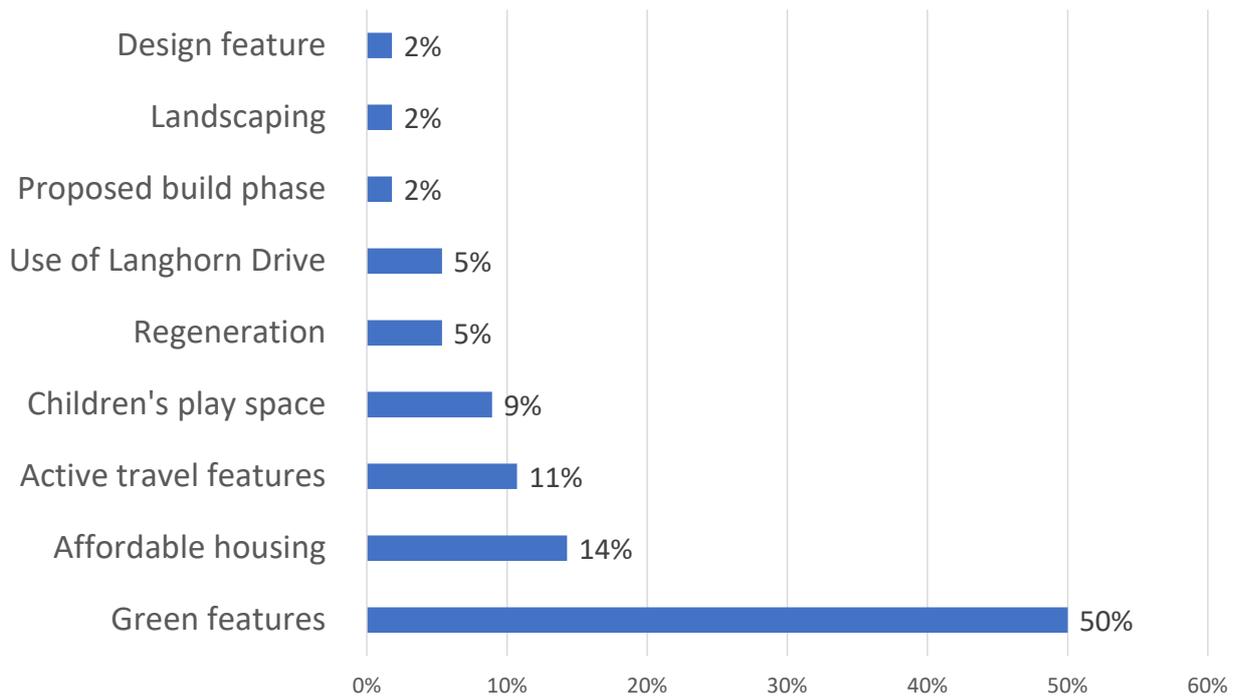


**Q6. Is there anything about the proposed development that you do not like or concerns you and why?**

184 points were made in the answers to this question. 44% of consultees were concerned about the proposed arrangements for temporary vehicular access from Egerton Road. 16% were concerned about traffic generation and 12% were resistant to the already consented planning position being amended.

It is important to note that the objections to the temporary access from Egerton Road included a large number of answers given on the basis that it was interpreted that the construction traffic would be accessing the site from Egerton Road and therefore using the residential roads. This matter was clarified in the supplementary consultation letter to the immediately local area to Egerton Road that was issued in February 2021.

Sample Size: 184



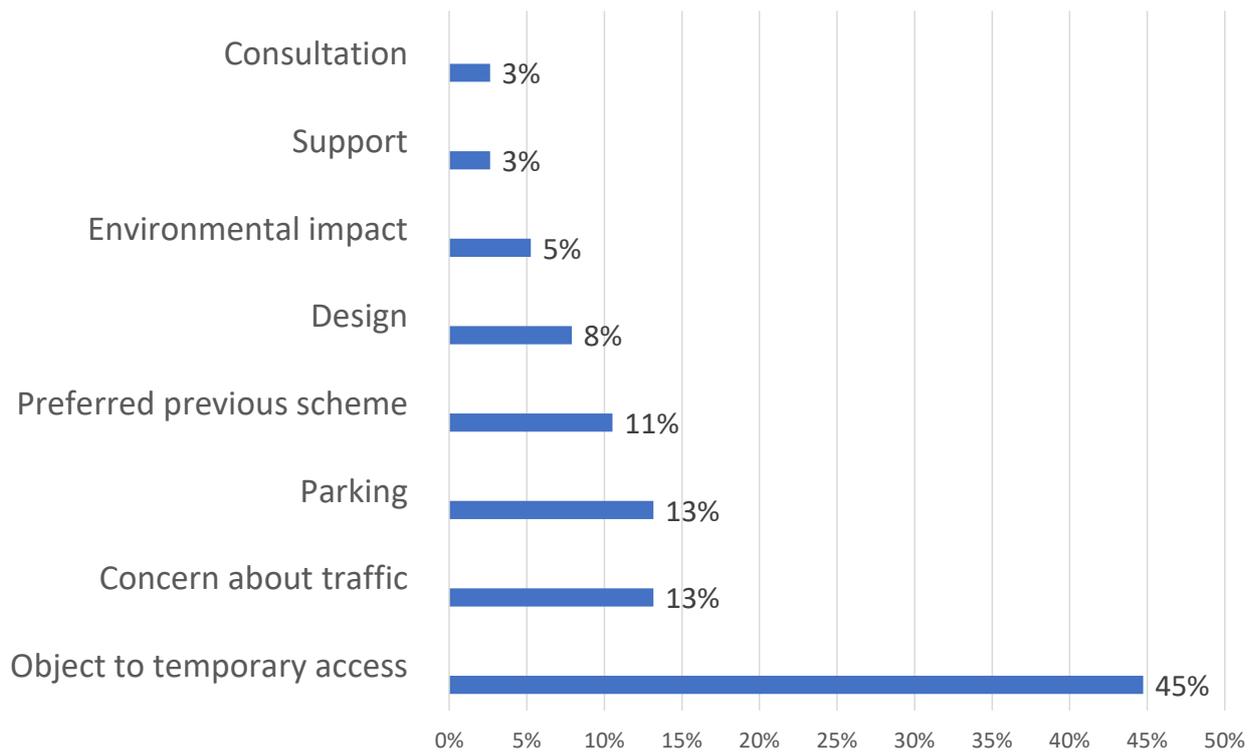
**Q7. Do you have any other comments or suggestions, including any ideas for what else you would like to see included on site?**

38 comments and suggestions were provided for this questions, and 17 ideas for what respondents would like to see included on site were provided.

For the comments and suggestions, 45% of respondents stated an objection to the proposed temporary access. 13% were concerned about traffic generation and 13% anticipated parking problems. 11% stated that they preferred the development proposals that have already secured planning permission.

Comments and suggestions sample size: 38

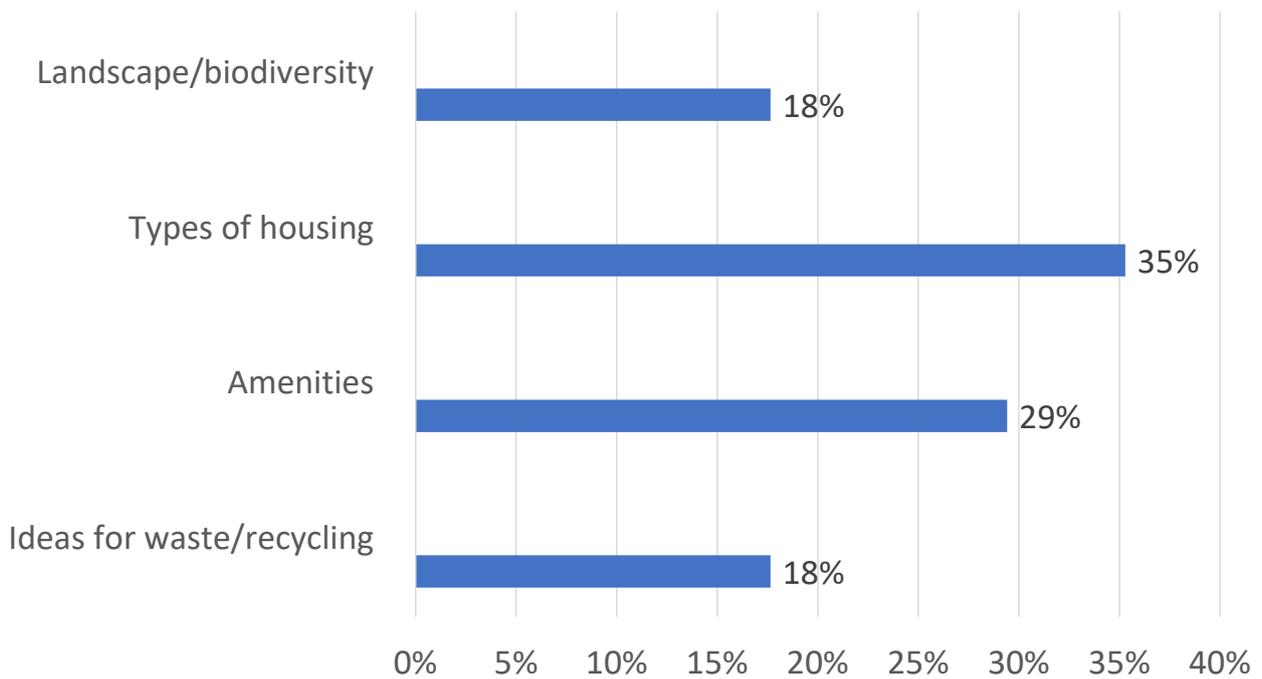
Ideas for what you would like included sample size: 17



For the ideas for what respondents would like to see included on site, 35% provided ideas for the types of housing and residential design which included a wish to see more family homes provided on site, less affordable housing and larger individual units.

29% wished for the provision of amenities, which included a wish for a shop or café, or similar; more open space than was being proposed and more children's play space that was being proposed.

The remainder stating preferences for either landscaping, primarily a request to retain all trees, or the strategy for waste/recycling collection, highlighting that they considered this matter would need careful management



## 5.4 — Questions raised during the consultation period

Questions were put to the Clarion team during each of the three webinar consultation sessions, and these were answered live. The questions that were raised and answered are set out in Appendix 7.

The table below provides a complete set of questions sent to the engagement team via the project email address, and the answers given.

Questions	Response
Access to the website and joining instructions for the webinars / registering	All enquires relating to accessing the webinars or other consultation information were replied to individually.
What is the height of the townhouses?	We can confirm that the proposed properties in the section circled on your plan will be terraced properties, and will be the same height as previously agreed in the outline planning permission. There are no proposals to alter this.
Will you be car free?	The proposed scheme is not car-free. There will be vehicular access to the site along with car parking spaces for the majority of homes, but we hope that the good walking and cycling connections, and the proximity to local services, will encourage active travel. We will also be providing electric car charging points to encourage electric vehicle use and a car club will operate for residents to provide a shared-vehicle transport option.
What are the proposals for the properties along Egerton Road?	<p>The proposed apartments will remain at 3 storeys in height.</p> <p>The proposal intends to replace the consented 12no. townhouses on the Egerton Road boundary with a small apartment building. The new building will have a similar frontage to that of the townhouses, particularly in relation to its footprint and height. The building line remains set some 30m+ away from neighbouring properties across from Egerton Road and remains at 3-storey.</p> <p>Whilst the elevation design is still evolving, we intend to use a similar material palette and architectural style to the previous application, drawing on the vernacular of the college. Detailed drawings on the elevational treatment for the proposed apartment block are being worked up by the design team, with final plans likely to be available next month in time for the submission of the planning application. We are not able to provide plans at present, as they remain in draft format and are still being worked on.</p> <p>The green amenity and mature trees along Egerton Road will be retained as per the previous application. In terms of privacy considerations, the building set back distance from existing Egerton Road properties remains the same as the position approved by the reserved matters planning permission. The design team is currently working on the proposals for balconies for the apartment block, and overlooking is a key informant to any design decisions taken in respect of this part of the design.</p>

Questions	Response
Does this proposal involve any CPO activity?	We can confirm that none of the existing houses on Egerton Road fall within the site boundary for the planning application that Clarion is preparing, and therefore whilst these houses will remain close neighbours to the redeveloped college site, they will not form part of Clarion's development proposals.
Why are there no measurements shown on the plans? Are more detailed plans available?	Clarion's design team is in the process of refining the proposals and detailed plans will be available soon, as we get closer to the submission date for the planning application. We will let you know as soon as some measurable plans are available.
What is the detail of the affordable housing provision?	Clarion Homes recognises the importance in the value of this site in delivery affordable homes in an area of high need and demand. Clarion has therefore decided to changes to reduce the number of market homes to allow for more affordable homes, that are of a tenure (1 bed flats) that is much needed locally. The exact offer is being worked up with local planning and housing officers.
Can we give a rough estimate of completion dates?	At present, we hope that our planning application will be determined by the Council in July 2021. We would anticipate that, based on that date being met, work would begin on site in 2022. We estimate that the construction period will take approximately two years to complete. Clarion would keep residents updated as the build progressed.
Can we ensure cranes are not in operation at night – they currently are until 7pm	<p>The construction working hours that Clarion generally operates are as follows:</p> <ul style="list-style-type: none"> <li>Monday to Friday: 8am to 6pm</li> <li>Saturdays: 8am to 1pm</li> <li>Sundays and Public Holidays: the existing planning permission for this site prevents any noisy activities being carried out on these days.</li> </ul> <p>With regards to cranes on site that you identify operate post 7pm at night, we have looked into this for you, as there isn't a simple answer to this as it is not connected with Clarion's activity on the site. Clarion do not have any cranes on the site at present. The College has had cranes onsite recently connected to works to move portacabins, but it is Clarion's understanding from the College's representative that these works were undertaken during the day.</p>

Questions	Response
<p>Can land to the rear of Challenge Court be closed off as part of your development?</p>	<p>We understand that you are the representative of the Challenge Court Residents Association and that residents of Challenge Court are, at present, experiencing problems of levels of privacy and antisocial behaviour due to the mound at the rear of the property and surrounding land not being secured. This land is owned by Harlequins and is outside of Clarion's control. On that basis, Clarion is unable to offer a direct solution to the closing off of the land in a physical sense. Clarion may be able to raise this with the Club through its regular liaison with them on wider estate management matters. In terms of how our application could improve this situation, we will be providing additional open space and increasing site permeability overall, which hopefully will reduce the number of people using the area you identify as a cut through.</p>
<p>Will construction traffic access the site from Egerton Road?</p>	<p>The proposal is for there to be a temporary access from Egerton Road for residential traffic only. It is estimated that this would be open to residents' vehicles for a period of 2 years, which reflects the estimated construction period for the full site. After construction is complete, it is proposed that the Egerton Road access is closed to vehicles but it would remain open to pedestrians and cyclists. The proposal for construction traffic is that it would all access the site via Marsh Farm Lane in the west of the application site, and not via Egerton Road. It is Clarion's intention to keep construction and residential traffic separate. If the application is approved, all of the above measures would be controlled by planning condition and/or legal agreement.</p>
<p>What is the intended tenure of the townhouses?</p>	<p>It is proposed that the townhouses will all be for market sale.</p>
<p>Is it intended that the roof space of the townhouses will be used for accommodation?</p>	<p>The roof spaces of the proposed town houses will be habitable. As per the previous application, we are proposing a skylight in each of these properties to maximise light levels to the southern roof pitch.</p>

Questions	Response
<p>Is it intended to remove PD rights for these terraces to avoid further encroachment towards our properties?</p>	<p>This will be something that can be discussed with the planning officer once the application has been submitted, but we have no intention to ask for them to remain.</p>
<p>Can I assume that the mature trees along this boundary will be retained - are there any proposals to place TPO's on the higher quality tree?</p>	<p>As per the existing planning permissions for the site, we will retain any existing trees that do not conflict with the building footprints</p>
<p>Can you confirm that this terrace (backing onto the rear of Craneford Way) will be built out as one phase - unlike the previous proposals which split the phasing at the rear of my property?</p>	<p>Clarion's emerging phasing shows three construction phases.</p> <p>Whilst the detailed plan shows distinct project stages, it is Clarion's intention that development will be constructed in one continual phase, with construction commencing at the eastern end of the site closest to Egerton Road and then progressing westwards towards Marsh Farm Lane. Construction is anticipated to take two years in total, with the first homes being completed by the end of the first year.</p> <p>The site will be developed in one continual phase with three sub phases as per the phasing plan previously sent. This shows how areas of the site will become occupied as the construction moved from east to west. Indicatively, we are looking at T1 completing and be coming occupied 19 months into the build programme, T2 20 months, T3 23 months and T4 24 months. We anticipate being required to complete a certain proportion of the affordable rent homes in advance of being able to complete 10% of the open market homes, but that will be established during the determination of our planning application.</p>
<p>Can we be assured that the CMP (Construction Management Plan) will allow for substantial sheeted Heras fencing, particularly during demolition of the existing buildings - I would like to see a developer undertaking to periodically clean up our gardens during and after demolition</p>	<p>This will be a key document forming part of the planning application, and the detail of this is being worked on at present.</p>

## 6.0 — Responding to feedback

Throughout the consultation process, the Applicant has listened to feedback from stakeholders and local residents, and where possible has made changes to the emerging scheme design to address concerns raised. The following table is a response to those concerns. Where it has been possible to make changes in order to address stakeholder and residents’ concerns, this is explained below.

Concerns	Response
<p>Temporary access from Egerton Road</p>	<p>The proposal is for there to be a temporary access from Egerton Road for residential traffic only.</p> <p>It is estimated that this would be open to residents' vehicles for a period of 12 months, which reflects the estimated construction period for the full site. After construction is complete, it is proposed that the Egerton Road access is closed to vehicles but it would remain open to pedestrians and cyclists.</p> <p>The strategy for construction traffic is separate. The proposal for construction traffic is that it would all access the site via Langhorn Drive in the west of the application site, and not via Egerton Road. It is Clarion's firm intention to keep construction and residential traffic separate.</p> <p>If the application is approved, all of the above measures would be controlled by planning condition and/or legal agreement.</p> <p>There was confusion on this matter locally, and we sought to provide clarification by means of an explanatory letter to local addresses and email copies to all parties to had registered an interest in the emerging proposals.</p>

Concerns	Response
Traffic generation	<p>The Transport Assessment has analysed the site in detail. Our overriding objective for the development site is to consider the needs of pedestrians and cyclists first.</p> <p>The previous approvals for the residential element of the site's redevelopment were informed by the findings of a Transport Assessment for a scheme of up to 200 residential units. The traffic generation of this scale of development has already been shown to be acceptable to both London Borough of Richmond and Transport for London (TfL). The Transport Assessment that has been prepared for this planning application assesses the traffic generation impact of the uplift in residential units from 200 units.</p> <p>A key finding of the latest Transport Assessment is that the proposed scheme would generate a noticeable reduction in vehicular traffic on the local highway network. The proposed mix of dwellings would include a significant reduction in the number of larger houses to be replaced by flats/apartments, and that would contribute to reduced demands for car use. It concludes that the impacts of the proposed development in traffic terms would be immaterial on the local highway network's capacity, including the Strategic Road Network.</p>
Changes from the consented scheme	<p>Clarion secured reserved matters approval for the detailed design for the residential zone in 2019.</p> <p>The purpose of the current planning application is to build on and enhance what has already been consented, whilst maintaining the parameters set as part of the extant permissions.</p> <p>The current application seeks to maximise opportunities for delivering new affordable homes on the site in order to help meet the high level of local need, to include some zero-carbon elements and to improve the access arrangements. The revised proposals also make changes to the layouts of some of the homes, which is especially important following COVID-19 and the emerging changes in working habits.</p> <p>Whilst it is appreciated that some people preferred the earlier version of the scheme, the current proposals have, we feel, clear benefits in terms of sustainability, build quality and open amenity space delivery.</p>

Concerns	Response
<p>Impact on existing residents</p>	<p>The impact on existing residents comments collected in the feedback process can broadly be divided between two themes: firstly, local traffic generation especially the use of residential roads by construction traffic and secondly, the effect of new properties along the Egerton Road boundary in terms of overlooking.</p> <p>We address the matter of construction traffic and its separation from the residential road network around Egerton Road above.</p> <p>In terms of the new homes along the Egerton Road boundary, the proposed apartments will remain at 3 storeys in height.</p> <p>The proposal intends to replace the consented 12no. townhouses on the Egerton Road boundary with a small apartment building, all for market sale. The new building will have a similar frontage to that of the townhouses, particularly in relation to its footprint and height. The building line remains set some 30m+ away from neighbouring properties across from Egerton Road and remains at 3-storey. The green amenity and mature trees along Egerton Road will be retained as per the previous application. In terms of privacy considerations, the building set back distance from existing Egerton Road properties remains the same as the position approved by the reserved matters planning permission.</p>
<p>Scale of development</p>	<p>There is a known need and demand for additional housing in the Borough. This site will contribute towards both the need to provide market housing and affordable housing in Twickenham.</p> <p>The proposed residential blocks are all the same height as previously agreed in the outline planning permission and there are no proposals to increase this.</p>

Concerns	Response
Design of new homes	<p>The illustrative images of the scheme presented at the consultation are the Applicant's views on what could be achieved and what would fit well within the local built environment. In terms of the materials, we were open to ideas, within certain limits, but are also bound by the provisions of our outline planning permission and budget limitations.</p> <p>The proposed development represents an efficient use of a brownfield site and will deliver much needed affordable and market homes for local people. The scheme design is underpinned by a strong ethos to provide homes that respond effectively to climate challenge, by providing conscientious living in a sustainable way.</p> <p>It was communicated that the existing proposed roof heights would be retained and that there would be no increase in development density,</p> <p>The current planning application continues to comply with design code principles established through the earlier planning applications, for massing, parameter plans and the architectural vernacular.</p>
Parking provision	<p>To determine the amount of parking, we have considered likely demand and wider objectives such as the national and local sustainability agendas to provide less need to travel by private vehicle.</p> <p>The site is in a location where availability of public transport is high, and a car club and bike hire schemes are proposed as part of the overall proposals. Further, the site will be connected to the wider area by planned walkways and cycleways.</p> <p>We acknowledge that parking spaces for private vehicles are required, however it is not felt that this needs to be provided for every new home proposed, given the sustainability agenda of the development.</p> <p>The proposals include a 'car-lite' approach to parking provision, in line with the recently published London Plan. The proposed levels of parking have been discussed and agreed with both the LPA and TfL.</p>

Concerns	Response
Affordable housing provision	<p>Clarion Homes recognises the importance in the value of this site in delivering affordable homes in an area of high need and demand. Clarion has therefore decided to reduce the number of market homes to allow for more affordable homes, that are of a tenure that is much needed locally.</p> <p>The exact offer has been worked up with local planning and housing officers.</p>
No amenities are proposed	<p>The key amenity features of the proposed development are the open space and the ecological corridor. These are considered to be excellent complementary features to a new, planned residential area, and of greater benefit overall to residents and users of the space than say, a retail unit.</p> <p>When a planning application is submitted the Council will consider what implications it might have on the local infrastructure. The Council produces an Infrastructure Development Plan. If there is an identified need for new infrastructure, applications will provide an appropriate level of contribution to the delivery of the infrastructure through agreements with the Council. Any infrastructure needs arising from the proposed development will be secured as appropriate through negotiation and planning conditions.</p>

## 7.0 — Conclusion

**The Applicant has undertaken a programme of consultation and engagement with local residents, representatives and stakeholders on the proposals to develop land at the Richmond upon Thames College site. The Applicant's engagement process, under the Government's COVID-19 restrictions, has actively enabled local residents and stakeholders to comment on the proposed scheme prior to submission of the planning application.**

The Applicant is confident that its consultation process to date has reflected guidance set out within the NPPF and the Council's SCI, whilst adhering to COVID-19 Government guidelines and restrictions prohibiting public gatherings and encouraging the planning system to continue through these unprecedented times.

In summary, the Applicant's pre-application engagement strategy for the proposed residential scheme has focused on:

- The identification of, and engagement with, key local stakeholders
- An extensive notification by post of the consultation proposals, covering all households and businesses within the consultation boundary.
- Providing all reasonable opportunities for the local community to comment on the proposed scheme online, via email and by telephone.
- Maintaining a positive and ongoing dialogue with local stakeholders, responding to requests for further meetings - via MS Teams or Zoom - and information where possible.
- Undertaking a thorough review and analysis of all feedback received.

As part of the collaborative approach to planning, the Applicant and its project team have listened to all the feedback received. The Applicant's submission has been informed by the pre-application process and this SCI provides responses, where appropriate and possible, to feedback received to address concerns expressed and to respond to suggestions and comments.

Overall, the consultation responses generated a range of issues and questions for the project team to consider. It was clear that the 3 issues were important to a large number of people: the temporary access proposal, the plan for construction traffic and the properties along Egerton Road. The Applicant's team has sought to give every reassurance and explanation to the local community, on these and other matters.

The planning application that has been submitted to the London Borough of Richmond upon Thames has sought to address the concerns raised by the local community and stakeholders.

The Applicant is keen to ensure an ongoing dialogue with local Councillors, residents and stakeholders as the application is taken through the planning process and as such, will keep all communication channels open and interested parties updated in the future.

# 8.0 — Appendix

## Appendix 1 — Public consultation leaflet

### Public Consultation



Richmond Upon  
Thames College

Clarion Housing, the developers of the new homes on the wider Richmond Upon Thames College development scheme off Egerton Road, are launching a new consultation on their updated plans for the site.

The new proposals include:

- A commitment to sustainability with a number of net zero carbon homes on site along with other measures to encourage green living.
- An increased provision of affordable housing to 50% of the scheme, 103 affordable homes comprising shared ownership and affordable rent properties to meet local need.
- New green spaces that will be accessible to new and existing residents, including communal green areas, high quality tree planting and a children's play area.
- Enhancements to the design and architectural character of the scheme so that it best complements the surrounding residential area.



The views of the local community are important to us and we would welcome your feedback on our proposals. Further information on how to get in touch, and how to join our consultation events can be found on the on the back of this leaflet.

### Live Webinars

We hope that you can join us for one of our live webinars to hear more about our proposals and to ask any questions you may have. You can also view a recording of the the webinar or download a copy of the presentation from our website.

**Monday 25th January 2021**  
2.00pm to 4.00pm  
(presentation will start at 2.00pm)

---

**Tuesday 26th January 2021**  
6.00pm to 8.00pm  
(presentation will start at 6.00pm)

---

**Saturday 30th January 2021**  
2.00pm to 4.00pm  
(presentation will start at 2.00pm)

---

Please visit our website to find out more information on the scheme, the live webinars and to complete our online feedback form:

[www.clarionrichmondcollege.co.uk](http://www.clarionrichmondcollege.co.uk)

The views of the local community are important to us and we would welcome your feedback on all elements of our proposals. All feedback received will be carefully considered as the final proposals are developed. Please visit our website to complete our feedback form.

**Whilst the Covid-19 restrictions mean we are unable to hold physical events, we are keen to make every effort to ensure that everyone has the opportunity to view and comment on the proposals. Please visit our website to find out more information on our proposals, details of how to register for our live webinars, the feedback form and project contact details.**

[www.clarionrichmondcollege.co.uk](http://www.clarionrichmondcollege.co.uk)

We understand that not everyone has access to the internet or is comfortable navigating websites and commenting online. You can also send us an email or contact us directly by telephone and we will be very happy to discuss the plans with you.

**T: 0207 446 6837**  
(Telephone line will open on 18th January to 1st February 2021 operating hours 9.00am to 5.00pm)

**E: [clarionrichmond.college@bartonwillmore.co.uk](mailto:clarionrichmond.college@bartonwillmore.co.uk)**

**We ask that you send us your comments by midnight on Monday 1st February 2021**



## Appendix 2 — Local press advert



Richmond Upon  
Thames College

### Live Webinars

**Monday 25th  
January 2021**  
2.00pm to 4.00pm  
(presentation will start  
at 2.00pm)

---

**Tuesday 26th  
January 2021**  
6.00pm to 8.00pm  
(presentation will start  
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### Public Consultation

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The new proposals include a commitment to sustainability, an increased provision of affordable housing, new green spaces and enhancements to the design of the scheme.

**Whilst the Covid-19 restrictions mean we are unable to hold physical events, we are keen to make every effort to ensure that everyone has the opportunity to view and comment on the proposals. Please visit our website to find out more information on our proposals, details of how to register for our live webinars, the feedback form and project contact details.**

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**E: [clarionrichmond.college@bartonwillmore.co.uk](mailto:clarionrichmond.college@bartonwillmore.co.uk)**

**T: 0207 446 6837**  
(Telephone line will open on 18th January to 1st February 2021 operating hours 9.00am to 5.00pm)

**We ask that you send us your comments by midnight on Monday 1st February 2021**



## Appendix 3 — Webinar presentation boards



Project Team introductions



Presentation from the Project Team followed by a Q&A



Please do put your questions in the Q&A function



You can message the panel through the chat function



Questions will be answered verbally at the end



You can contact the consultation at  
[www.clarionrichmondcollege.co.uk](http://www.clarionrichmondcollege.co.uk)  
0207 446 6837  
[clarionrichmond.college@bartonwillmore.co.uk](mailto:clarionrichmond.college@bartonwillmore.co.uk)



## Summary

**Clarion is excited to be bringing forward a significant number of affordable and market homes on this important brownfield site which can help to meet demand in the short to medium term and provide a wider range of housing in the local area.**

- Bring forward residential development on the Site which is part of a bigger scheme.
- Previous outline and reserved matters consents for the Site.
- Our new proposals that we will talk through today look to build on and enhance what has already been consented.
- Clarion is keen to take an active role in the community and is keen to hear your feedback on its plans.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Who are Clarion?

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

- Social landlord providing homes for people who cannot afford homes on the open market
- Invest in and continually improve homes along with good customer service
- Clarion Futures supports residents into work and training
- Clarion Futures to invest £150 million over 10 years







## Background - Outline Planning Permission

- In 2016 the London Borough of Richmond upon Thames granted outline planning permission. (Ref:15/3038/OUT)
- This established the principle of the development of up to 180 homes in the residential zone.
- The consent was for a mix of houses and flats of 1,2,3 and 4 bedrooms
- 190 car parking spaces, a combination of on and off street was also agreed

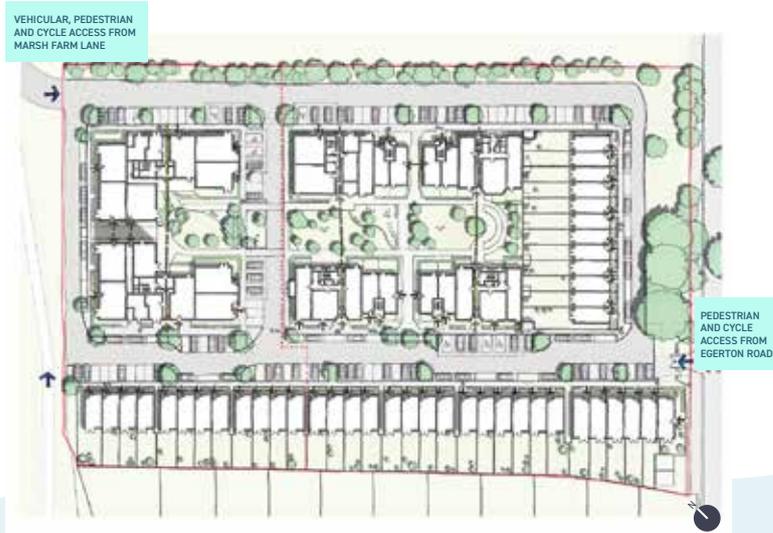


Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Background – Reserved Matters Consent

- In 2019 the London Borough of Richmond upon Thames granted detailed planning permission (Ref:18/4157/RES).
- This approved the detailed design for the residential zone.
- Consent was given for 180 homes.
- 19% affordable.
- Mix of 1, 2, 3 and 4 bed homes both apartments and houses.
- 135 car parking spaces, a combination of on and off street.





## What we are proposing and why?

Clarion believes that this is an exciting opportunity to provide an enhanced scheme comprising:

### Sustainable development

- A number of net zero carbon homes in operation
- Other measures to encourage healthy living
- The number of terraces of houses reduced from previous schemes to improve energy efficiency

### High quality homes to meet local need

- Increased provision of affordable housing to 50% of the scheme (103) affordable homes
- Shared ownership & affordable rent properties
- Increased width of homes to give improved living space

### Accessible green spaces

- Communal green areas
- Biodiversity net gain
- Children's play area.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Illustrative Images





## Emerging Masterplan



- 1 Temporary access from Egerton Road
- 2 Reduction in number of blocks of terraces
- 3 Inclusion of net zero carbon homes
- 4 Increase in number of homes to 205
- 5 Resident & visitor parking spaces including disabled spaces
- 6 Ecological corridor
- 7 Communal green space
- 8 Existing green space retained & enhanced
- 9 Tree planting onsite
- 10 Main Access

Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Illustrative Images





## Illustrative Images



## Housing Numbers

- As a housing association Clarion is seeking to maximise opportunities for new affordable homes on the Site to help meet the high level of local need.
- Clarion recognises that this area has high properties prices and it is therefore important to deliver new homes that are affordable by the local community.
- Increase total number of properties to 205 from 180.
- Increase the number of affordable homes to 103 (50%) affordable homes rather than 34.
- Deliver the homes in a single phase making all homes available sooner.
- Replaces open market houses on Egerton Road with flats for shared ownership.

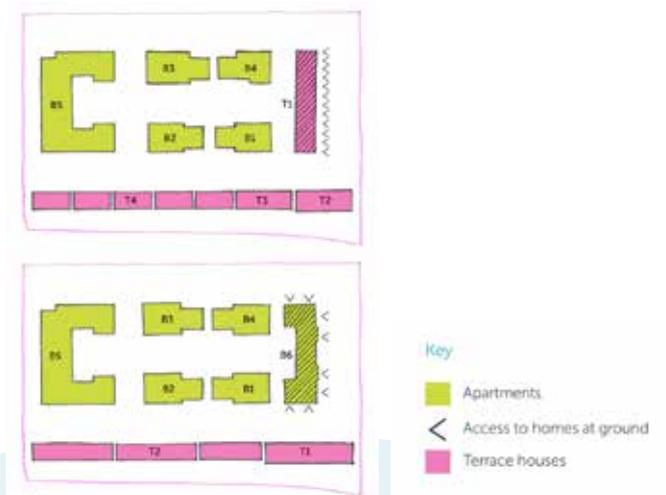


Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Layout & Design

- Number of terraced blocks of houses reduced from 7 to 4 to improve energy efficiency.
- Houses have increased in width to allow improved internal layout for better family living.
- Still compliant with the design code principles, massing, parameter plans and the approved architectural vernacular.
- No increase in density as there are more properties but the same number of habitable rooms.
- Retain existing proposed roof heights.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road

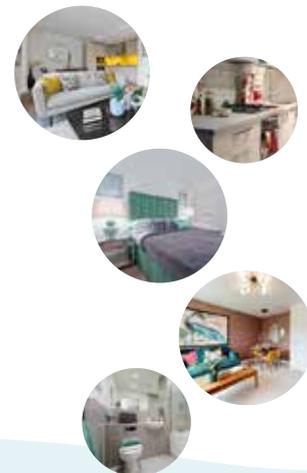


## Tenure

Focus on provision of shared ownership properties to meet identified need locally.

### Indicative potential tenure mix

Mix of homes	Previously approved mix	Proposed mix
Affordable rent	26	28
Shared ownership	8	75
Market	146	102
<b>Total</b>	<b>180</b>	<b>205</b>



Clarion Housing Group - Richmond upon Thames College site at Egerton Road

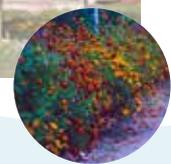


## Illustrative Images



## Landscaping

- Green space is vitally important to wellbeing and healthy living.
- Proposals will create new habitats, enhance ecology on Site and deliver a biodiversity net gain.
- Currently very little green space on Site, all new communal space will be accessible to surrounding neighbours in existing residential areas.
- The new homes will be delivered in an attractive setting with tree lined streets.
- Existing green space next to Egerton Road will be retained and enhanced.
- Ecological corridor along the boundary with the school.
- Extensive planting of high-quality trees across the site.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Landscaping

- All properties will have their own private outdoor space, along with access to communal amenity areas.
- Children's play area will be provided and will be accessible to the local community.
- Communal amenity spaces for outdoor leisure and recreation.
- Extensive planting of high-quality trees across the Site.
- Quality of green and amenity spaces to be maintained through a management company.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Connectivity

- Vehicle access via Marsh Farm Lane through the college site.
- Cycle route connecting through the Site from Marsh Farm Lane to Egerton Road.
- Two cycle and pedestrians accesses off Egerton Road.
- Cycle route connecting onto Langhorn Drive.
- Cycle & walking routes around the Site
- Shared surfaces?
- Promote active travel around the Site
- Encourage modal shift in sustainable travel modes
- Temporary access for residents during construction phase



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Construction Access

- During construction, access for residents to the new homes to come via a temporary vehicle access from Egerton Road.
- All construction traffic to access the Site via Langhorn Drive
- Construction estimated to take two years.
- Anticipate residents living on Site during second year of construction only and using Egerton Road access.
- Egerton Road temporary vehicle access closed when construction ends.
- New homes closest to Egerton Road to be developed first.
- Construction of homes to move across Site away from Egerton Road towards Site entrance.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Car and Cycle Parking

- Comparable number of car parking spaces including visitor and disabled spaces.
- Secure parking for 320 bicycles
- Electric vehicle charging points - in at least 20% of car parking spaces with infrastructure for future connections in the remainder
- Support Government's commitment to transfer to electric cars by 2030.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Opportunities

- Delivery of much needed affordable homes in the near future.
- Range of opportunities for affordable rent and shared ownership.
- Focus on shared ownership homes which are in high demand.
- Deliver part of the development as net zero carbon in occupation.
- Include measures to make the development more eco-friendly including electric car charging points.
- New planting, new green areas and play space which will be easily accessible by new and existing residents.
- Existing green space next to Egerton Road retained for community use.
- Deliver part of the development as net zero carbon in occupation.
- New access creates a better relationship and inclusivity with residential neighbours.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Building Successful Communities

- Building successful communities is key to creating great places, where people want to live. It is an intrinsic part of the Clarion Housing Group ethos.
- We maximise the benefits for the communities we work in by delivering environmental, social and economic opportunities to improve peoples quality of life.
- How do we build successful communities?
  - Active listening to understand our community and local stakeholders including ideas, needs and concerns
  - Offering a bespoke response for each development to best meet local need
  - Identifying opportunities which encourage local collaboration and a joined up approach



Easter competition at Fulford Road Primary School. Sharon of Clarion (centre) volunteered

Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Our key themes

For each development we consult, research and engage to devise and deliver project specific sustainability objectives; Social, Economic and Environmental.

We would very much welcome your thoughts and ideas on how we could work with the local community in Richmond.

This could include opportunities through:

- Training and employment
- Health and Wellbeing (inc. Mental health)
- Social isolation and loneliness
- Youth engagement and education programmes
- Homelessness
- Biodiversity net gain
- Business support
- Charity support



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Examples of Community Relationship Building

Our desire is to develop strong community relationships and fully realise the social value potential of each development. As a result, our community collaboration is ongoing and at all stages of the development (before, during and after). Some examples of our initiatives include:

- Utilising our charitable foundation, Clarion Futures, to support people with skills and employment opportunities
- Engaging local education institutes for work related learning activities so the development becomes a unique learning opportunity
- Creative competitions and supporting Arts and Cultures
- Community fund and sponsorship access to fund local initiatives, bringing communities and local groups to our development
- Skilled volunteering enabling us to share our varied skills and expertise with communities including mentoring
- Becoming Trustees at educational institutes and third sector organisations which may require additional strategic support
- Awarding tenders with local business and suppliers where feasible and possible

Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Ongoing dialogue

**We like to be accessible via regular, agreed methods of communication to update on development progress as well as opportunities. We seek to do this in a number of different ways including but not limited to:**

- Regular project update newsletters produced for every project, with digital options
- Regular meetings held to with the delivery team
- Noticeboards with key contact personnel details including in emergencies so you can contact us when you need to.
- For all our projects we have a dedicated community engagement officer who will look to work with the local community deliver the scheme initiatives and be on hand to answer questions and help resolve concerns.
- Please register your details with us today or via the website - we would love to keep in touch and involve you as we make our plans a reality.



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Have your say

**We would welcome your feedback. Please complete our feedback form and send us your comments by the 1st February.**

All comments will be considered as we draw up our planning application.

You can complete our feedback form on our website:  
**[www.clarionrichmondcollege.co.uk](http://www.clarionrichmondcollege.co.uk)**

You can also send us an email at:  
**[clarionrichmond.college@bartonwillmore.co.uk](mailto:clarionrichmond.college@bartonwillmore.co.uk)**

You can also contact the project team on **0207 446 6837** and they will be very happy to answer your questions.

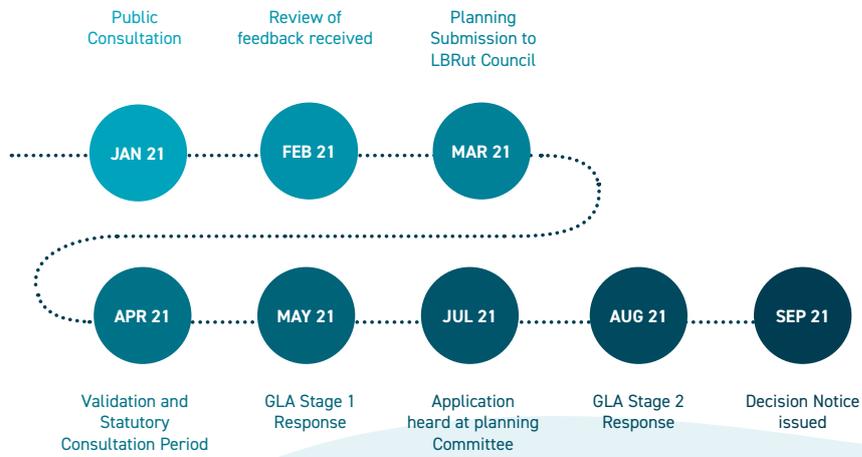
Telephone line will open:  
18th January to 1st February 2021  
operating hours 9.00am to 5.00pm



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



## Next steps



Clarion Housing Group - Richmond upon Thames College site at Egerton Road



CLARION  
HOUSING GROUP

## Thank you for listening



## Questions & Answers



## Appendix 4 — Consultation feedback form

Feedback Form



Richmond Upon  
Thames College

**We would very much like to hear your views on our development proposals which are available to view in full on our website at [www.clarionrichmondcollege.co.uk](http://www.clarionrichmondcollege.co.uk). 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 get in touch, either by telephone or email. Contact details can be found at the bottom of this form.**

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

**What is your connection to the area?**  
 I live here    I work here    I study here    Other

**What is your age group?**  
 17 or under    18 - 24    25 - 34    35 - 44    45 - 54    55 - 64    65 - 74    75 - 84    85 or over

**What is your gender?**  
 Male    Female    Other    Prefer not to say

---

**Q1. To what extent do you agree with the proposals to increase the number of affordable homes on the site?**  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree

**Q2. To what extent do you agree that the proposed changes will create a more environmentally friendly development that encourages healthy living?**  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree

**Q3. To what extent do you agree that the inclusion of publicly accessible green spaces will create a pleasant and enjoyable environment?**  
 Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree

**Q4. There are a number of different sustainability measures included as part of the proposals. Please let us know how important each of these are to you with 0 being very unimportant and 10 being very important.**

**a. Vehicle charging points**  
 0    1    2    3    4    5    6    7    8    9    10

**b. New walking connections through the site**  
 0    1    2    3    4    5    6    7    8    9    10

**c. Car sharing or rental club**  
 0    1    2    3    4    5    6    7    8    9    10

**d. Approximately 36 net zero carbon homes (in operation) delivered as part of the scheme**  
 0    1    2    3    4    5    6    7    8    9    10

**e. Gas is not used anywhere onsite**  
 0    1    2    3    4    5    6    7    8    9    10

**f. Bike hire scheme on site**  
 0    1    2    3    4    5    6    7    8    9    10

**g. New areas of green space and improvements to biodiversity**  
 0    1    2    3    4    5    6    7    8    9    10

Clarion Housing Group - Richmond upon Thames College site at Egerton Road

## Appendix 5 — Further consultation letter

BIRMINGHAM  
BRISTOL  
CAMBRIDGE  
CARDIFF  
EBBSFLEET  
EDINBURGH  
GLASGOW  
LEEDS  
**LONDON**  
MANCHESTER  
NEWCASTLE  
READING  
SOUTHAMPTON

**BARTON  
WILLMORE** [bartonwillmore.co.uk](http://bartonwillmore.co.uk)  
7 Soho Square  
London  
W1D 3QB  
T/ 0207 446 6888

Our ref: 28156/CE/KG/AC/sl  
18 February 2021

Dear Consultee

**CLARION HOUSING GROUP  
PROPOSED REDEVELOPMENT OF THE RICHMOND COLLEGE SITE**

Clarion has consulted on its emerging planning application for the Richmond College site during January and February 2021. Thank you to those who attended one of our online webinars and to everyone who has taken time to express an interest in the project, or put questions to the Clarion team.

The formal consultation process has now closed, and Clarion's team is currently reading all of the feedback that has been received. We will be using this to inform the preparation of the planning application. If you submitted a feedback form, thank you. We appreciate your time spent doing this and do value the information that you have given.

Across all of the feedback received so far, there are three clear topics that have been most widely commented on or asked about. These are the proposals for a temporary access point from Egerton Road, the intention for construction traffic and the design of the new proposed residential properties along the Egerton Road boundary.

What has become clear in reading through all of the consultation responses is that there is some misunderstanding about Clarion's intentions, particularly in relation to access proposals, and we wanted to take the opportunity to write to the local community to clearly explain what we will be applying for planning permission for in the coming weeks.

We set this out below, and deal with the temporary access from Egerton Road and the construction traffic strategy together, as they are so closely linked.

**Temporary access from Egerton Road and construction traffic strategy**

A key change from the previous Reserved Matters planning application is the preference for including as part of the scheme, a temporary vehicular access to serve residents of the development from Egerton Road. We anticipate that this access would be required for a period of 12 months to enable the early occupation of up to 59 residential dwellings (or approximately 28%), prior to the completion of the full development, at which point all vehicular access would be gained from Langhorn Drive and the A316 Chertsey Road. It is the intention to include this temporary access in the application for planning permission.

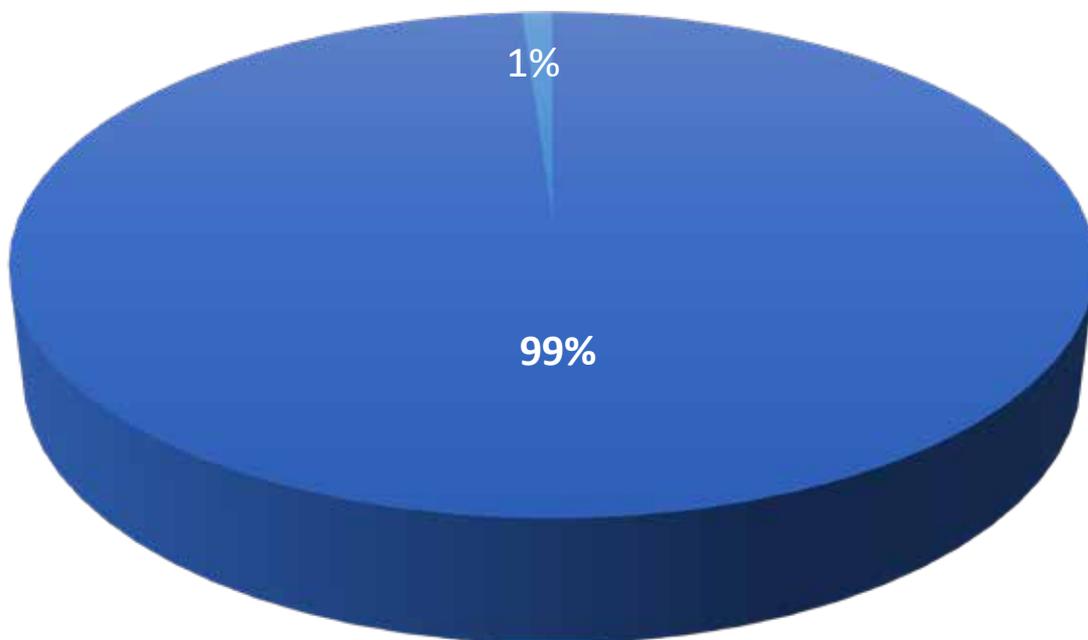
It is expected that the development would be constructed in one continual phase, with construction commencing at the eastern end of the site, closest to Egerton Road, and progressing to the western end of the site towards Marsh Farm Lane. Construction is anticipated to take two years in total, with the first homes being completed by the end of the first year. The proposed temporary access would only be used for the one-year period where some homes are occupied and there is still significant ongoing construction on the remainder of the site. The number of homes using the temporary access would slowly increase over that year but would never reach 100% as the entrance would be closed up before 100% site occupation is reached. Having a temporary access point from Egerton Road would

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T/ +44 (0)118 943 9001

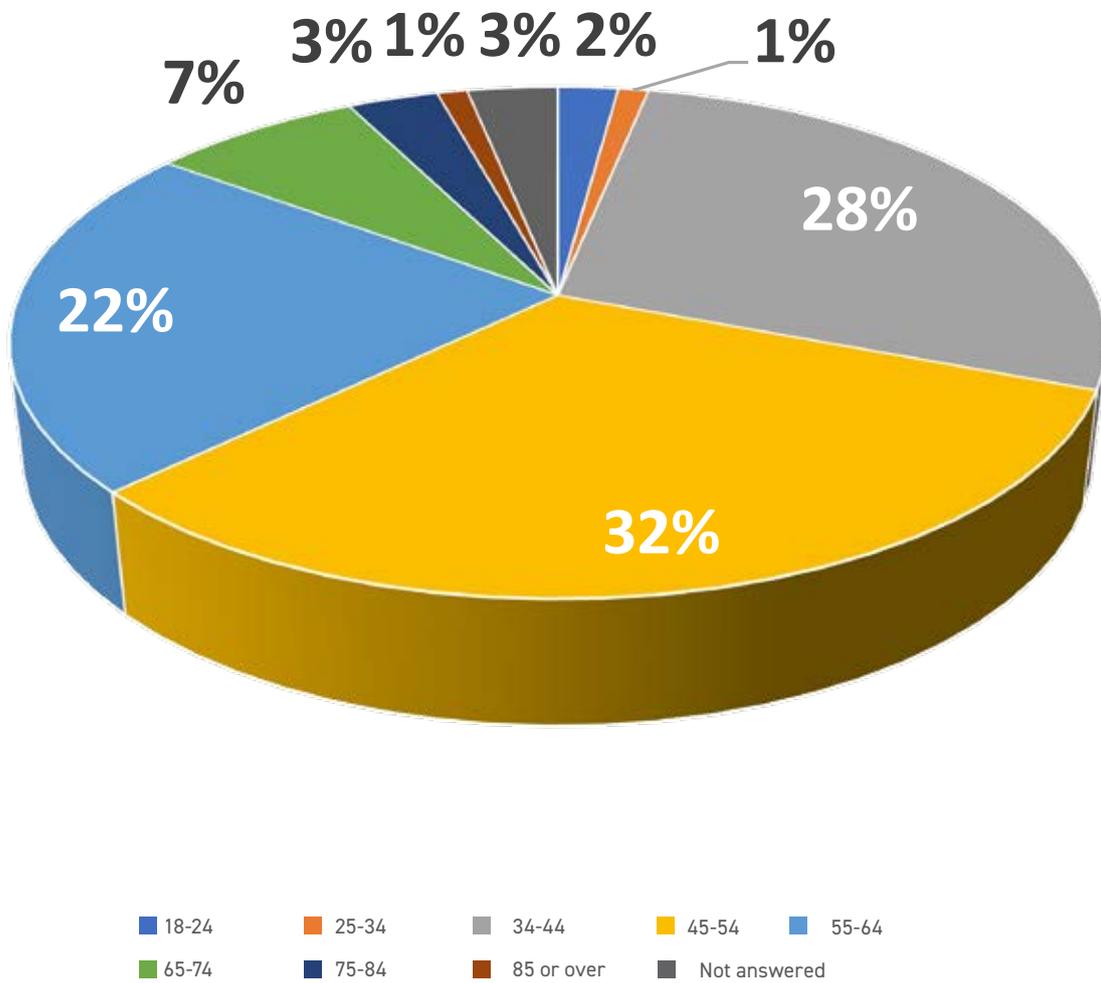
## Appendix 6 — Summary of demographics of respondents

Q. What is your connection to the area?

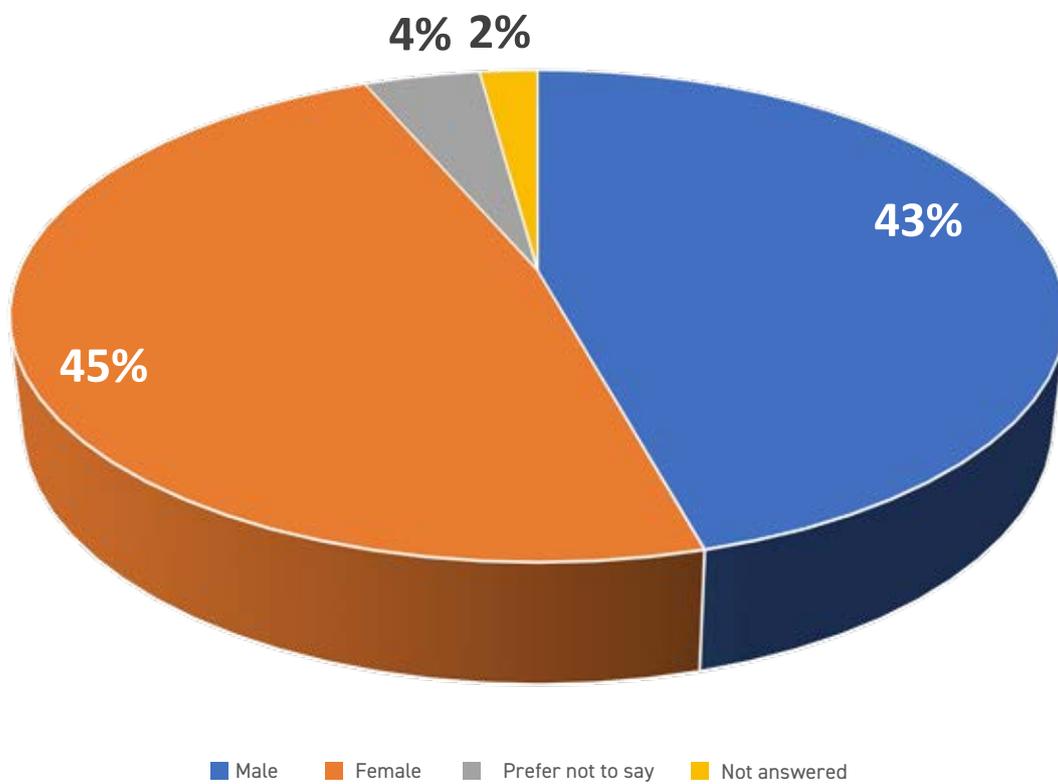


■ I live here   ■ I work here   ■ I study here   ■ Other   ■ Not answered

**Q. What is your age group?**



Q. What is your gender?



## Appendix 7 — Questions and answers from the webinar sessions

Questions	Response
<b>Monday 25th January 2021, 2-4pm</b>	
Can I ask how many residents are attending this presentation? (Councillor)	We currently have two residents viewing this presentation in addition to you.
Are you engaged with local residents' associations? (Councillor)	We have contacted Heatham Alliance, Court Way RA and Challenge Court. We would very much welcome information from Councillors with suggestions of other organisations we should contact.
What is the timeline to build? (Councillor)	We anticipate that the first houses will be complete within 12 months of the start of construction, subject to securing planning permission.  <i>Comment (Councillor)</i>  <i>I need to leave now. The affordable housing and quality of development are very welcome.</i>
As part of the initial proposals, local residents were given the reassurance vehicle access would not be allowed to the surrounding residential roads during and after construction. Why is this now not the case? Also, can you guarantee no construction traffic will access local residential roads? (Resident)	Essentially this access requirement is to do with health and safety. We need to separate the construction traffic from resident traffic. All construction traffic will be from Marsh Farm Lane.
When will the road layout/access to the A316 be made (i.e. the filter to turn right)? (Resident)	This will happen in Summer 2021 (at the beginning of the construction phase if permission is granted).
How will vehicle access to Egerton Road be blocked at the end of construction? Will it be a permanent barrier? (Resident)	Once construction has been finalised the access would be closed off to vehicular traffic but left as a pedestrian / cycle access.
Please can I just double check re A316 changes - will that be summer 2021 or 2022 (Resident)	We are referring to Summer 2021.

Questions	Response
<p>The initial proposal was for 220 units but this was revised down to 180 due to impact on local infrastructure. Have these factors been taken into consideration now with 205 units? (Resident)</p>	<p>The extant permission has assessed on 200 units on site. We have configured the site so that there are more homes but this does not mean more residents. We will also make contributions to local infrastructure via CIL payments to the Council.</p> <p>Comment: It is good to see more social/affordable housing been built (Resident)</p> <p>A. We recognise this and as an affordable housing provider this is really important to us to ensure that we are providing affordable housing to local people.</p>
<p><b>Tuesday 26th January 6-8pm</b></p>	
<p>Could you explain why the number of units and the percentage affordable homes has increased since the original application? (Resident)</p>	<p>Since the first consent, housing targets have changes in the local and London Plan. When we previously consulted on the last scheme, there was the intention to provide 100% affordable housing provision but at the time this was not viable. Now, however we are able to do this, which also accords with the Mayor of London's targets. Clarion's ethos is to provide as many affordable homes as possible.</p>
<p>In the original planning there was no vehicle access to Egerton road. Is there a way you can avoid doing this as this was a red line for residents before? (Resident)</p>	<p>The requirement of the temp access is a result of the single phasing of the scheme, to allow early occupation of homes. Once the development is completed, Egerton Road access will be closed to vehicular traffic and only pedestrians.</p>
<p>Have you considered a car club space on the sit? (Resident)</p>	<p>Yes there will be, we have committed to this in the Outline consent so it is a requirement.</p>
<p>Are you to respond to the queries made in the feedback questionnaire forms please? (Resident)</p>	<p>We will be submitting a Statement of Community Involvement which will details all of the consultation feedback.</p>
<p>How will the existing access along Marsh Farm Lane change as a result of this proposal? (Resident)</p>	<p>The outline consent for the wider development closes off Marsh Farm Lane so this will not change and it will still be a public right of way.</p>
<p>Thank you for your presentation. I commend the approach to provide much needed affordable housing to the area. In most developments one sees the developer arguing to reduce rather than increase the affordable housing content. How are Clarion increasing the affordable housing content to make it financially viable, noting that Clarion's commercial drivers are not the same as a predominantly private residential developer? (Resident)</p>	<p>Clarion's private residential sales subsidise the amount of affordable housing that can be offered on the site. Currently the amount of private residential sales is able to support the amount of affordable homes on the site.</p>

Questions	Response
Afraid that doesn't quite answer my question on viability. The increase in affordable content to 50% (from the consented scheme) obviously reduces the overall GDV. Is this possible for you because Clarion do not seek to maximise GDV? (Resident)	
Regarding Egerton road, what guarantee is there that this access will be closed off to vehicular traffic? what is the timeframe/ stage of completion that forces this? We can see that this access will NOT be closed in the future therefore traffic increase down the Heathfield area which will not be supported (Resident)	The application is for a temporary access. Practical completion of the units would require the access to be closed off. This is a requirement of the planning permission.
Is there any risk of the temporary vehicular access from Egerton Road being sought to become permanent via an application for an amendment to the planning permission? (Resident)	
What is the timescale for demolition of the existing site and when do you anticipate starting construction? (Resident)	Currently it is anticipated demolition would be in Spring 2022 with a 2 year construction period estimated.
Marsh Farm Lane closed off completely? This is an important and historic footpath and public right of way (Resident)	
I live in Craneford Way, 100 yards up from Egerton Road junction and my back garden backs onto the proposed town houses which seem to have increased in number since I saw the presentation at the College in 2018. I have two questions: What is the length of the back gardens of the new houses (up to the existing perimeter fence), and is the height of the townhouses the same as the other houses? (Resident)	The heights remain the same as the consented scheme. The footprints have very minor changes. It would be roughly 10 metres (we can check). Nothing has changed since the reserved matters permission.

Questions	Response
<p>Has there been a sunlight/shading assessment done on the internal communal green space? The development looks to be 5/6 storeys high. A space in shade, overpowered by adjacent development, will not create the amenity value for the residents or wider area and will turn the area into a dead space rather than a pleasant green, usable area. (Resident)</p>	<p>Sunlight and daylight remains the same as the reserved matters consent.</p>
<p>When will the plans be available to view? (Resident)</p>	<p>At the point that the planning application is submitted these documents will be available on the Council's website. We will also keep the Richmond College consultation website updated.</p>
<p>What consideration has been made to waste/recycling collection and management for the whole including the apartment phases of the scheme please? (Resident)</p>	<p>Waste and recycling collection will be by the Council from the apartments communal bin stores. There will be a management company who will maintain the development. It has not yet been decided who will take on this role.</p>
<p>Will the overall population of this amended scheme be greater than that of the current consent? If so, by how much? (Resident)</p>	<p>We are looking at a similar number of habitable rooms (bedrooms) so this will not necessarily increase the population of the development since the Reserved Matters approval.</p>
<p>Sunlight query on central space not answered unfortunately (Resident)</p>	<p>Heights are the same as the reserved matters consent. The maximum building height is 5 storeys We will also be supplying a revised daylight and sunlight report.</p>
<p>You need to think about bins / recycling points in your design please. This will be messy if not fully considered in the design. (Resident)</p>	<p>We are taking this opportunity to consider the overall strategy with regards to the refuse stores (ensuring these are well designed and with enough bins). We have also been looking at how we can provide wheelie bin stress for all residents and cycle parking.</p>
<p>Can you confirm that the community space will have full public access and has the design been finalised? (Resident)</p>	<p>Yes it will and we are working hard to ensure that we are capturing all comments and thoughts from the community.</p> <p><i>Comment (Resident): Thanks for the opportunity to ask questions here. Good webinar session and your availability and engagement appreciated.</i></p>
<p>With the development complete 2024/5 and gov't indicating the end of fossil fuel vehicles 2030, do we think that there is need for more consideration for EV charging with solar energy or fuel cell back up to achieve this. (Resident)</p>	<p>Every bay will be easily updatable to provide an electric charging point. We will also provide some PV panels on the roofs of homes. The site will be gas-free and we are looking at delivering zero carbon homes for some of the development.</p>

Questions	Response
Is there a fence proposed between Marsh Farm Lane and the development. It would seem better for this corridor to be as open as possible. (Resident)	It will be an open space with no boundary line.
What will the tenure of homes backing onto Craneford Way be? What about overlooking? Are you retaining mature trees? Are Clarion intending to remove permitted development rights on the site? (Resident)	The homes will be private, dormer windows and sky lights will be used to avoid overlooking; No plans to remove good quality and established planting; It will be removed and enforced by a condition of the planning application.
Are Clarion also delivering the private units directly themselves, or are they working with another developer for these? (Resident)	Clarion will appoint a contractor to build on their behalf but they will be built for Clarion.
<b>Saturday 30 January 2021, 2-4pm</b>	
Why the change in increased affordable housing from 19%? (Resident)	Clarion, as an affordable housing provider, wants to provide as much affordable housing as possible. We have reviewed viability since the reserved matters application and now, with various changes to grants, it means that we are able to offer more. We have also been able to increase the provision through slightly changing the mix of homes; the Egerton Road properties changing from townhouses to flats for example.
Will access from Egerton Rd be closed off upon completion of construction? I feel this will prove very unpopular with residents; will they be made aware of this change? (Resident)	Marsh Farm Road is the other side of the railway so don't quite understand the access. (Resident)

Questions	Response
<p>Will access from Egerton Rd be closed off upon completion of construction? I feel this will prove very unpopular with residents; will they be made aware of this change? (Resident)</p> <p>Marsh Farm Road is the other side of the railway so don't quite understand the access. (Resident)</p> <p>How long is temporary access from Egerton Road expected to last? Just been answered 2 years. I will be objecting to that as a resident. (Resident)</p> <p>I am very concerned about extra traffic in Egerton Rd. What are the dates that the access for new residents will be allowed? (Resident)</p>	<p>All questions answered together by explaining the strategy and timetable for the temporary access and the separation from the construction traffic. It was confirmed that the temporary access would be required to close and this would be controlled by a planning condition or legal agreement. Amended reference to Marsh Farm Lane, not Road, and assurance given that engagement with residents would continue throughout the construction process. Construction is expected to start Spring/Summer 2022 and people would move on to the site one year later.</p>
<p>You say that some houses in Egerton rd will be removed. Which houses? (Resident)</p>	<p>The clarification was given that the tenure of the consented townhouses along Egerton Road is proposed to change to apartments and this change is being done for market reasons. External design changes will be minimal. Existing homes are not being removed.</p>
<p>Looking at parking provision - will there be a limited car ownership restriction for residents of the new housing? (Resident)</p>	<p>The reserved matters permission already requires no car ownership unless you have an allocated parking space, and this position will remain.</p>
<p>When will temporary access be approved and by who? How do we object? (Resident)</p>	<p>The Council (LB Richmond upon Thames) will conduct its own consultation once the application is submitted, and feedback can be fed back directly to the Council. Clarion's consultation website will be kept up to date including notifying when the planning application has been submitted.</p>

Questions	Response
<p>I have a concern about change from houses to flats along Egerton Road. T1 to B6 . I am worried this will change the privacy of the properties close to this. Having bedrooms overlooking your garden vs flats is a big difference. How high are these flats? Will they have balconies. Please can you provide full mockups of B6 looking over Egerton Road. How many properties will now be looking over this vs before. How can you ensure us that the same number of bedrooms mean the same number of inhabitants? i.e., what is the average number of inhabitants in a 6 bed house vs. a 2 bed flat? (Resident)</p>	<p>The design and massing of the Egerton Road buildings are unchanged from the consented scheme and so overlooking opportunities are not increasing. Elevations will be part of the planning application and mockups are not advanced at this stage. Work is underway to balance the habitable room count to be very similar to what was previously proposed for the site, so the number of people on site is expected to be very similar. The calculation process was explained.</p>
<p>How will Clarion guarantee that at the end of the construction period the temporary vehicle access will become pedestrian / cycle only. Will there be planning conditions attached? (Resident)</p>	<p>Summarised at above. It would be a condition of the development being approved that the temporary access would have to close and there will be a legal agreement relating to highways works which will need to be complied with.</p>
<p>The temporary access via Egerton Road is not an acceptable work around - people who move will get used to this and therefore will complain when this is closed. Why can you not build a separate road to prevent confusion? and future arguments between new and old residents (Resident)</p>	<p>Highways works to Langhorn Drive will provide a new route into the site. There is a period of time where both construction and residential access down Langhorn Drive would be very difficult. We are proposing to separate them for health and safety reasons but also to ensure that the build can be run efficiently. New residents moving in will be made fully aware that the Egerton Road access is temporary.</p>
<p>I am concerned about impacts of new residents on adjacent green spaces. How do you propose to mitigate these? You aim for biodiversity net gain. Measured against what benchmark? How assured? Over what timescale? (Resident)</p>	<p>The aim is to provide lots of good quality green space for use by residents and local people, plus private balconies and outdoor areas. The benchmark for biodiversity is the site as existing. We are proposing amongst other things a wildlife corridor, which will substantially boost biodiversity presence across the site. This will be delivered as part of the development and will mature over a period of time.</p>

Questions	Response
How will you manage construction noise particularly with most people working from home. Will construction be 5 days a week what hours will they be working? (Resident)	A Construction Management Plan will form part of the planning application and will include measures to control noise. Construction would take place 5 days a week, likely 8.30am-5.30pm. We will be writing to local residents about that prior to construction starting.
Can you confirm that the communal green space will be open to non-residents 24/7 365 days per year, ungated? (Resident)	All communal space will be available to the wider community as well as residents.
Have you experience of keeping green spaces green when they are overshadowed by the massing of residences? (Resident)	The landscape design has taken overshadowing into account to ensure appropriate species are provided in shady areas.
While it is laudable to have a high percentage of social and affordable housing, where else in the borough is this happening? This is already a densely populated area to have such a large development. (Resident)	Richmond is falling behind its housing target and so affordable housing provision is very important. There is an identified need in the area and the Mayor of London is encouraging high levels of delivery also. Fewer market homes are now being proposed and more affordable homes are being proposed, but overall unit numbers are not substantially changing.
Has there been any conversation with the Twickenham Police Department to mitigate any potential increase in crime due to the new development? (Resident)	They will be consulted during the planning application process, and they were engaged in the reserved matters application. Secure by Design principles have been followed in the design of the proposals.
There are already huge new housing developments at Twickenham Station and Brewery Wharf. How can local infrastructure cope with all these new residents? (Doctors, dentists, schools and hospitals) (Resident)	We have already gone through various tests on this in the reserved matters application. This application will require a CIL contribution and impact on services information will be provided in the accompanying Environmental Statement.

Questions	Response
<p>I personally feel more family homes need to be built in Twickenham. We really struggled to find a decent priced 4 bed home for our family, and a lot of local families have to move out of Twickenham to get family homes. Whereas there appears to be an oversupply of flats in the area. Including help to buy etc. We took 2 years to sell our 2 bed flat in Twickenham and we were told because of large oversupply of new flats. So this change from houses to flats surprises me! Where will all these people move to in flats once they have families. Would they be expected to live in 2 bed flats? This confuses me. (Resident)</p>	<p>The price of family homes is a complex matter and outside of Clarion's control to a large extent. The larger properties we were looking to provide on Egerton Road could not be made to be affordable for viability reasons, principally the price of local land. Lots of people may also be choosing to downsize in the local area.</p>



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