

# London Borough of Richmond Twickenham Rediscovered Consultation Survey



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Report prepared by  
Snap Surveys

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# 1. INTRODUCTION

The London Borough of Richmond upon Thames commissioned Snap Surveys to conduct the analysis of their Twickenham Rediscovered June – July 2017 consultation survey. This report contains the research findings.

Snap Surveys certify that this analysis was conducted in accordance with ISO 20252:2012 (the standard for organisations conducting market, opinion and social research) and ISO 9001:2015 (the Quality Management System standard).

## 1.1. Background and objectives

Twickenham Rediscovered aims to create a new ‘heart’ for the town, one that celebrates its riverside location. By regenerating the area the Council aims to fulfil the vision of residents as articulated in the Twickenham Area Action Plan (TAAP).

In 2014 the Council purchased 1, 1A, 1B King Street and 2/4 Water Lane to help facilitate this. Since the purchase of the site the Council has embarked on a series of consultations with residents, businesses and local community groups to ensure that a wide range of voices are heard on how to create this new ‘heart’. The proposals presented in June / July 2017 were a product of that engagement.

The feedback from this consultation, found in this report, will be fed into a final proposal for the site, which will be consulted on in autumn 2017 ahead of a Planning Application later in the year.

## 1.2. Methodology

The consultation was open from Tuesday 13th June to Tuesday 11th July, and overall 457 responses were received. The consultation material and survey were available on the Council website, and hard copies of both were available at a series of drop-in events held in the Clarendon Hall Twickenham.

The Council collected any paper responses, and entered them directly into the online survey, before sending the raw data to Snap Surveys for analysis.

The principal contacts for the survey were Catherine Pierce at the London Borough of Richmond upon Thames and Margaret Reed at Snap Surveys.

## 1.3. Analysis of results

Figures in the report are generally calculated as a proportion of all respondents who took part in the consultation – that is, including any ‘No Reply’ responses in the base for each

question, unless stated otherwise. The exception to this is where open ended responses have been coded into themes, in which case the base excludes 'No reply' responses.

Percentages in a particular chart will not always add up to 100%. This may be due to rounding, or because each respondent is allowed to give more than one answer to the question.

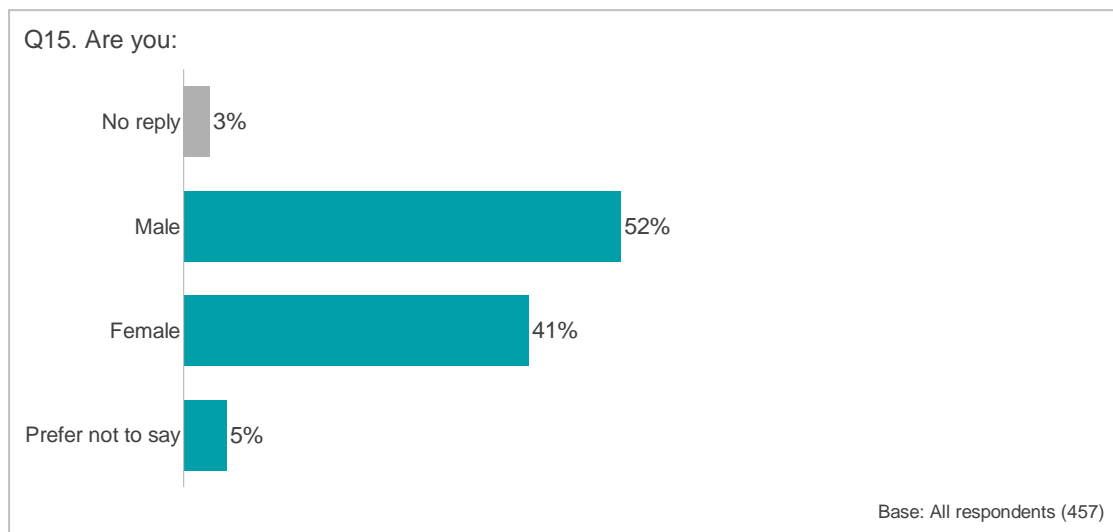
## 2. RESPONDENT PROFILE

### 2.1. Introduction

This section of the report profiles respondents by demographics (gender, age, disability and ethnicity). It also looks at the capacity in which respondents completed the survey.

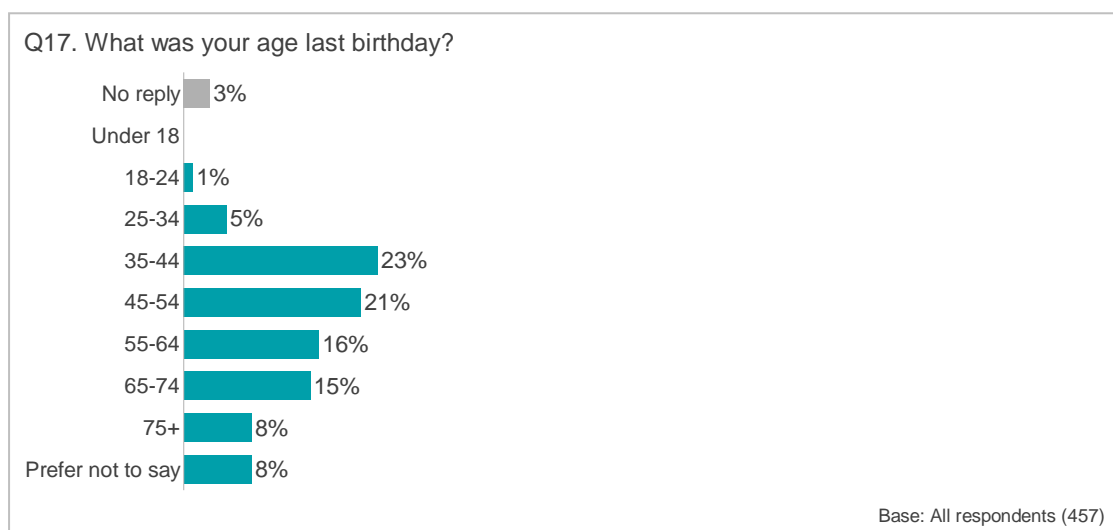
### 2.2. Gender

Over half (52%; 237 people) of the respondents to this consultation were male, 41% (186 people) were female and the remaining 7% (34 people) preferred not to say, or didn't answer the question.



### 2.3. Age

6% (27 people) of respondents were aged under 35, the majority (59%; 271 people) were aged between 35 and 64, and 23% (107 people) were aged 65 or older.



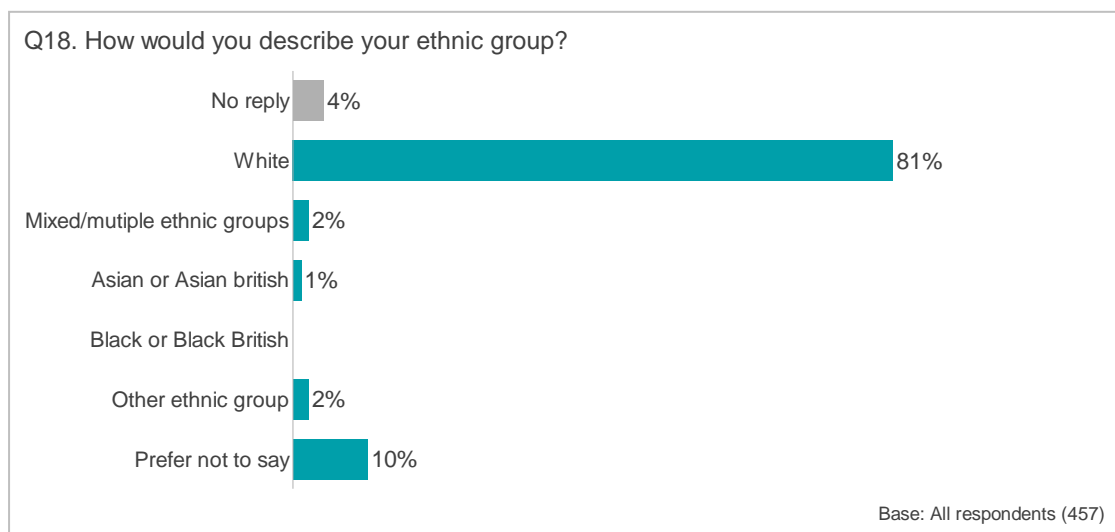
## 2.4. Disability status

Only 6% (28 people) considered themselves to have a disability.



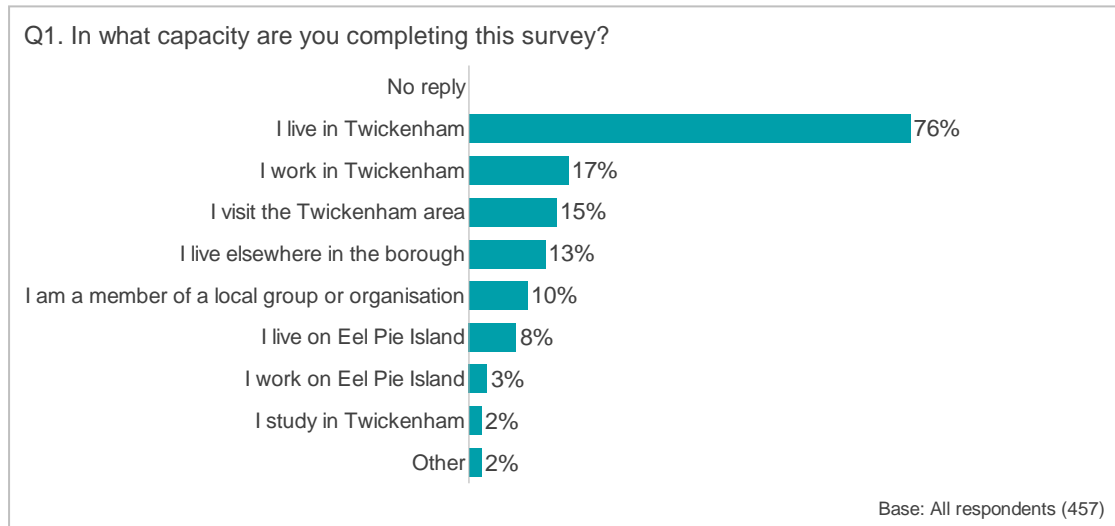
## 2.5. Ethnicity

The majority of respondents to this consultation (81%; 371 people) described themselves as white, while 4% (20 people) were from black or minority ethnic groups (BME).



## 2.6. Respondent group

Respondents were asked in what capacity they completed the survey, to help determine their interest in the consultation. The chart below shows that respondents were most likely to complete the survey as a local resident (76%; 347 people), while 17% (78 people) said that they worked in Twickenham.



### 3. RESULTS

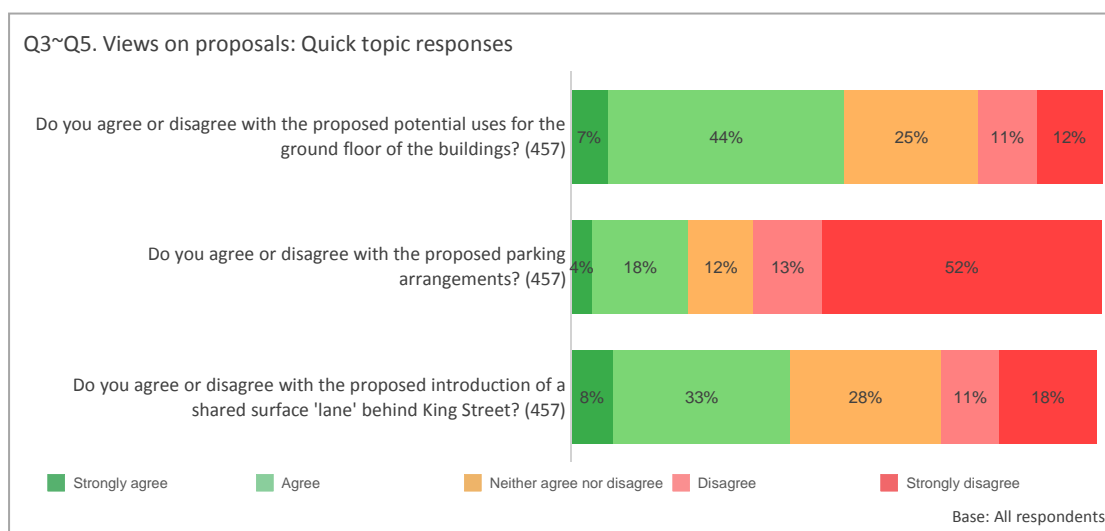
#### 3.1. Introduction

Respondents were presented with possible proposals in the ‘New Heart for Twickenham’ document and were asked to give their feedback on various aspects including potential uses for the ground floor of the buildings, parking arrangements, introduction of a shared surface ‘lane’ behind King Street, appearance of the development and landscaping options.

#### 3.2. Views on the proposals: quick topic responses

Respondents were asked to rate to what extent they agreed or disagreed with the proposed:

- Potential uses for the ground floor of the buildings
- Parking arrangements
- Introduction of a shared surface ‘lane’ behind King Street



- 51% (230 people) said they agreed with the proposed potential uses for the ground floor of the building (23%; 105 people disagreed). 25%; 113 people) neither agreed nor disagreed.
- 22% (97 people) said they agreed with the proposed parking arrangements (66%; 298 people disagreed). 12%; 55 people) neither agreed nor disagreed.
- 42% (189 people) said they agreed with the introduction of a shared surface ‘lane’ behind King Street (29%; 130 people disagreed) 28%; 129 people) neither agreed nor disagreed.



We have calculated a net score by adding together the number of people who agreed/strongly agreed and subtracted the number of people who disagreed/strongly disagreed to produce a net score.

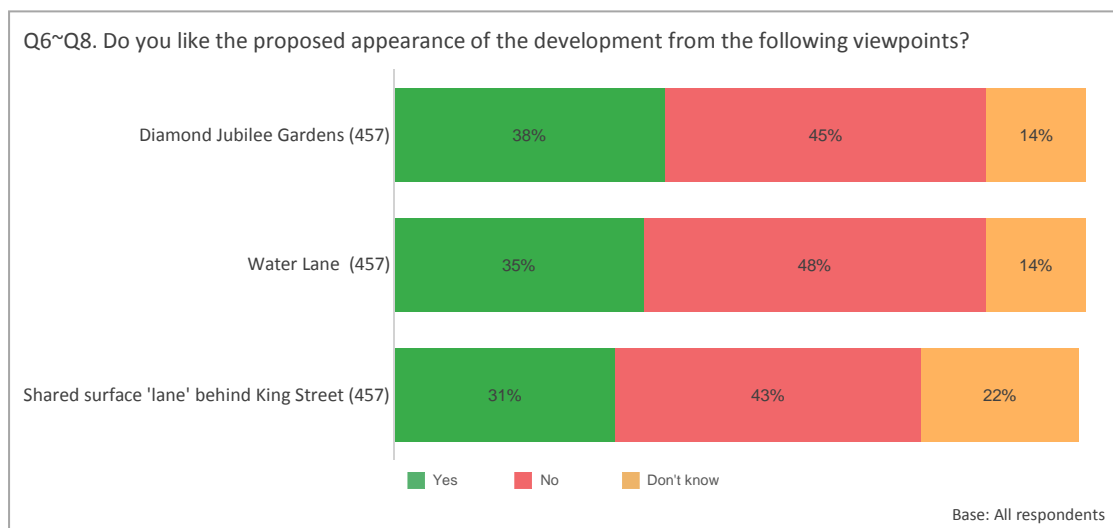
	% Agree/strongly agree	% Disagree/strongly disagree	Net score
Proposed potential uses for the ground floor of the building	51% (230)	23% (105)	+27% (125)
Proposed parking arrangements	22% (97)	66% (298)	-44% (-201)
The introduction of a shared surface 'lane' behind King Street	42% (189)	29% (130)	+13% (59)

### 3.3. Building appearance

In November-December 2016 respondents commented on indicative views from King Street and the Embankment. Respondents were asked to consider proposals for the appearance of the development from other viewpoints.

Respondents were asked whether they like the proposed appearance of the developments from the following viewpoints:

- Water Lane
- Diamond Jubilee Gardens
- Shared surface 'lane' behind King Street



- 38% (172 people) of respondents said they liked the proposed appearance of Diamond Jubilee Gardens, 45% (206 people) did not like the appearance and 14% (64 people) said they didn't know.
- 35% (159 people) of respondents said they liked the proposed appearance of Water Lane, 48% (220 people) said they did not like the appearance and 14% (65 people) said they didn't know.
- 31% (143 people) of respondents said they liked the proposed appearance of the shared surface 'lane' behind King Street, 43% (198 people) said they didn't like it and 22% (99 people) said they didn't know.

### 3.4. Building appearance - comments

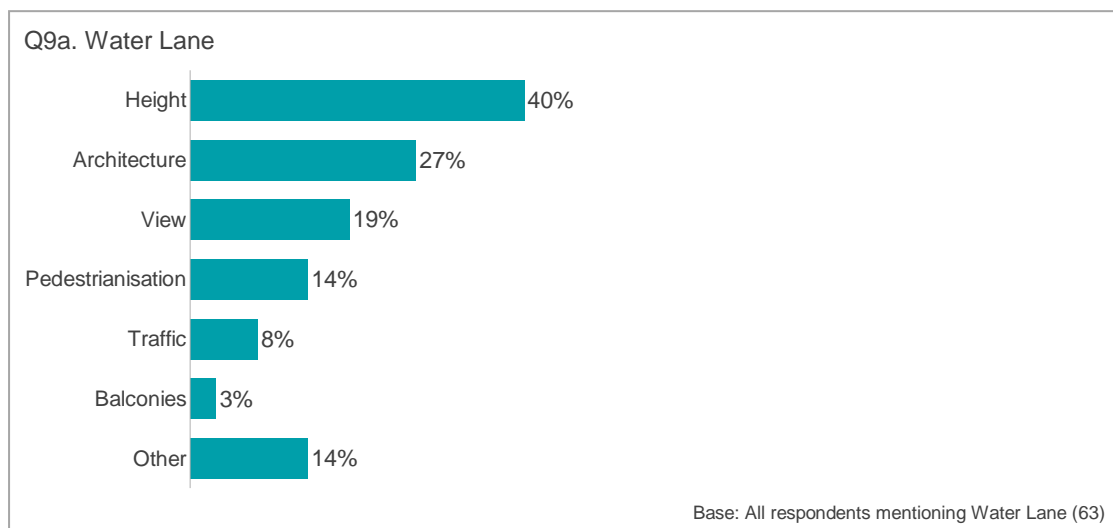
Respondents were asked to make any comments relating to their answers in the previous question. These comments have been coded in to themes and charted below. Whenever a view has been specifically mentioned (i.e. Diamond Jubilee Gardens / Water Lane / the shared surface 'lane' behind King Street) within a comment these have been included within comments for that proposal. Any other more general comments have been included in the general themes coding frame.

Example comments and excerpts from the two or three most popular responses in each category have been included. Any comments that didn't fit into the coded themes or didn't appear regularly enough to warrant their own code were coded as 'Other'.

All charts and figures for coded questions exclude 'No Reply' responses.

#### Water Lane

The most common theme of comments relating to the view of Water Lane were regarding height (40%, 25 people).



"I am primarily concerned about the height of the buildings in King Street and Water Lane. I think that the buildings in King Street should be no more than 3 storeys high whilst those in Water Lane no more than 2 storeys high in order to blend in with existing buildings. I am also worried that the new buildings in Water Lane may be too imposing. At present there are clear vistas both from Water Lane and the Riverside. The illusion of space will be lost once the new buildings are erected and this would potentially blight the Riverside area."

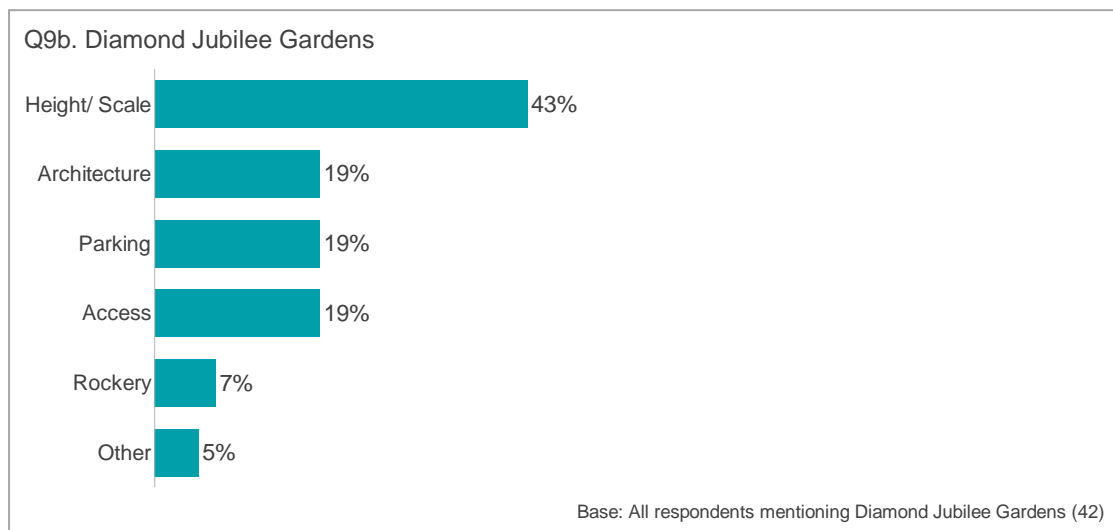
The second most common theme of comments regarding Water Lane was the Architecture (27%, 17 people).

"I don't like the mock-period architecture. It is inappropriate for Twickenham riverside. The elevations on King Street, Water Lane and Jubilee Gardens are too elaborate. The elevation on the shared surface lane is OK."

"The style is too traditional. The columns on Water Lane and King Street to create an open ground floor won't work"

### Diamond Jubilee Gardens

The most common theme of comments for Diamond Jubilee Gardens was around the Height/Scale (43%; 18 people).

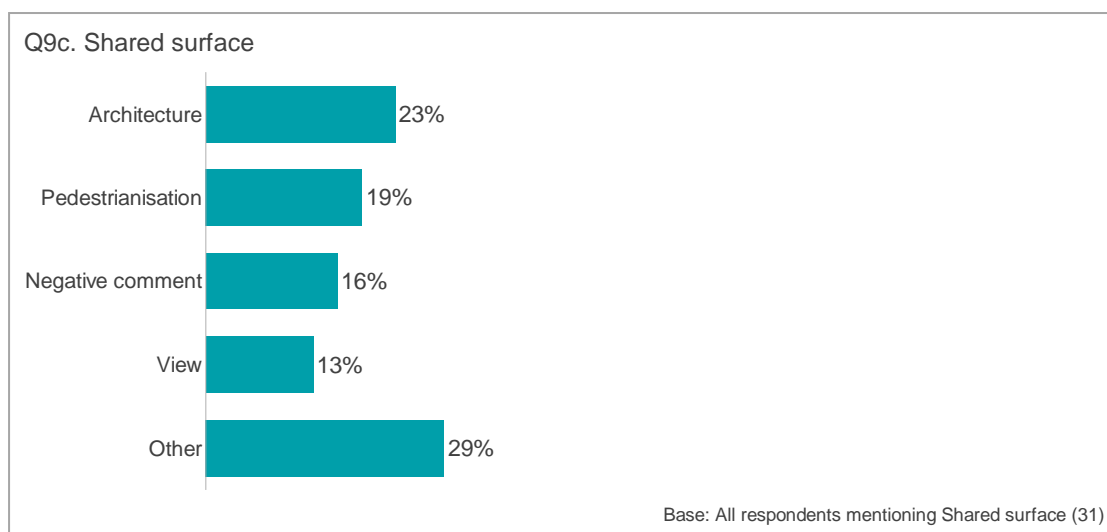


"The building appears to be very big from Jubilee Gardens. The Gardens aren't that big really and the new building sits right on top of the open space. Also, the connection to the Gardens is not that good, now that the riverside terrace is much smaller and there is a road running right through the middle of the new buildings."

"Diamond Jubilee Gardens is a lovely space that is not in the least being enhanced by having a huge building sat down next to it. The Gardens could be Twickenham's new town square - where is the connectivity to it? The 'lane' is a glorified alley behind some cafes and restaurants. Why would anyone want to walk up there?"

## Shared surface

The most common theme of comments relating to the shared surface proposal were about the architectural design (23%; 7 people).



"The building facades in the middle of the view from the shared surface lane look rather severe - visually they could do with being rather more broken up."

"Fenestration of central part of block facing the shared surface lane is very bland."

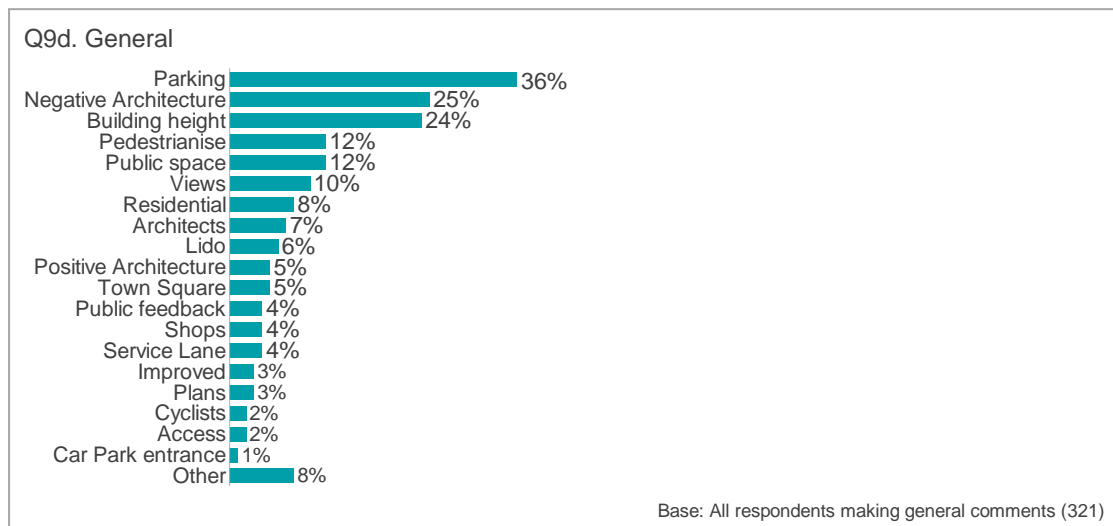
Respondents also made comments about pedestrianisation (19%; 6 people).

"The shared surface should not be going all the way through to Water Lane, making it more of a road than pedestrian and community space. It should be shorter (from Wharf lane) and use a turning circle for access"

"The proposed shared surface lane does not provide the optimum use of space and will not encourage pedestrians."

## General comments

Comments which didn't specifically mention one of the proposals have been coded and charted below under general comments. The most common theme was parking (36%, 117 people), followed by negativity regarding the architectural design (25%, 81 people) and comments about building height (24%; 78 people).



## Parking

"There does not need to be so much parking"

"The area is already cluttered up with parked cars - this should be reduced."

"Please, please, please take this opportunity to move the cars away from the riverside. It's astonishing (in a bad way) that Twickenham's greatest honour appears to be the best place car park in London. Free up all the riverside for common amenity when you have this chance"

## Negative comments regarding architecture

"The buildings are too 'fussy' & artificial in appearance."

"Not enough variety of frontage from these viewpoints (contrast this blandness with greater variety of King Street Elevation)"

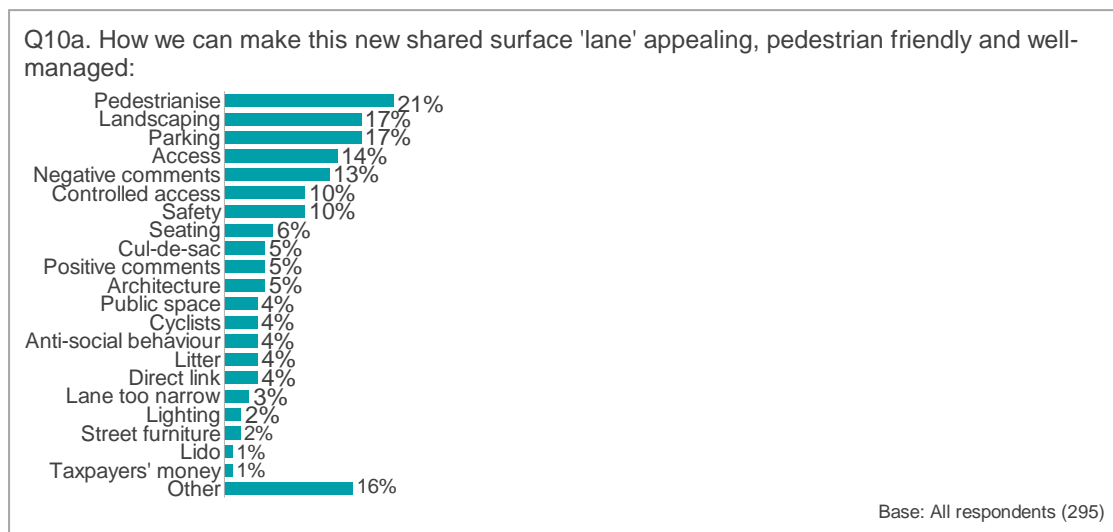
"Design has taken a step back from last proposals, gone back towards the first huge structure. Totally out of character with the structures between church st and the river"

### 3.5. Servicing

The London Borough of Richmond upon Thames is considering creating a shared surface 'lane' to link Wharf Lane and Water Lane. It would include a number of improvements such as an alternative, pedestrian dominated route into the Diamond Jubilee Gardens. Controlled access would be given to selected service vehicles at certain times of the day.

Respondents were asked to give their views on how the new shared surface 'lane' can be made appealing, pedestrian friendly and well-managed.

Comments have been coded and charted below.



The top 3 comments related to themes around pedestrianise (21%; 63 people), landscaping (17%, 50 people) and parking (17% (49 people).

#### Pedestrianise

"By excluding all traffic apart for that necessary to access the rear of shops on King Street. ie no access for residents."

"Could part be totally pedestrianised during specific hours to make it safe for children and families?"

"Limit traffic as much as possible,"

#### Landscaping

"A trail related to the river. Water feature for play/gathering around."

"Lighting, rubbish bins and seating are crucial as well as planting. A connection back to the community like flags, bunting, local children's drawings or poems on display"

"More use of planting and less hard landscaping if possible."

## Parking

"Remove all car parking except disabled from the riverfront. Put this parking on the service lane."

"This is a good idea, but this lane should also give access to a large underground car park, which would replace the parking along the Embankment."

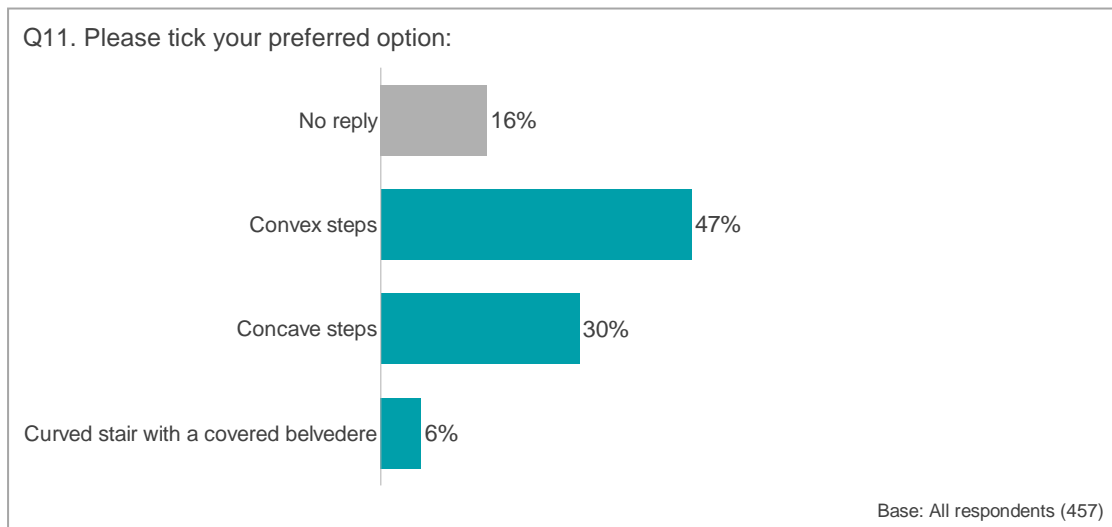
"Widened pedestrian access down Water Lane - ok. Accessible entry points to Diamond Jubilee Gardens - ok. Shared surface pedestrian priority - ok. Parking as is at moment."

### 3.6. Landscaping options – Water Lane and the Embankment

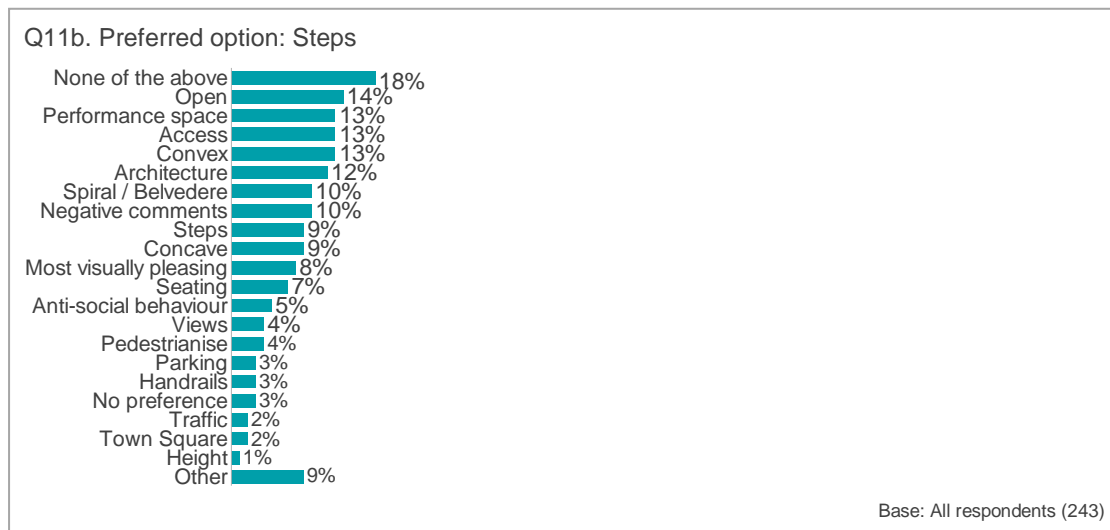
The London Borough of Richmond upon Thames is also considering three potential options for the junction between Water Lane and the Embankment. Respondents were asked if they preferred:

- Convex Steps
- Concave steps
- Curved stair with a covered belvedere

47% (217 people) of respondents preferred the convex steps, 30% (138 people) preferred the concave steps and only 6% (29 people) said they preferred the curved stair with a covered belvedere. 16% (73 people) of respondents didn't answer the question.



Respondents were asked to provide comments relating to their answer. These have been coded into themes. 14% (35 people) preferred the Open steps and 18% (43 people) preferred None of the steps.



A few comments regarding each step design have been included below.

### Convex Steps

"Convex steps are most 'open' and accessible, ensure adequate handrails is designed in along with shallow step heights and interim landing to minimize fall length"

"I prefer the convex steps as it is more open from either direction, but find the wall created by the ramp unattractive and would hope that could be improved upon."

"The convex steps offer a better transition between the levels but should be generous with a large area in front of them at Water Lane/Embankment level"

### Concave Steps

"Concave steps have a more open and inviting feel."

"I can imagine people sitting here along the sides in summer. Concave is just more beautiful to me somehow, like the levels in an amphitheatre."

"More imaginative approach is required here too and also applied to and taking account of the central objective of encouraging pedestrian access to the terrace level. The general concept of concave steps is acceptable but the present design is constrained"



### Curved stair with a covered belvedere

"Definitely have a covered area, much needed in warmer months and for rain the rest of the year!"

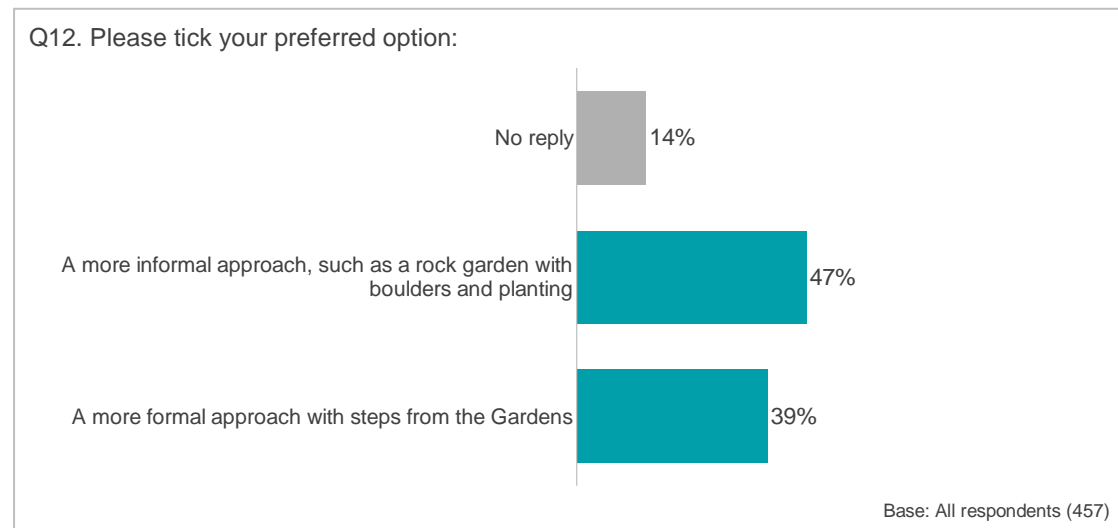
"The curved stair looks more useful and accessible for the elderly."

### 3.7. Landscaping options - Embankment/Diamond Jubilee Gardens

The London Borough of Richmond upon Thames is looking to improve the access to Diamond Jubilee Gardens from the Embankment (riverside).

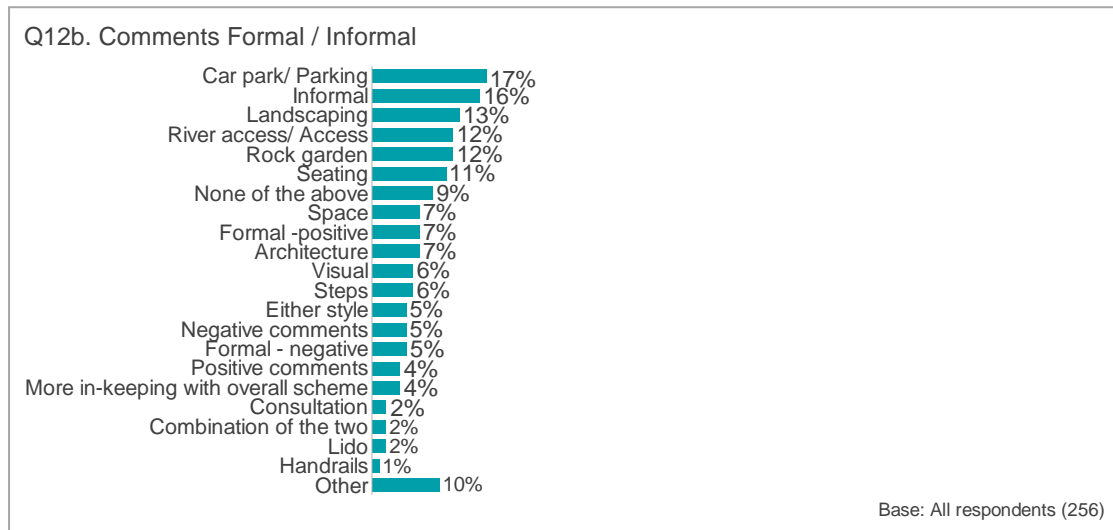
Respondents were asked what they think the character of the new access from the Embankment to Diamond Jubilee Gardens should be. They were given two options:

- A more informal approach, such as a rock garden with boulders and planting
- A more formal approach with steps from the Gardens



- 47% (215 people) of respondents said that they preferred a more informal approach, such as a rock garden with boulders and planting
- 39% (179 people) of respondents said they would prefer a more formal approach with steps from the Gardens.
- 14% (63 people) of respondents didn't answer the question.

Respondents were asked to provide comments relating to their answer. These have been coded into themes.



Comments often relate to parking (17%; 44 people), informal design (16%; 40 people) and landscaping (13%; 32 people), River access (12%; 31 people) and rock garden (12%, 30 people).

### Car park / parking

"Both are nice but irrelevant if car parking is between that area and the river. Cars should park behind - it works in Richmond and whilst the difference is negligible for drivers and parkers it will make a significant difference to the area"

"I prefer the more formal approach as it looks like people could use the lawns for picnics etc, assuming they're not all facing a car park!"

"It doesn't matter how you landscape it as there'll be a car park in the way!"

### Informal

"A more scenic and informal approach will be more enticing and inviting for visitors to move up and down between what will otherwise become two separate areas."

"An imaginative informal design required."

"I like the idea of a rock garden and an informal approach."

## River access / Access

"As long as there is still good wheelchair access and the area will be planted up accordingly not just grass verges"

"This Park / landscaping should stretch to the Riverside"

## Rock garden

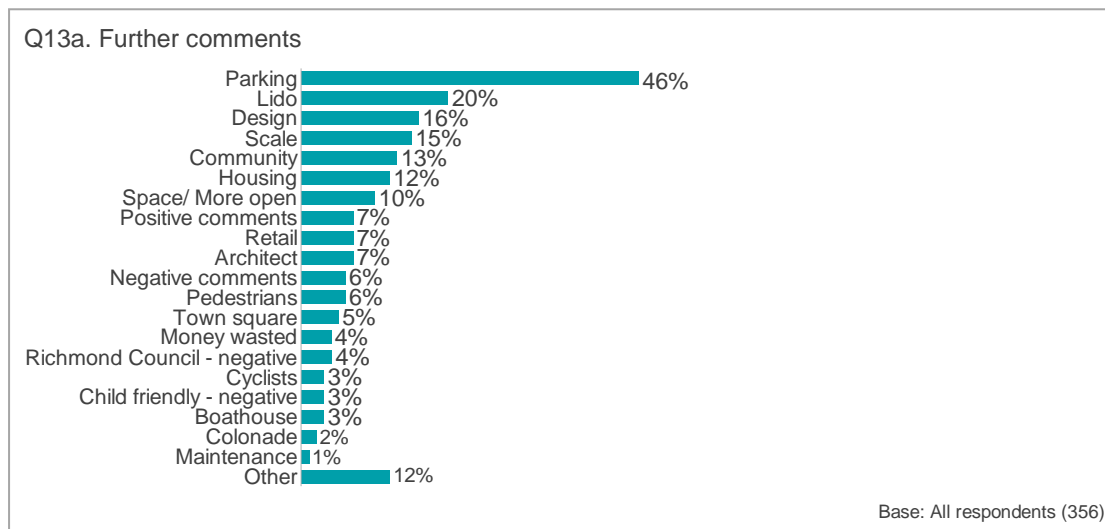
"Easier to accommodate for wheelchairs. Just need to be aware that children will climb boulders so this could be welcomed and incorporated into the design."

"I think some trees and rocks will attract people of all ages."

"Yes, to the informal approach, but not a rock garden please. (Look at Radnor Gardens to see how scruffy they can get.)"

## 4. FINAL COMMENTS

Respondents were invited to make any further comments or suggestions. These have been coded into themes and charted below. The top three themes were parking (46%; 163 people), Lido (20%; 72 people) and design (16%; 57 people).



### Example comments

"Any required car parking should be underground. It is a total waste of valuable riverside space to use as a car park."

"I am disabled and visit my son on Eel Pie Island and am pleased that you have maintained the parking"

"A lido in Twickenham would be a great addition. Other areas such as Tooting, Brockwell and Hampton thrive with them and add a great addition to the community."

"I support the proposal for a lido, it's a great idea to bring the community together and an suitable leisure facility."

"For me it is important that the riverside should be given some charm, also from the riverside view onto the building and Jubilee Garden side. It is a great delight to walk along the river through the York Gardens passing the Theatre till Eel Pie Island Bridge. I hope that in future it will be a delight for me to continue my way beyond the bridge into the Diamond Jubilee Gardens."

"It would be nice to see some filigree work on the balconies."

"Please do not remove any trees - or as few as possible. The rear view of the King Street shops needs to be considered. Perhaps creating a version of the ""hanging gardens"" would help enhance the final view of this area from the river and the embankment."

"An improvement on the original plan but still open consultation on style of architecture. The residential blocks are still too overbearing 1. No indication in the plans of an outside activity for older children i.e. outdoor keep fit, gym exercise 2) Concern re retail shops - Twickenham is full of charity shops and nail bars, cafes. Some marketing incentive needed. Please don't touch the hornbeam trees!"

"Incorporate a water spray fountain into this scheme, possibly in Diamond Jubilee gardens (like the one in Kingston market place). There is nowhere in this area where young children can play and splash about safely with water in the summer. Improve/enlarge the existing café in Diamond Jubilee gardens. It is very basic; and this prime area should have a much nicer café selling decent food and drink. Flats should be suitable for older people, and have lifts."