

SHURGARD SELF STORAGE

# STATEMENT OF COMMUNITY INVOLVEMENT



*LONDON BOROUGH OF  
RICHMOND UPON THAMES*



March 2024

# Table of Contents

**Executive Summary** .....3

**Contact**.....4

**Introduction**.....4

**Public consultation**.....4

**Results of Consultation** .....6

**Appendices**.....7

# Executive Summary

1.1 – This report provides details of the programme of community engagement undertaken by The Community Communications Partnership (The CCP) on behalf of Shurgard Self Storage (the Applicant) in relation to the proposed development of the land at 74 Oldfield Road in Hampton, within the London Borough of Richmond upon Thames.

1.2 – The proposals include a new self-storage facility, with parking and associated landscaping.

1.3 – The objectives of the consultation were to ensure that local residents, community groups, and elected representatives were fully aware of emerging development proposals and give to them the opportunity to provide feedback and express ideas.

1.4 – Engagement with politicians. There is ongoing engagement with Ward councillors and relevant members of the council's cabinet who are being informed about the plans, inviting feedback from them.

1.5 – Newsletter – A colourful leaflet delivered to neighbouring homes and stakeholder on 29<sup>th</sup> November 2023.

1.6 – Website – The Applicant hosted a consultation website (<https://shurgard-hampton.co.uk/>) to provide details of the application and methods for stakeholders to submit feedback alongside contact telephone numbers of the project team. This was made live on 29<sup>th</sup> November 2023

1.7 – Ongoing engagement – The Applicant welcomes all feedback received as part of the consultation programme and engagement will continue prior to and beyond submission of this planning application.

# Introduction

2.1. – This Statement of Community Involvement has been prepared by the Community Communications Partnership (the CCP) on behalf of Shurgard Self Storage (The Applicant). It encompasses the planning application being prepared for the land at 74 Oldfield Road, Hampton within the London Borough of Richmond upon Thames.

2.2 – This Statement provides details of the community consultation undertaken in relation to the development of the land at 74 Oldfield Road, Hampton and the comments and feedback received through this consultation.

## Public consultation

### **3.1. – Engagement with elected representative and stakeholders.**

The CCP is contacting local councillors and relevant members of the council's cabinet in order to secure the best end-result for the community.

### **3.2 – Newsletter.**

A newsletter was designed and distributed to local residents. Approximately 500 newsletters were delivered to properties around the site, and its main aim was to provide residents with the basic information about the proposed plans. This also included the economic and ecological benefits that the scheme offers. On the back of the newsletter, there is a QR code for the consultation website (<https://shurgard-hampton.co.uk/>) alongside contact information for the principal member of the CCP team responsible for this project.

### **3.3 – Website**

A website (<https://shurgard-hampton.co.uk/>) was commissioned to provide residents with more detailed information than what was possible to contain within a newsletter. This website includes the following sections:

- Introduction
- What are the proposals
- About Shurgard
- Benefits
- Moving Forward
- Feedback

As of 20<sup>th</sup> March 2024, the website has received 527 visitors.

### **3.5 – Methods of feedback**

Feedback through the consultation website (<https://shurgard-hampton.co.uk/>) that went live the same day that newsletters were distributed on 25<sup>th</sup> November 2023.

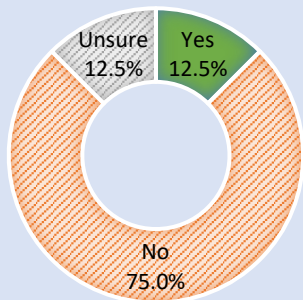
### **3.6 – Response from feedback forms and emails**

The newsletter promoted the website and 500 copies were delivered in the area around the proposed development. Of the 527 visitors to the website just eight local residents completed the feedback form. This would suggest that there isn't strong feeling against the development.

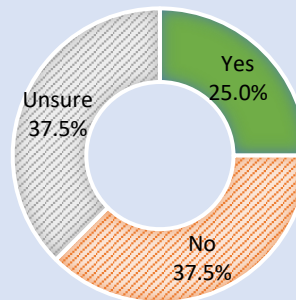
As shown in the results on the next page, respondents were slightly more supportive than not. Some comments expressed concerns about the massing, aesthetics, and potential traffic and that there were already self-storage facilities in the area. There was a question about how the landscape plan could minimise the development's effect on the street scene.

# Results of consultation

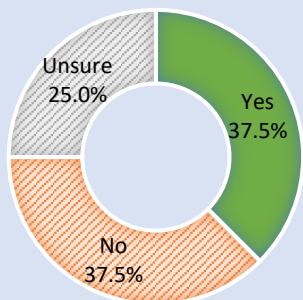
Do you feel that Hampton would benefit from the boost to employment facilitated by more self-storage capacity?



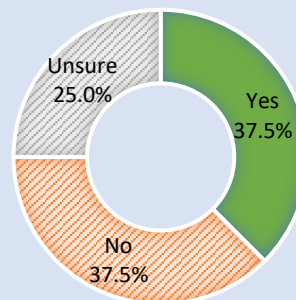
Do you feel that this is an appropriate use of the land?



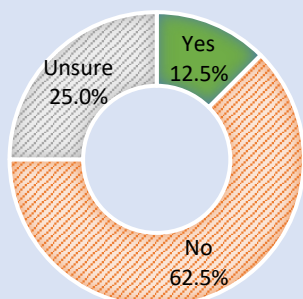
Do you have a preference for a quiet, low-impact self-storage facility over the current industrial use on the site?



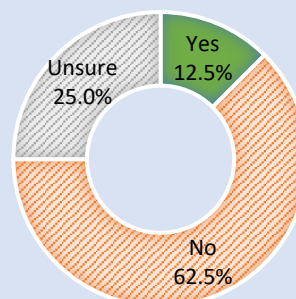
Do you feel that self-storage is an important asset for a local area to have?



Would you or anyone you know, be interested in renting a self-storage unit here for business use?



Would you or anyone you know, be interested in renting a self-storage unit here for domestic use?



# Appendices

## 4.1 – Newsletter



Artist's impression of completed building

### What are the plans?

Shurgard operates circa 270 self storage stores in 7 countries in Europe with a growing presence across London and the Thames Valley. Shurgard UK Ltd are a leading provider of self-storage providing a highly professional, quiet and clean facility for individuals and businesses with extra space for belongings and/ or commercial goods.

Shurgard are excited to present proposals for a new self-storage facility, located on land released by Hilton Banks. The facility will bring a much needed boost to the local economy, and provide an excellent amenity to residents.

### Benefits of self-storage

Self-Storage units bring a variety of benefits to local communities. To name a few:

- Supports people during all major life events.
- Supports local businesses.
- Boosts indirect employment.
- Employs people locally.
- Quiet, clean use
- Low traffic generation (4-5 vehicle per hour avg.)
- Biodiversity net gain



### Sustainable design

The scheme will also enhance the site's environmental footprint considerably, with renewable, sustainable energy sources, a biodiversity net gain via a living roof and landscaping schemes.

This roof will provide a variety of habitats using local plant species. There will also be cycle parking provision for staff and customers and secure staff parking with electric charging points.

### Convenient access

The facility is in an excellent location for both local businesses and local customers. It will provide affordable and flexible storage for all, on short term agreements allowing customers to come and go, upsize and downsize their units as needs change.

## 4.1 – Newsletter

### Benefits of the scheme



More storage for local businesses, supporting local employment



Biodiversity net gain, using a biodiverse roof and landscaping



Renewable and sustainable energy sources



Quiet, clean use with low traffic generation

## SHURGARD

### SELF-STORAGE

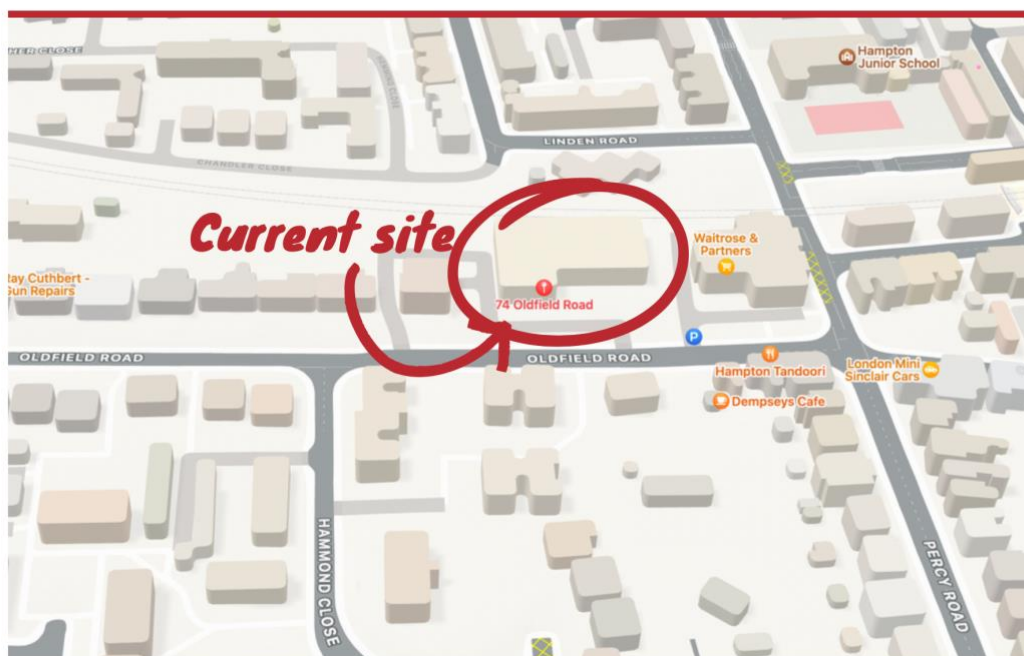
### Helping local business

The development will also increase indirect employment through multiple means. For example, approx. 20% to 30% of our customers are small and local business, in a standard store of 1,000. units this represents circa 200 to 300 businesses using the facility therefore supporting growth and job creation in the local area.

### We want to hear from you


This is your community, and we want to hear your views. To learn more about the proposals, please visit [www.shurgard-hampton.co.uk](http://www.shurgard-hampton.co.uk) or scan the QR code with the camera app of your smartphone.

On the website, you will also be able to complete a short survey to express your views on the proposals, which will help to shape the scheme going forward. You can also contact us at [jamesp@theccp.net](mailto:jamesp@theccp.net) or 020 4538 7200





## 4.2 – Website



Introduction
What Are The Proposals
About Shurgard
Benefits
Moving Forward
Feedback

### Introduction

Welcome to the consultation website for Shurgard, Oldfield Road.


Shurgard Self-Storage are seeking to carry out redevelopment at 74 Oldfield Road in Hampton, on a site located near the train station. The current intention is to provide Use Class B8 self-storage floorspace, along with a ground floor front of house. The current occupiers of this land are HB42, an organisation providing sealants, fillers, and other products for decorators. Shurgard are looking to redevelop the site with a brand-new modern building, working alongside the local community to deliver an important amenity.

We would like to work with Hampton residents to ensure everyone in the surrounding area is satisfied and included in the process. Below, you'll find more details of the proposals with a short feedback form at the end.

---

### What Are The Proposals?

The proposed site is located on 74 Oldfield Road, where land is being released by Hilton Banks. The facility will comprise 8,814 sqm of self-storage space. Redevelopment plans of the site pay careful consideration to design so that impact to the setting and local area are minimised, and the new facility fits in seamlessly with its surroundings. It will be a brand-new, modern building that breathes new life into Oldfield Road.



---

### About Shurgard

**Who are Shurgard?**

Shurgard operates circa 270 self-storage stores in 7 countries in Europe with a growing presence across London and the Thames Valley.

Shurgard UK Ltd are a leading provider of self-storage providing a highly professional, quiet, and clean facility for individuals and businesses with extra space for belongings and/or commercial goods.

---

## 4.2 – Website

### Benefits

- **Helping the Local Economy** – Dedicated self-storage facilities provide direct employment generation through operation of the site. A typical facility will create between 3-4 full time equivalent jobs. The development will also increase indirect employment through multiple means. For example, approx. 20% to 30% of our customers are small and local business, in a standard store of 1,000. In units this represents circa 200 to 300 businesses using the facility, supporting growth and job creation in the local area.
- **Convenient Access** – The facility will have pedestrian access from Oldfield Road, with a front-of-house store. As a result, it will be easily accessible for all local residents in need of affordable and flexible storage. For those looking to offset the stress of moving, Shurgard provides the perfect place to do so. For example, if you are downsizing and need to move into a smaller home speedily, the keeping your belongings in a self-storage facility provides an excellent solution.
- **Sustainable Design** - The scheme will also enhance the site's environmental footprint significantly with a biodiversity net gain via a living roof and landscaping schemes. This roof will provide a variety of habitats using local plant species. There will also be cycle parking provision for staff and customers, as well as secure staff parking with electric charging points.



### Moving Forward

This is your community, and we want to hear your views. Make your voice heard by completing the short feedback form at the bottom of this page.

## 4.2 – Website

### Feedback

"\*" indicates required fields

Do you feel that Hampton would benefit from the boost to employment facilitated by more self-storage capacity? \*

Select option

Do you feel that this is an appropriate use of the land? \*

Select option

Do you have a preference for a quiet, low-impact self-storage facility over the current industrial use on the site? \*

Select option

Do you feel that self-storage is an important asset for a local area to have? \*

Select option

Would you or anyone you know, be interested in renting a self-storage unit here for business use? \*

Select option

Would you or anyone you know, be interested in renting a self-storage unit here for domestic use? \*

Select option

Additional comments

Name \*

First

Last

Email \*

Postcode \*

I agree to be contacted about the proposals for Shurgard Hampton. We will keep your information on file until the development is complete. We will NOT pass your details to ANY third party and you can be removed from the e-mail list by contacting [GDPR@shurgard-hampton.co.uk](mailto:GDPR@shurgard-hampton.co.uk).

I agree

Submit

[Privacy Policy](#) | [Cookie Policy](#) | [The CCP](#) | [Shurgard Self Storage](#)

This website uses cookies to improve your experience. By using this website you agree to our [Cookie Policy](#).

Accept all