



Stag Brewery, Mortlake

Statement of Community Involvement

For Reselton Properties

March 2022



THE STAG BREWERY

STATEMENT OF COMMUNITY INVOLVEMENT

March 2022



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SECTION ONE

EXECUTIVE SUMMARY

In February 2018, three linked planning applications were submitted for the redevelopment of the Stag Brewery site in Mortlake, London Borough of Richmond upon Thames (LBRuT). This included Application A, a hybrid planning application for comprehensive mixed-used redevelopment, Application B, a detailed planning application for a secondary school, and Application C, a detailed planning application for highways and landscape works at Chalkers Corner.

To support the applications, an extensive consultation and engagement process took place between July 2016 and February 2018. This consultation was facilitated by Soundings. Over 1,600 people were engaged in the process, attending two public drop-in exhibitions, providing a total of 1,223 representations. In addition, numerous one-to-one meetings were held with local groups and resident organisations, and a Community Liaison Group (CLG) was formed to serve as the sounding board for the duration of the consultation.

Since the previous applications were submitted in 2018, a variety of revisions have been undertaken, and a new proposed scheme outlined in this Statement of Community Involvement (SCI) has been prepared. The now proposed scheme seeks to strike a balance between the applications submitted by Reselton Properties Limited that received resolution to approve Applications A and B, and refuse Application C from the London Borough of Richmond Upon Thames, and the scheme that was revised under the leadership of the Greater London Authority (GLA) and later refused by the Mayor of London.

This SCI gives a detailed overview of the engagement to communicate the now proposed

scheme, leading up to planning submission. The overall engagement approach was developed to ensure that residents and key stakeholders are aware of the changes ahead of submission in March 2022. The engagement process involved one stage 'Stage 4: Updating the Community,' as an extension of the previous Stages 1, 2, and 3, of consultation as outlined in the 2018 SCI, an approach considered appropriate given the shared characteristics of the original and now proposed schemes.

The engagement included various communications with community members via email newsletters (commencing in December 2021 onwards), online and newspaper adverts, and two webinars hosted in January 2022. The primary engagement tool to share information about the now proposed scheme as well as previous iterations of the scheme and earlier consultation processes was the relaunched website (stag-brewery.co.uk). Online polls on the website gathered feedback on the proposed scheme from members of the public. Visitors to the website were able to view details of and comment on both Applications (A - masterplan and B - the secondary school). This SCI presents our engagement process, tools and activities, key themes, and feedback received from the community from December 2021 to February 2022. Over this period, we received 7,070 website page views, 178 attended our online webinars and 86 responded to the online polls.

In line with the 2018 SCI, this consultation has considered the parameters and guidance laid out in the National Planning Policy Framework 2021 (NPPF), Localism Act 2011, the London Borough of Richmond upon Thames adopted Statement of Community Involvement, along with all over relevant policy in guiding this engagement process and its outcomes.



SECTION TWO

INTRODUCTION

2.1 PURPOSE OF THIS DOCUMENT

This Statement of Community Involvement (SCI) has been prepared by Soundings on behalf of Reselton Properties Limited (“the Applicant”) in support of two linked planning applications (“the Applications”) for the comprehensive redevelopment of the former Stag Brewery Site in Mortlake (“the Site”) within the London Borough of Richmond upon Thames (LBRuT).

This SCI provides a detailed overview of the engagement process and findings from the activities to communicate the now proposed scheme (Applications A and B).

The appendices to this report contain a record of publicity and materials provided and published during the most recent engagement process, and the full 2018 SCI.

2.2 THE SITE

The former Stag Brewery Site is bounded by Lower Richmond Road to the south, the River Thames and the Thames Bank to the north, Williams Lane to the East and Bulls Alley (off Mortlake High Street) to the west. The Site is bisected by Ship Lane. The Site currently comprises a mixture of large-scale industrial brewing structures, large areas of hardstanding and playing fields.

2.3 THE STAG BREWERY: STORY SO FAR

The Applications seek planning permission for:

Application A: Hybrid application to include the demolition of existing buildings to allow for comprehensive phased redevelopment of the site. Planning permission is sought in detail for works to the east side of Ship Lane which comprise:

- Demolition of existing buildings (except the Maltings and the façade of the Bottling Plant and former Hotel), walls, associated structures, site clearance and groundworks;
- Alterations and extensions to existing buildings and erection of buildings varying in height from 3 to 9 storeys plus a basement of one to two storeys below ground;
- Residential apartments;
- Flexible use floorspace for:
 - i. Retail, financial and professional services, café/restaurant and drinking establishment uses;
 - ii. Offices;
 - iii. Non-residential institutions and community use;
 - iv. Boathouse;
- Hotel / public house with accommodation
- Cinema;
- Offices;
- New pedestrian, vehicle and cycle accesses and internal routes, and associated highway works;
- Provision of on-site cycle, vehicle and servicing parking at surface and basement level;
- Provision of public open space, amenity and play space, and landscaping;
- Flood defence and towpath works;
- Installation of plant and energy equipment.

Planning permission is also sought in outline with all matters reserved for works to the west of Ship Lane which comprise:

- The erection of a single storey basement and buildings varying in height from 3 to 8 storeys
- Residential development;
- Provision of on-site cycle, vehicle and servicing parking;
- Provision of public open space, amenity and play space and landscaping;
- New pedestrian, vehicle and cycle accesses and internal routes, and associated highways works.

Application B: Detailed planning permission for the erection of a three-storey building to provide a new secondary school with sixth form; sports pitch with floodlighting, external MUGA and play space; and associated external works including landscaping, car and cycle parking, new access routes and other associated works.

Together, Applications A and B described above comprise the 'Proposed Development'.

The Applications follow earlier planning applications which were refused by the Greater London Authority. The refused applications were for:

- Application A – hybrid planning application for comprehensive mixed use redevelopment of the former Stag Brewery site consisting of:
 - i. Land to the east of Ship Lane applied for in detail (referred to as 'Development Area 1' throughout); and
 - ii. Land to the west of Ship Lane (excluding the school) applied for in outline (referred to as 'Development Area 2' throughout).
- Application B – detailed planning application for the school (on land to the west of Ship Lane).
- Application C – detailed planning application for highways and landscape works at Chalkers Corner.

The LBRuT (the Council) originally resolved to grant planning permission for Applications A and B but refuse Application C.

Following the LBRuT's resolution to approve the applications A and B, the Mayor called-in the applications and became the determining authority. The Mayor's reasons for calling in the applications were set out in his Stage II letter (dated 4 May 2020) but specifically related to concerns regarding what he considered was a low percentage of affordable housing being proposed for the Site and the need to secure a highways solution for the scheme following the LBRuT's refusal of Application C.

Working with the Mayor's team, the Applicant sought to meaningfully respond to the Mayor's concerns on the applications. A summary of the revisions to the scheme made and submitted to the Greater London Authority (GLA) in July 2020 is as follows:

- Increase in residential unit provision from up to 813 units to up to 1,250 units;
- Increase in affordable housing provision from (up to) 17%, to 30%;
- Increase in height for some buildings of up to three storeys;
- Change to the layout of Blocks 18 and 19, conversion of Block 20 from a terrace row of housing to two four storey buildings;
- Reduction in the size of the western basement, resulting in an overall car parking spaces reduction of 186 spaces and introduction of an additional basement storey under Block 1;
- Internal layout changes and removal of the nursing home and assisted living in Development Area 2;
- Landscaping amendments, including canopy removal of four trees on the north west corner of the Site; and
- Alternative options to Chalkers Corner in order to mitigate traffic impacts through works to highway land only and allow the withdrawal of Application C.

Application A was amended to reflect these changes.

Notwithstanding this, and despite GLA officers recommending approval, the Mayor refused the applications in August 2021.

The Mayor's reasons for refusal in respect of Application A were:

- Height, bulk and mass: Which would result in an unduly obtrusive and discordant form of development in this 'arcadian' setting which would be harmful to the townscape, character and appearance of the surrounding area;
- Heritage impact: The proposals, by reason of its height, scale, bulk and massing would result in less than substantial harm to the significance of several listed buildings and conservation areas in the vicinity. The Mayor considered that the less than substantial harm was not clearly and convincingly outweighed by the public benefits, including Affordable Housing, that the proposals would deliver;
- Neighbouring amenity issues: The proposal, by reason of the excessive bulk, scale and siting of Building 20 and 21 in close proximity to the rear of neighbouring residential properties in Parliament Mews and the rear

gardens of properties on Thames Bank, would result in an unacceptable overbearing and unneighbourly impact, including direct overlooking of private amenity spaces. The measures in the Design Code would not sufficiently mitigate these impacts; and

- No section 106 agreement in place.

Application B was also refused because it is intrinsically linked with Application A and therefore could not be brought forward in isolation.

2.4 CONSULTATION AND ENGAGEMENT

The public engagement programme for the Applications was delivered by Soundings. Soundings are community engagement experts with over 20 years of experience. Soundings acted as a neutral voice in the development process, engaging communities to update and inform members of the public regarding the Applications.

The engagement process with regard to the now proposed scheme involved one stage 'Stage 4: Updating the Community', providing an extension of the previous Stages 1, 2, and 3, as outlined in the 2018 SCI. The 2018 SCI can be found in Appendix 7.6.

2.5 LBRUT STATEMENT OF COMMUNITY INVOLVEMENT

The London Borough of Richmond upon Thames (LBRuT) adopted its Statement of Community Involvement (SCI) in which it sets out its requirements for consultation and engagement in 2019. The LBRuT SCI sets out the Council's approach to community involvement on planning applications.

This SCI and the 2018 SCI prepared by Soundings and submitted as part of the previous applications followed the principles established by the LBRuT SCI, including

- For major applications, the Council encourages pre-application discussions and community involvement from the outset. Some activities that are recommended include notifying neighbours and affected residents in a wider area and holding public meetings chaired by an independent person.
- The consultation should make clear distinction of the roles and responsibilities of both the developer and the local planning authority. Feedback on how the pre-application consultation has been conducted and what the outcomes should have been asked by planning officers.

The full 2018 SCI can be found in Appendix 7.6.



SECTION THREE THE PROPOSED SCHEME

The engagement detailed in this Statement of Community Involvement (SCI) was undertaken for the two amended applications:

A) Application A - hybrid planning application for comprehensive mixed-use redevelopment of the former Stag Brewery site, consisting of:

- Land to the east of Ship Lane applied for in detail. (Development Area 1);
- Land to the west of Ship Lane (excluding the school) applied for in outline. (Development Area 2).

B) Application B - detailed planning application for the school (on land to the west of Ship Lane).

This third iteration of the scheme seeks to respond directly to the Mayor of London's reasons for refusal and address a number of the concerns raised by the LBRuT. The amendments can be summarised as follows:

- A revised energy strategy is proposed in order to address the London Plan (2021) requirements;
- Several residential blocks have been reduced in height to better respond to the listed buildings along the Thames riverfront and to respect the setting of the Maltings building, identified as a Building of Townscape Merit (BTM) by the LBRuT while other blocks in less sensitive areas, for instance along Mortlake High Street, have been increased in height to establish a balance;
- Reconfiguration of layout of Buildings 20 and 21 has been undertaken to provide lower rise buildings to better respond to the listed buildings along the Thames riverfront; and
- Chalkers Corner light highways mitigation works.

The school proposals (submitted under 'Application B') are unchanged. The Applicant acknowledges LBRuT's identified need for a secondary school at the site and the applications continue to support the delivery of a school. It is expected that the principles to be agreed under the draft Community Use Agreement (CUA) will be the same as those associated with the refused school application (LBRuT ref: 18/0548/FUL, GLA ref: GLA/4172a/07).

Overall, it is considered that together, the Applications respond successfully to the concerns raised by the GLA which also reflect some of the concerns raised by stakeholders in respect of the previous schemes and during pre-application discussions on the revised Proposed Development. As a result, it is considered that the scheme now represents a balanced development that delivers the principle LBRuT objectives from the Site.



SECTION FOUR

STAGE 4: ENGAGEMENT PROCESS

4.1 INTRODUCTION

This chapter sets out a process of engagement that has aimed to:

- Update the community with as much notice as possible to the Applications and keep the local community continuously informed about the Applications and their contents.
- Offer ways for people to ask questions and leave their feedback.
- Be inclusive, accessible, transparent and engaging.
- Ensure that the voice of the local community is heard by clearly communicating the questions and comments from the local community to the design team and facilitating the active engagement of the members of the wider project team.

The engagement process involved one stage 'Stage 4: Updating the Community', providing an extension of the previous Stages 1, 2, and 3, as outlined in the 2018 SCI.

An overview of the engagement, including key statistics, is presented in the following section. Additional meetings were offered and held with local groups.

4.2 ENGAGEMENT PLAN AND TIMELINE

Building on the different stages set out during the previous consultation activities (Stage 1 through Stage 3), this new stage is titled ‘Updating the Community’ and focuses on informing members of the public on the scheme’s progression over the past two years and the now proposed scheme, in advance of the Applications’ submission.

The engagement for this new stage, dubbed ‘Stage 4’, began in December 2021, and progressed through February 2022.



4.3 ENGAGEMENT TOOLS

Soundings used a range of established engagement tools and activities that were considered suitable to the Covid-19 pandemic context and appropriate for proper engagement with the Mortlake local community.

The main tools included:

Website, e-mail, polls

Raising awareness of the project and the consultation process is essential for good representation and engagement. To achieve good awareness, a variety of different media were used to ensure exposure to all sections of the community, namely: project website, dedicated e-mail, as well as newspaper adverts and e-newsletters providing information on the engagement events. The project website was created specifically to show how the now proposed scheme had changed from the first and second masterplan iterations. Polls were also created on the website to allow members of the public the opportunity to provide feedback on the now proposed scheme.

Webinars

In January 2022, two webinars were hosted to present the now proposed scheme to members of the public. The first webinar (January 26) provided an overview of the now proposed scheme, and the second webinar (January 27) provided an overview of the now proposed scheme as well as the secondary school application. These webinars required pre-registration through a separate form or through the website, both of which were made available the previous week. The webinars were hosted on the Zoom platform and attendees could ask questions using the chat function. Questions were then summarised by the moderator and posed to the project team. Recordings of the webinars, the webinar presentation slides, and webinar meeting notes were made available on the project website. In total, 178 people attended the webinars in addition to the Applicant and consultant team.

e-Newsletters

From December through February, five e-newsletters were distributed online through Mailchimp to our existing database of consultees (965 consultees as of 3-02-22).

These e-newsletters provided updates on the new website, the webinars, and the post-webinar follow-up. These e-newsletters were a key source of information sharing for the project.

Adverts

In January 2022, one hard copy advert was placed in the Richmond and Twickenham Times (circulation circa 35,000) and two online adverts were placed in the Barnes, Mortlake and Sheen Times. These adverts provided a snapshot of the now proposed scheme and directed people towards the project website to sign-up for a webinar and learn more about the now proposed scheme. The project contact details were also listed on the advert.

4.4 HOW THE MASTERPLAN WAS INFORMED BY CONSULTATION

In response to feedback evidenced in the 2018 SCI, a series of significant changes were made to the masterplan based on community feedback. These can be seen in detail in Appendix 7.6.

During the previous consultation programme, it should be noted that certain issues that fall within the jurisdiction of the LBRuT and other statutory bodies such as Network Rail and Transport for London were raised. These issues continued to be raised during Stage 4.

The most raised issues falling outside of the Applicant's jurisdiction are:

- The proposal for a secondary school for 1,200 students and the change from primary to secondary school.
- The on-street parking in the surrounding area and potential introduction of a Controlled Parking Zone (CPZ).
- Traffic management and alterations at Chalkers Corner.
- Train frequencies from Mortlake to Waterloo, especially in response to demand decrease due to Covid-19.
- The effects of off-site road closures and construction, including of Hammersmith Bridge.

While these issues are important to the community of Mortlake, they fall outside of the scope of this SCI and cannot be amended by the Applicant. Nonetheless, this SCI summarises all feedback received, including feedback relating to the topics above.

4.5 FEEDBACK ON THE CURRENT ENGAGEMENT PROCESS

Soundings gathered feedback on the engagement process itself, ensuring that the local community felt properly engaged and that the project materials are communicated clearly. The engagement process has also been adjusted based on feedback. For instance, in response to feedback the webinars were recorded and made available publicly on the website. After a request for the presentation slides to be made public by the Mortlake Brewery Community Group (MBCG), these were also uploaded onto the website.

The engagement process also received feedback regarding the timeline of the process and whether feedback on the now proposed scheme will be captured in the Applications. Soundings clarified that Stage 4 is primarily an information-sharing exercise to make sure that community members are kept up to date about the now proposed scheme and that the previous consultation programme from 2016-2018 and the changes to the masterplan made in response to feedback is still captured in these Applications.



SECTION FIVE

STAGE 4: UPDATING THE COMMUNITY

5.1 AIMS AND OBJECTIVES

Aim:

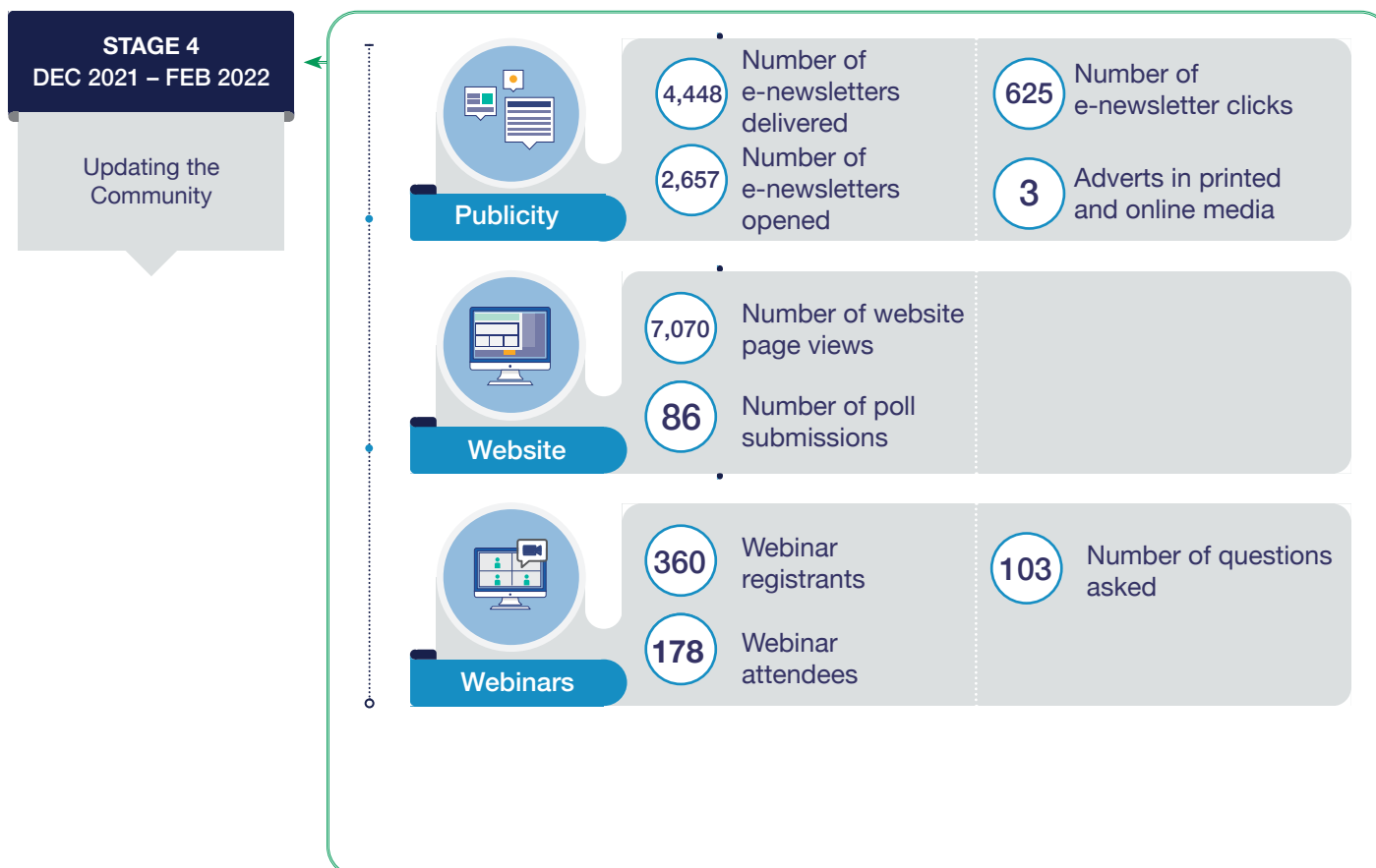
- To update the community on the scheme's progression over the past two years and re-establish the Stag Brewery redevelopment project in advance of the new planning applications and submission.

Objectives:

- Inform previous stakeholders and the wider Mortlake community about the intent to submit new planning applications.
- Update the website to reflect the now proposed scheme and allow the public to learn more about the proposals and provide their feedback through online polls.
- Host webinars to engage more in-depth with past stakeholders and the wider Mortlake community about the now proposed scheme and to directly respond to questions from the community.

5.2 OVERVIEW OF ENGAGEMENT ACTIVITIES

The diagram below shows the engagement activities undertaken and the number of people engaged throughout Stage 4.



5.3 PUBLICITY

A variety of publicity materials were created and published to share information about the project and let the public know how they could learn more, either by visiting the website or attending a webinar.

E-newsletters were designed and sent to our existing database of consultees (from the previous engagement programme). In total, five e-newsletters were issued. The first newsletter sought to re-engage consultees, provide information about the website refresh and that new applications were imminent; the second newsletter was an invitation to register for the webinars; the third newsletter was a notice that the website had been updated; the fourth newsletter was a reminder to register for the webinars; and the final newsletter directed people towards the webinar recordings, acted as a reminder to respond to the polls, and that the engagement process would be coming to a close.

These newsletters acted as one of the main ways of information sharing to keep previous consultees updated about the forthcoming Applications.

Table 1 shows the key reach statistics of the five e-newsletters we issued (as of 3-02-22).

Further to the e-newsletters, updates and invitations to webinars were also sent via email to the Community Liaison Group (CLG) mailing list from our previous consultation programme.

Adverts were published in the Richmond and Twickenham Times on 21 January 2022. The content of these adverts included details about the now proposed scheme and directions on how residents can sign up to one of the webinars. The adverts were displayed in the online version of the Barnes, Mortlake, and Sheen Times. The reach of these adverts is estimated at 35,000 for hard copy publications.

Table 1: Key reach statistics of e-newsletters

No.	Newsletter Title	Successful Deliveries	Opens	Clicks
1	Stag Brewery 2022	902	665	189
2	Stag Brewery Webinar Invitation	891	530	83
3	Updated Stag Brewery Website	885	537	216
4	Last Chance to Register for a Stag Brewery Webinar	881	456	54
5	Stag Brewery Webinar Recordings and Polls	889	469	83

5.4 WEBINARS

In January 2022, two webinars were hosted to present the now proposed scheme to members of the public. The first webinar (January 26) provided an overview of the now proposed scheme, and the second webinar (January 27) provided an overview of the now proposed scheme as well as the secondary school. These webinars required pre-registration through a separate form or through the website, both of which were made available the previous week. The webinars were hosted on the Zoom platform and attendees could ask questions using the chat function. In total, 360 people registered for a webinar and 178 people attended a webinar, resulting in an overall attendance rate for both webinars of 49.4%.

As part of each webinar, a Question-and-Answer (Q&A) session was chaired by Soundings. Attendees sent their questions to the moderator, who compiled and summarised them to provide an overview of all questions. We received 103 questions from members of the public through the chat function. The moderator then summarised this into 38 questions.

These questions were grouped thematically and were then posted in the chat for all attendees to see, and for the project team members to respond. The questions were grouped according to theme and added to the chat box for the project team to respond accordingly.

Table 3 shows a breakdown of the questions we received at both webinars by general theme, and provides a sample question and answer given by the project team.

The meeting notes, providing an overview of the content shared at each webinar, can be found in Appendix 7.3. The recordings of the webinars and presentation slides are available on the engagement website (stag-brewery.co.uk) on the Downloads page.

Table 2: Webinar registration and attendance figures

No.	Webinar Title	Registrants	Attendees	Attendance Rate
1	Main Application	211	106	50.2%
2	Main Application and School	149	72	48.3%

Table 3: Summarised webinar questions received by theme with sample questions and answers

Question Theme	Number of Summarised Questions	Question as Summarised	Answer as Summarised
General Planning	3	Can you clarify the order in which each phase will be developed?	The phases will be developed from the west site of the site, working towards Ship Lane. Simultaneously we will be working on the basements on the eastern side of Ship Lane, and will begin with buildings fronting Ship Lane. The phasing of this will be largely guided by the take up and demand of the accommodation across the scheme. Generally, the phasing will allow for the affordable housing to be built as soon as possible in agreement with Richmond Council.
Architecture	5	Why isn't the scheme more akin to other developments such as Kew Riverside ie. houses and low rise flats?	Rather than follow the large scale curtain clad flatted style of development in Wandsworth and Hammer-smith (and further downstream) we alighted upon the softer and more intricate mansion block typology. In fact, we did show a study using a basic flatted design across the site built as per the brief and that produced a total of approaching 1000 residential units. The concept of the scheme design follows the planning brief. There are both homes and low-rise flats, including the proposed boat house building that is four and five storeys. This is similar to many other low-rise flats in Mortlake. We are aiming for this to be the centre of Mortlake and we want to make sure that we are recognising the importance of the Stag Brewery Site to Mortlake. A small amount of extra height has been added because there is such a crying need for affordable housing that has developed over the decade since the planning policy for the redevelopment of this site was formulated and a large site such as Stag can take this extra height in a few isolated locations. The scheme design also dynamically benefits from a stronger variation in building heights, rather than all buildings being built to the same maximum.
Public Realm	2	Will the high-street be pedestrianised?	The high-street is mixed-use but mainly for cyclists and pedestrians, delivery vehicles and emergency vehicles will be able to use it, but it is controlled by barriers on either end.
New Homes	6	How big will the new homes be and what will be the mix of bedrooms?	We are planning for 23% 3-bed, 3% 4-bed, and 45% 2-beds (of varying size), and 30% 1-bed. The mix of unit size is important to create a mixed development with many different people at different stages of their lives.
Amenities	3	What about doctor and health facilities?	When we discussed health services with local NHS providers and GPs when we made the Richmond Council application, we reserved space for health facilities on site. The general consensus was that this was not required or desired and what they would prefer to have is a capital contribution instead. There will be a capital contribution made to NHS services in respect to the scheme, but there will be no health facilities onsite.

Table 3 Cont'd: Summarised webinar questions received by theme with sample questions and answers

Question Theme	Number of Summarised Questions	Question as Summarised	Answer as Summarised
Accessibility, Transport and Movement	12	The biggest concern of most local residents is not the development as such, but the increased traffic. Could you elaborate on this?	Even with the increase in additional traffic caused by the Stag Brewery redevelopment, our traffic modelling submitted and approved by TfL demonstrated that the mitigations proposed at Chalkers Corner, Lower Richmond Road and Mortlake High Street would suitably mitigate the impact of the additional development traffic. Notably the modelling exercise showed that the improvements at Chalkers Corner would reduce congestion on the Lower Richmond Road approach to the junction from the existing situation even with the additional development traffic added to the network. In addition, the hybrid scheme's reduced number of onsite parking spaces is also anticipated to reduce the traffic impact of the scheme on the local area from the original consented LBRuT scheme. All details will be presented in the planning application as part of the Transport Assessment.
The Secondary School	2	What information is there regarding the pupil numbers, locations and future demand for the proposed secondary school?	This research and the commissioning of the school is conducted by LBRuT. We do not have this information ourselves, and we are simply responding to the formal requirements of LBRuT's Local Plan and the school brief as provided by the DfE. Richmond has been obliged as a council to re-present their case for this secondary school to the DfE and the Educational Funding Agency. They have done this every year since 2015 and succeeded. Questions about the school fundamentals should be directed towards LBRUT Council.
Consultation and Engagement	3	Can we have a model of the proposed scheme and visuals to display in the Sheen Library? I would also like to see some innovative face-to-face consultation with local groups - especially young people who live in Mortlake.	There isn't a model of the now proposed scheme. We can explore having CGI images in the library and we are currently exploring a fly-through film of the now proposed scheme. However, previous fly-through and videos are available on our website in the Download page. Face-to-face consultation, including with young people, was undertaken as part of the previous planning applications. Our consultation activities and outcomes are outlined in the 2018 Statement of Community Involvement (SCI) available on our website in the Downloads section.
Construction	2	When will the development be completed incl. the school?	There are five phases across the site, the school will be part of the earlier phases. Each phase will take around 2 years. The development will be ongoing for around 7-10 years in total.

5.5 CONSULTATION AND ENGAGEMENT WEBSITE

In December 2021, the existing project website was updated to reflect the intention to submit a new set of Applications and to make sure that community members knew the website would be further updated with more details about the now proposed scheme.

In January 2022, the website was re-designed to present information about the now proposed scheme, including comparison between the new scheme and the previous schemes through interactive maps and sliders showing changes to Computer-Generated Image (CGI) viewpoints. More information was also provided about the sustainability and transport plans and well as the results of the previous round of consultation.

All documents and downloads that were previously available on the archived project website were transferred over for completeness. This included the 2018 SCI. You can view the key website pages in the Appendices, and the website can be viewed in full at: stag-brewery.co.uk.

The website also hosted polls (survey questions and comment boxes) on different elements of the information presented in Application A and Application B. These polls sought to gather feedback and overall views about each application from members of the public.

The feedback received from the polls was used to provide an overview of the sentiment of the community towards the now proposed scheme.

From 24 January 2022 to 3 February 2022, there were 7,070 page views of the website in total. This was split between 4,683 desktop users and 2,387 mobile users. These views are not unique and represent both new and returning visitors.

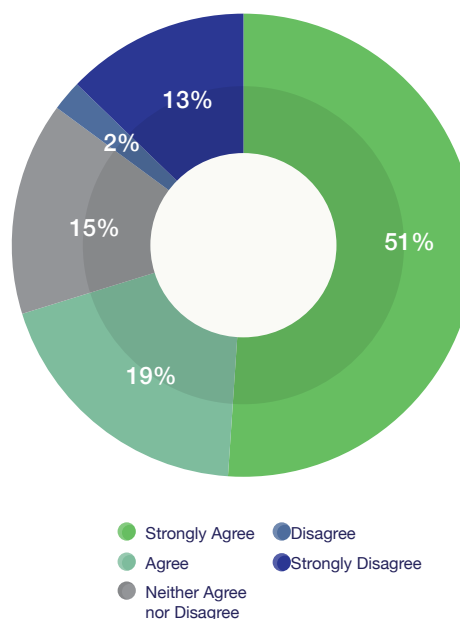
Of these page views, 696 were of the Application A page and 365 were of the Application B page. These pages included polls on the respective applications (available to view in full in the Appendices). In total, 86 polls were submitted with 47 polls submitted for Application A, and 39 polls submitted for Application B.

The poll for Application A included seven questions, with seven open comment boxes to provide further written feedback. The poll for Application B included six questions, with six open comment boxes.

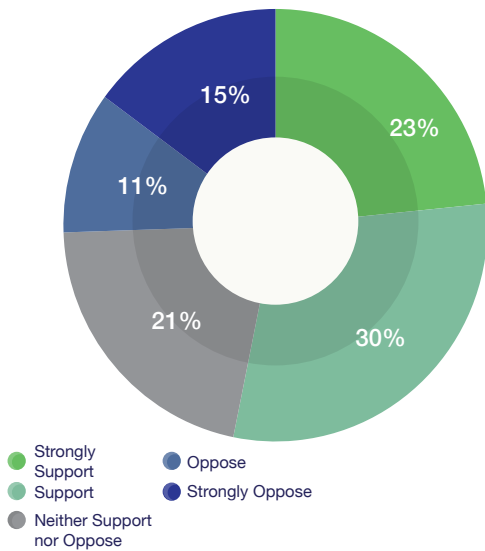
Below are the poll results for Application A, followed by Application B.

APPLICATION A: POLL

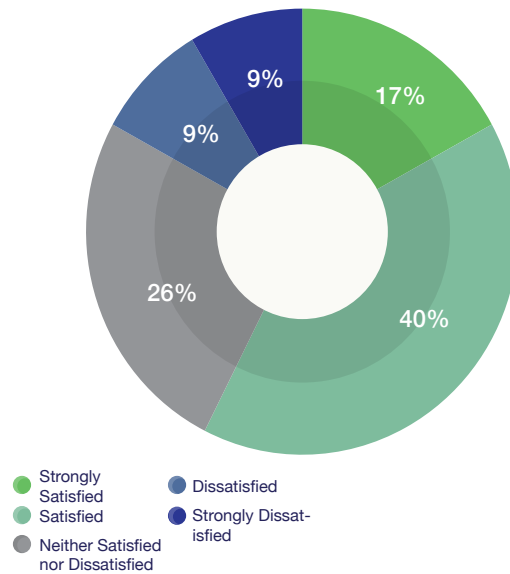
Question 1: The former Stag Brewery has been closed and vacated since 2015. Do you agree that this disused, 'brownfield site' should be brought back into active use to serve the Mortlake Community?



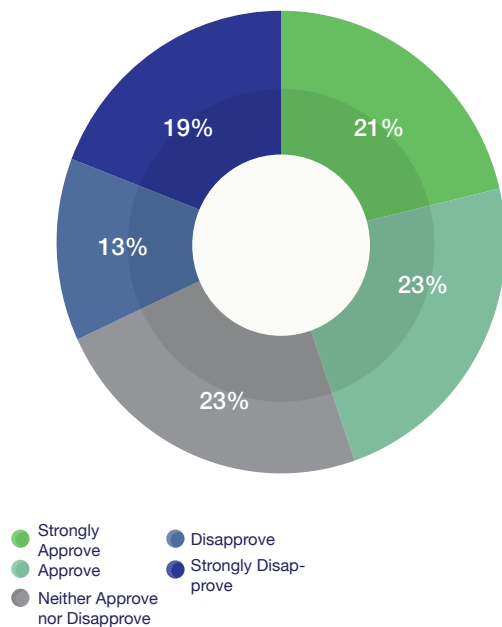
Question 2: Richmond Council have long pursued the development of a new ‘heart of Mortlake’ on the ex-Stag Brewery site and this has been outlined in Supplementary Planning Documents and Local Plans the council have published. Do you support the proposal for a new local centre offering a cinema, shops, community facilities including a new boat house, affordable workspace and new housing?



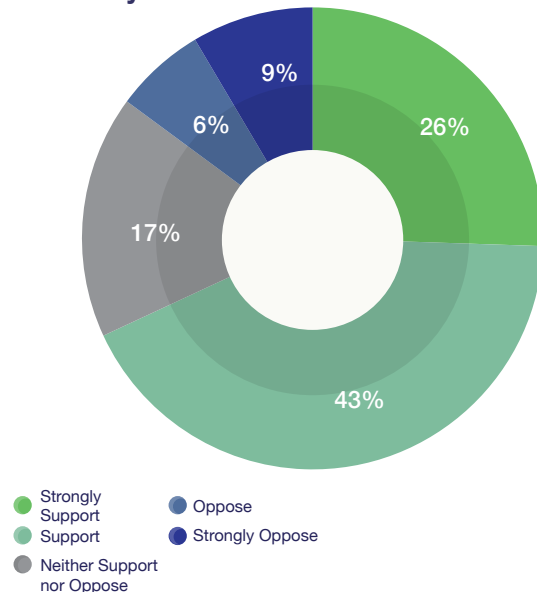
Question 4: There is a long history of brewing on this site with the original Mortlake Brewery having opened in 1487. Are you satisfied that in bringing the Maltings Building and the existing brick elevations facing Mortlake High Street back into everyday use that the scheme is reflecting and celebrating its heritage assets?



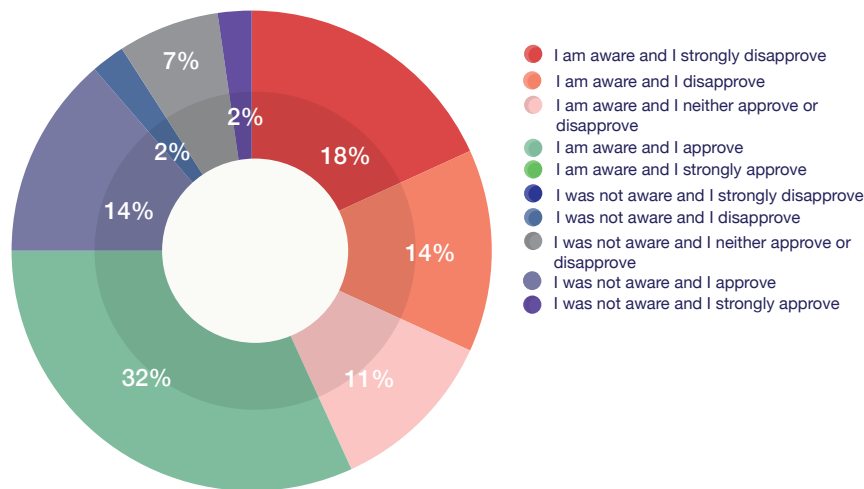
Question 3: The layout of the scheme has changed little since Richmond Council resolved to grant consent for it back in January 2020 (before it was called in by the London Mayor). Do you generally approve the new squares, landscaping and linkages set out in the masterplan including the connections to the new Thames footpath, Mortlake Green and the station, and the new cycle routes?



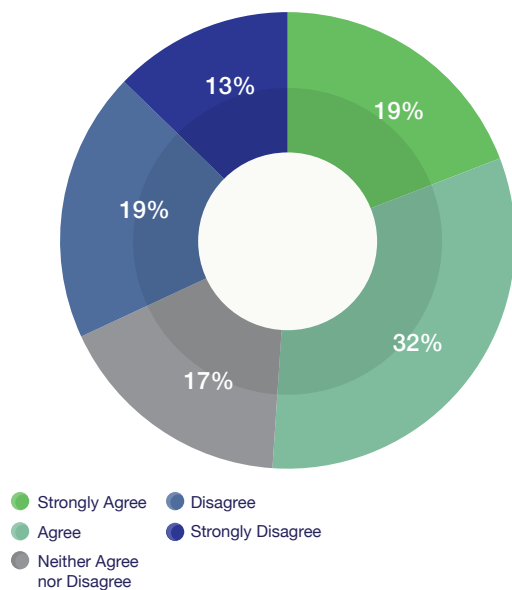
Question 5: The developers are keen for the scheme to be as ecologically sound and sustainable as possible (please see the Transport and Sustainability section of this website for more information on this). Around 400 new trees are to be planted on the site to support biodiversity while the scheme design will maximise carbon emissions savings to meet current London Plan requirements. Do you support these initiatives toward ecological sensitivity?



Question 6: In order to reduce traffic loads three sustainable transport plans, including a green transport plan for the school have been assembled by the transport consultants. The school will fall within the Mayors 'Ultra Low Emissions Zone - ULEZ' – restricting certain diesel and petrol driven vehicles. Are you aware of and do you approve of these transport management measures?



Question 7: The award-winning architects have proposed a variety of buildings which reflect the use of local brickwork while adopting feature pitched roofs with single and double gables for most residential blocks and domed roofs on important building corners. Do you agree that this is appropriate, high-quality design?



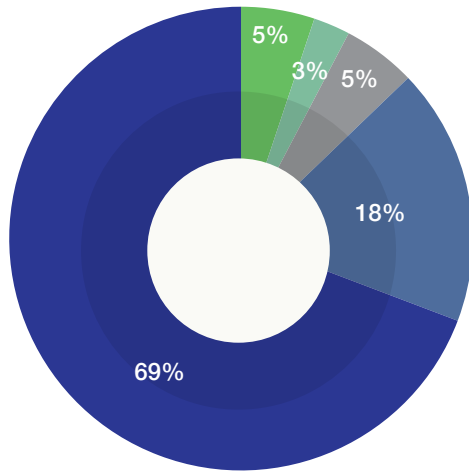
APPLICATION A: POLL COMMENTS

After every poll question, respondents had the opportunity to fill in a free text comment box. These comments were analysed thematically and are presented in the table below, showing the rank of each comment theme by question, with the total number of comments per theme. Other (various) indicates comments that could not be organised into the other themes, and were unrelated to one another.

Comment rank	Q1.	Q2.	Q3.	Q4.	Q5.	Q6.	Q7.
1 (most popular)	Traffic concerns (5)	Scheme is too dense (12)	Scheme is too dense (10)	Supports development (4)	Concerns regarding loss of playing fields (6)	Unrealistic traffic plan (8)	Concerns regarding building height (9)
2	Supports development (5)	Amenities will cause too much congestion (4)	Concerns about loss of playing field/wants more green space (4)	Concern regarding heritage (2)	Wants scheme to be more sustainable, against tree felling (6)	Scheme is too dense (3)	Scheme is too dense (4)
3	Supports development, but wants lower density (4)	Traffic concerns (3)	Concerns regarding transport plans (3)	Wants the addition of micro-breweries to be considered (2)	Traffic concern (3)	Insufficient traffic mitigation efforts (3)	Architecture/overall scheme is well designed (3)
4	Opposes development, too dense (3)	Would like health facilities on site (2)	Concerns about height (2)	Other (various - 8)	Scheme is too dense (2)	Do not support a secondary school on site (2)	Design improvement, but not commendable (3)
5 (least popular)	Supports development, if done sustainably (3)	Other (various - 7)	Comment about tow-path access (2)		Supports sustainability plans (2)	Other (various - 5)	Unsuitable design (3)

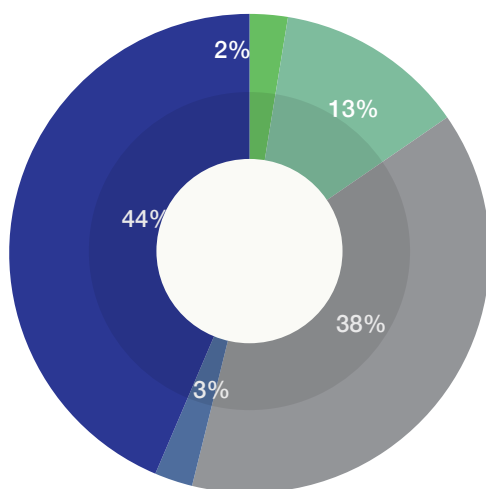
APPLICATION B: POLL

Question 1: Richmond Council's Local Plan has stipulated that there must be a secondary school within the overall Stag site. Do you agree that a new secondary school is likely to enhance the opportunities of local, young people?



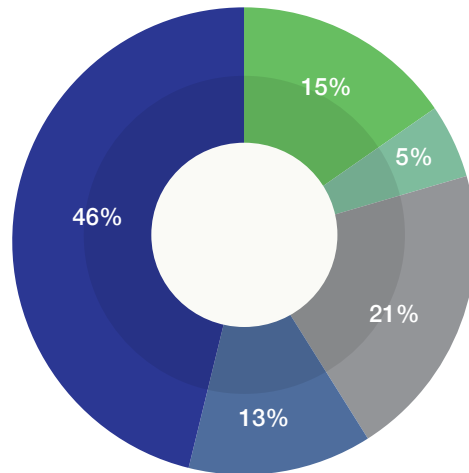
- Strongly Agree
- Disagree
- Agree
- Strongly Disagree
- Neither Agree nor Disagree

Question 2: A highly respected academy (The Livingstone Academy) run by the Aspirations Academies Trust set up by Ian Livingstone CBE have been appointed to run the school with a focus on tech, coding and digital design fitting in with the borough's wider educational plans. Do you agree this is a good focus for today's young people?



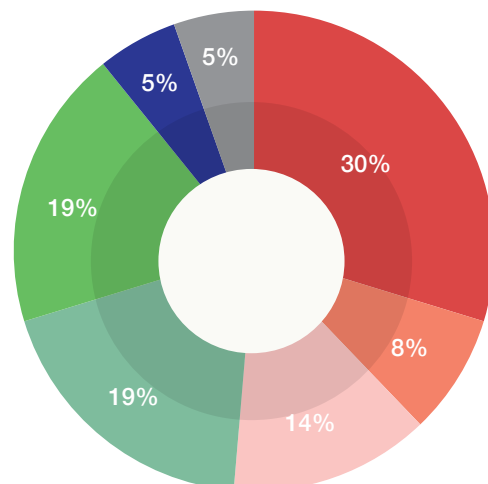
- Strongly Agree
- Disagree
- Agree
- Strongly Disagree
- Neither Agree nor Disagree

Question 3: The land for the school will be contributed by the developers free of charge. This is critical to enabling development of the school. Do you appreciate and approve of this arrangement?



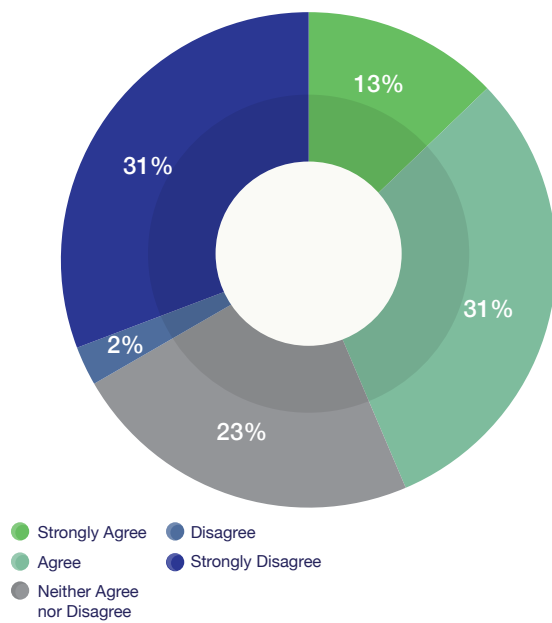
- Strongly Approve
- Disapprove
- Approve
- Strongly Disapprove
- Neither Approve nor Disapprove

Question 4: In order to reduce traffic loads three transport plans, including a green transport plan for the school have been assembled by the transport consultants. The school will fall within the Mayors 'Ultra Low Emissions Zone - 'ULEZ' - restricting certain diesel and petrol driven vehicles. Are you aware of and do you approve of these transport management measures?

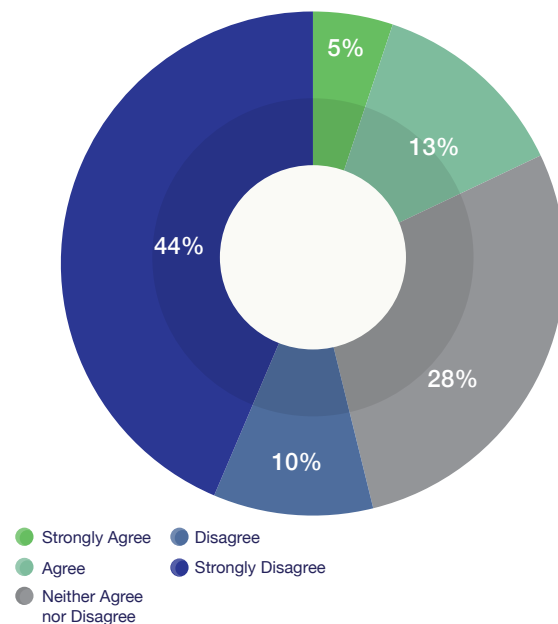


- I am aware and I strongly disapprove
- I am aware and I disapprove
- I am aware and I neither approve or disapprove
- I am aware and I approve
- I am aware and I strongly approve
- I was not aware and I strongly disapprove
- I was not aware and I disapprove
- I was not aware and I neither approve or disapprove
- I was not aware and I approve
- I was not aware and I strongly approve

Question 5: The development will provide new external sports facilities and play areas at the school site. The sports facilities will be offered to football clubs and community groups out of hours. Do you agree this is a good initiative?



Question 6: The school which promotes STEAM subjects - science, technology, engineering, arts and maths, will be opened under the Aspirations Academy Trust attracting £41m – the entire construction costs - in government subsidies for this multi-generational investment. This will enable the establishment of a local hub feeding digital centres of excellence across the borough. Do you agree that this is a desirable investment for future generations of the Borough?



APPLICATION B: POLL COMMENTS

After every poll question, respondents had the opportunity to fill in a free text comment box. These comments were analysed thematically and are presented in the table below, showing the rank of each comment theme by question, with the total number of comments per theme. Other (various) indicates comments that could not be organised into the other themes, and were unrelated to one another.

Comment rank	Q1.	Q2.	Q3.	Q4.	Q5.	Q6.
1 (most popular)	No evidence for Secondary School need (18)	No evidence for Secondary School need (6)	Concern regarding transparency of agreement (8)	Traffic concerns despite ULEZ/traffic plan (10)	Disapproves of removal of grass and replacement with Astro-Turf (5)	No evidence for Secondary School need (6)
2	Opposes Secondary School, traffic concerns (6)	Wrong curriculum proposed (6)	Concern regarding loss of playing fields (5)	Disapproves of Secondary School on site (3)	Against loss of playing field (4)	Wrong site for Secondary School (5)
3	Primary School should be on site instead (5)	Questioned choice of Livingstone Academy (3)	Primary School should be on site instead (4)	Does not believe ULEZ reduces traffic (2)	Concern regarding light/noise pollution from playing fields (2)	Primary School should be on site instead (2)
4	Size of School is too big (2)	Supports, but not in Mortlake (2)	Preference for more affordable homes rather than school (2)	Wants better public transport for Mortlake (2)	Supports proposal (2)	Supports investment in existing local schools instead (2)
5 (least popular)	Wrong site for Secondary School (2)	Concern regarding lack of parental consultation (2)	Traffic concern (2)	Other (various - 5)	Other (various - 7)	Other (various - 5)

5.6 EMAIL MONITORING

The project email inbox (info@stag-brewery.co.uk) was reinstated for the new Applications. The email address was included on all correspondence and publicity. The email was also used to send webinar invitations to previous Community Liaison Group (CLG) members as well as the Mortlake Brewery Community Group (MBCG). Overall, we received 47 emails from 20 December 2021 to 3 February 2022.

We received 9 comments, 34 questions, and 4 press queries. The vast majority of the questions were simple administrative questions, for example, about how to register for the webinars, or how to access parts of the website. Some questions needed more specific responses, which were circulated amongst the project team to respond. Comments and questions were categorised by sentiment (negative, positive, neutral). There were 4 positive emails, 37 neutral emails, and 6 negative emails. The 4 positive emails expressed support for the Secondary school (1), expressed thanks for the update regarding the project (2), and expressed support for progression of project (1). The neutral questions included the administrative and information requests, as mentioned earlier. The 6 negative emails expressed opposition to the secondary school (1), expressed concern about access to light and building heights (2), expressed negativity at not being able to join a Webinar (1), and expressed various concerns through a list of objections (2).

5.7 FEEDBACK BY KEY THEMES

In general, respondents of the online polls are overwhelmingly in favour of development of the former Stag Brewery site (Application A, Question 1), and support the proposals to create a new 'heart of Mortlake' (Application A, Question 2). More specific feedback based on themes mirrored feedback from the previous stages of consultation. Based on the analysis presented above, feedback has been categorised below into key themes. This represents a cross-sectional summary of feedback from all tools of engagement.

Transport and traffic

Transport and traffic-related concerns were one of the most discussed topics about the project. Specifically, traffic on Lower Richmond Road and the associated works at Chalkers Corner. Overall, the traffic concerns of many members of the community related to insufficient evidence presented that the traffic mitigation efforts would mitigate traffic caused by the development, despite reassurances that TfL have approved of the mitigation efforts through their modelling assessments.

This conclusion is supported by the high number of questions asked during the webinar related to traffic/transport (12), as well as an even higher number of comments left as part of Application A's poll (22 traffic/transport-related concerns). 34% of respondents were aware of the transport plans for the scheme and approved/strongly approved, and around the same number of respondents were aware and disapproved/strongly disapproved (32%). The emailed list of objections included concerns regarding a wide range of traffic concerns.

In relation to Application B, there was a similarly high number of comments left regarding traffic/transport (16). Specifically, respondents believed that the increase in traffic caused by such a large school was insufficiently planned for and unrealistic, with 43% of respondents aware of the transport plans and wider traffic measures disapproving/strongly disapproving of the transport plans.

Homes, density, and heights of buildings

Despite the decrease in heights and number of homes from the GLA Scheme, members of the community still felt as though the number of homes was too high for the area, the density was too high for Mortlake, and the height of building was out-of-place and imposing on other buildings in the community.

This feedback was supported by the comments received as part of Application A's poll (42) as well as 6 webinar questions on density/amount of homes/height of buildings. We also received three emails with comments relating to density and heights. The list of objections received by email expressed that there was insufficient information provided about affordable homes.

Architecture and design

Overall, members of the community responded favourably to the architecture and design of the now proposed scheme, with comments from the Application A poll stating that the architecture and scheme design is well designed (3) and an improvement over the past scheme (3). There were also some concerns regarding the design being unsuitable (3) and concerns regarding treatment of heritage assets (2). There were five questions asked during the webinar that related to similar concerns. From the Application A poll questions, 57% of respondents were satisfied/strongly satisfied with plans to re-use and integrate the existing heritage assets into the new scheme and 51% of respondents agreed/strongly agreed with the overall design and choice of brickwork.

Sustainability

The sustainability plans, compared to the previous scheme, were well received by members of the community through Application A's poll, with 69% supporting/strongly supporting the need for sustainable development. There were some comments that the sustainability plans were insufficient (6) and in relation to Application B, respondents disapproved of the removal of grass playing fields and replacement with AstroTurf (6) and there were some concerns regarding the lights/noise pollution resulting from the playing field and how this will affect neighbouring properties (2).

The secondary school

Respondents did not support Application B. 87% strongly disagreed/disagreed that the secondary school is likely to enhance opportunity for local young people, 59% strongly disapproved/disapproved of the arrangement for the land contribution, and 47% strongly disagreed/disagreed with the choice of focus on certain subjects. Comments from the Application B poll reflected this, with 30 comments referencing insufficient evidence for need of secondary school. There were also concerns (8) that the agreement for land contribution was not transparent. Respondents also felt as though a primary school would be better suited for the site.

Public realm and green space

Feedback on the public realm strategy was relatively neutral. From Application A's poll, 44% of respondents strongly agreed/agreed with the new squares, landscaping and linkages of the scheme. The emailed list of objections expressed disapproval of the public/open space strategy.

Many respondents of both polls commented that the loss of playing field was unjustified. The plans for the playing fields were generally unsupported, and respondents commented that the removal of grass and replacement with AstroTurf was undesirable. The list of objections received by email also expressed concerns about the loss of playing fields.

Amenities

Respondents were neutral towards the provision of amenities in the now proposed scheme. While some supported the provision of certain amenities such as a post office and health facilities, and in general, respondents supported the creation of a new local centre 'Heart of Mortlake', other respondents thought that the amenities will cause too much congestion, and that there was an overall lack of detail on amenities to be provided. The list of objections received by email specifically cited that there was no need for a cinema and that there were too many in the borough already.

Consultation and engagement, construction

Overall, there was limited feedback received on the consultation and engagement strategy as well as construction-related feedback/queries. There were 3 questions from the webinar related to consultation/engagement, questioning the validity of the engagement strategy. There were also two questions related to construction and works on site, related to the construction and traffic management plan that will form part of the planning conditions.



SECTION SIX

HOW THE MASTERPLAN RESPONDED TO THE CONSULTATION

In response to the previous consultation programme between 2016-2018, as well as further amendments made in response to the GLA and Mayor of London's comments, the masterplan has changed significantly over each iteration of the scheme. The following masterplans capture the changes made throughout Stage 1, Stage 2, and Stage 3 of the previous consultation programme.

The now proposed scheme masterplan, shown in the last masterplan on page 41, shows how the scheme has adapted over the past two years to respond to the Mayor's reasons for refusal, the requirements established for the development by LBRuT, as well as integrating feedback from the community from the previous consultation phases.

Overall, these changes can be summarised as follows:

- 1,114 new homes.
- Elimination of fossil fuel heating and energy systems, ground/air source and electric systems used instead.
- Works at Chalkers Corner simplified, but still expected to sufficiently mitigate the additional traffic caused by the development.
- Building heights have increased from LBRuT resolved scheme, but decreased from GLA refused scheme.

These changes are described in more detail in chapters 2 and 3.



Concept masterplan designs developed at the end of the previous consultation's Stage 1 and presented in Stage 2.

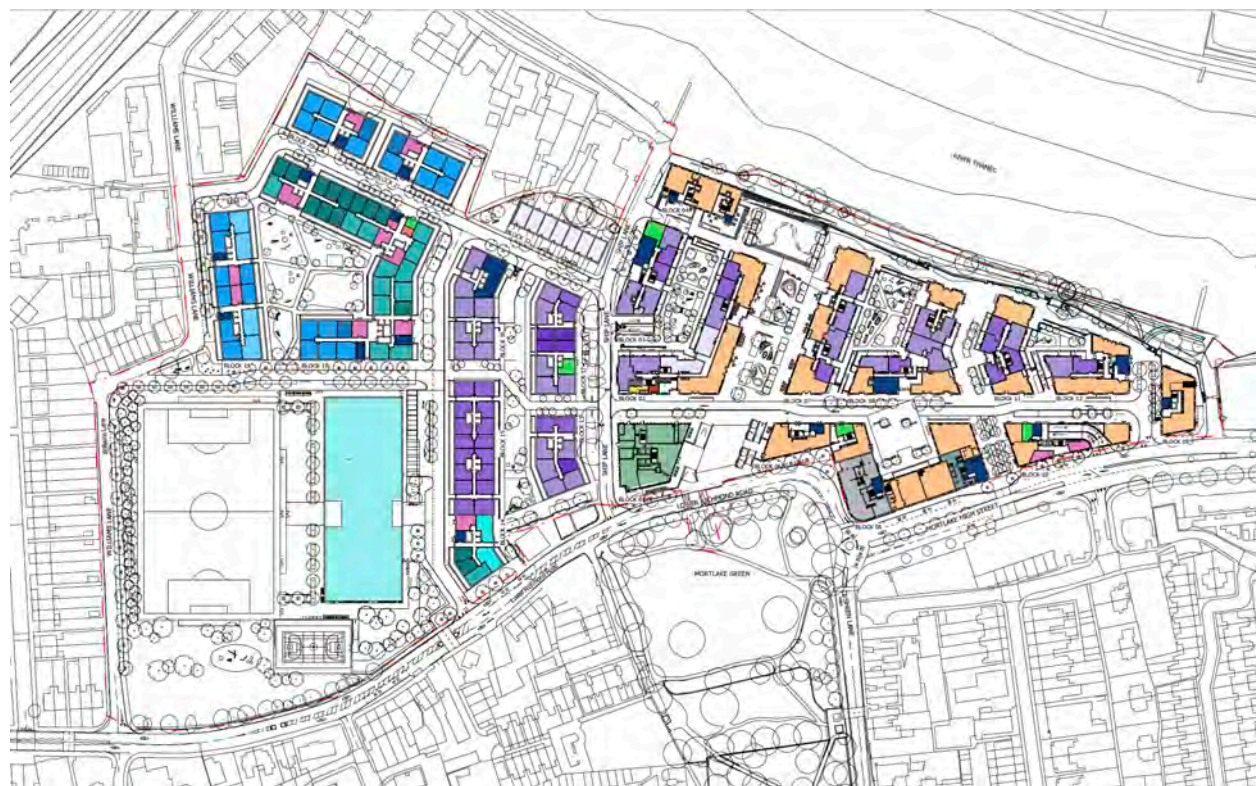


Draft masterplan developed at end of Stage 2 consultation and presented at Second public exhibition.



The final submitted masterplan, developed at end of Stage 3 consultation.

- Flexible Use
- Private Residential
- Hotel
- School
- Office
- Cinema
- Bike Store
- Gas Meter Room
- Substation
- Affordable Residential - Social Rent
- Affordable Residential - Intermediate
- Car Park Entrance
- LV Switchroom
- Refuse Store



The GLA scheme developed through the Mayor's call-in process.



The now proposed scheme masterplan, developed after the Mayor's refusal.

