

# Richmond Education and Enterprise Campus Survey

## Full Results Report January 2015

### 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. This was followed by a further consultation in October 2014 seeking views on changes to the proposals, the revised site layout plan, residential proposals, access and height proposals.
- 1.3. The findings from both consultations have been used to inform the developing proposals for the Campus. Prior to submitting an outline planning application early in the New Year local people's views were sought on the work carried out since the last consultation in October 2014 including on:
  - The planning process
  - How the design team has responded to issues raised in the last consultation
  - The revised site layout plan of the Campus
  - Various parameter plans in relation to the development, buildings, access and height
- 1.4. This report sets out the findings from the consultation activities carried out during January 2015.

### 2. Methodology

- 2.1. Two public drop-in sessions were held during January 2015 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 50 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 to 30 January 2015. Paper copies of the survey were also made available at the drop-in session and on request.
- 2.3. A total of 49 people completed the survey with the vast majority 84% (41 respondents) completing it online while, 16% (8 respondents) completed a paper copy of the survey). 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. Due to a small base size the figures should be treated with caution.

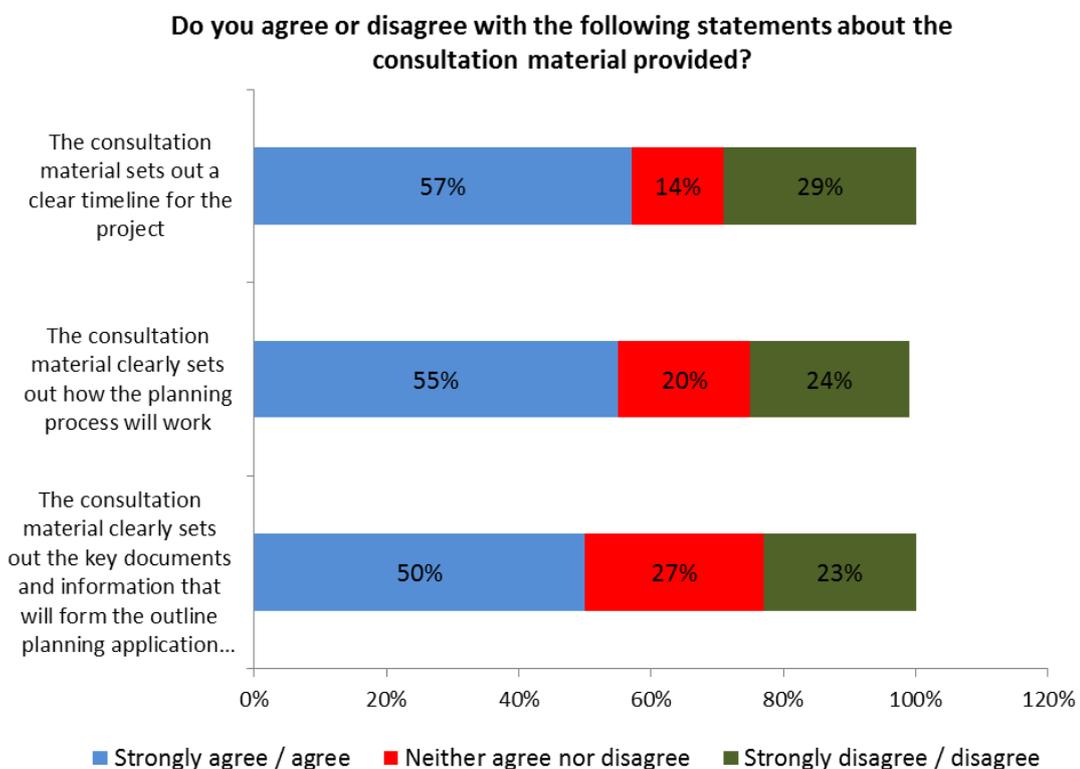
### 3. Detailed Findings

#### 3.1. *Profile of respondents*

- 3.2. The vast majority (86%) of respondents were local residents while, a fifth (20%) were a parent of a child at a primary school in the borough. Of the 45 respondents that provided their postcode 89% live in postcode TW2, while 9% live in TW1.
- 3.3. The vast majority (98%) of the respondents were aged over 25 years old. With 2% aged 18-24 and 39% aged 25-44. Around 42% of respondents are aged 45-64 and 17% were aged 65 or over. There was a fairly even split in terms of gender (48% male and 52% female). Also the vast majority of respondents (97.5%) were of White / White British ethnicity and around 95% stated they did not have a disability while, 5% stated they did.

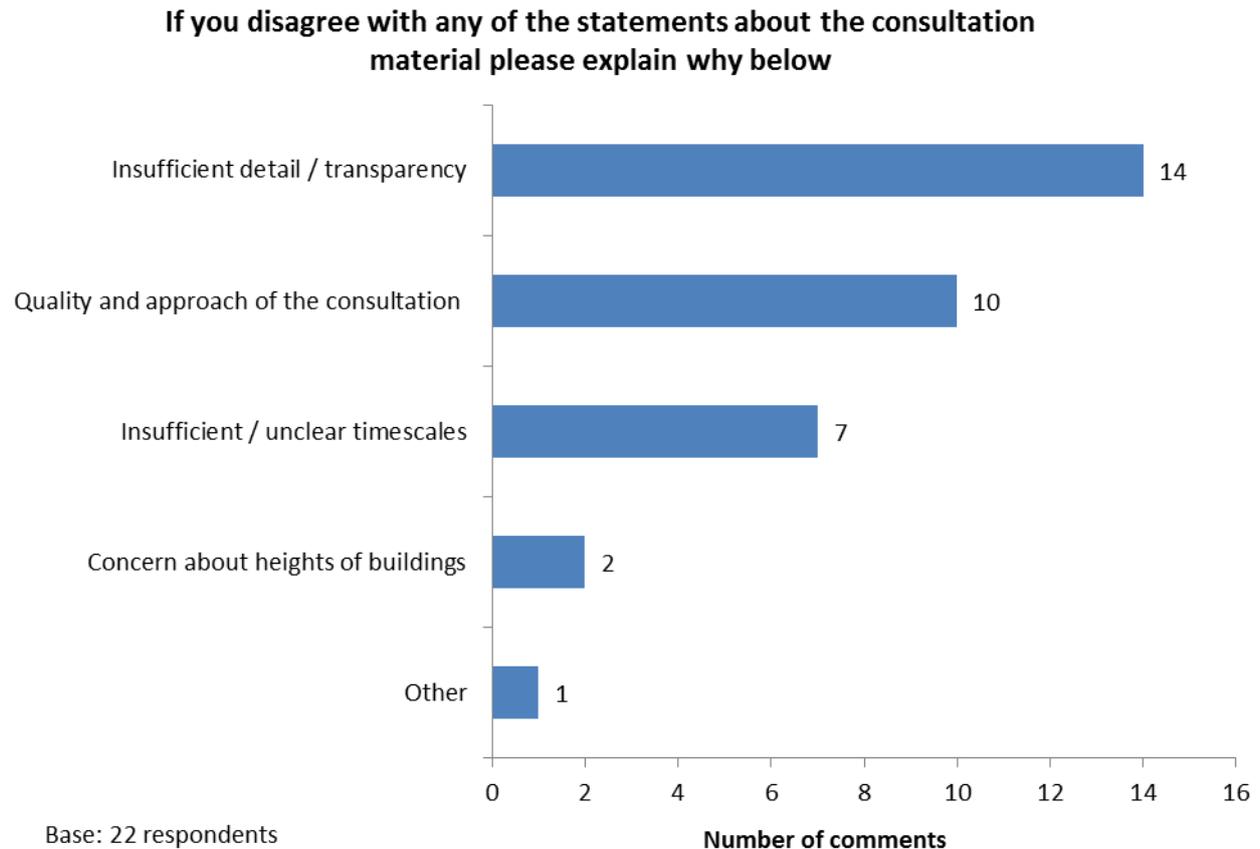
#### 3.4. *The planning process*

- 3.5. Respondents were first asked if they agree or disagree with a number of statements about the consultation material provided. As shown in the chart below 57% of respondents agreed the consultation material sets out a clear timeline for the project while 29% did not. Around 55% agreed the consultation material clearly sets out how the planning process will work, while around a quarter (24%) did not.
- 3.6. Around half (50%) of respondents agreed the consultation material clearly sets out the key documents and information that will form the outline planning application for the Campus that will be submitted in early 2015, while just over a quarter were undecided (27%) and just under a quarter (23%) disagreed.



Base: 49, 49 and 48 respondents respectively

3.7. Respondents were then asked if they disagree with any of the previous statements about the consultation material to explain why. A total of 22 respondents commented on this question and the chart below highlights the key themes that emerged.



3.8. The most frequently mentioned reason (14 comments) was insufficient detail and transparency (i.e. in relation to the project overall, the residential development, traffic surveys, access, building design/heights and playing fields). Some example comments are provided below:

*“Insufficient detail on the size and effects of the residential building on the local environment”*

*“There is some key detail missing in the proposals (e.g. around Craneford way playing fields) however, I’m not clear whether this information will be added before the outline planning application”*

*“[There is] a lack of transparency on vehicle movements and numbers...[and a] lack of detail on building design, particularly building heights”*

3.9. The next most frequently mentioned reason related to the quality and approach of the consultation (10 comments) and that the timelines were insufficient or unclear (7 comments). Some example comments are provided below:

*“Information sessions [were] only available for a short period of time, very limited amount of written information sheets available regarding consultation meetings /*

surveys especially in libraries, civic centre etc...”

“The timeline remains woefully vague still as so much is dependent on the planning process and objections to the proposals”

3.10. There were also two comments about raising specific concerns about building heights (see Appendix A for full list).

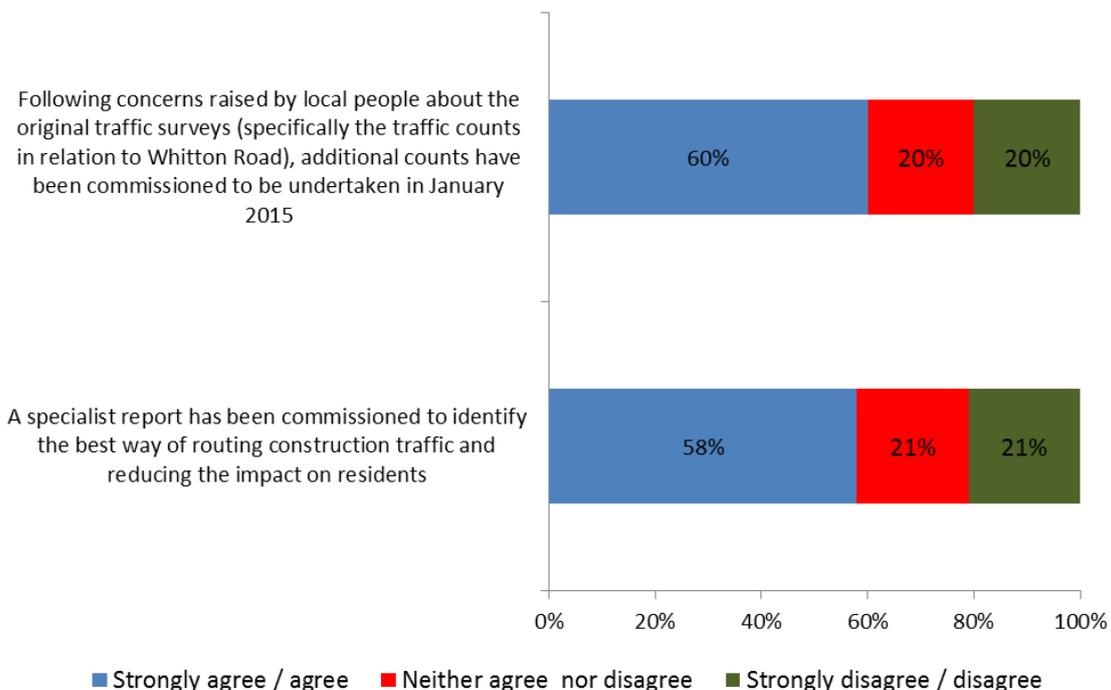
3.11. Following on from the consultation in October 2014 the Campus design team developed a range of measures and actions in order to address concerns raised by residents’ in relation to a number of key issues including:

- Congestion and vehicle access
- Parking
- Residential development
- Open space
- Environmental impact

3.12. **Addressing congestion and vehicle access concerns**

3.13. In relation to the measure developed to address concerns around congestion and vehicle access, around 60% of respondents agreed that the additional traffic counts that have been commissioned to be undertaken in January 2015 in relation to Whitton Road will help address residents’ concerns. A similar proportion (58%) agree that commissioning a specialist report to identify the best way of routing construction traffic and reducing impact on residents also helped address some of residents’ concerns (see chart below).

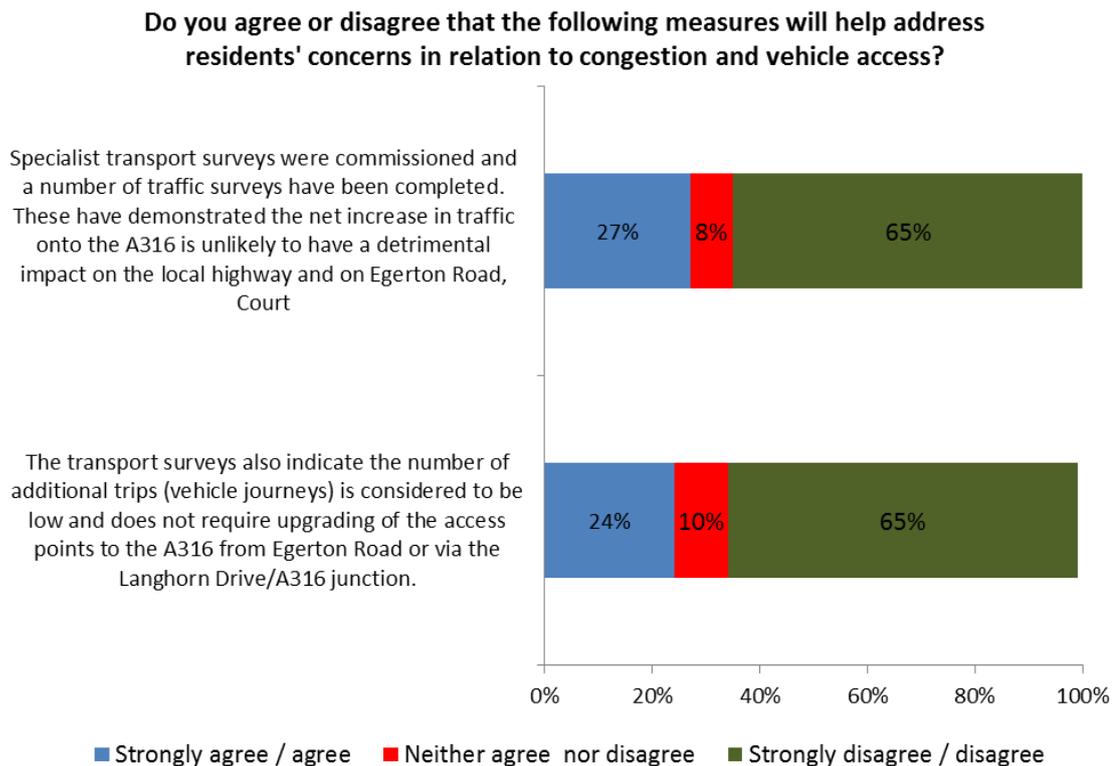
**Do you agree or disagree that the following measures will help address residents’ concerns in relation to congestion and vehicle access?**



Base: 45 and 48 respondents respectively

3.14. However, only around a quarter (27% and 24% respectively) of respondents agreed that the following two measures helped to address local concerns about congestion and vehicle access, while 65% disagreed both measures helped (see chart below):

- Specialist transport surveys were commissioned and a number of traffic surveys have been completed. These have demonstrated the net increase in traffic onto the A316 is unlikely to have a detrimental impact on the local highway and on Egerton Road, Court Way and Heathfield South and Craneford Way
- The transport surveys also indicate the number of additional trips (vehicle journeys) is considered to be low and does not require upgrading of the access points to the A316 from Egerton Road or via the Langhorn Drive/A316 junction.



Base: 49 and 49 respondents respectively

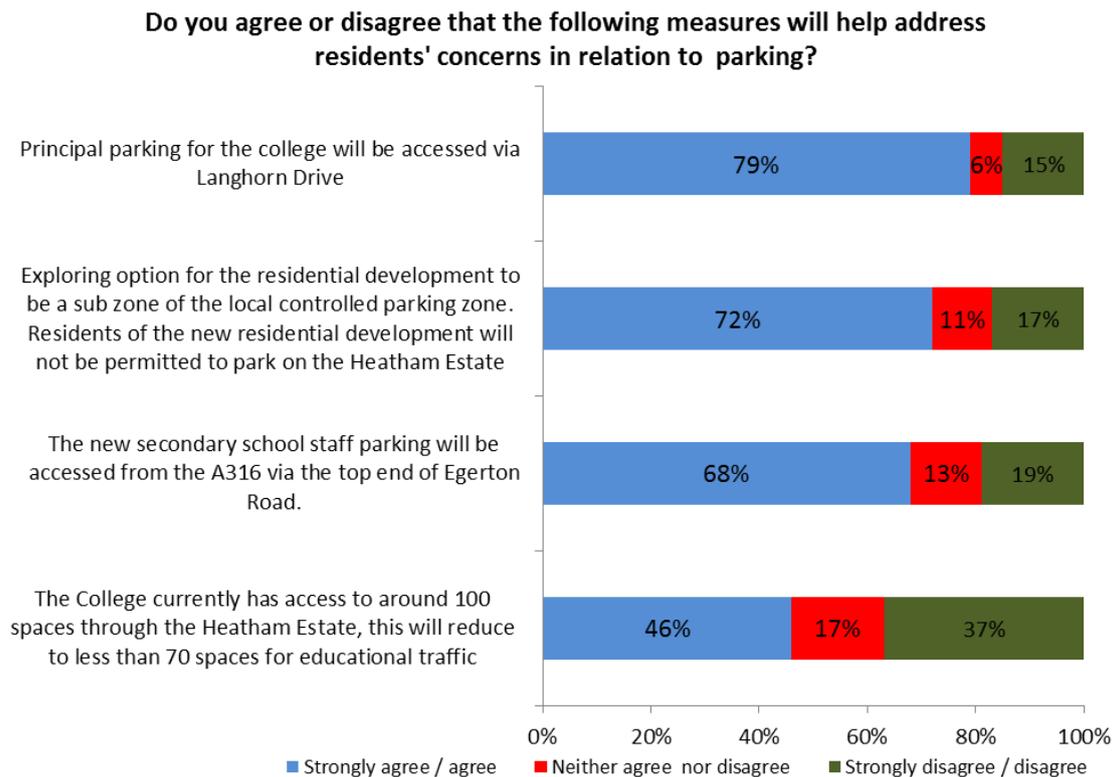
3.15. **Addressing parking concerns**

3.16. Around three quarters of respondents (79% and 72% respectively) agreed that the following two measures will help address residents' concerns in relation to parking.

- Principal parking for the college will be accessed via Langhorn Drive
- Exploring option for the residential development to be a sub zone of the local controlled parking zone. Residents of the new residential development will not be permitted to park on the Heatham Estate

3.17. Over two thirds (68%) of respondents agreed that the measure to ensure secondary school staff parking will be accessed from the A316 via Egerton Road will help address concerns. However, less than half of respondents (46%), agree that reducing the number of parking

spaces the College has access to via the Heatham Estate (from 100 to 70) will help address residents' concerns (as shown on the chart below).



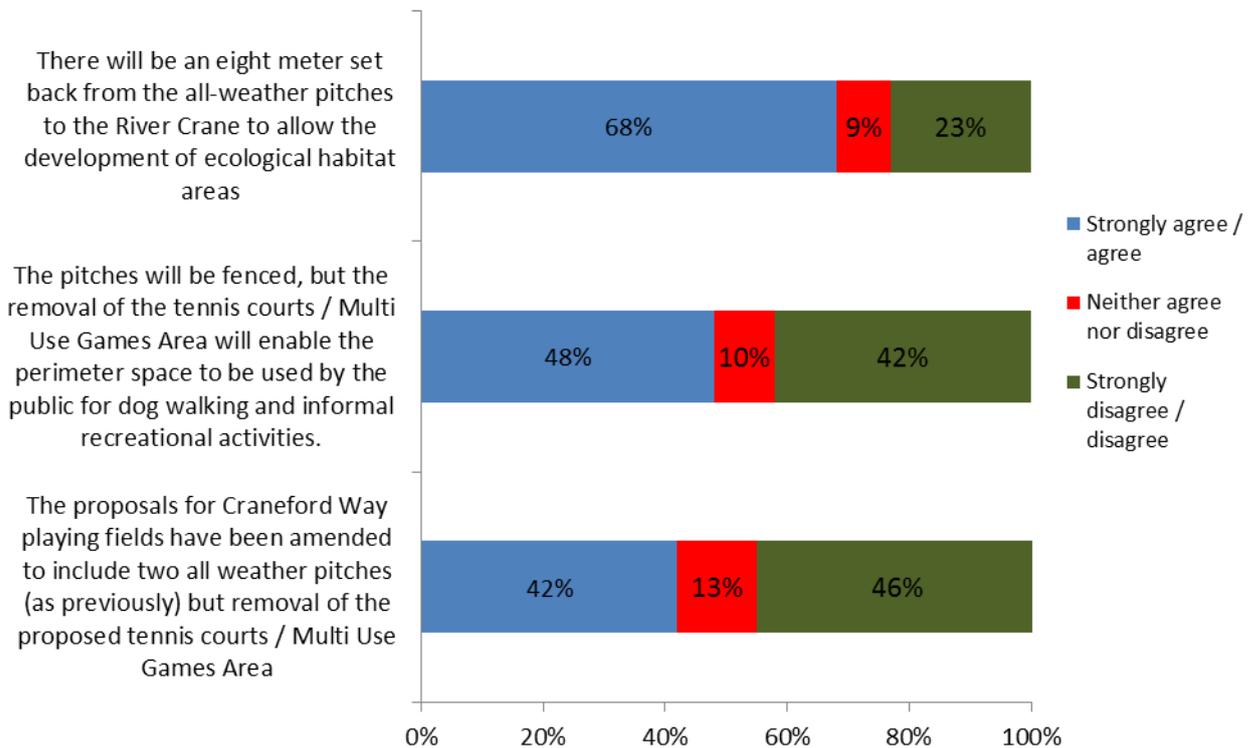
Base: 48, 47, 47 and 46 respondents respectively

### 3.18. Addressing open space concerns

3.19. Over two thirds (68%) of respondents agreed that providing an eight meter set back from the all-weather pitches to the River Crane will help to address residents' concerns in relation to open spaces. Option was however, split in relation to the following two measures:

- The pitches will be fenced, but the removal of the tennis courts / Mult Use Games Area (MUGA) will enable the perimeter space to be used for dog walking and informal recreational activities (48% agree and 42% disagree the measure addresses residents' concerns)
- Proposals for Cranford Way playing fields have been amended to include two all-weather pitches but removal of the proposed tennis courts / MUGA (42% agree and 46% disagree the measure addresses residents' concerns) – as shown on the chart below.

**Do you agree or disagree that the following measures will help address residents' concerns in relation to open space?**



Base: 47. 48 and 48 respondents respectively

**3.20. Addressing residential development concerns**

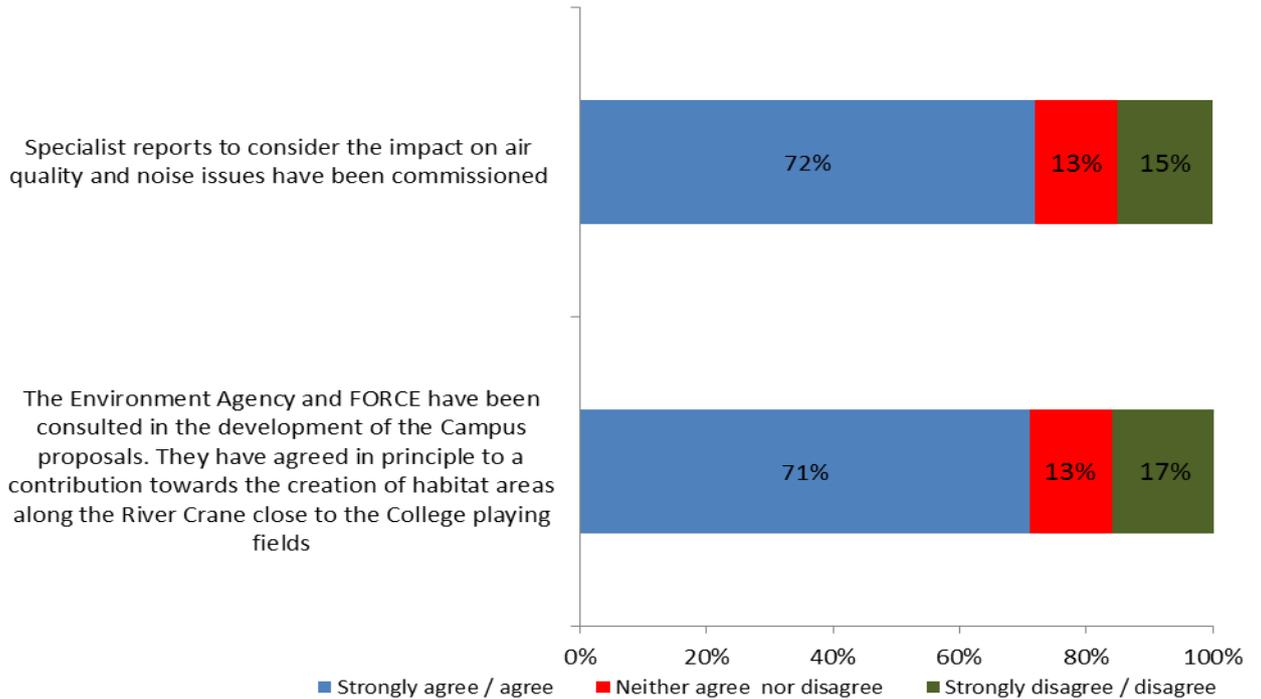
3.21. In relation to concerns about the residential development, just under two thirds (65%) of respondents agree the following measure will help address residents' concerns while, around a quarter (27%) did not and 8% were undecided:

- The likely building heights will be reduced directly adjacent to the existing houses on Egerton Road and Craneford Way

**3.22. Addressing environmental impact concerns**

3.23. In relation to concerns about the environmental impact, over 70% of respondents agreed the two measures shown in the chart below will help address residents' concerns.

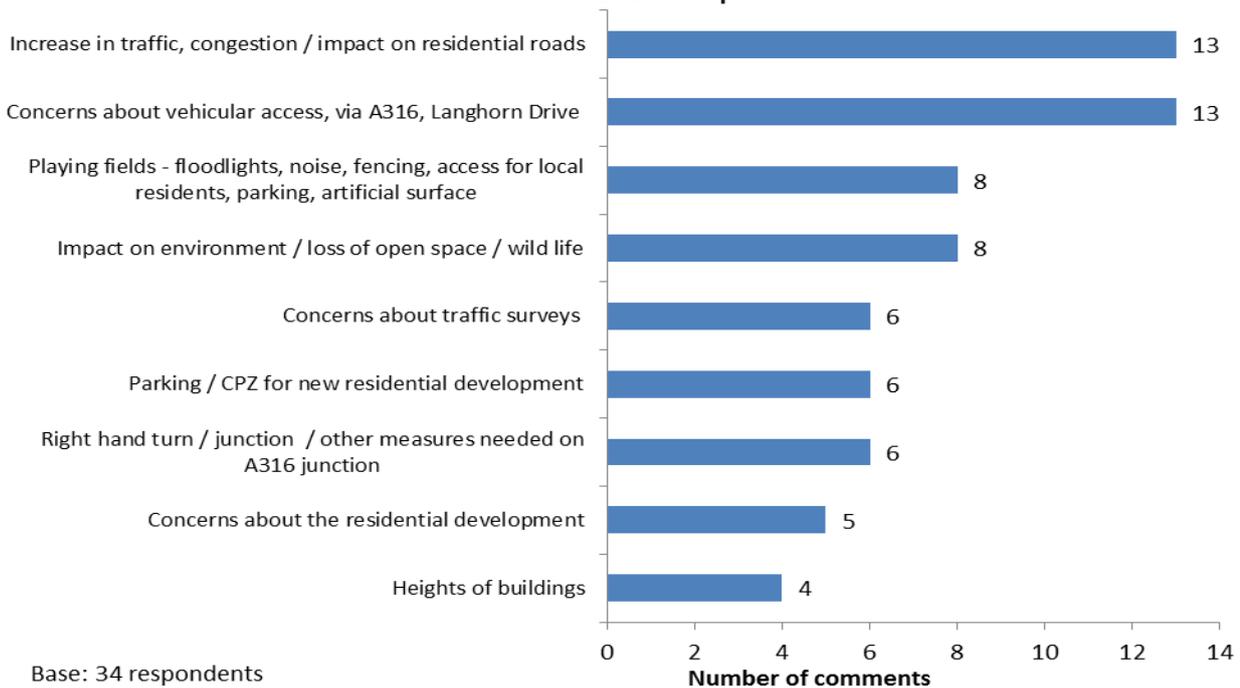
**Do you agree or disagree that the following measures will help address residents' concerns in relation to environmental impact?**



Base: 46 and 48 respondents respectively

3.24. Respondents were then asked to comment on any of the measures developed to address residents' concerns since the last consultation. A total of 34 respondents commented on this question. The chart below highlights the key themes that emerged (see Appendix A for the full list).

**Please state any comments you have about measures to address residents' concerns in relation to congestion, vehicle access, parking, residential development, open space and environmental impact.**



Base: 34 respondents

3.25. The two most frequently mentioned issues (with 13 comments each) related to concerns about increased traffic, congestion and the impact on residential roads, along with concerns about vehicular access and calls for access to be via the A316 and Langhorn Drive. Some example comments are provided below:

*“The residential roads cannot take any more traffic!”*

*“...Is already a busy street so adding more schools and buildings is clearly going to add more cars...”*

*“...Access through Heathfield Estate roads is all one way if you note the effect of parked cars so even minimal extra traffic will slow down residents’ access. Why not have all site access via A316 and Langhorn Drive and create that as the sole access point for builders and college? That then would not affect residents as much”...*

*“It is essential that these cars enter and exit via Langhorn Drive on to the A316 and NOT on the narrow local roads of the Heatham estate”*

*“Court Way and Heathfield North and South are already subject to excessive traffic, some of which results from unauthorized vehicles using the exit from the Stoop to Craneford Way. On no account should traffic from the proposed residential site use these roads for access or exit...”*

3.26. The next two most frequently mentioned issues with eight comments each relate to the impact on the environment, loss of open space and wild life as well as comments relating to the playing fields (use of floodlighting, noise, fencing, access for local residents, parking and artificial surfaces). Some example comments are provided below:

*“...The above measures do not do enough to minimise the [effects] of additional cars, noise, litter pollution, air pollution and loss of the use of open space that is currently available to local residents and their families to enjoy...”*

*“...I remain concerned about the effect on wildlife of the use all weather pitches instead of natural grass...”*

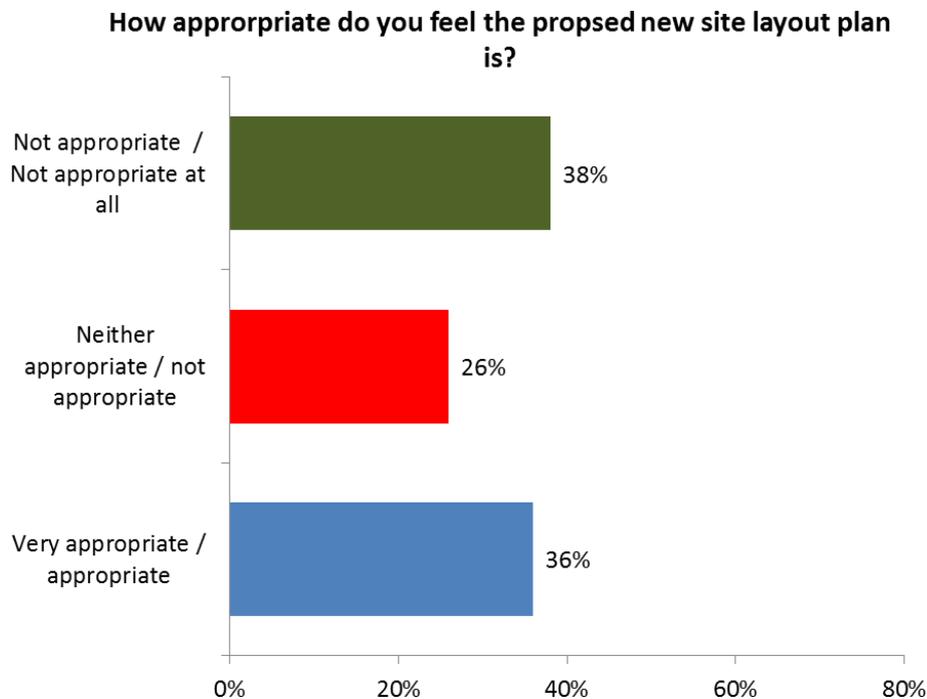
*“...The all-weather courts - light pollution caused by flood lights - I would reject strongly to any flood lights. Increased risk of flooding (I believe this area is already a medium risk zone) the ugliness of fenced off all weather pitches, evening noise pollution of people playing sports”*

3.27. Other comments mentions by respondents included:

- Requests for right hand turn, junction or other measures (6 comments)
- Parking related issues, requests for CPZ for the new residential development (6 comments)
- Concerns about the traffic surveys and (6 comments)
- Concerns about the residential development (5 comments)

3.28. **The site layout**

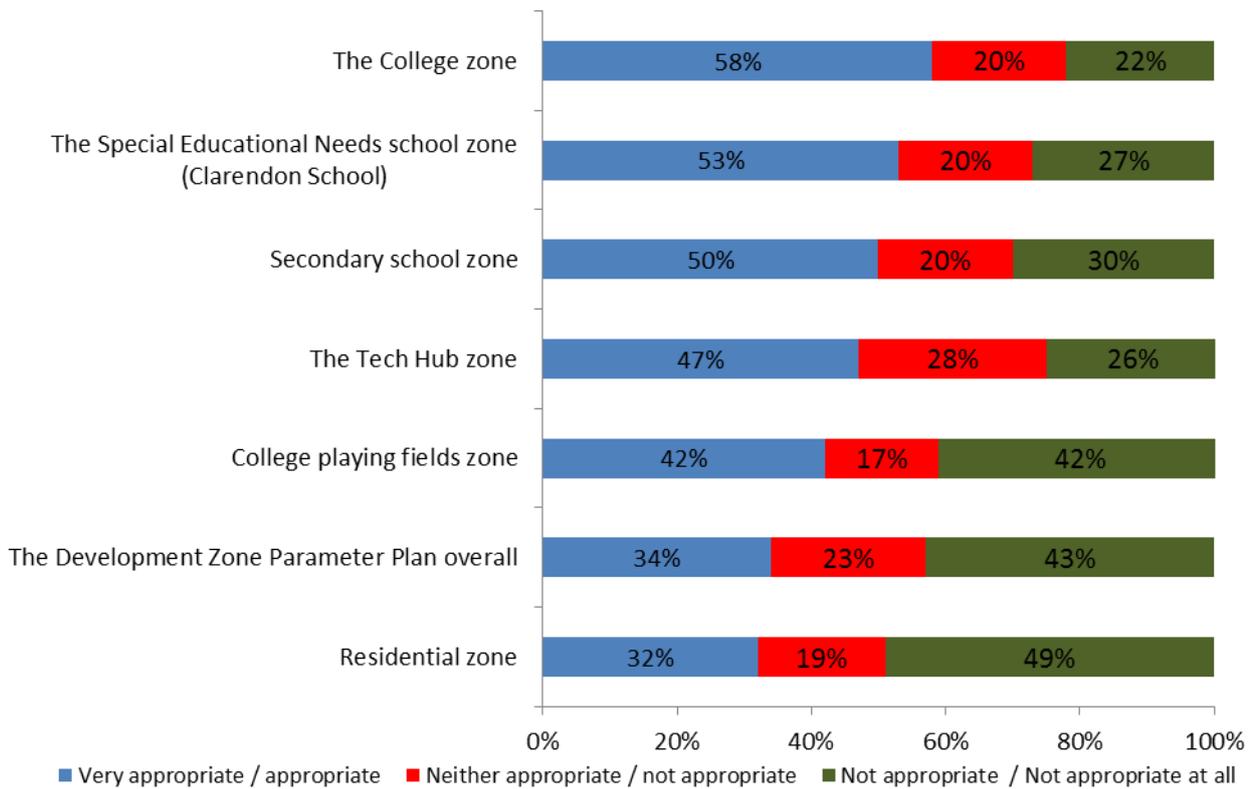
3.29. Respondents were then asked a series of questions about the proposed new site layout plan. Opinion was split in terms of how appropriate respondents felt the new site layout plan was, with over a third (36%) stating they felt it was appropriate and marginally more (38%) stating they felt it was inappropriate. Around a quarter were undecided (26% neither felt it was appropriate nor not appropriate (as shown in the chart below).



Base: 47 respondents

3.30. Respondents were then asked how appropriate they felt elements of the proposed Development Zone Parameter Plan were. The elements most respondents felt were appropriate included the College Zone (58%) followed by the Special Educational Needs School zone (53%) and the Secondary School Zone (50%). Just under half (47%) felt the Tech Zone was appropriate, but opinion was more split on the remaining elements, around 42% felt the College playing fields zone was appropriate while 42% did not. For the Development Zone Parameter Plan overall 34% felt it was appropriate while 43% did not, and for the Residential Zone 32% felt it was appropriate compared to 49% who did not (see chart below).

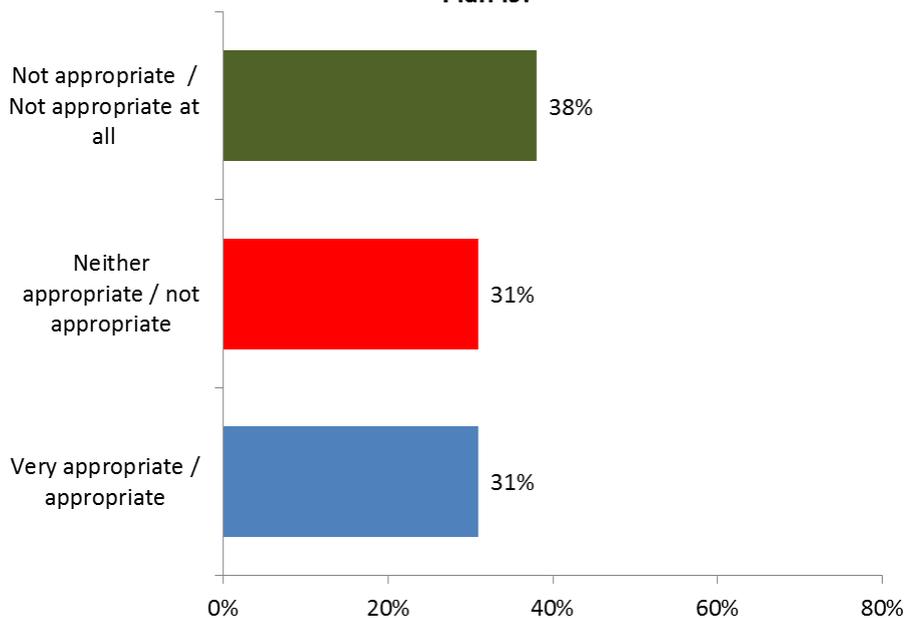
**How appropriate do you feel the following elements of the proposed Development Zone Parameter Plan are?**



Base: 45, 45, 46, 47, 48, 47 and 47 respondents respectively

3.31. In terms of the Building Zone Parameter Plan the opinion of the respondents was also split. Just under a third (31%) felt it was appropriate and the same proportion were undecided stating it was neither appropriate nor not appropriate, while just over a third (38%), did not feel it was appropriate.

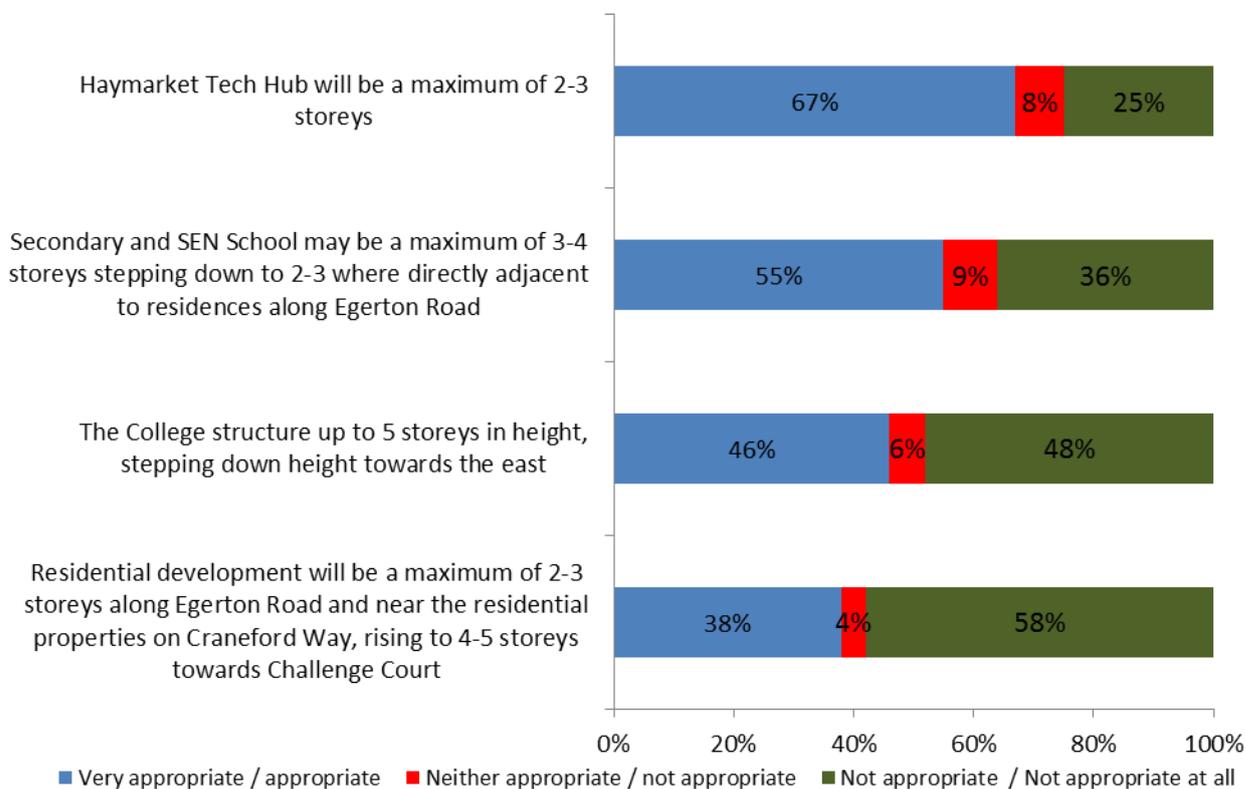
**How appropriate do you feel the Building Zone Parameter Plan is?**



Base: 45 respondents

- 3.32. Building heights for the Campus proposals has been a key area of interest for respondents in the previous consultations. When asked how appropriate respondents felt elements of the Building Zone Height Parameter Plan were, over two thirds (67%) of respondents felt the Haymarket Tech Hub element (a maximum of 2-3 storeys) was appropriate while, around a quarter (25%) did not think it was appropriate. This was followed by the Secondary School and SEN school element (a maximum 3-4 storeys down to 2-3 storeys where adjacent to residence along Egerton Road) with over half (55%) of respondents stating they felt it was appropriate, while just over a third (36%) did not think it was appropriate.
- 3.33. For the College Structure element (up to 5 storeys stepping down towards the east), opinion was quite split with 46% stating they felt it was appropriate and 48% did not. In terms of the residential development element (maximum 2-3 storeys along Egerton Road and residential properties on Craneford, rising to 4-5 storeys towards Challenge Court) just under, 60% felt it was not appropriate while 38% did (as shown on the chart below).

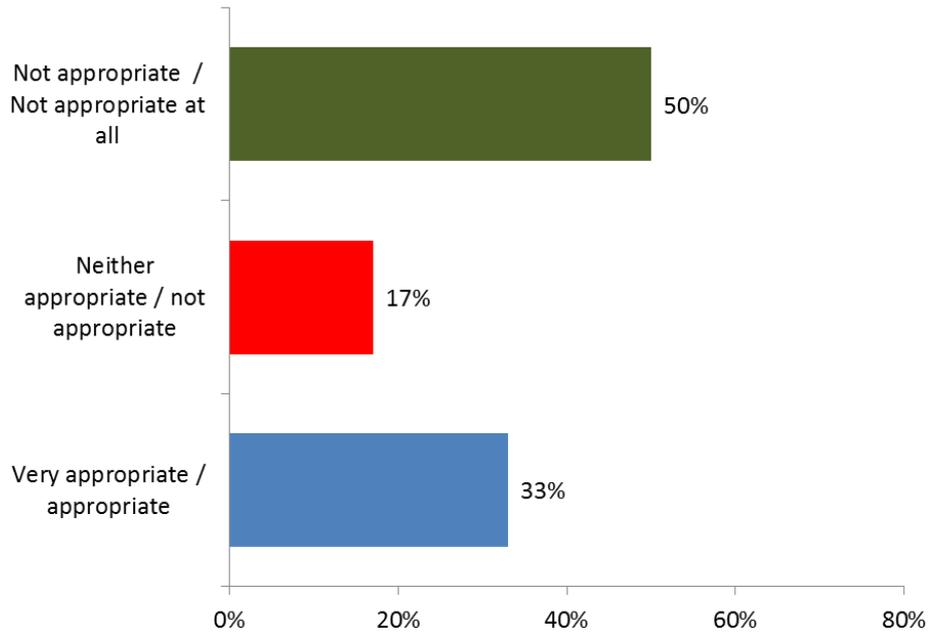
**How appropriate do you feel the following elements of the proposed Building Zones Height Parameter Plan are?**



Base: 48, 47, 48 and 48 respondents respectively

- 3.34. In terms of the Site Access Parameter Plan around a third of respondents (33%) felt it was appropriate while around half (50%) did not (as shown on the chart below).

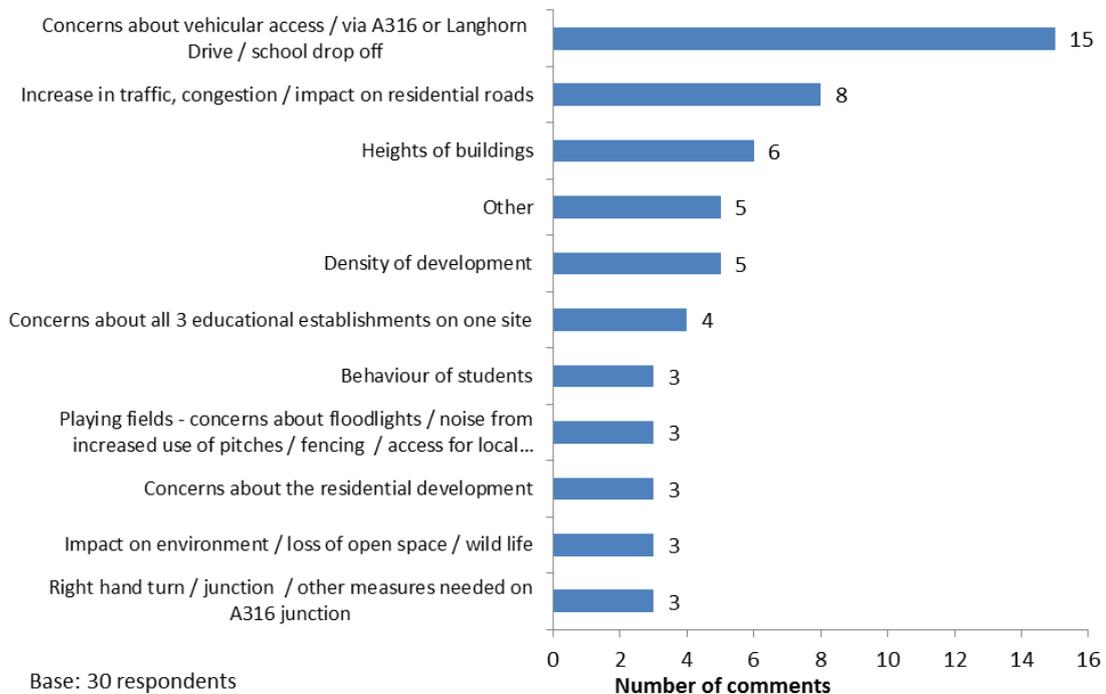
### How appropriate do you feel Site Access Parameter Plan is?



Base 46 respondents

3.35. Respondents were then asked if they had any comments on the new site layout plan or various parameter plans. A total of 30 respondents comments on this question, the chart below highlights the key themes that emerged (see Appendix A, for the full list).

### Do you have any comments on the new site plan or various parameter plans?



3.36. The most frequently mentioned issue (with 15 comments) related to concerns about vehicular access, calls for access to be via the A316 and Langhorn Drive and the impact of school drop off. Some example comments are provided below:

*“The traffic access and exit has by no means been resolved and must be before submitted to planning”*

*“There must be access to the new site only via the A316 and not through the residential streets”*

*“What is to stop much of the drop off traffic just driving down court way, Heathfield north or Heathfield south? Nothing we can see in the plans... can we not redesign the plans obliging the school traffic to drop off via the A316”*

- 3.37. The next most frequently mentioned issue (8 comments) related to increases in traffic, congestion and the impact on residential roads. Some example comments are provided below:

*“...Not enough regard has been paid to increased traffic...”*

*“...Twickenham suffers from being overcrowded and congested already without adding to it it's a mistake...”*

*“...Increased traffic and pedestrians will lead to more accidents and noise and pollution, also caused by construction vehicles when site is built...”*

- 3.38. The heights of the buildings (6 comments) was the next most frequently mentioned issue, some example comments are provided below:

*“...Limit the heights of the buildings. If there isn't room for so many different buildings perhaps too many are being constructed in a small area...”*

*“...I don't consider 5 storey heights to be appropriate anywhere on the site, as that is higher than existing buildings...”*

#### **4. Next steps**

- 4.1. The result from this consultation will be published on the Richmond Education and Enterprise website (<http://www.reec.org.uk>) and will be used to inform the outline planning application that is due to be submitted in early 2015.

## Appendix A: Data Tables

### Section A: The planning process

#### 1. Do you agree or disagree with the following statements about the consultation material provided?

	Strongly agree / agree	Neither agree nor disagree	Strongly disagree / disagree	Base
The consultation material clearly sets out how the planning process will work	55%	20%	24%	49
The consultation material clearly sets out the key documents and information that will form the outline planning application for the Campus to be submitted in early 2015	50%	27%	23%	48
The consultation material sets out a clear timeline for the project	57%	14%	29%	49

#### 2. If you disagree with any of the statements about the consultation material please explain why below:

A total of 22 respondents commented on this question, key themes included:

	Count	%
Insufficient detail / transparency (project overall, residential development, traffic surveys, access, building design/heights, playing fields)	14	64%
Quality and approach of the consultation	10	45%
Insufficient / unclear timescales	7	32%
Concern about heights	2	9%
Other	1	5%
Base	22	

**3. Do you agree or disagree that the following measures will help address residents' concerns in relation to congestion and vehicle access?**

	Strongly agree / agree	Neither agree nor disagree	Strongly disagree / disagree	Base
Specialist transport surveys were commissioned and a number of traffic surveys have been completed. These have demonstrated the net increase in traffic onto the A316 is unlikely to have a detrimental impact on the local highway and on Egerton Road, Court Way and Heathfield South and Craneford Way	27%	8%	65%	49
The transport surveys also indicate the number of additional trips (vehicle journeys) is considered to be low and does not require upgrading of the access points to the A316 from Egerton Road or via the Langhorn Drive/A316 junction.	24%	10%	65%	49
Following concerns raised by local people about the original traffic surveys (specifically the traffic counts in relation to Whitton Road), additional counts have been commissioned to be undertaken in January 2015	60%	20%	20%	45
A specialist report has been commissioned to identify the best way of routing construction traffic and reducing the impact on residents	58%	21%	21%	48

**4. Do you agree or disagree that the following measures will help address residents' concerns in relation to parking**

	Strongly agree / agree	Neither agree nor disagree	Strongly disagree / disagree	Base
Principal parking for the college will be accessed via Langhorn Drive	79%	6%	15%	48
The College currently has access to around 100 spaces through the Heatham Estate, this will reduce to less than 70 spaces for educational traffic (both Clarendon School and some College staff will have car parking off Egerton Road)	46%	17%	37%	46
The new secondary school staff parking will be accessed from the A316 via the top end of Egerton Road.	68%	13%	19%	47
Proposals are being explored for the residential development to be a sub zone of the local controlled parking zone. Residents of the new residential development will not be permitted to park on the Heatham Estate	72%	11%	17%	47

**5. Do you agree or disagree that the following measures will help address residents' concerns in relation to the residential development and open space?**

	Strongly agree / agree	Neither agree nor disagree	Strongly disagree / disagree	Base
The likely building heights will be reduced directly adjacent to the existing houses on Egerton Road and Craneford Way	65%	8%	27%	48
The proposals for Craneford Way playing fields have been amended to include two all weather pitches (as previously) but removal of the proposed tennis courts / Multi Use Games Area	42%	13%	46%	48
The pitches will be fenced, but the removal of the tennis courts / Multi Use Games Area will enable the perimeter space to be used by the public for dog walking and informal recreational activities.	48%	10%	42%	48
There will be an eight meter set back from the all-weather pitches to the River Crane to allow the development of ecological habitat areas	68%	9%	23%	47

**6. Do you agree or disagree that the following measures will help address residents' concerns in relation to environmental impact?**

	Strongly agree / agree	Neither agree nor disagree	Strongly disagree / disagree	Base
The Environment Agency and FORCE have been consulted in the development of the Campus proposals. They have agreed in principle to a contribution towards the creation of habitat areas along the River Crane close to the College playing fields	71%	13%	17%	48
Specialist reports to consider the impact on air quality and noise issues have been commissioned	72%	13%	15%	46

**7. Please state any comments you have on the above measures to address residents concerns in relation to congestion, vehicle access, parking, residential development, open space and environmental impact.**

A total of 34 respondents commented on this question, key themes included:

	Count	%
Concerns about vehicular access / via A316 / Langhorn Drive	13	38%
Increase in traffic, congestion / impact on residential roads	13	38%
Impact on environment / loss of open space / wild life	8	24%
Playing fields - concerns about floodlights / noise from increased use of pitches / fencing / access for local residents / parking / artificial surface	8	24%
Right hand turn / junction / other measures needed on A316 junction	6	18%
Parking / CPZ for new residential development	6	18%
Concerns about traffic surveys	6	18%
Concerns about the residential development	5	15%
Heights of buildings	4	12%
Density of development	3	9%
Retain the proposal for MUGA / tennis courts	3	9%
Other	3	9%
Positive about the development	2	6%
New bus service to college required	1	3%
Behaviour of students	1	3%
Base	34	

## Section B: Site Layout

**8. How appropriate do you feel the proposed new site layout plan is (see consultation material page 8)?**

Very appropriate / appropriate	Neither appropriate / not appropriate	Not appropriate / Not appropriate at all	Base
36%	26%	38%	47

**9. How appropriate do you feel the following elements of the proposed Development Zone Parameter Plan are (see consultation material page 9)?**

	Very appropriate / appropriate	Neither appropriate / not appropriate	Not appropriate / Not appropriate at all	Base
Residential zone	32%	19%	49%	47
The Tech Hub zone	47%	28%	26%	47

The College zone	58%	20%	22%	45
Secondary school zone	50%	20%	30%	46
The Special Educational Needs school zone (Clarendon School)	53%	20%	27%	45
College playing fields zone	42%	17%	42%	48
The Development Zone Parameter Plan overall	34%	23%	43%	47

**10.** How appropriate do you feel the Building Zone Parameter Plan is (see consultation material page 10)?

Very appropriate / appropriate	Neither appropriate / not appropriate	Not appropriate / Not appropriate at all	Base
31%	31%	38%	45

**11. How appropriate do you feel the following elements of the Building Zones Height Parameter Plan are (see consultation material page 11)?**

	Very appropriate / appropriate	Neither appropriate / not appropriate	Not appropriate / Not appropriate at all	Base
The College structure up to 5 storeys in height, stepping down height towards the east	46%	6%	48%	48
Secondary and SEN School may be a maximum of 3-4 storeys stepping down to 2-3 where directly adjacent to residences along Egerton Road	55%	9%	36%	47
Haymarket Tech Hub will be a maximum of 2-3 storeys	67%	8%	25%	48
Residential development will be a maximum of 2-3 storeys along Egerton Road and near the residential properties on Craneford Way, rising to 4-5 storeys towards Challenge Court	38%	4%	58%	48

**12. How appropriate do you feel the Site Access Parameter Plan is (see consultation material page 13)?**

Very appropriate / appropriate	Neither appropriate / not appropriate	Not appropriate / Not appropriate at all	Base
33%	17%	50%	46

### 13. Do you have any comments on the new site plan or various parameter plans?

A total of 30 respondents commended on this question, key themes included:

	<b>Count</b>	<b>%</b>
Concerns about vehicular access / via A316 or Langhorn Drive / school drop off	15	50%
Increase in traffic, congestion / impact on residential roads	8	27%
Heights of buildings	6	20%
Density of development	5	17%
Other	5	17%
Concerns about all 3 educational establishments on one site	4	13%
Right hand turn / junction / other measures needed on A316 junction	3	10%
Impact on environment / loss of open space / wild life	3	10%
Concerns about the residential development	3	10%
Playing fields - concerns about floodlights / noise from increased use of pitches / fencing / access for local residents / parking / artificial surface	3	10%
Behaviour of students	3	10%
Positive about the development / improvement on original	2	7%
Parking / CPZ for new residential development	1	3%
Retain the proposal for MUGA / tennis courts	1	3%
Base	30	

## Section C: About You

14. In what capacity are you responding to this consultation?

Local resident	86%
Parent of a child at a pre-school in the borough	12%
Parent of a child at a primary school in the borough	20%
Parent of a child at a secondary school in the borough	8%
Parent of a child at Clarendon School	0%
Pupil or student at school / college in the borough	0%
School or college staff	6%
Haymarket or Harlequins staff	0%
Representative of a local group, organisation or business	4%
Other	4%
Base	49

15. What was your age at your last birthday?

Under 18	0%
18-24	2%
25-34	13%
35-44	26%
45-54	19%
55-64	23%
65-74	13%
75+	4%
Base	47

16. Are you?

Male	48%
Female	52%
Base	46

17. Do you consider yourself to have a disability?

Yes	5%
No	95%
Base	41

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

White or White British	97.5%
Asian or Asian British	0%
Mixed or Mixed British	2.5%
Black or Black British	0%
Any other ethnic background	0%
Base	40

19. What is your postcode?

TW1	9%
TW2	89%
Other	2%
Base	45

**Section D: Opportunities to stay informed and get involved**

20. 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	49%
By attending public events or drop-in sessions	49%
By receiving leaflets/ information/ letters through your door	46%
By completing online surveys	46%
By commenting on planning applications and documents	37%
By attending regular meetings	27%
By completing paper surveys	24%
Don't want to be kept informed or get involved	10%
By social media	5%
Other	5%
Base	41

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

A total of 22 respondents provided their contact details.