
Statement of Community Involvement

42 High Street,
Teddington

February 2024



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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 Application being submitted by Unico Developments Ltd (the Applicant) to the London Borough of Richmond upon Thames (LBRuT).

This report sets out the community consultation and stakeholder engagement undertaken in relation to the detailed proposals for the former HSBC site at 42 High Street, Teddington, London TW11 8HA (the Site). The Applicant appointed Cascade in March 2023 to assist with the community and stakeholder engagement for the proposals.

The consultation process has reflected the Applicant's commitment to pre-application dialogue with the local community and stakeholders, particularly in responding to comments received previously from neighbours and Council officers.

This SCI is in accordance with the London Borough of Richmond upon Thames' own Statement of Community Involvement guidance (adopted in December 2019):

'Developers are encouraged to consult neighbours and/or local amenity bodies before submitting an application, and some already carry out some promotional publicity. The Localism Act (2011) sets out requirements for preapplication consultation and the NPPF also encourages applicants who are not already required to do so by law to engage with the local community before submitting an application. The Local Validation Checklist requires all major developments to be accompanied with a Community Engagement Report.

In addition, the Council strongly encourages applicants of all other schemes to engage with the local community prior to submission. Developers will then be able to submit a consultation statement with the application, setting out who has been consulted and how, responses that were received and changes to the scheme that were made as a result.'

2.0 SITE INFORMATION

2.1 Background

The site is a corner plot on the south side of the High Street at the junction with Cedar Road, located in the Teddington High Street Conservation Area. The current building consists of two storeys with a flat roof but is of poor architectural quality, offering little to the character and appearance of the High Street and is in need of redevelopment. It is no longer fit for purpose and despite efforts by the owners, it has not been possible to let it in its current form since it was vacated by the HSBC Bank in 2017.

The site has been identified in the LBRuT 'Teddington Lock & High Street Study' as causing damage to the townscape quality and would benefit from redevelopment, its forecourt identified as in need of 'improvement' and being 'unattractive' and the location providing opportunity to enhance the conservation area.

The neighbouring building on the High Street is The Teddington Arms, with Edwardian terraced housing to the south of the site on Cedar Road. On the opposite side of Cedar Road is a car park that is dominated by tall mature deciduous trees on the corner with the High Street. These trees extend to some six or more storeys high, forming an important local characteristic.

2.2 Detailed plans for 42 High Street, Teddington

This application will see the removal of the current disused building to be replaced with a new retail space with eight new homes above, designed to complement the existing architecture of the conservation area.

The design of the building is in keeping with the main row on the High Street, adopting design features to continue the flow of the buildings from the other side of the neighbouring Teddington Arms.



Proposals for development at 42 High Street

Application description:

Redevelopment of site to provide a shop unit(s) (Class E) at ground floor and basement, and eight residential units over first, second and third floors, together with waste and cycle stores and other associated works.

2.4 Approach

The Applicant set out to undertake a thorough consultation with the local community. Cascade devised a strategy for community engagement on behalf of the Applicant, which was flexible in nature to allow maximum participation and accessibility. The consultation used a variety of forms of engagement to ensure residents and stakeholders were informed of the proposals and could provide their feedback. This consisted of:

- Informing stakeholders and residents of the proposals through a newsletter.
- Direct engagement and meetings with key stakeholders and groups, including the Teddington Society and local councillors.
- Providing the opportunity for interested parties to view the proposals via a drop-in event.
- Knocking on doors of residents and businesses in the streets around the site on the day of the consultation reminding them of the event.
- Allowing participants to provide their feedback via a dedicated consultation survey.
- Reviewing and responding to community feedback prior to submission of a planning application.

3.0 STAKEHOLDERS AND CONSULTEES

A letter was sent via email on 2 March 2023 to the below political stakeholders, with a meeting offer and update on the consultation event. Meetings took place on 14 April and 18 April with the political stakeholders.

The community stakeholders named thereafter were also sent information on the proposals and invited to the consultation event as well as an invitation to a meeting and presentation. A site visit and discussion with the community stakeholders took place on 5 May 2023.

3.1 Political stakeholders

- Councillor Martin Elengorn (Teddington ward)
- Councillor Phil Giesler (Teddington ward)
- Councillor Charlie Engel (Teddington ward)

3.2 Community stakeholders

- The Teddington Society

3.3 Consultation area



Distribution area comprising 589 household and business addresses surrounding the site

The map above illustrates the distribution boundary for the newsletter (Appendix 1), delivered by Lbox Communications on 5 May 2023.



4.0 METHODOLOGY

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.

Pre-application meetings were also undertaken with LBRuT officers, as detailed in the accompanying Planning Statement prepared by Montagu Evans.

Pre-application engagement activity	Date
Correspondence issued to political and community stakeholders	02/03/2023
Site visit and meeting with Councillor Giesler and Councillor Engel	14/04/2023
Online meeting with Councillor Elengorn and Council officer Thomas Faherty	18/04/2023
Site visit and meeting with the Teddington Society	05/05/2023
Newsletter distributed to 589 household and business addresses surrounding the Site with details of the proposals and consultation	05/05/2023
Door-knocking of residents and businesses close to the Site ahead of the consultation event with second delivery of newsletter to these doors	17/05/2023
Consultation drop-in event	17/05/2023
Placing of boards on the exterior of the building to allow passers-by to see the proposals and respond to the consultation	30/05/2023
Update to Councillors Engel and Giesler	16/01/2024
Submission of planning application	February 2024

Door knocking – May 2023

On 17 May, before the drop-in consultation event, the Applicant organised door knocking of properties in the vicinity of the site to remind residents and businesses of the consultation. Properties on the following roads were visited in-person:

- Cedar Road
- High Street
- Vicarage Road

These streets were chosen due to their proximity to the site. Approximately 60 houses and businesses were visited. The residents and business owners were given a copy of the newsletter and advised of the consultation event details. Where there was no answer, a copy of the newsletter was posted through the door.

Drop-in event – May 2023

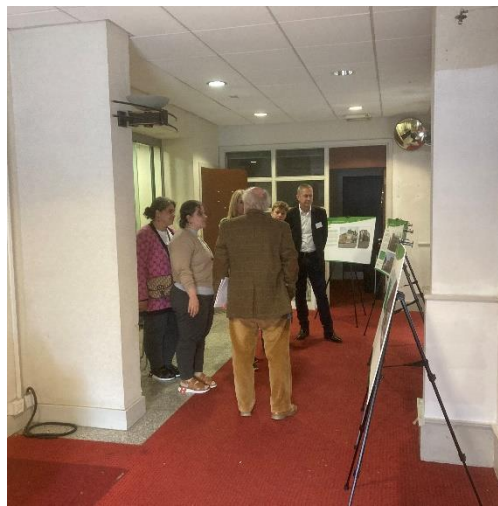
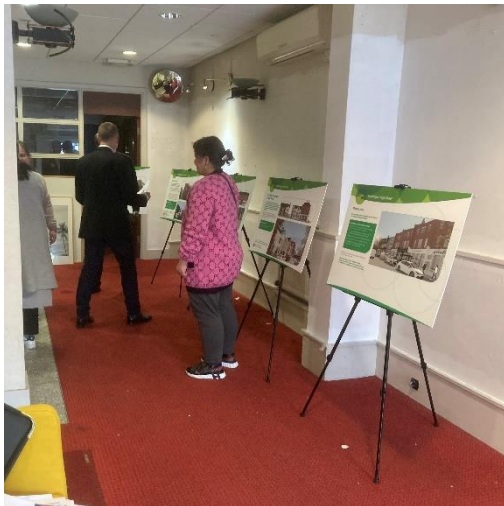
The drop-in event was held on Wednesday 17 May 2023 on site at 42 High Street, Teddington. This allowed neighbours to see for themselves the interior of the existing building.

Large display boards (see **Appendix 2**) with details of the proposed scheme were displayed for members of the public and local businesses to view and discuss with members of the project team.

The boards provided an overview of both the previous and the current plans, CGI images of the proposed building with views from the High Street and Cedar Road, details of the consultation contact phone number and email address and feedback information for people to be able to complete an online version of the questionnaire form to give their views.

Printed questionnaires (see **Appendix 3**) were available for attendees to complete and either leave in the ballot boxes provided or take home with a freepost envelope so that they could return them to the project team at their convenience.

There was a total of 73 attendees at the drop-in event.



Photographs from the consultation event in May 2023

The drop-in event was attended by the applicant, the Applicant, and key members of the project team including Chandler Browne (Architects) and Cascade (Community and Stakeholder Engagement).



5.0 STAKEHOLDER ENGAGEMENT

The project team offered meetings to a range of political and local stakeholders as part of the pre-application consultation. We have provided a summary below of those meetings which took place.

Teddington ward councillor meeting – 14 April 2023

Attendees:

Name	Role/Organisation
Councillor Charlie Engel	Teddington ward
Councillor Phil Giesler	Teddington ward
Haya AlRawaf	Unico Developments
Nouf AlRawaf	Unico Developments
Graham Allison	Montagu Evans
Eleanor Mazzon	Montagu Evans
Jeremy Chandler Browne	Chandler Browne Architects
Mark Gitsham	Cascade

The meeting took place at the site, 42 High Street, Teddington. The councillors were given a tour of the building and shown images of the previous proposals for the site and the new proposals.

Summary of key discussion points

- The importance of the development being in keeping with the conservation area.
- How the councillors felt this scheme would fit into the neighbourhood.
- What the homes would consist of and the need for more homes in this area.
- Details of the public consultation.
- Timeline for a planning application.



Teddington ward councillor meeting – 18 April 2023

Attendees:

Name	Role/Organisation
Councillor Martin Elengorn	Teddington ward
Thomas Faherty	Senior Planning Officer – Development Management
Haya AlRawaf	Unico Developments
Nouf AlRawaf	Unico Developments
Graham Allison	Montagu Evans
Eleanor Mazzon	Montagu Evans
Jeremy Chandler Browne	Chandler Browne Architects
Mark Gitsham	Cascade

This meeting took place online via Microsoft Teams. A presentation was given to the councillor and officer showing the new proposals.

Summary of key discussion points

- Local stakeholders to be involved in the consultation process, such as the Teddington Society.
- The way the new scheme fits within the Conservation Area.
- How and when the public consultation will take place.

It was agreed that dialogue would continue through the post-submission stage.



Teddington Society meeting – 5 May 2023

Attendees:

Name	Role/Organisation
Rosemary McGlashon	Teddington Society
Brian Bolam	Teddington Society
Graham Fraser-Watson	Teddington Society
Richard Baker	Teddington Society
Keith Atkinson	Teddington Society
Ken Howe	Teddington Society
John O’Neill	Teddington Society
Haya AlRawaf	Unico Developments
Nouf AlRawaf	Unico Developments
Graham Allison	Montagu Evans
Jeremy Chandler Browne	Chandler Browne Architects
Sam Wilson	Cascade

The meeting took place at the site, 42 High Street, Teddington. Attendees from the Teddington Society were given a tour and shown images of the previous scheme and the new scheme.

Summary of key discussion points

- Promotion of the community consultation and newsletter delivery.
- Interest in unit numbers and ground floor activation.
- Impact on car parking and condition on CPZ restrictions.
- Energy and sustainability credentials of the proposals.
- Construction methodology.
- Detail of elevations and shop fronts.

It was agreed that dialogue would continue through the post-submission stage.

6.0 RESPONSE TO FEEDBACK

The Applicant and the project team have considered all feedback received to date. The feedback and comments received during the pre-application consultation helped refine the plans ahead of submission.

Detailed below is a summary of the feedback received via the paper and online survey.

Public consultation – May 2023

A questionnaire was provided at the public exhibition in May 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.

As of 26 January 2024, 24 feedback forms have been received. A breakdown of the feedback received to date is included below.

Response to feedback

All of the attendees lived or worked close to 42 High Street, Teddington.

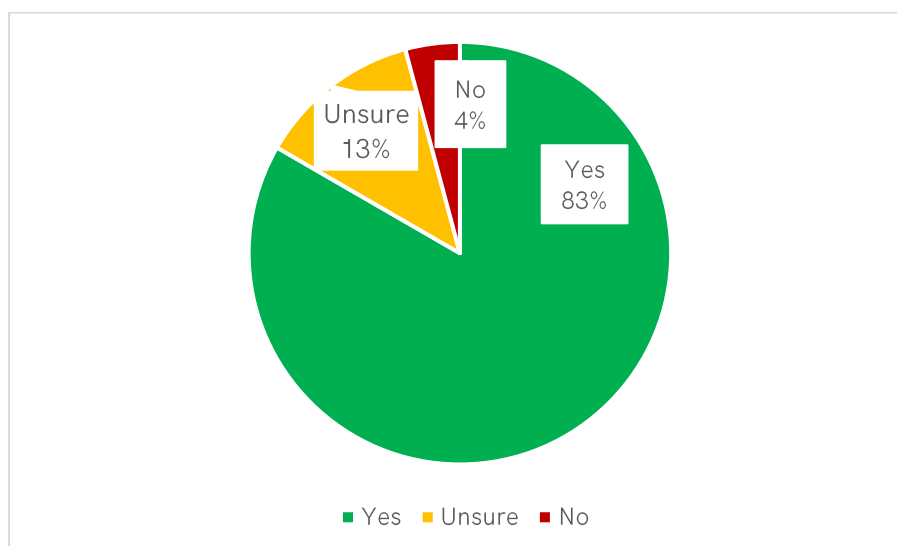
Do you support our proposals to remove the disused and derelict building and replace it with a new retail space and homes which compliment other buildings on Teddington’s High Street?

24 responses:

Yes - 20 (83.3%)

Unsure - 3 (12.5%)

No - 1 (4.2%)





Do you have any further thoughts about the proposals you have seen here today?

15 responses:

- It seems like a great improvement from last time.
- Prefer the new plans as more keeping with design of the area. Want to see this area redeveloped as looks awful at the moment, attracting graffiti and rubbish.
- About time! Looks great to me.
- Only that it is overdue
- The new more sympathetic scheme is preferable
- No
- Design looks reasonable and I'm happy with the architecture on the High Street and Cedar Road
- Lovely scheme. Please use brick in keeping with the current buildings, not ultra modern/council house stock. Thank you
- To be fair I appreciate your first proposal, especially the stepping up at the corner. However, your current design sits well in the street and will bring life to the street and local businesses. It is a good scheme.
- Concerned about access for the commercial unit
- A banking hub would be really useful. No more cafes please.
- I think the new proposal is well thought out and I feel it is a shame that there is a restriction on the use of the retail space.
- Good that it allows pets
- My main concern is relating to the proposal for 8 flats to be included in the new building and what consideration has been given to parking for this number of new residences. We already often struggle to park near our house, especially in the evening, and some parking spaces near us have been/are soon to be removed. So having cars for 8 more residences is likely to make things even more difficult.
- My house is at the end of 2 Cedar Road's garden and I am concerned about 8 flats being built that will have windows overlooking the back of my house and garden as it will reduce my privacy and make my house and garden feel more enclosed. It will also restrict my view of the high street and the trees that are at the junction of the high street and Cedar road.
- There is not enough parking as it is. All premises should be without parking.
- I think the proposals to bring both a new business and, importantly, some new housing is excellent! The high street is thriving with independent shops so a new one would be welcomed, and Teddington is in dire need of housing, with rent and house prices both extortionately high.

Which of the following is most important to you? (Please tick all that apply)

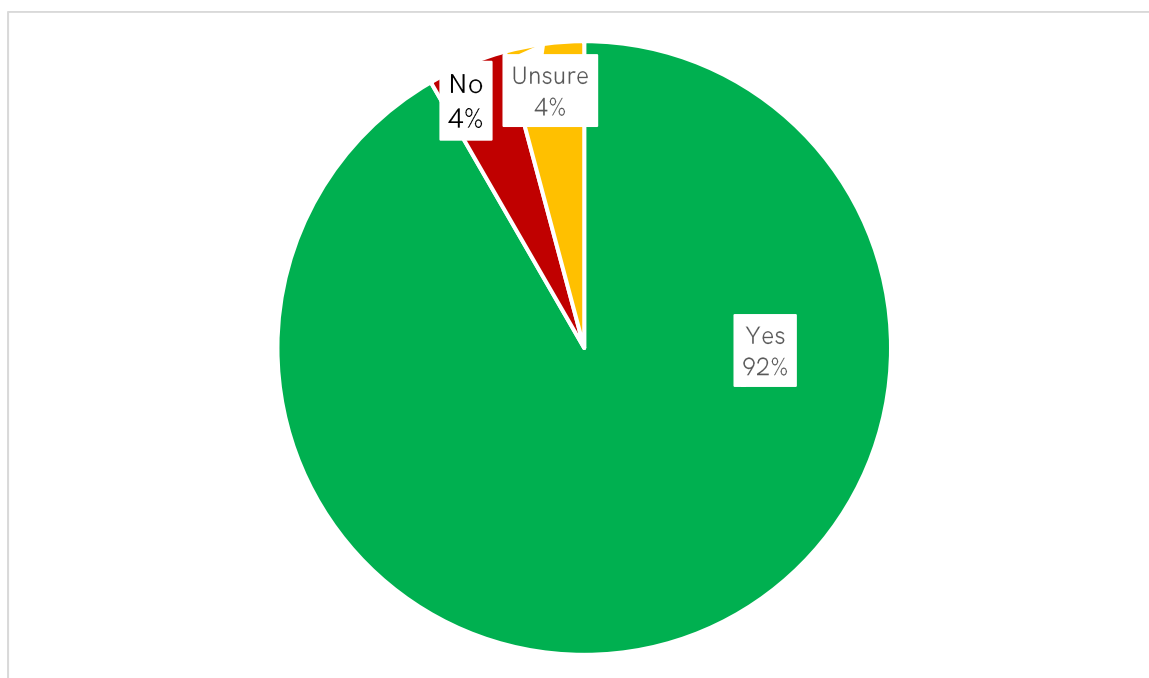
20 responses received:

- Ensuring that the design fits with the character of the High Street - 14 (70.0%)
- Improving the streetscape - 12 (60.0%)
- Providing new homes - 8 (40.0%)
- Providing a new commercial space on this corner of the High Street - 4 (20.0%)

Do you like the design of the proposed building at 42 High Street?

22 responses received:

- Yes - 22 (91.7%)
- No - 1 (4.2%)
- Unsure - 1 (4.2%)



Do you have any further questions or points you would like the project team to consider?

6 responses received:

- Good luck!
- No.
- All my questions were answered.
- My main concern is as above relating to the parking. I'd be interested to know what the commercial unit will be used for. It would be great to have something like a boutique cinema in Teddington.
- As well as the reduction in privacy, I am concerned about the noise of 1.5 years of construction as I regularly work from home.
- Parking - already mentioned.

The Applicant and development team have provided the following responses to the comments:

Comment	Applicant response
<p><i>My main concern is relating to the proposal for 8 flats to be included in the new building and what consideration has been given to parking for this number of new residences. We already often struggle to park near our house, especially in the evening, and some parking spaces near us have been/are soon to be removed. So having cars for 8 more residences is likely to make things even more difficult.</i></p>	<p>The proposed site is a town centre location and benefits from being a close proximity to existing rail and bus connections, which are within close walking distance.</p> <p>The site has a PTAL rating of 3, with 0 being the worst and 6b being highest. Public Transport Accessibility Levels (PTALS) are a detailed and accurate measure of the accessibility of a point to the public transport network, taking into account walking time and service availability.</p> <p>Whilst this may not preclude future resident from owning cars, it will likely dissuade them and promote sustainable modes of travel.</p> <p>In addition, new residents will be prevented from obtaining parking permits for the local Controlled Parking Zone (CPZ) in Teddington.</p> <p>Owing to the localised nature of Teddington High Street, visitors to the commercial space (regardless of tenant) will likely be drawn from the immediate area and are unlikely to have an impact on parking provision, particularly as the Cedar Road car park is located directly opposite the site.</p>

My house is at the end of 2 Cedar Road's garden and I am concerned about 8 flats being built that will have windows overlooking the back of my house and garden as it will reduce my privacy and make my house and garden feel more enclosed. It will also restrict my view of the high street and the trees that are at the junction of the high street and Cedar road.

The elevation on Cedar Road has been designed to complement the terraced houses along the street. It will provide a connection with the High Street at the corner before reducing in height to match the neighbouring residential buildings in Cedar Road.

The existing access between 2 Cedar Road and the rear of the site will be maintained at a distance of 3.4 metres.

Whilst the proposed development may affect existing views from the rear of properties in Christchurch Avenue towards the High Street and Cedar Road car park, it is important to highlight that views are not protected and this is a developed, urban environment that is characterised by terraced properties in close proximity.

Windows in the proposed development are located to provide necessary daylight and sunlight to the proposed homes, whilst maintaining amenity for existing neighbouring properties. A daylight and sunlight assessment has been undertaken and this demonstrates that the proposed development will have negligible impact on surrounding properties.

The distance between the rear of the proposed development and the nearest property in Christchurch Avenue will be 20 metres.

Whilst the proposal will present a new view of development, we believe this will be an improved outlook in comparison to rear of the existing, dilapidated building.



7.0 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 engaged during the pre-application process.
- Further meetings and presentations to interested parties as required.

8.0 CONCLUSION

The Applicant has carried out a programme of public engagement in an open and inclusive manner, to allow maximum participation. 589 households and businesses were informed of the proposals and provided with the opportunity to view the plans and provide their feedback at the public exhibition event held in May 2023.

The Applicant also held meetings with councillors and community stakeholders to inform them of the latest proposals, gauge their feedback, answer their questions and advise them of the wider consultation plans.

This proactive engagement with residents and community stakeholders has generated valuable feedback and strong relations with neighbours and stakeholders in the area around the High Street, Teddington.

The Applicant is committed to continuing to engage with the local community and key stakeholders to ensure that 42 High Street, Teddington, continues to deliver sustained social and economic benefits for the local community including new commercial space, eight new homes and a building in fitting with the conservation area.

The Applicant and the other development partners will continue to provide regular updates on the proposals for the site, including a e-newsletter at the point of submission.

9.0 APPENDICES

- **Appendix 1** – Consultation newsletter
- **Appendix 2** – Exhibition boards
- **Appendix 3** – Feedback form

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Teddington High Street



Dear Neighbour,

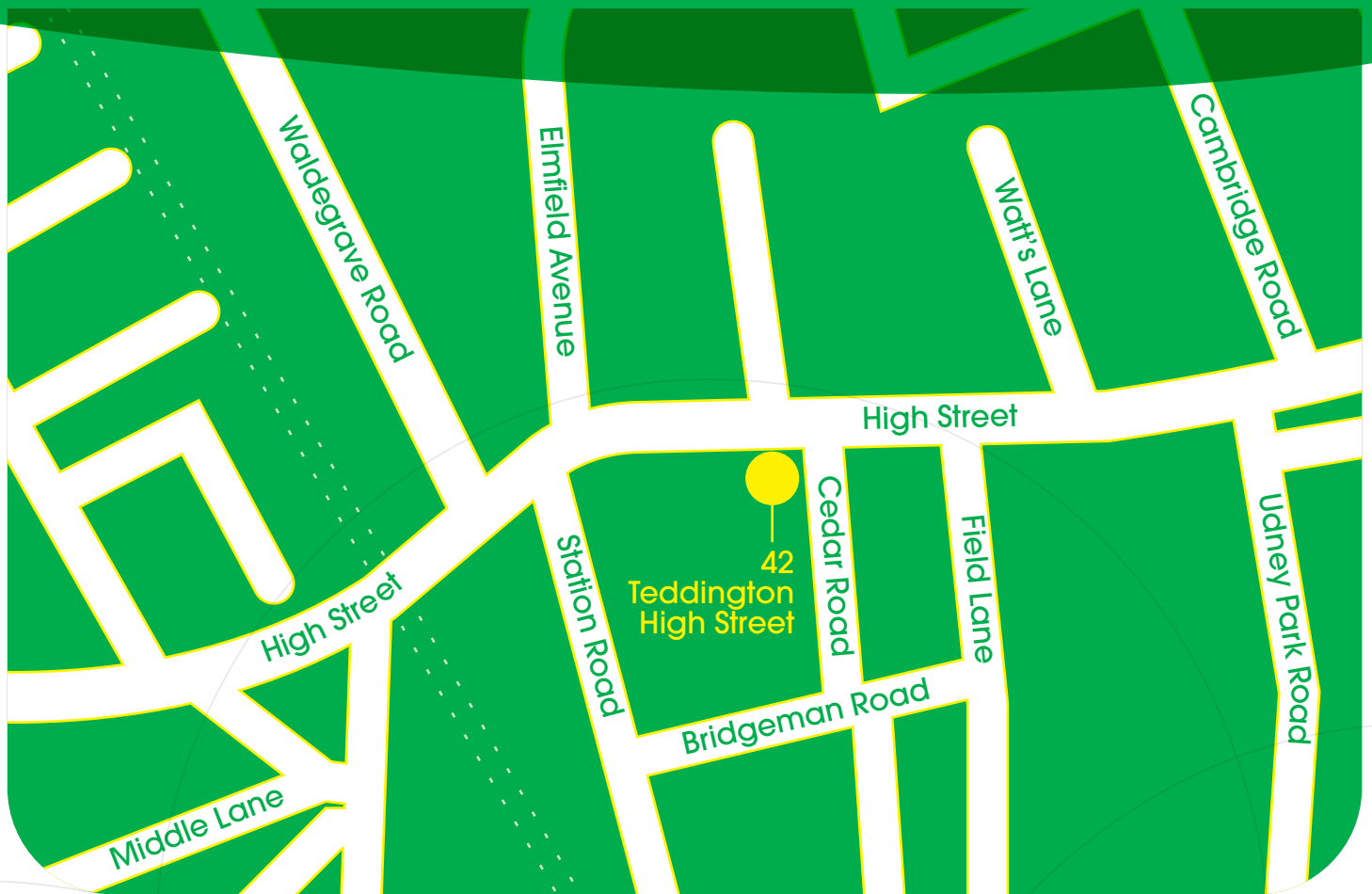
Unico Developments are bringing forward new proposals for the redevelopment of the former HSBC bank at 42 High Street, Teddington.

Our team has been working to design proposals which match the character and heritage of the area, whilst breathing new life into this corner of the High Street.

We would like to share our proposals with the community before submitting them to the Richmond Council later this year.

We are holding a drop-in consultation event in the former HSBC building on **Wednesday 17 May** where you will have the opportunity to see the plans and ask questions of the design team.

We are keen to hear your feedback on our proposals. Please see over for details of our drop-in event.



Our proposals include:

- Removal of the disused, derelict building from this prominent corner site
- A new retail space on the ground floor to complement Teddington High Street
- Eight new apartments above a commercial unit at ground floor
- A mixture of one and two-bed homes
- A design to complement the other buildings on the High Street

Come along to our consultation event

Date:

Wednesday 17 May 2023

Time:

4pm to 8pm

Location:

42 High Street,
Teddington

How to find out more

We hope you can come along on 17 May, but should you have any questions in advance, please contact us. If you cannot attend, information displayed at the event will be displayed on the building hoarding afterwards and copies will be available by email or post.



consultation@cascadecommunications.co.uk



020 7871 3565

Welcome

Thank you for attending our consultation today for the proposed plans for the former HSBC site at 42 High Street, Teddington.

The building is two storeys with a flat roof but is of poor architectural quality, offering little to the character and appearance of the High Street and is in need of redevelopment. It is no longer fit for purpose and despite efforts by the owners, it has not been possible to let it in its current form.

Since the bank left, we have been working on proposals for the redevelopment. You can see our latest plans here today, which we feel fit with the character of the High Street.

Our team is here to answer any questions. We would also appreciate your feedback in person or via our form, available here today.



Previous Plans

The owners have previously submitted proposals to Richmond Council for a more modern building on the High Street site.

The planning application was rejected, and a guideline was provided by the Appeal Inspector through pre-application meetings with officers, which the architects have followed for our latest proposal.

The original proposal also included an option for a restaurant at ground level with homes above. However, following a previous consultation, we have listened to local residents' concerns about the restaurant and will be making the commercial space available for retail instead.

Proposal highlights:

- Removal of the disused, derelict building from this prominent corner site
- A new retail space on the ground floor to complement Teddington High Street

You can call us on **020 7871 3565** or email us on **consultation@cascadecommunications.co.uk**



Scan this QR code to leave your feedback:



The New Proposals – High Street

Following consultation with Richmond Council, we are pleased to show you our new proposals today.

These proposals include a new retail space with eight new homes above and are designed to complement the existing architecture of the conservation area.

The design of the building is in keeping with the main row on the High Street, adopting design features to continue the flow of the buildings from the other side of the neighbouring Teddington Arms.

Proposal highlights:

- Eight new homes above the retail space
- A mixture of one and two-bed homes

You can call us on **020 7871 3565** or email us on consultation@cascadecommunications.co.uk



Scan this QR code
to leave your feedback:



The New Proposals – Cedar Road

The elevation on Cedar Road has been designed to complement the terraced houses along the street, providing a connection with the High Street at the corner before dropping down to match the neighbouring residential buildings.

Again, the architect has taken the design principles from the neighbouring houses to feed a connection and continuity into the style of the proposed scheme.

Proposal highlights:

- A design to complement the other buildings on the High Street

You can call us on **020 7871 3565** or email us on **consultation@cascadecommunications.co.uk**



Scan this QR code
to leave your feedback:



Thank you

We appreciate you taking the time to attend our consultation event today.

In summary, our proposals include:

- Removal of the disused, derelict building from this prominent corner site
- A new retail space on the ground floor to complement Teddington High Street
- Eight new homes above the retail space
- A mixture of one and two-bed homes
- A design to complement the other buildings on the High Street

We plan to submit the proposals to Richmond Council later this year.

We would like to know what you think. Please complete one of our feedback forms or speak to a member of our team here today.



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Teddington High Street Feedback Form

Thank you for attending our consultation event about our proposals for the former HSBC building on Teddington High Street.

Please provide your feedback on our plans which you have seen here today.

Name:

.....

Address:

.....

Postcode:

.....

Email:

.....

Phone:

.....

Can we contact you to keep you up to date on the progress of the proposals?

Yes No

Do you:

Live locally? Work locally? Belong to a local amenity group?

(if so, which one? _____)

Do you support our proposals to remove the disused and derelict building and replace it with a new commercial space and homes which compliment Teddington's High Street?

Yes No Unsure

Do you have any further thoughts on the proposals you have seen here today?

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