

Richmond Community Enterprise Campus Survey

Full Results Report - October 2014

1. Introduction

- 1.1. Richmond upon Thames College, Richmond Council, Clarendon School, Haymarket Media Group and Harlequins are working together to create an Education and Enterprise Campus on the College site on Egerton Road in Twickenham.
- 1.2. In April and May 2014 a consultation was carried out on the top level proposals, to provide residents, prospective parents and pupils with the opportunity to shape the plans as they evolve. Drawing on the findings from the consultation in April and May further work was then undertaken on the design and layout of the site. A further consultation was carried out in October 2014 to seek views on:
 - New developments and changes to the proposals for the Campus
 - The revised site layout plan of the Campus
 - Residential development proposals
 - The proposed access routes to the site
 - The proposed heights of buildings on the Campus
- 1.3. The findings from both consultations will be fed into the evolving proposals; the Richmond Education and Enterprise Campus (Richmond upon Thames College as Applicant) intend to submit an outline Planning Application for the College Site in early 2015.
- 1.4. Feedback from this consultation and ongoing engagement activity will help inform the organisations involved of residents' concerns and priorities prior to finalising options for the Campus. This report sets out the findings from the consultation activities carried out during October 2014.

2. Methodology

- 2.1. Two public drop-in sessions were held during October to provide residents and prospective parents of the school with the opportunity to: see the changes to the proposals since the last consultation and to discuss the proposals with senior members of Richmond upon Thames College; Richmond Council, Clarendon School, Haymarket Media Group and Harlequins; and to provide their views in order to help shape the plans as they evolve. Approximately 68 people attended the two sessions.
- 2.2. An online survey along with the consultation material that was available at the drop-in sessions was published on the Richmond Education and Enterprise Campus website from the 6 October to 7 November 2014. Paper copies of the survey were also made available at the drop-in session and on request.
- 2.3. A total of 73 people completed the survey with the vast majority (99%) completing it online and 1% returning paper copies. Percentages may not add up to 100 due to rounding or multiple responses, data tables are provided in Appendix A. The base that is stated in the data tables and on the charts is in the number of respondents that replied to each question.

2.4. During the consultation period an error was identified in the text for question 6, stating that the college propose to sell approximately 2 acres of land for residential development. The figure should have been 2 hectares (approximately 6 acres). A total of 57 responses had been collated at this point, 36 of these respondents provided contact details. Each of these respondents were contacted and asked if they would like to amend their response to this question. Three respondents replied and their response to question 6 was amended. The text on the online survey was also amended to include the correct figure.

3. Detailed Findings - Online Survey

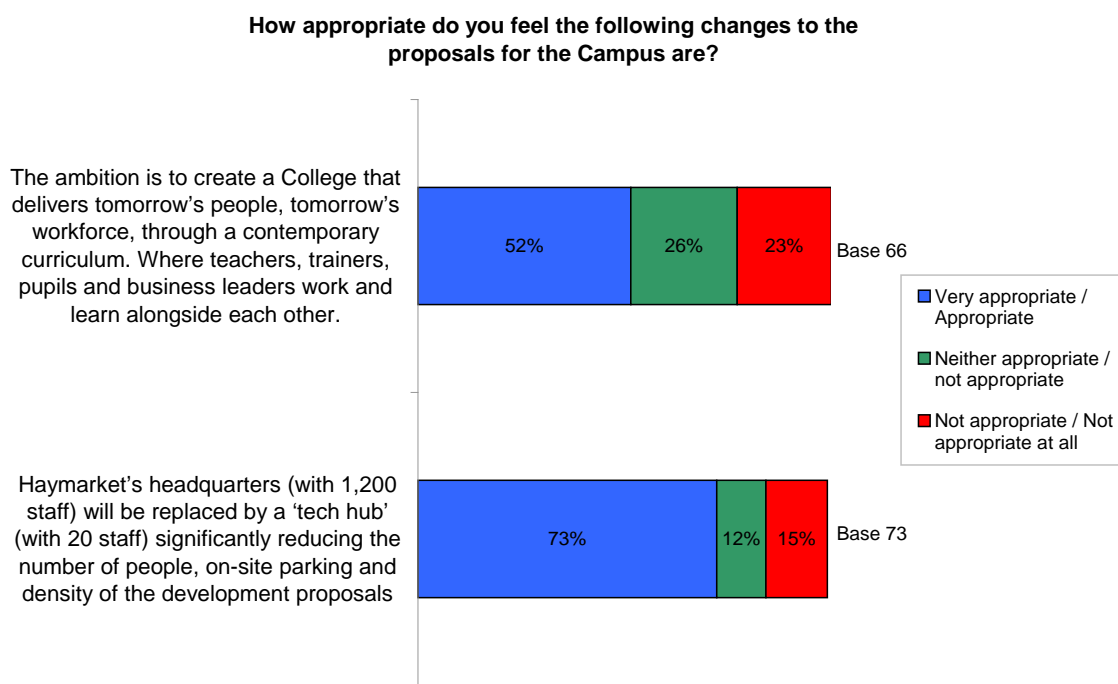
1.1. Profile of respondents

1.2. The vast majority (90%) of respondents were local residents and a third (33%) were a parent of a child at a primary school in the borough. Of the 65 respondents that provided their postcode 89% live in postcode TW2, while 11% live in TW1.

1.3. All of the respondents were aged over 25 years old. With 7% aged 25-34, 70% of respondents were aged 35-54, 13% aged 55-64 and 10% are aged 65 or over. There was a fairly even split in terms respondents gender (51% male, 49% female). Also the vast majority of respondents (93%) did not have a disability while 7% stated they did. Also around 95% of respondents were of White / White British ethnicity.

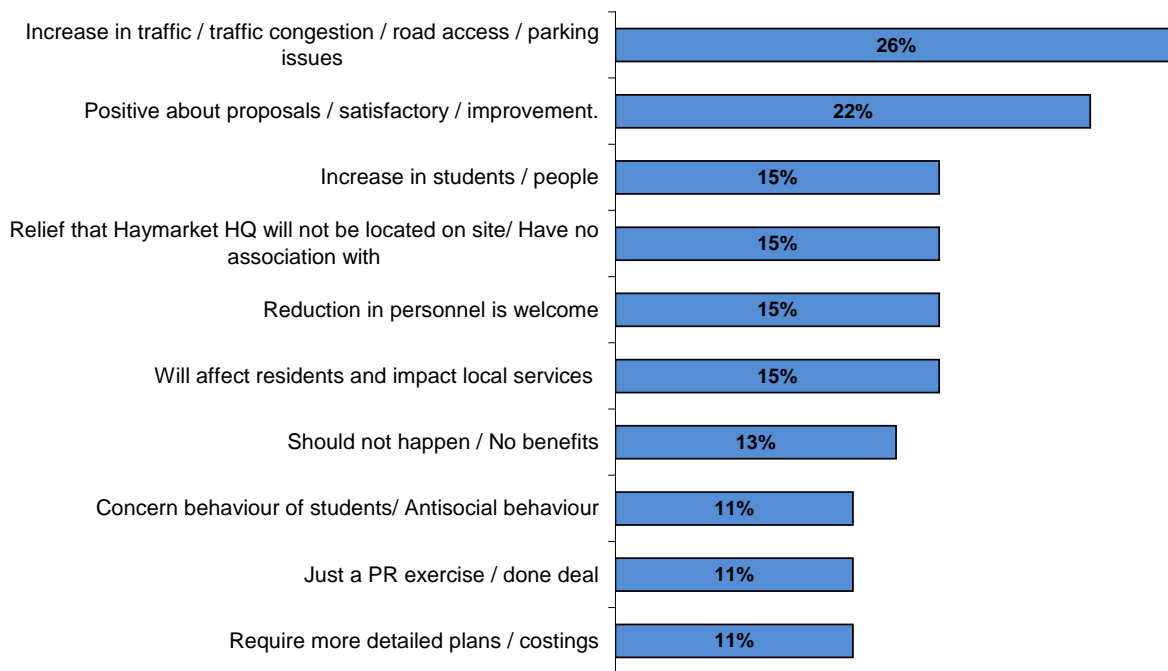
1.4. Changes to the proposals for the Campus

1.5. Respondents were first asked about how appropriate they felt a number of changes to the proposals for the Campus were. Around three quarters (73%) of respondents felt the changes in relation to Haymarkets Head Quarters were appropriate, with it being replaced by a technical hub, significantly reducing the number of people, onsite parking and density of the development. Around 15% of respondents did not feel this change was appropriate.



- 1.6. Around half (52%) of respondents felt the ambition to create a College that delivers tomorrows people and workforce through a contemporary curriculum (where teachers, trainers and pupils and business leaders work and learn alongside each other) was appropriate. While over a quarter (26%) felt this change was neither appropriate nor not appropriate and a similar proportion (23%) felt this change was not appropriate.
- 1.7. Respondents were then asked for any comments they had on the changes to the Campus proposals. A total of 46 respondents commented on this question and the chart below highlights the top ten themes that emerged.

Please state any comments you have on the proposed changes to the proposals for the Campus.



Base 46

- 1.8. The most frequently mentioned theme was concern about the increase in traffic, traffic congestion, road access or parking issues accounting for 26% of the comments made on this question. Some example comments are provided below:

“How will the infrastructure cope with this- our roads are clogged as it is- not helped by our traffic management system”

“There is likely to be considerable disruption to the narrow roads off Egerton Road and the roads closer to the A316 with younger Schoolchildren being dropped off and picked up during term time - even with deterrents”

“The development and the access to this new site will have a catastrophic effect on the local residents and roads. These changes will not change proposed access to the site”

- 1.9. The next most frequently mentioned theme (accounting for 22% of the comments) included positive comments about the proposals which they felt were more satisfactory or

an improvement from the previous proposals. Some example comments are provided below:

“Good to see fewer vehicles likely to be passing through the Heatham estate with the reduction in size of the Haymarket headquarters”

“It’s a great alternative that has taken into account local resident views”

“Creating such a Hub sounds right for the future of this engaged community”

- 1.10. There were also four themes that each accounted for around 15% of the comments on this question these included respondents welcoming the reduction in personnel; will affect residents and impact local services; concern about increases in students and people and comments on the relief that Haymarkets HQ will not be location on the site or calls for no association with Haymarket. Some examples comments are provided below:

“The reduction in the number of Haymarket personnel at the site is very welcome”

“..I also feel that as a minimum we need to be allowed access to at least a good part of the Craneford Way East playing field - otherwise it will look like Colditz and will be off limits to children, dog walkers, local fitness enthusiasts. (the new head was extremely defensive about this saying "the field is the property of the college and ours to do what we wish with". I use that area every weekend with my children - and see this as a significant issue worth fighting against...”

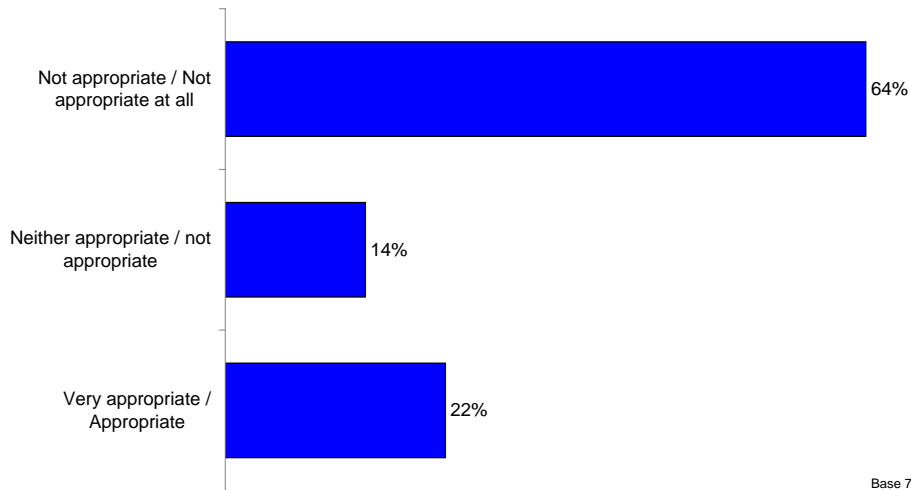
“I am pleased to hear that there will a significant reduction in the number of people, on-site parking and density of development due to the change to a Haymarket 'tech hub', but am concerned that this may be replaced with other development on the site, which will lead to additional people and traffic using local residential streets”

“I don't think there should be any association with Haymarket at all”

1.11. **Site design and layout**

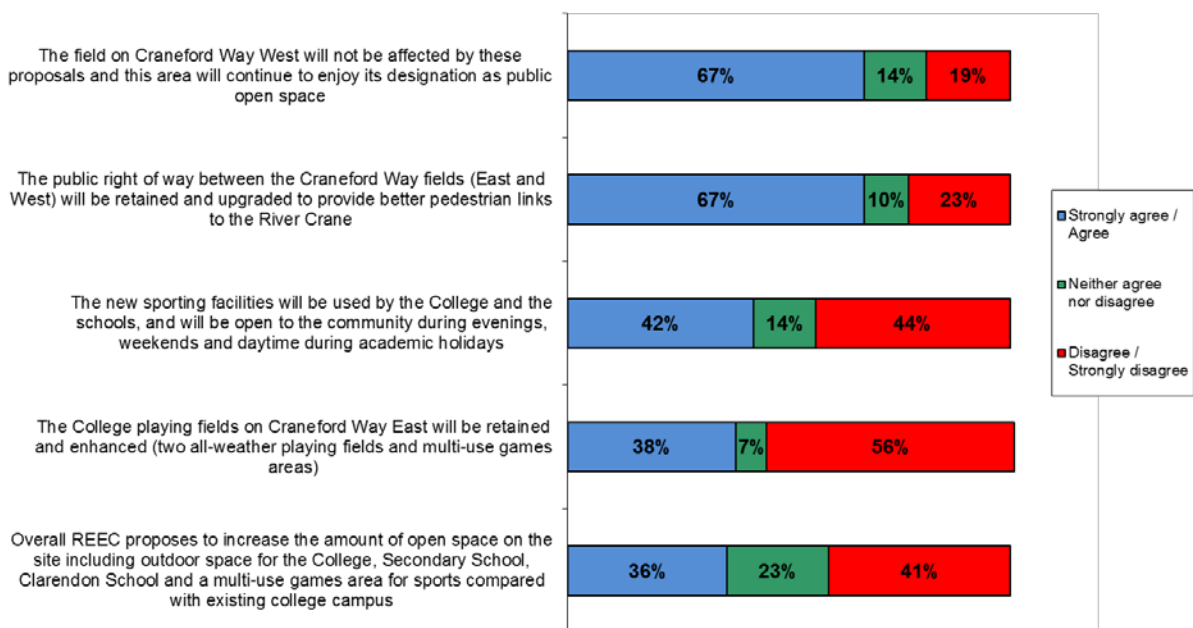
- 1.12. Respondents were then asked how appropriate they felt the proposed site layout plan was. Just under two thirds (64%) of respondent felt it was not appropriate while just over a fifth of respondents (22%) did feel it was appropriate and 14% felt it was neither appropriate nor not appropriate.

How appropriate do you feel the proposed site layout plan is?



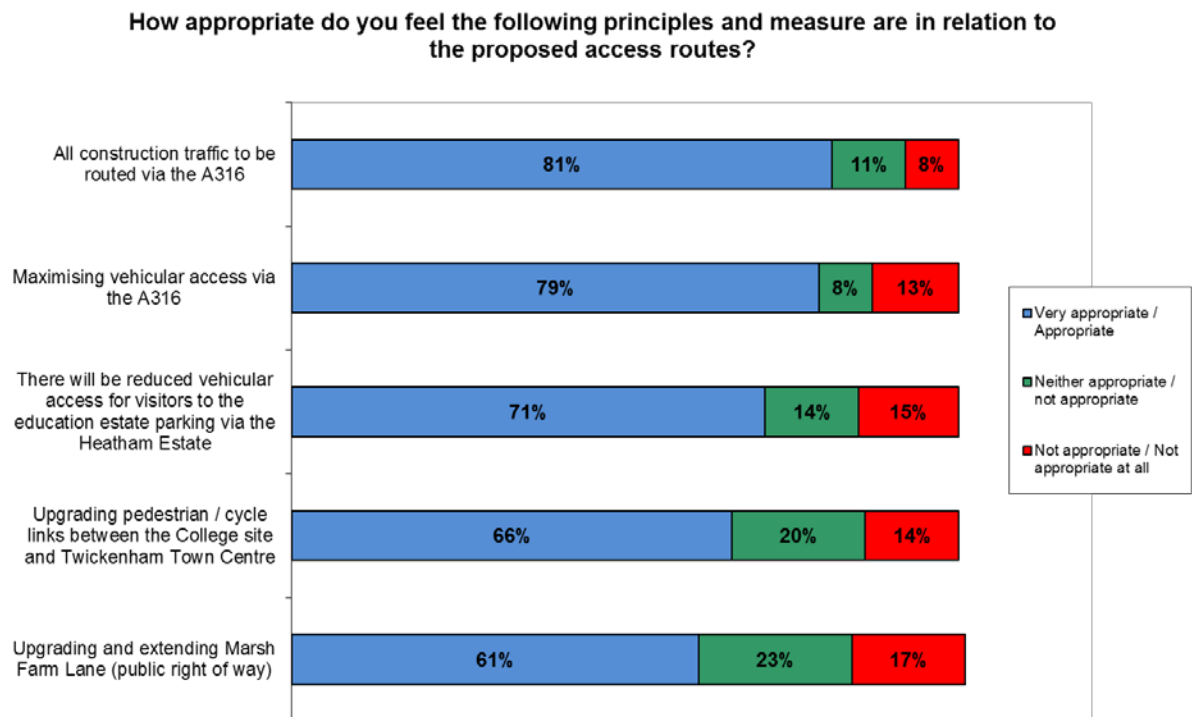
1.13. Respondents were also asked their views on a number of proposed measures to help address residents' concerns in relation to open space and Cranford Way (East and West). Over two thirds (67%) of respondents agreed that the measure that the field on Cranford Way West would be unaffected by the proposals and remain a public open space addressed residents concerns in relation to open space. While the same proportion (67%) agreed retaining and upgrading the public right of way between the Craneford Way fields to provide better links to the River Crane also address residents concerns. The chart below also shows how opinion on if the remaining three measures was much more mixed in terms of if they addressed residents' concerns in relation to open space. More respondents disagreed than agreed with each measure. In particular over half (56%) of respondents felt the measure to retain and enhance the College playing fields on Craneford Way East (two all weather playing fields and multi-use games areas) did not help address residents concerns in relation to open space.

Do you agree or disagree the following measures will help address residents' concerns in relation to open space and Cranford Way (East and West)?



Base: 73, 72, 72, 72, 73 respectively for each measure (top to bottom).

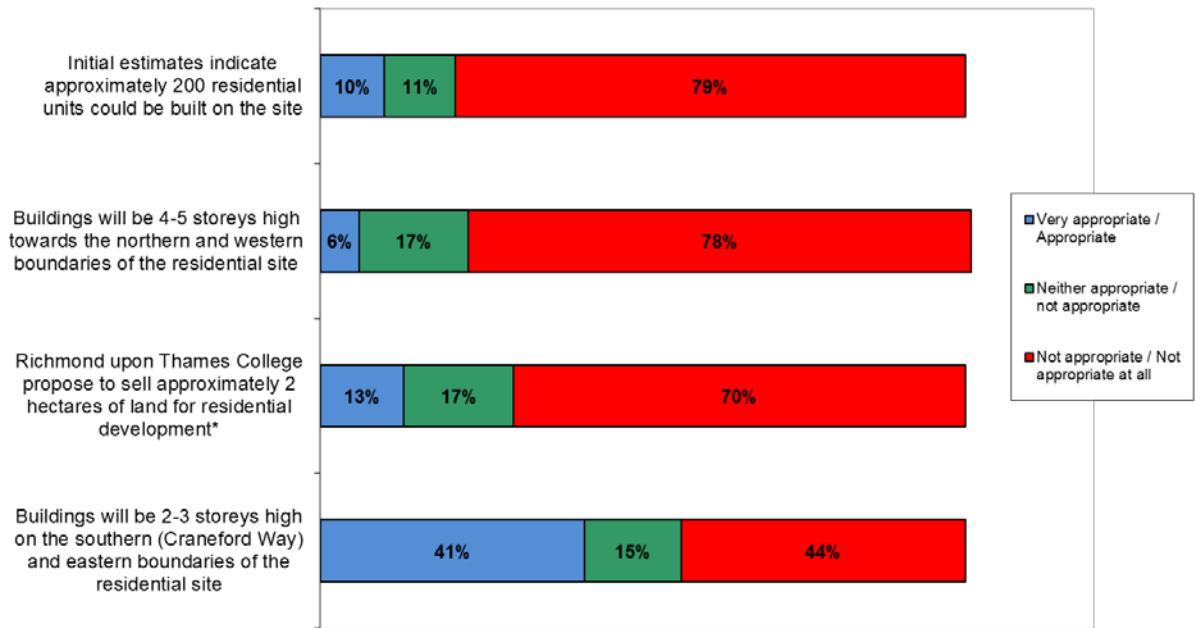
1.14. Respondents were next asked their views on principles and measures in relation to access routes. The vast majority of respondents (81%) felt all construction traffic routed via the A316 was appropriate, while a similar proportion (79%) felt maximising vehicular access via the A316 was appropriate. Around 70% of respondents felt reduced vehicular access for visitors to the education estate parking via the Heatham Estate was appropriate. While around two thirds (66%) felt upgrading the pedestrian / cycle links between the College site and Twickenham Town Centre was appropriate and 61% felt upgrading and extending the Marsh Farm Lane (public right of way) was appropriate (as shown in the chart below).



Base: 72, 72, 72, 71, 71 respectively for each measure (top to bottom).

1.15. In relation to the proposed residential development just under 80% of respondents felt it was inappropriate to for 200 residential units to be built on the site. A similar proportion felt it would be inappropriate for buildings 4-5 storeys high towards the northern and western boundaries of the residential site and around 70% of respondents felt it would inappropriate for the College to sell approximately 2 hectares of land for residential development. Opinion was much more divided on how appropriate is respondents felt it was to build 2-3 storeys high on the southern and eastern boundaries of the residential site. Around 41% felt this was appropriate while 44% did not (as shown in the chart below).

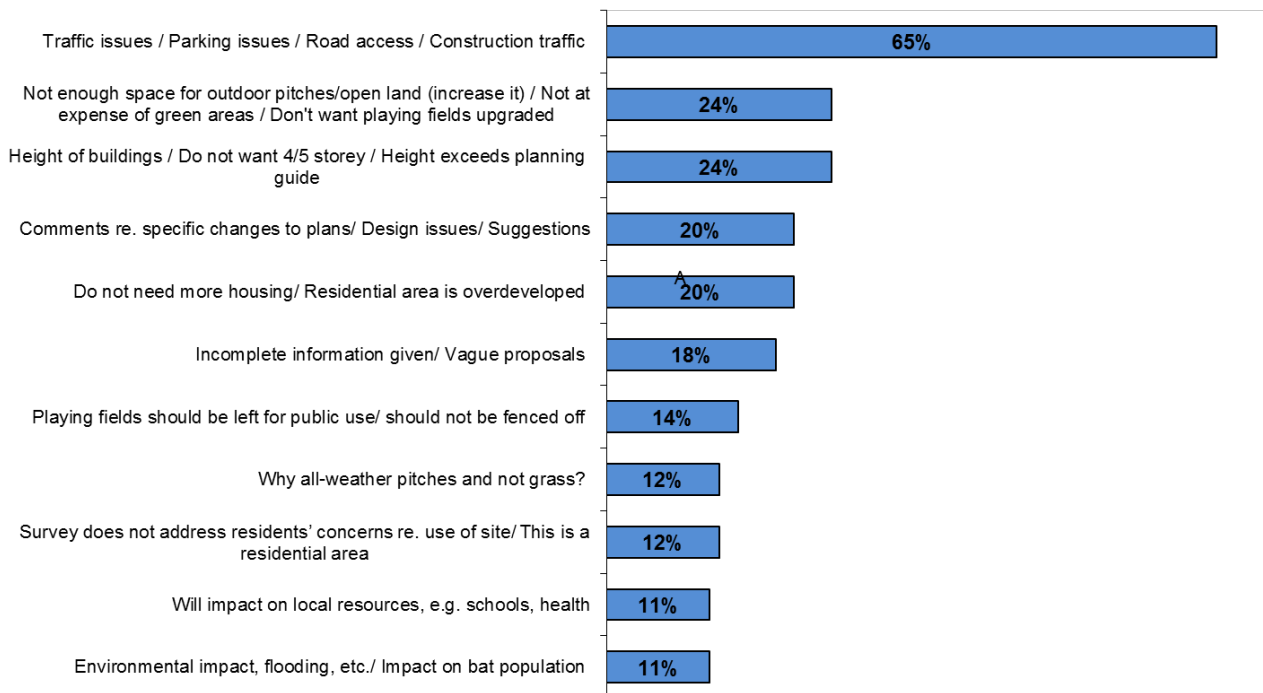
How appropriate do you think the following are in relation to the proposed residential development on the Campus site?



Base: 71, 72, 71, 73 respectively for each measure (top to bottom).

1.16. Respondents were also asked if they had any comments on the proposed site layout plan, open spaces, access routes and pathways, the proposed heights of the buildings or the residential development proposals. A total of 66 respondent commented on this question. The chart below highlights the top ten themes that emerged.

Please state any comments you have on the proposed site layout plan, open spaces, access routes and pathways, the proposed heights of the Campus buildings or the residential development proposals.



- 1.17. The most frequently mentioned theme related to traffic, parking, access and construction traffic (accounting for 65% of comments on this question). These included concerns about the impact of vehicle access via smaller residential roads such as Egerton, Craneford, Heathfield North and South, Court Way, Whitton Road, Dean Estate. Comments also related to concerns about traffic and access for the proposed residential development and requests for improvement to the access point at the A316 (right hand turn, roundabout etc). Some examples are provided below:

“...I'm also worried about the effect of a hugely increased volume of traffic via the 316, since that is the ONLY way to access the Dene Estate. I would like to see a right turn into the Dene Estate incorporated into the plans - without this, a bad situation will be made much worse”

“I am concerned about increased parking caused by people using the proposed all weather pitches in the evenings and weekends...I am concerned that access routes to the college have not sufficiently addressed residents concerns regarding traffic”

“Major concerns about the increased volume of traffic and a substantial in the roads adjoining the college particularly as there are no proposals to allow exit from the site directly onto the A316. The plans directly affect the one way system operating in Heathfields North South and Court Way. With traffic only able to leave the area via these three roads, there will be further hold ups along the Whitton Road which is already at a standstill in the mornings and evenings...”

“..constructing a roundabout on the A316 designed to take the majority of the traffic ingressing and egressing the site. The current proposal whereby one can only turn left into the development strikes me as ludicrous...”

- 1.18. The next two most frequently mentioned themes (each accounting for approximately 24% of the comments on this question) included comments relating to the height of the buildings and open space (space for pitches, increasing open land, don't upgrade pitches). Some examples are provided below:

“The proposed building heights exceed those proposed in planning guidelines”

“We don't want 4/5 storey high buildings”

“The number and density (height) of the new residential buildings does not seem appropriate for the local area”

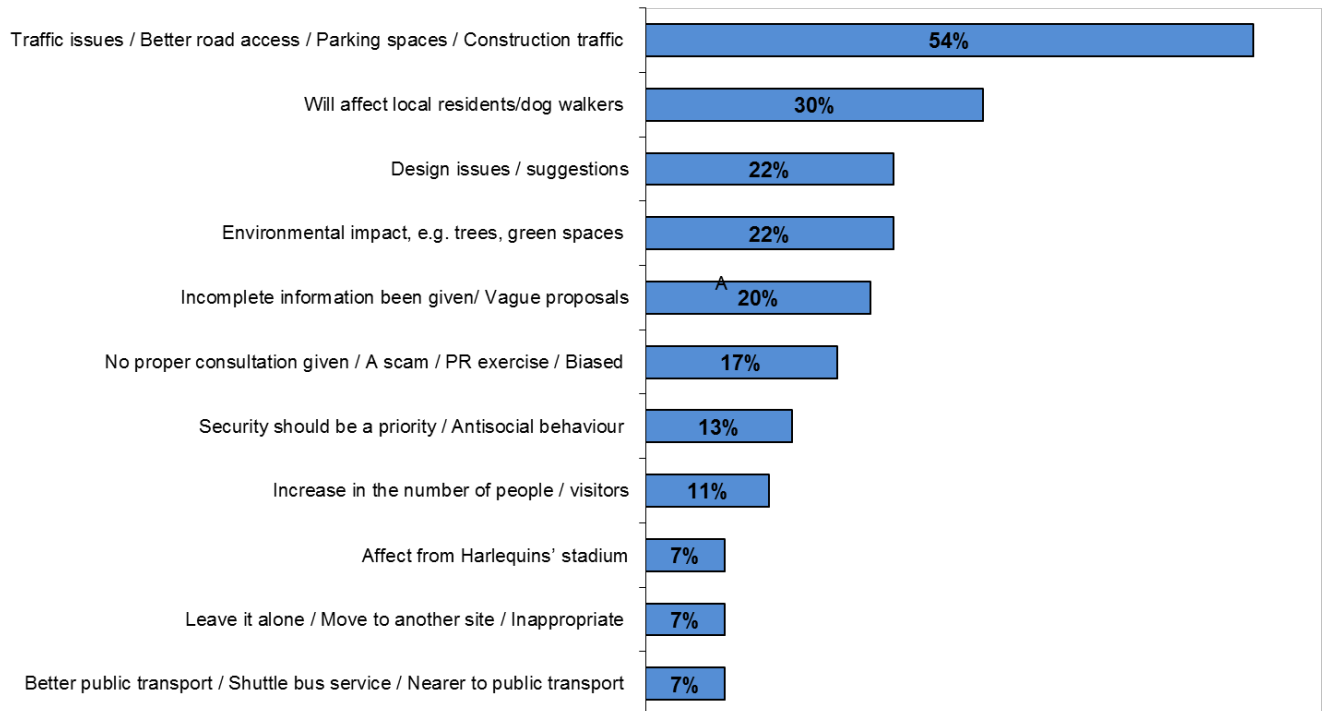
“The new proposals do not allow enough space for continued use of the outdoor pitches by Twickenham Tigers FC. This children's football team has 10 teams...”

“Secondly, I have grave concerns around the upgrade of the playing fields. The proposals will change what is currently a pleasant open space into a more urban character with fencing and hard playing surfaces...I will be particularly upset if I see a proposal to floodlight these areas to allow for evening use during the Winter months”

“I am concerned about the loss of open space and want to be allowed access to at least a good part of the Craneford Way East playing field where I walk my dog and my child plays and I go jogging”

1.19. Finally respondents were asked if they had any other comments or suggestions about the proposals for the redevelopment of the site. A total of 46 respondents commented on this question, the top ten themes that emerged are show on the chart below.

Please tell us any other comments or suggestions you have about the proposals for the redevelopment of the site.



1.20. Over half (54%) of the comments on this question related to traffic issues, better road access, parking spaces and construction traffic. Some example comments are provided below:

“Access to the new development, including any new residences, should be via the A316. The narrow roads in the Heatham area already suffer from traffic problems, particularly when the Whitton Road is congested, and when lorries and delivery vehicles obstruct the roads. Whilst there would be no right turn onto the A316, there are further access roads and roundabouts within a short distance on the A316. This is currently the system used by residents on the Rosebine Estate”

“...The major issue remains whether this attractive proposal can be delivered without over-development of the site & causing traffic gridlock.

1.21. The next most frequently mentioned theme (accounting for around 30% of the comments on this question) was the affect the proposals would have on local residents and dog walkers. Some examples are provided below:

“The local residents need access to the Craneford East playing field. It is selfish of the college to take something which was in fact originally given to the residents, but by a clever piece of manipulation, was taken by the college”

“...Where will dog walkers be able to walk their pets? If 200 residential units are to be incorporated into the proposal, many more dogs will be living in the area. The reduction of space to walk dogs could lead to aggression & will not be popular with the current residents of the area.”

- 1.22. Two further themes that each accounted for around 22% of the comments on this question related to design issues and suggestions and the environmental impact of the proposals. Some examples are provided below:

“On your design, around the number labelled 12 on Marsh farm lane, it would be useful to have a direct access point to the Nuffield health gym used by many residents... Between the east and west fields, there is currently an unnecessary wall. Could it be knocked down or (probably cheaper) several access points provided to provide greater access between the two fields...”

“Are there any restrictions on changing the facade of the current building? It is a building of significant architectural interest”

“Negative points include... No mention is made of any proposals to deliver environmental gains as required by Richmond Council's planning/environmental policies applicable to this area”

“Please keep all green spaces and please keep them open to the public as they are now. Thanks you”

Appendix 1 – Data tables

1. How appropriate do you feel the following changes to the proposals for the Campus are?

| | Very appropriate / Appropriate | Neither appropriate / not appropriate | Not appropriate / Not appropriate at all | Base |
|--|--------------------------------|---------------------------------------|--|------|
| Haymarket's headquarters (with 1,200 staff) will be replaced by a 'tech hub' (with 20 staff) significantly reducing the number of people, on-site parking and density of the development proposals | 73% | 12% | 15% | 73 |
| The ambition is to create a College that delivers tomorrow's people, tomorrow's workforce, through a contemporary curriculum. Where teachers, trainers, pupils and business leaders work and learn alongside each other. | 52% | 26% | 23% | 66 |

2. Please state any comments you have on the above changes to the proposals for the Campus?

A total of 46 respondents commented on this question, key themes included:

| Theme | Count | % |
|--|-------|-----|
| Increase in traffic / traffic congestion / road access / parking issues | 12 | 26% |
| Positive about proposals / satisfactory / improvement. | 10 | 22% |
| Reduction in personnel is welcome | 7 | 15% |
| Will affect residents and impact local services | 7 | 15% |
| Increase in students / people | 7 | 15% |
| Relief that Haymarket HQ will not be located on site/ Have no association with | 7 | 15% |
| Should not happen / No benefits | 6 | 13% |
| Require more detailed plans / costings | 5 | 11% |
| Just a PR exercise / done deal | 5 | 11% |
| Concern behaviour of students/ Antisocial behaviour | 5 | 11% |
| Environmental impact / affect green spaces / pitches | 4 | 9% |
| Design / size / location of building | 4 | 9% |
| Learning should be priority / Not academic enough | 4 | 9% |
| No more housing developments | 3 | 7% |
| Other | 3 | 7% |
| Base | 46 | |

Section B: Site design and layout

3. How appropriate do you feel the proposed education and enterprise site layout plan is (see 'The Future Campus' consultation board)? (tick one box)

| Very appropriate / Appropriate | Neither appropriate / not appropriate | Not appropriate / Not appropriate at all | Base |
|--------------------------------|---------------------------------------|--|------|
| 22% | 14% | 64% | 72 |

4. Do you agree or disagree that the following measures will help address residents' concerns in relation to the open space and Cranford Way (East and West)? (tick one box in each row)

| | Strongly agree / Agree | Neither agree nor disagree | Disagree / Strongly disagree | Base |
|--|------------------------|----------------------------|------------------------------|------|
| The College playing fields on Cranford Way East will be retained and enhanced (two all-weather playing fields and multi-use games areas) | 38% | 7% | 56% | 72 |
| The new sporting facilities will be used by the College and the schools, and will be open to the community during evenings, weekends and daytime during academic holidays | 42% | 14% | 44% | 72 |
| The public right of way between the Cranford Way fields (East and West) will be retained and upgraded to provide better pedestrian links to the River Crane | 67% | 10% | 23% | 73 |
| The field on Cranford Way West will not be affected by these proposals and this area will continue to enjoy its designation as public open space | 67% | 14% | 19% | 73 |
| Overall REEC proposes to increase the amount of open space on the site including outdoor space for the College, Secondary School, Clarendon School and a multi-use games area for sports compared with existing college campus | 36% | 23% | 41% | 73 |

5. How appropriate do you feel the following principles and measures are in relation to the proposed access routes? (tick one box in each row)

| | Very appropriate / Appropriate | Neither appropriate / not appropriate | Not appropriate / Not appropriate at all | Base |
|--|--------------------------------|---------------------------------------|--|------|
| Maximising vehicular access via the A316 | 79% | 8% | 13% | 72 |
| There will be reduced vehicular access for visitors to the education estate parking via the Heatham Estate | 71% | 14% | 15% | 72 |
| All construction traffic to be routed via the A316 | 81% | 11% | 8% | 72 |
| Upgrading pedestrian / cycle links between the College site and Twickenham Town Centre | 66% | 20% | 14% | 71 |
| Upgrading and extending Marsh Farm Lane (public right of way) | 61% | 23% | 17% | 71 |

6. How appropriate do you think the following are in relation to the proposed residential development on the Campus site?

| | Very appropriate / Appropriate | Neither appropriate / not appropriate | Not appropriate / Not appropriate at all | Base |
|---|--------------------------------|---------------------------------------|--|------|
| Richmond upon Thames College propose to sell approximately 2 hectares of land for residential development* | 13% | 17% | 70% | 71 |
| Initial estimates indicate approximately 200 residential units could be built on the site | 10% | 11% | 79% | 71 |
| Buildings will be 2-3 storeys high on the southern (Craneford Way) and eastern boundaries of the residential site | 41% | 15% | 44% | 73 |
| Buildings will be 4-5 storeys high towards the northern and western boundaries of the residential site | 6% | 17% | 78% | 72 |

* An error was identified in the text for this question, stating that the college propose to sell approximately 2 acres of land for residential development. The figure should have been 2 hectares (approximately 6 acres). A total of 57 responses had been collated at this point, 36 of these respondents provided contact details. Each of these respondents were contacted and asked if they would like to amend their response to this question. Three responded replied. The text on the online survey was also amended to include the correct figure.

7. Please state any comments you have on the proposed site layout plan, open spaces, access routes and pathways, the proposed heights of the Campus buildings or the residential development proposals.

A total of 66 respondents commented on this question, the key themes included:

| | Count | % |
|--|-------|-----|
| Traffic issues / Parking issues / Road access / Construction traffic | 43 | 65% |
| Height of buildings / Do not want 4/5 storey / Height exceeds planning guide | 16 | 24% |
| New proposals do not allow enough space for outdoor pitches / open land should be increased / Should not be done at expense of green areas / Do not want playing fields upgraded | 16 | 24% |
| Do not need more housing/ Residential area is overdeveloped | 13 | 20% |
| Comments re. specific changes to plans/ Design issues/ Suggestions | 13 | 20% |
| Incomplete information given/ Vague proposals | 12 | 18% |
| Playing fields should be left for public use/ should not be fenced off | 9 | 14% |
| Survey does not address residents' concerns re. use of site/ This is a residential area | 8 | 12% |
| Why all-weather pitches and not grass? | 8 | 12% |
| Environmental impact, flooding, etc./ Impact on bat population | 7 | 11% |
| Will impact on local resources, e.g. schools, health | 7 | 11% |
| Needs to be a designated drop off area via A316/ Safety of children crossing | 6 | 9% |
| Other | 6 | 9% |
| Already disruption from college students/ More people on campus | 4 | 6% |
| Proposals for pedestrian/cycle links not clear | 4 | 6% |
| Need affordable housing for key workers/ Residential development needs to be more affordable/ Need good quality house | 3 | 5% |
| Concerns re. having secondary school so near to college | 3 | 5% |
| Negative impact re. antisocial behaviour | 2 | 3% |
| Worried about noise pollution | 2 | 3% |
| Positive comments/ Happy about plans | 2 | 3% |
| Do not want floodlighting during winter months/ No floodlighting | 2 | 3% |
| Comment re. dispute over ownership of college | 2 | 3% |
| Base | 66 | |

8. Please tell us any other comments or suggestions you have about the proposals for the redevelopment of the site.

A total of 46 respondents commented on this question, the key themes included:

| Theme | Count | % |
|---|-------|-----|
| Traffic issues / Better road access / Parking spaces / Construction traffic | 25 | 54% |
| Will affect local residents/dog walkers | 14 | 30% |
| Environmental impact, e.g. trees, green spaces | 10 | 22% |
| Design issues / suggestions | 10 | 22% |
| Incomplete information been given/ Vague proposals | 9 | 20% |
| No proper consultation given / A scam / PR exercise / Biased | 8 | 17% |
| Security should be a priority / Antisocial behaviour | 6 | 13% |
| Increase in the number of people / visitors | 5 | 11% |
| Better public transport / Shuttle bus service / Nearer to public transport | 3 | 7% |
| Leave it alone / Move to another site / Inappropriate | 3 | 7% |
| Affect from Harlequins' stadium | 3 | 7% |
| Be more academic / No benefit to students | 2 | 4% |
| Support it | 2 | 4% |
| There is a need for more housing | 2 | 4% |
| Do not build more houses | 2 | 4% |
| Waste of taxpayers' money | 1 | 2% |
| Base | 46 | |

Section C: About You

9. In what capacity are you responding to this consultation? (Tick all that apply)

| | |
|---|-----|
| Local resident | 90% |
| Parent of a child at a pre-school in the borough | 11% |
| Parent of a child at a primary school in the borough | 33% |
| Parent of a child at a secondary school in the borough | 16% |
| Parent of a child at Clarendon School | 0% |
| Pupil or student at school / college in the borough | 0% |
| School or college staff | 0% |
| Haymarket or Harlequins staff | 0% |
| Representative of a local group, organisation or business | 7% |
| Other | 3% |
| Base | 73 |

10. What was your age at your last birthday? (tick one box only)

| | |
|----------|-----|
| Under 18 | 0% |
| 18-24 | 0% |
| 25-34 | 7% |
| 35-44 | 28% |
| 45-54 | 42% |
| 55-64 | 13% |
| 65-74 | 7% |
| 75+ | 3% |
| Base | 69 |

11. Are you? (tick one box only)

| | |
|--------|-----|
| Male | 51% |
| Female | 49% |
| Base | 68 |

12. Do you consider yourself to have a disability?

| | |
|------|-----|
| Yes | 7% |
| No | 93% |
| Base | 67 |

13. How would you describe your ethnic group? (tick one box only)

| | |
|-----------------------------|-----|
| White or White British | 95% |
| Asian or Asian British | 2% |
| Mixed or Mixed British | 2% |
| Black or Black British | 0% |
| Any other ethnic background | 2% |
| Base | 65 |

14. What is your postcode?

| | |
|------|-----|
| TW1 | 11% |
| TW2 | 89% |
| Base | 65 |

Section D: Opportunities to stay informed and get involved

15. Please indicate how you would like to be kept informed and get involved in shaping the proposals (tick all that apply)

| | |
|---|-----|
| By receiving an e-newsletter | 81% |
| By receiving leaflets/ information/ letters through your door | 54% |
| By social media | 11% |
| By attending public events or drop-in sessions | 44% |
| By attending regular meetings | 17% |
| By completing online surveys | 56% |
| By completing paper surveys | 6% |
| By commenting on planning applications and documents | 41% |
| Don't want to be kept informed or get involved | 0% |
| Other | 2% |
| Base | 63 |

16. If you are interested in any of the above opportunities please provide your contact details below:

A total of 46 respondents provided their contact details.