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# Greggs Bakery / Twickenham

## Statement of Community Involvement

Prepared by Cascade

05 August 2022



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# Statement of Community Involvement

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Former Greggs Bakery,  
Twickenham, TW2

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April 2022

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## 1.0 EXECUTIVE SUMMARY

This Statement of Community Involvement (SCI) has been prepared by Cascade Communications Ltd (Cascade) to support the planning applications being submitted by London Square Developments Ltd, hereafter referred to as the Applicant, to the London Borough of Richmond upon Thames (LBRuT).

This SCI sets out the community consultation undertaken in relation to the revised proposals for the redevelopment of the former Greggs Bakery site in Twickenham.

Stakeholder engagement concerning the proposals commenced in 2018. This followed the decision by Greggs plc to cease bakery operations at the site, alongside two other bakeries as part of a nationwide plan to centralise its operations.

After 18 months of engagement with the Council and the community, in February 2019 the Applicant submitted a planning application (reference 19/0646/FUL) to deliver a residential-led, mixed-use redevelopment of the site. Despite extensive work by the project team to address the concerns raised during the planning process and local support for the proposals, the application was refused in August 2020 on the grounds of a loss of industrial floorspace. All other planning matters were supported.

Since this time the Applicant has worked to prepare plans which address will the reason for refusal and revitalise the site. As a result, two schemes have been developed, which have been submitted as two separate planning applications to LBRuT.

Ahead of submitting the revised plans to LBRuT, the Applicant sought to re-engage with the community and stakeholders to provide an update on the revised schemes and discuss next steps.

Owing to the nature of the site, its location and planning history, this engagement on the revised plans has focused on near neighbours and key stakeholders with a demonstrable interest in the site. This approach to community engagement has enabled the Applicant and project team to engage with these stakeholders in a personable and neighbourly manner, providing detailed briefings on the revised plans at both face-to-face events and through online channels.

## 1.1 Site location



Aerial view of the area with former Greggs Bakery site denoted by the red outline



**Site:** Greggs Bakery Site and No 2 Gould Road, Twickenham, TW2 6RT

The site is located south of the River Crane, north of Edwin Road in between Crane Road and Norcutt Road, in the London Borough of Richmond upon Thames. The 1.1 hectare site comprises of a vacant industrial and office buildings that were formerly used as production facilities by Greggs plc.

**Applicant:** London Square Developments Ltd

## 1.2 Approach

The Applicant set out to undertake a consultation with the local community and key stakeholders. Cascade devised a strategy for engagement on behalf of the Applicant which consisted of:

1. Targeted political engagement and briefings with key members, particularly the ward members and the Member of Parliament.
2. Informing and engaging stakeholders on the proposals through a briefing email, phone calls and offering meetings.
3. Engaging local residents through a community newsletter, email updates and inviting them to take part in a community event and online consultations.
4. Providing ongoing updates to local stakeholders.



The public consultation event in March 2022



## 2.0 BACKGROUND

### 2.1 Previous application

The refused application (ref 9/0646/FUL) sought to transform the former Greggs Bakery site by bringing forward 116 new homes, including 9 affordable rent and 34 shared ownership homes on site, alongside affordable workspace and extensive landscaping providing public access to the River Crane – including an area of land safeguarded for a new pedestrian footbridge.

### 2.2 Earlier community and stakeholder engagement

The consultation on the previous application reflected the Applicants strong commitment to working with the community and stakeholders at every stage of a development proposal.

Consultation in 2019 included:

- Door knocking neighbouring properties to the site.
- Individual meetings with near neighbours, local groups and political stakeholders.
- Community newsletters delivered to over 1,500 households and businesses.
- Freephone number and email address to field any queries.
- Dedicated project website, hosting all consultation material and updates.
- Two-day public exhibition in December 2018.

The public engagement process demonstrated support for the principle of redeveloping the site for residential use and for removing an unneighbourly existing use. A summary of our key findings from the public consultation carried out over November and December 2018 includes:

- Over **69%** of responses supported the principle of redeveloping the site for residential use.
- Over **73%** of responses ranked retention of heavy industrial use at the site as not important or not very important.
- Over **71%** of responses supported the provision of new homes in the local area.

In addition, an independent survey carried out by Crane Road residents in January and March 2019 found that 55% of those questioned were in favour of the proposals. 55% of respondents cited redevelopment of the derelict site as a benefit of the plans, whilst 28% cited the residential use and creation of more housing.



Consultation events in December 2018

### 2.3 Summary of the proposed schemes

The public consultation and engagement with stakeholders in 2020 provided the opportunity for all parties to provide feedback on both of the proposed schemes. These are detailed below:

#### Scheme 1



##### Overview

- 97 new homes, including 20% affordable
- Affordable homes comprising 13 shared ownership and 7 affordable rented homes
- 883m<sup>2</sup> GIA industrial space - Use Class E(g)(iii)
- 83 residential parking spaces
- 1 car club space
- 22 industrial parking spaces
- 212 cycle parking spaces, including 12 for the industrial units
- 4 HGV loading bays
- 2 to 5 storeys in height across the site

#### Scheme 2



##### Overview

- 116 new homes, including 50% affordable
- Affordable homes comprising 11 shared ownership and 47 affordable rented homes
- 175m<sup>2</sup> GIA affordable workspace - Use Class E
- 100 residential parking spaces
- 1 car club space
- 1 accessible parking space for the workspace
- 232 cycle parking spaces
- 2 to 5 storeys in height across the site





**Planning application description of development:**

*Demolition of existing buildings (with retention of a single dwelling) and redevelopment of the site to provide up to 97 residential units and 883 sq.m industrial floorspace (Use Class E) with associated hard and soft landscaping, car parking and highways works and other associated works.*

**Planning application description of development:**

*Demolition of existing buildings (with retention of a single dwelling) and redevelopment of the site to provide up to 116 residential units and 175 sqm commercial floorspace (Use Class E) with associated hard and soft landscaping, car parking and highways works and other associated works.*

### 3.0 STAKEHOLDERS AND CONSULTEES

The consultation was target focussed with neighbours and key stakeholders. Below is a list of political and community stakeholders who were engaged during the pre-application stage.

**Political stakeholders**

- Ward members for South Twickenham, LBRuT
- Neighbouring ward members for West Twickenham, LBRuT
- Leader and relevant Cabinet Members, LBRuT
- MP for Twickenham

**Community stakeholders**

- The Twickenham Society
- Friends of the River Crane Environment (FORCE)
- Crane Road Residents' Association
- Friends of Twickenham Green

**Consultation area**



**Distribution area comprising 1,570 residential and business addresses**

The distribution area was drawn-up to ensure the newsletter reached as wide an audience as possible beyond the neighbours in close proximity to the site. The distribution area also aligned with the one used for the previous consultation in 2018. The wider distribution was carried out by door-to-door delivery to ensure receipt.

## 4.0 METHODOLOGY

### 4.1 Consultation approach

The Applicant recognised the importance of consultation from the outset; the following table sets out the pre-application consultation, with a detailed overview of those events included later in this report. This consultation follows the extensive engagement which took place in relation to the previous application, which broadly received local and stakeholder support.

A pre-application meeting was also undertaken with LBRuT, as detailed in the accompanying Planning Statement.

Pre-application engagement activity	Date
Meeting with the ward members for South Twickenham and West Twickenham	11/03/2022
Newsletter distributed to 1,570 addresses surrounding the Site with details of the proposals and consultation	11/03/2022
Launch of the dedicated project website	11/03/2022

E-newsletter update to project mailing list	12/03/2022
Public exhibition at Twickenham United Reformed Church	19/03/2022

### Newsletter – 11 March 2022

A printed community newsletter (see Appendix 1) was issued on Friday 11 March 2022 to 1,570 residential and business address around the site.

The newsletter informed residents and businesses that London Square were bringing forward revised proposals for the site, as well as setting out details of the upcoming public consultation.

The newsletter contained an outline of the plans with CGIs and contact details including an email address and telephone number for those who had questions. The [website \(www.londonsquaretwickenham.co.uk\)](http://www.londonsquaretwickenham.co.uk) was also included, so residents could view the proposals and leave feedback. The delivery of the newsletters was completed with GPS tracking to ensure they were received by local residents and businesses, particularly those closest to the site.



## Project website - 11 March 2022

A dedicated project page was set up ([www.londonsquaretwickenham.co.uk](http://www.londonsquaretwickenham.co.uk)) and launched on Friday 11 March 2022 to coincide with the distribution of the newsletter. The website included background to the proposals for the Greggs bakery site and details of the revised plans, as well as how residents and stakeholders could take part in the consultation and provide their feedback.

Following the public exhibition on Saturday 19 March, the website was updated with the exhibition boards, additional information and an online version of the feedback survey so residents could share their comments. This was to provide residents with a further opportunity to review the information and, for those unable to attend the public exhibition, to see the proposals as presented.

The website will be updated to reflect key milestones in the project, including the submission of the planning application.



### Former Greggs Bakery site, Twickenham

**Thank you for visiting our dedicated consultation page on the plans for the Greggs Bakery site in Twickenham**

#### Background

In February 2019 [London Square](#) submitted a planning application to deliver a residential-led redevelopment of the site, with 116 homes (including 40% affordable housing), affordable workspace on Edwin Road and extensive landscaping providing public access to the River Crane.



Screenshot of the dedicated project website

About

- [1 survey](#)
- [1 event](#)
- [Share](#)

[Take the survey](#)

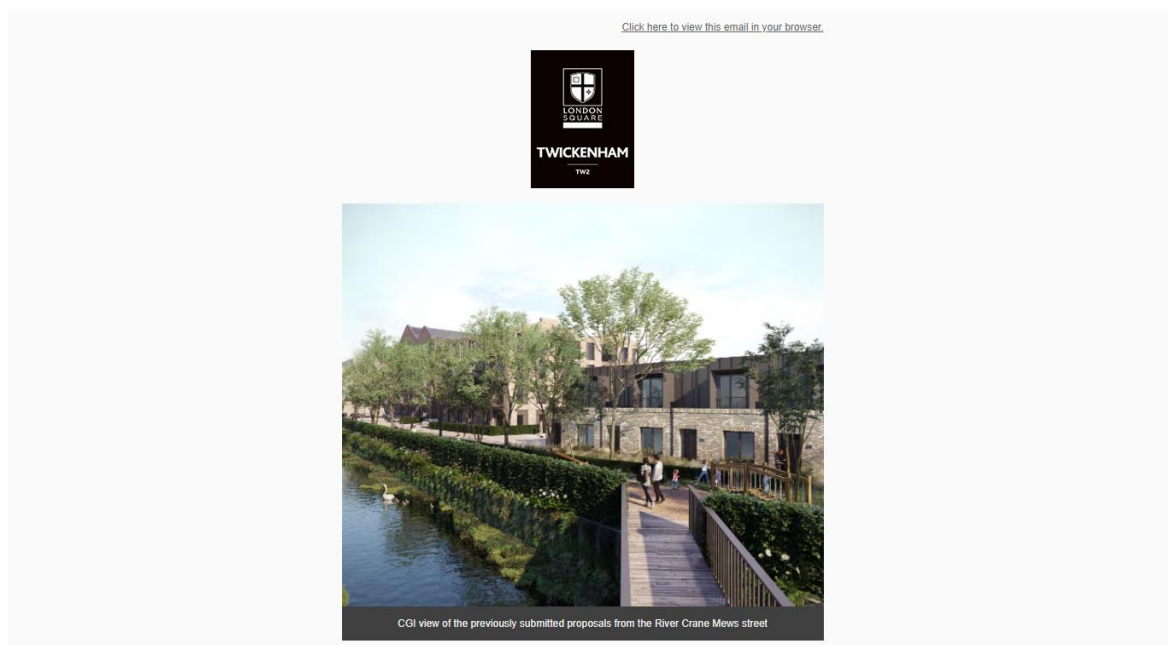
## Digital newsletter- 12 March 2022

During the consultation on the previous application, the project team collated contact details of residents and stakeholders who requested to be kept updated on the proposals via email.

In order to supplement the printed community newsletter, a digital version of the newsletter was issued to a mailing list of 139 recipients via Mailchimp on Saturday 12 March 2022.

To date (Thursday 7 April 2022) this e-newsletter has been opened by 80 recipients a total of 217 times, which suggests the email was forwarded and opened by a wider audience than the initial mailing list.

The e-newsletter can be viewed via the link below and a screenshot is also included below: <https://mailchi.mp/39e06dfb8f3a/greggsbakeryresidentupdate-1312330>



Dear Neighbour,

We are pleased to provide you with an update on London Square's plans for the former Greggs Bakery site on Crane Road.

Screenshot of the e-newsletter issued on Saturday 12 March 2022

### Public Exhibition – 19 March 2022

A public exhibition was held on Saturday 19 March 2022 at Twickenham United Reformed Church between 10am-3pm. Large boards with details of the two proposed schemes were displayed for members of the public to view the proposals.

These large, A0 size boards provided an overview of the plans, CGI images of the new buildings and amenities, details of the consultation and phone, email and website information for the public to contact to learn more.

These boards were uploaded to the consultation website after the public exhibition for members of the public to view at their leisure.

Members of the project team were in attendance to discuss the proposals with residents and answer questions. There was a total of **71** attendees during the event.



Printed questionnaires (see Appendix 2) were available for residents to complete and either leave in the ballot boxes provided or take home with a freepost envelope so that they could send them back to the project team at their leisure.



The consultation boards displayed at the public event on Saturday 19 March 2022

## 5.0 STAKEHOLDER ENGAGEMENT

The project team sought meetings with key local stakeholders to discuss the proposals and understand any areas of interest or concern. These meeting followed previous correspondence and dialogue between 2018-2020 in relation to the previous application.

### 5.1 Summary of stakeholder briefings

#### Meeting with the ward and neighbouring members – Friday 4 March 2022

##### Attendees:

- Councillor Michael Butlin – ward member for South Twickenham
- Councillor Alan Juriansz – ward member for West Twickenham
- Rhi Lee – Liberal Democrat candidate for South Twickenham
- Sanjay Sharma – London Square
- Pete Ladhams – Assael Architecture
- Charlotte Orell – DP9 Planning
- Sam Wilson – Cascade

##### Summary of discussion points

- Summary of the previous application, reasons for refusal and progress to date
- Feasibility of the schemes
- Overview of the two development proposals
- Affordable housing mix and tenures
- Timeline for a planning application and construction (should planning permission be granted)
- Upcoming consultation with residents and key stakeholders, as well as engagement with LBRuT planning department

#### Meeting with Munira Wilson MP – 30 March 2022

##### Attendees:

- Munira Wilson – MP for Twickenham
- Jo Humphreys – Parliamentary Assistant to Munira Wilson MP
- Sanjay Sharma – London Square
- Ed Sharland – Assael Architecture
- Sam Wilson – Cascade

##### Summary of discussion points

- Summary of the previous application, reasons for refusal and progress to date
- Overview of the two development proposals, including housing mix and tenures
- Timeline for a planning application and construction (should planning permission be granted)
- Overview of the consultation with residents and key stakeholders





## 6.0 CONSULTATION FEEDBACK

Detailed below is a summary of the feedback received via the the exhibition, Freepost and online survey, as well as key themes of discussions raised at meetings with stakeholders.

### Public consultation – March 2022

A questionnaire was provided at the public exhibition in March along with freepost envelopes for attendees to return their comments via Royal Mail. An online version of this questionnaire (hosted via Typeform) was published on the project website on Monday 21 March. As of Thursday 7 April 2022, **35** feedback forms have been received to date. A full summary of the feedback received to date is included below.

### Breakdown of responses

**Please indicate which of the following apply to you (tick all that apply)**

Answered: 35 of 35

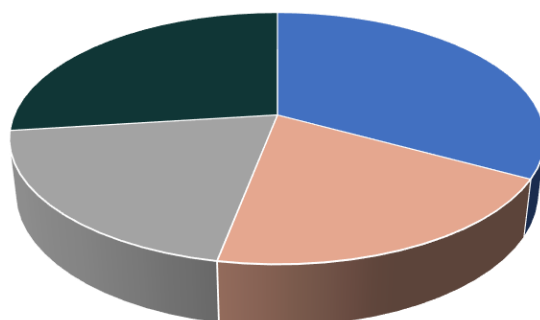
Answer	Frequency
I live locally	33
I work locally	7

Please note that respondents could provide more than one answer

**How long have you lived or worked in the area?**

Answered: 34 of 35

Answer	Frequency
20+ years	33%
10-20 years	20%
5-10 years	20%
0-5 years	27%

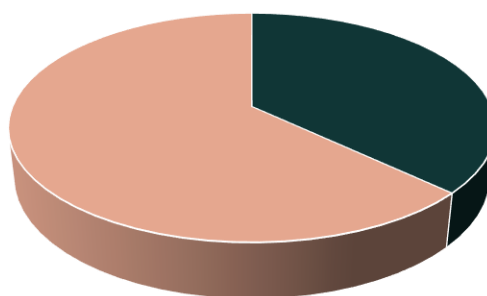


■ 20+ years ■ 10-20 years ■ 5-10 years ■ 0-5 years

**Did you take part in our previous consultation in 2018?**

Answered: 35 of 35

Answer	Frequency
Yes	37%
No	63%

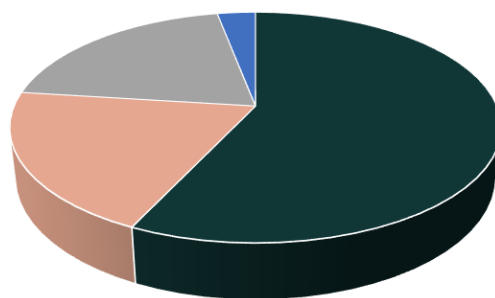


■ Yes ■ No

**Having viewed the proposals, which would you prefer to see come forward??**

Answered: 35 of 35

Answer	Frequency
The residential-led scheme	57%
The industrial-led scheme	20%
Neither	20%
Unsure	3%



■ Residential-led scheme ■ Industrial-led scheme ■ Neither ■ Unsure

**To date, 57% of respondents would prefer the residential-led scheme**

Reason for preferring residential-led scheme

Comment	Frequency
The site and area are unsuitable for HGV/lorry traffic associated to industrial uses <i>Note: many respondents cited the narrow roads, the quiet road for the nearby school and historic impact of Greggs lorries</i>	9
Lack of demand for industrial space locally, belief the area is not suited to industrial uses or highlighting availability of other spaces <i>Note: many respondents cited the conversion of nearby Crane Mews from as an example</i>	8
Need for more housing in the area	6
It is a residential area / neighbourhood and unsuited to industrial uses	4
Specific need for affordable housing in the area	3
Impact on Crane Road / Gould Road due to the single access for residential area in the industrial-led scheme	3
Proposed industrial units are ugly/poor design	1
Belief the residential-led scheme will be positive for the neighbourhood	1
Proposed access for the industrial-led scheme is adjacent to the home of elderly and disabled residents	1

**To date, 20% of respondents would prefer the industrial-led scheme**

Reason for preferring the industrial-led scheme

Comment	Frequency
Important to have business premises/space locally if affordable	1

Reasonable-sized industrial unit would make sense and will support the local economy	1
Residential-led scheme is overdevelopment of the site	1
Support the industrial-led scheme as it achieves the Council's aim for the site	1
Local roads and infrastructure cannot support the residential-led scheme	1

**To date, 20% of respondents would prefer neither scheme to come forward**

Reasons for this answer

Comment	Frequency
Concerns related to the increase in traffic locally and impact on local roads	3
Insufficient parking in both schemes	3
Too many buildings and houses not in keeping with local area	2
Height and massing of the residential scheme	2
Preference for green space rather than unaffordable homes	1
Potential impact on parking locally outside of permit hours	1
Concerns related to access during the construction stage	1
Impact of lighting on the dark corridor along the River Crane	1
Lack of community space in both schemes	1

To date, 3% of respondents are unsure on a preference for the site to come forward but did not provide any written comments.

**Respondents were also provided with space to provide any further comments.**

These have been summarised below:

Comment	Frequency
Concerns related to level of parking proposed in the residential-led scheme <i>Note: respondents noted the preference for the current CPZ times to be extended</i>	5
Preference for more trees and planting, less development	2
Support for the design of the residential-led scheme, in keeping with the area	2
Concerns related to the density of the residential-led scheme	2

Pedestrian bridge link would be a benefit to the community and preference for this to be a commitment of the schemes	2
Existing site is an eyesore / existing site is a nuisance	2
Lack of play space within either scheme for families	2
Preference for the entire site to be industrial space	1
Need for homes in the area	1
Specific need locally for affordable homes	1
Would like to see a form of commercial space to support local jobs	1
Would support the residential-led scheme and oppose the industrial-led scheme on the grounds of safety and amenity	1
Suggestion of a safe pedestrian access to the residential area of the industrial-led scheme from Edwin Road	1
No need for industrial space or warehouses	1
Concerns related to impact on local sewers	1
Great opportunity to provide some community space within the schemes	1

**Below is list of quotes from some of the respondents:**

*"Fantastic design and in keeping with local area"*

*" Small industrial unit makes sense with industrial access"*

*"Love the design of the residential street"*

*"Retaining some industry is important for the area"*

*"I am strongly supportive of the residential led scheme"*



## 7.0 RESPONSE TO FEEDBACK

The Applicant and the project team have reviewed and considered all feedback received to date.

Overall, the majority of respondents (57%) have expressed support for the high-quality residential-led redevelopment of the site. Many respondents have highlighted the unsuitability of the site for industrial use and, particularly, the local road network being unsuitable for the associated traffic such as HGVs. This is reflective of the sentiment of most discussions at the public consultation event in March 2022, and former consultation feedback received in relation to the previous application.

Notwithstanding this, a number of consistent themes have been highlighted in the community comments and responses to feedback are set out below:

### Highways, access and parking

Respondents raised comments regarding access to the site and the potential impact of additional traffic on surrounding roads, with specific mentions of Crane Road, Gould Road and Edwin Road.

The Applicant's appointed transport consultants, Velocity, have undertaken an assessment of the potential changes in the number and types of vehicle movements associated to both the schemes. This analysis shows that when compared to when the site was fully occupied as a bakery, both schemes are predicted to result in a net reduction of vehicle trips during both the morning and evening peak periods.

Traffic modelling has also informed the quantum of the development proposed. The scheme will provide the maximum amount of high-quality industrial floor space without creating an adverse impact on highway safety.

In addition, there is no anticipated impact on local car parking provision as new residents will be prevented from obtaining parking permits for the local Controlled Parking Zones (CPZ). Adequate car parking is proposed both schemes, in addition to encouraging sustainable transport through cycle parking places. The level of car parking proposed has also been discussed with Richmond's highways team and was considered acceptable as part of the determination of the previous application.

A number of respondents highlighted a preference for the restricted parking times of the CPZ to be extended and reduce the potential impact on parking availability outside restricted hours, CPZs are a function of LBRuT and this is something the Council could implement.

For further information in relation to transport and highways, please see the submitted Transport Assessment prepared by Velocity.

## Height and massing of the proposals

During the pre-application consultation on the previously refused application, the Applicant and project team worked very hard to address concerns associated to the height and massing of the scheme, as well as the potential impact on neighbouring amenity.

A number of changes were made to address these concerns, and these have been incorporated into both the schemes. These included:

- Adjustments to the massing and boundary treatment at the junction of Gould Road and Crane Road, including the removal of the communal roof terrace and balconies.
- Introducing privacy treatments across the wider site, such as opaque glazing and oriel windows to help preserve amenity for neighbours.
- Redesign and reduction in height of the building backing onto Gould Road to reduce impact on neighbours.
- Amendment to the roofscape and materials of the riverside building to improve its relationship with the existing streetscape.
- Existing boundary wall with Crane Road properties raised to further protect from overlooking.

The height and massing of the residential properties is unchanged from the refused application. As part of this application, LBRuT officers supported the proposed height ranging from 2-5 storeys and this was not a reason for the refusal.

The height of the industrial building within the scheme is a similar height to the proposed mews houses and allows for a mezzanine floor to accommodate administration or office space.

A full daylight and sunlight assessment has been undertaken showing that both schemes have negligible impact on surrounding properties, whilst delivering an improvement for 30 neighbouring properties when compared to the existing buildings. The tallest element of the scheme (5-storeys at the north of the site) has also been positioned away from the existing properties. Most of the proposed buildings are also only two-three storeys.

For further information in relation to the design of the two schemes, please see the submitted Design Access Statements prepared by Assael Architecture.



## 8.0 FURTHER CONSULTATION

The Applicant and design team will continue to communicate with all stakeholders and ensure they are informed as the plans progress.

Further consultation will include:

- Submission updates to stakeholders.
- Further meetings with interested parties as required.





## 9.0 CONCLUSION

The Applicant has carried out a targeted and focussed programme of community engagement with relevant stakeholders, comprising newsletters, email updates and a public exhibition to display the revised proposals for the site and provide information.

This approach has been well-received by the majority of stakeholders and neighbours, and it was encouraging that over 60% of respondents did not take part in the previous consultation in 2018, suggesting increased reach of the consultation.

As previously noted, the majority of respondents (57%) have expressed support for the high-quality residential-led redevelopment of the site.

Many respondents highlighted the unsuitability of the site for industrial use and, particularly, the local road network being unsuitable for the associated traffic such as HGVs. Respondents also cited the need for more housing in the area and specifically affordable housing, which would be delivered as part of both schemes.

Both schemes have been submitted to LBRuT for consideration and the Applicant will ensure the community and stakeholders are kept up to date as the proposals progress.



## 10.0 APPENDICES

- **Appendix 1** – Community newsletter – March 2022
- **Appendix 2** – Public exhibition boards – March 2022