

# London Borough of Richmond Twickenham Rediscovered Consultation Survey



Date: March 2017

Report prepared by  
Snap Surveys

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# 1. INTRODUCTION

London Borough of Richmond upon Thames Council commissioned Snap Surveys to conduct the analysis of their Twickenham Rediscovered 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 9001:2008 (the Quality Management System standard).

## 1.1. Background and objectives

Over the past few months, Richmond Council has been engaging with residents and businesses in Twickenham in order to gather the creative ideas of all those who wish to see a new heart for the area. Three proposals were put on display at an exhibition in a “pop-up shop” on Church Street for residents to view, and residents were then invited to have their say on the subject.

The first two proposals were developed as a direct result of the Council’s engagement over the summer (2016) which included meeting with local community groups, hosting an exhibition in a pop-up shop on Church Street, carrying out a survey, engaging with people on Talk Richmond and holding a number of themed workshops. The final proposal was a re-worked version of the November 2015 design, following the initial period of consultation at the end of 2015.

## 1.2. Methodology

The consultation was open from 17<sup>th</sup> November to 16<sup>th</sup> December 2016, and overall 632 responses were received. The consultation material and survey were available on the Council website, and hard copies of both were available at the pop-up shop in Church Street, 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 London Borough of Richmond 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 answered the questionnaire – 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 (see

section 4) 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.

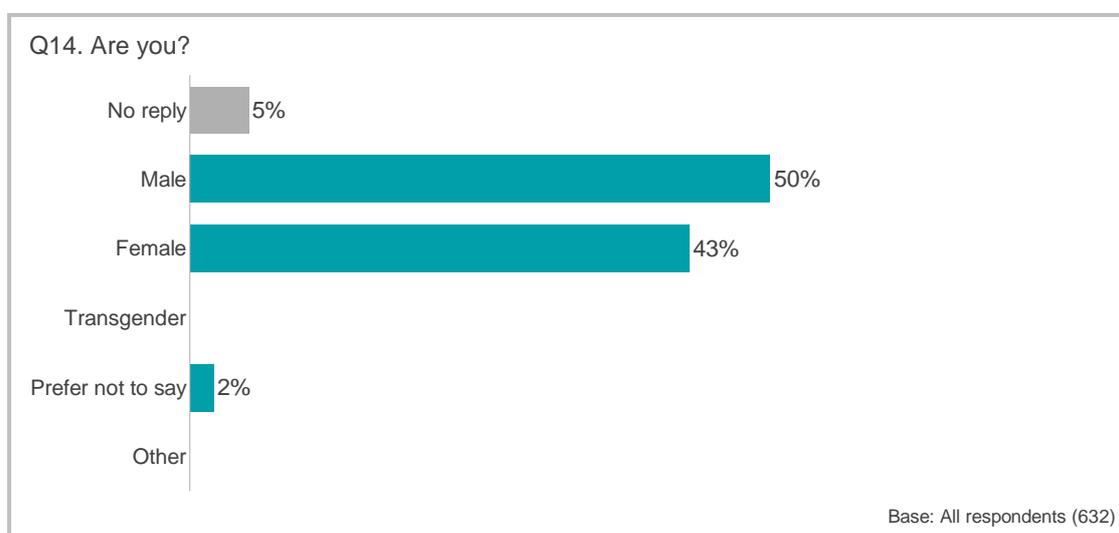
## 2. RESPONDENT PROFILE

### 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.

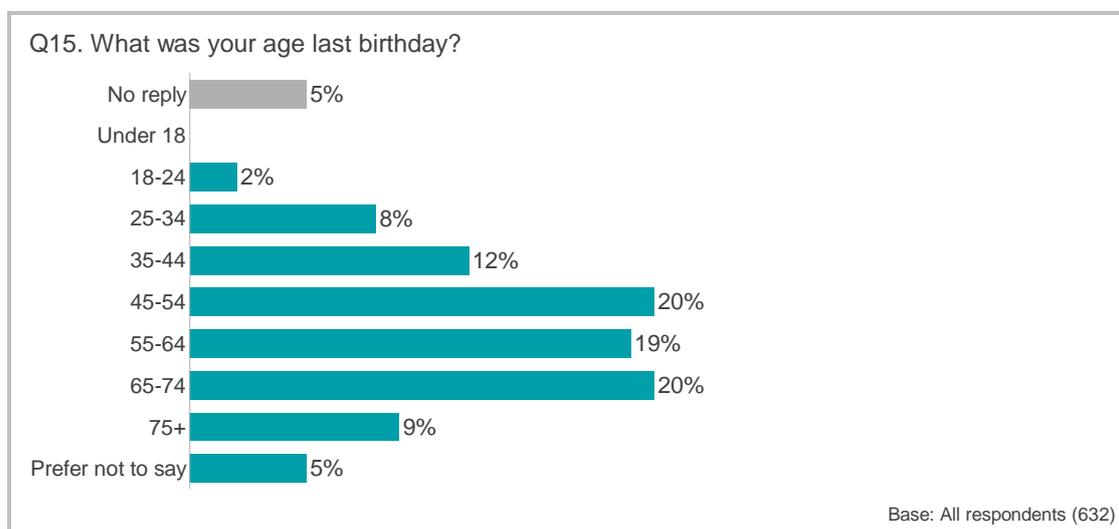
### 2.2. Gender

Half (50%; 313 people) of the respondents to this consultation were male, 43% (269 people) were female and the remaining 8% (50 people) classified themselves as either transgender, other, preferred not to say, or didn't answer the question.



### 2.3. Age

10% (62 people) of respondents were aged under 35, the majority (52%; 326 people) were aged between 35 and 64, and 29% (184 people) were aged 65 or older.



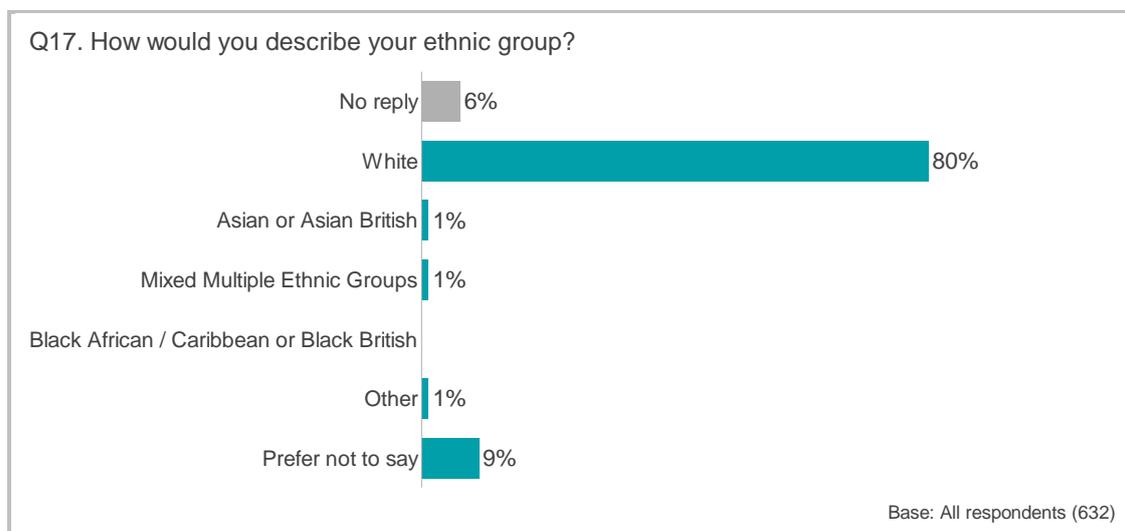
## 2.4. Disability status

Only 5% (32 people) of respondents said that they had a disability.



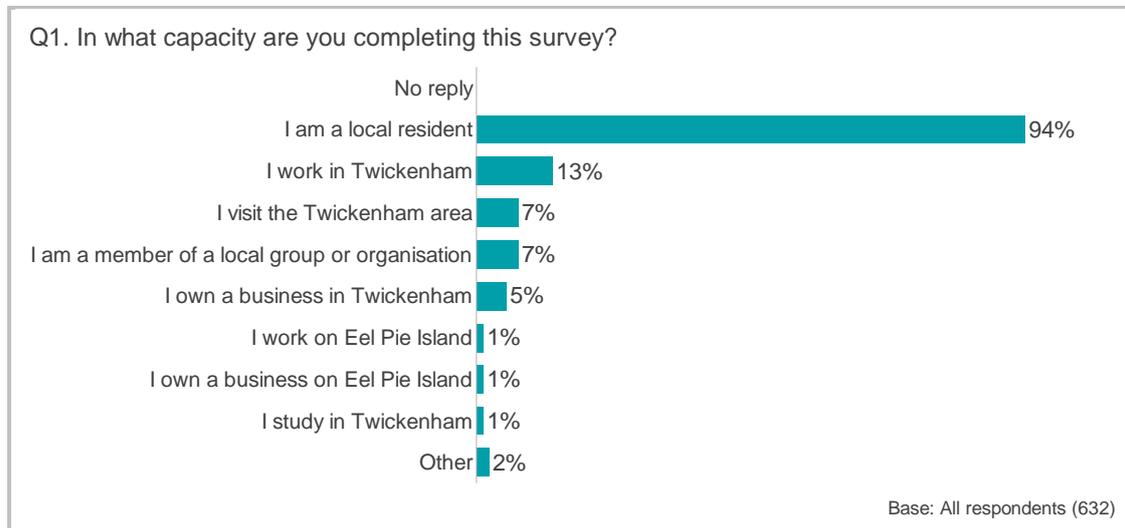
## 2.5. Ethnicity

The majority of respondents to this consultation (80%; 508 people) described themselves as white, while 4% (25 people) were from black or minority ethnic groups (BME).



## 2.6. Respondent interest

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 94% (596 people), although 13% (82 people) also said that they worked in Twickenham.



### 3. PROPOSAL RANKINGS

#### 3.1. Introduction

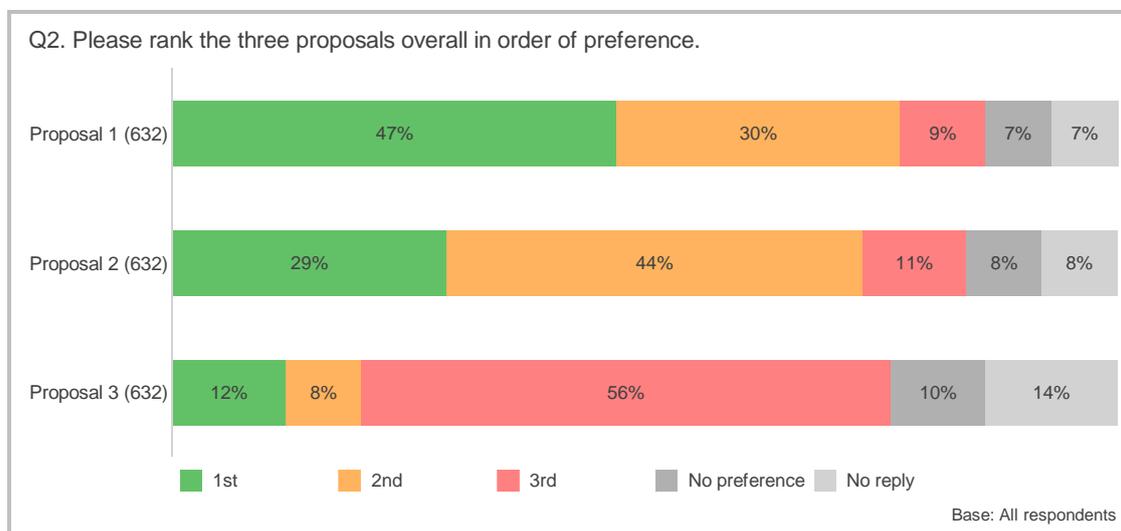
Respondents were presented with three proposals in the ‘New Heart for Twickenham’ document and were asked to rank each of them in terms of the following four factors, as well as ranking them overall:

- Layout of the site
- Provision of community open space
- Linking King Street to the River
- Connection to Diamond Jubilee Gardens

For each of these aspects respondents were asked to select whether a proposal was their first, second or third preference, or whether they had no preference at all.

#### 3.2. Overall

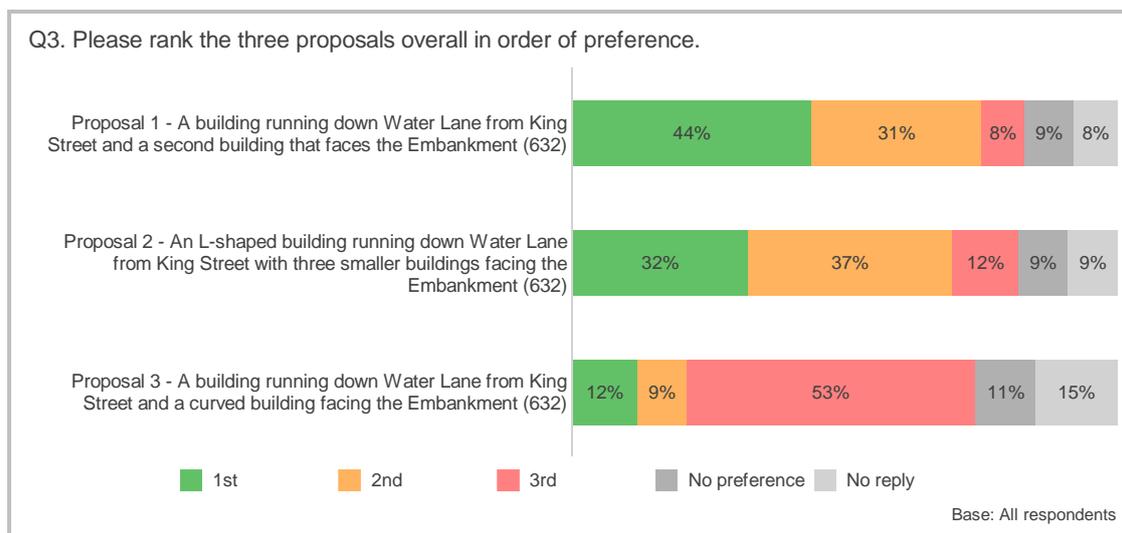
When ranking the three proposals overall, almost half of respondents (47%; 296 people) ranked Proposal 1 as their first choice, compared to 29% (185 people) ranking Proposal 2 first, and 12% (77 people) ranking Proposal 3 first.



### 3.3. Layout of the site

Respondents were asked to rank the three proposals in order of preference in terms of the layout of the site. The chart below shows the proportion of respondents who selected each ranking for each of the proposals, as well as short description of the proposed layout.

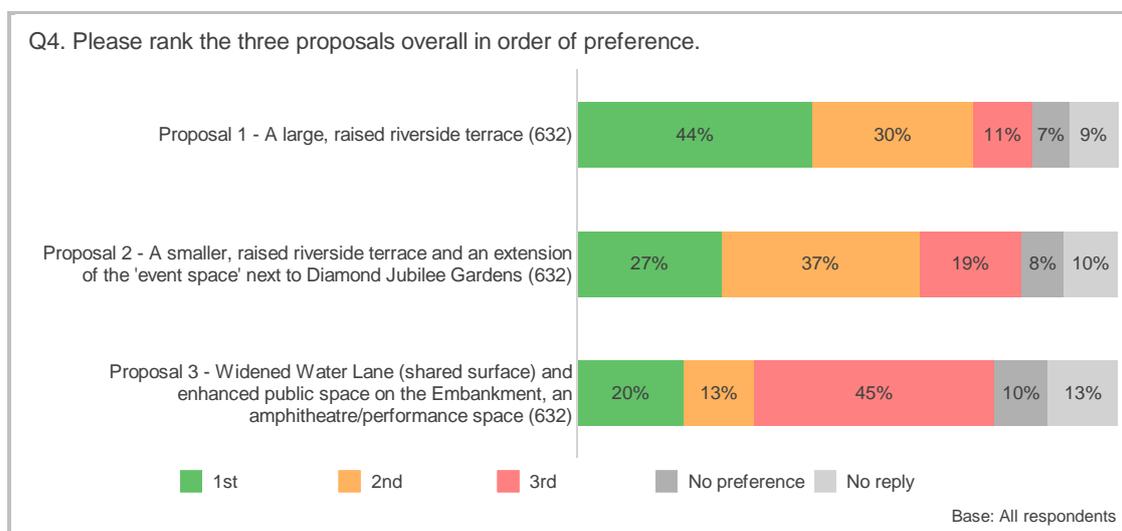
44% (277 people) ranked Proposal 1 as their preferred proposal, 32% (205 people) ranked Proposal 2 first, and 12% (73 people) ranked Proposal 3 first.



### 3.4. Provision of community open space

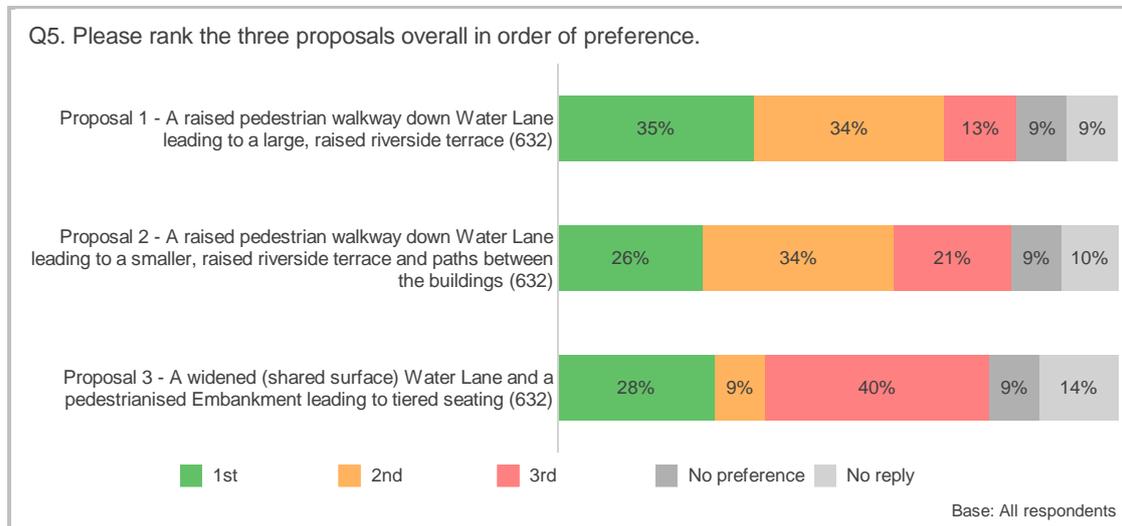
Respondents were asked to think about the provision of community open space in each of the three proposals, then to rank them in order of preference.

As with previous questions, more people ranked Proposal 1 as their preferred option (44%; 275 people), when compared with Proposal 2 (27%; 169 people) and Proposal 3 (20%; 125 people).



### 3.5. Linking King Street to the River

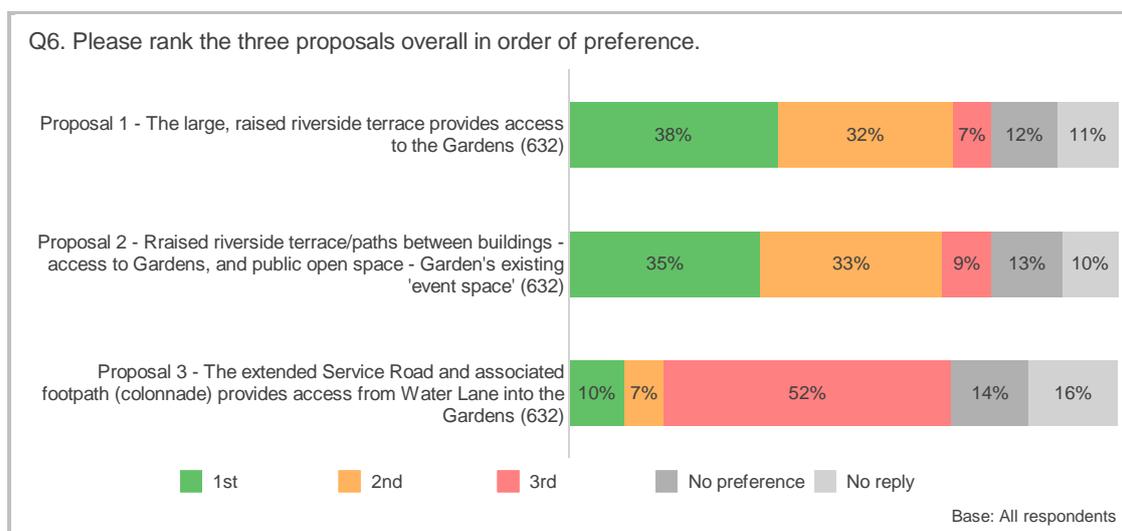
Responses were much more evenly split when ranking the three proposals in terms of how well they link King Street to the River. Proposal 1 received the largest proportion of ‘first’ rankings (35%; 219 people), followed by Proposal 3 (28%; 174 people), then Proposal 2 (26%; 164 people).



### 3.6. Connection to Diamond Jubilee Gardens

Respondents were asked to think about how each of the three proposals connect with Diamond Jubilee Gardens – whether they enhance and complement that area – and to rank the proposals in order of preference.

A slightly larger proportion of respondents ranked Proposal 1 as their first choice (38%; 240 people) when compared to Proposal 2 (35%; 223 people), while significantly fewer preferred Proposal 3 (10%; 64 people).



### 3.7. Summary

The table below summarises all of data from the ranking questions, and shows that Proposal 1 consistently received the largest proportion of respondents ranking it as their preferred option. This was followed by Proposal 2 (in all aspects apart from Linking King Street to the River), then Proposal 3.

	Proposal	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	No pref	No reply
Overall	<b>Proposal 1</b>	<b>47%</b>	30%	9%	7%	7%
	<b>Proposal 2</b>	29%	<b>44%</b>	11%	8%	8%
	<b>Proposal 3</b>	12%	8%	<b>56%</b>	10%	14%
Layout of the site	<b>Proposal 1</b> - A building running down Water Lane from King Street and a second building that faces the Embankment	<b>44%</b>	31%	8%	9%	8%
	<b>Proposal 2</b> - An L-shaped building running down Water Lane from King Street with 3 smaller buildings facing Embankment	32%	<b>37%</b>	12%	9%	9%
	<b>Proposal 3</b> - A building running down Water Lane from King Street and a curved building facing the Embankment	12%	9%	<b>53%</b>	11%	15%
Provision of community open space	<b>Proposal 1</b> - A large, raised riverside terrace	<b>44%</b>	30%	11%	7%	9%
	<b>Proposal 2</b> - A smaller, raised riverside terrace & an extension of the 'event space' next to Diamond Jubilee Gardens	27%	<b>37%</b>	19%	8%	10%
	<b>Proposal 3</b> - Widened Water Lane (shared surface) and enhanced public space on the Embankment, an amphitheatre/performance space	20%	13%	<b>45%</b>	10%	13%
Linking King Street to the River	<b>Proposal 1</b> - A raised pedestrian walkway down Water Lane leading to a large, raised riverside terrace	<b>35%</b>	<b>34%</b>	13%	9%	9%
	<b>Proposal 2</b> - A raised pedestrian walkway down Water Lane leading to a smaller, raised riverside terrace and paths between the buildings	26%	<b>34%</b>	21%	9%	10%
	<b>Proposal 3</b> - A widened (shared surface) Water Lane and a pedestrianised Embankment leading to tiered seating	28%	9%	<b>40%</b>	9%	14%
Connection to Diamond Jubilee Gardens	<b>Proposal 1</b> - The large, raised riverside terrace provides access to the Gardens	<b>38%</b>	32%	7%	12%	11%
	<b>Proposal 2</b> - Raised riverside terrace/paths between buildings - access to Gardens, and public open space - Garden's existing 'event space'	35%	<b>33%</b>	9%	13%	10%
	<b>Proposal 3</b> - The extended Service Road and associated footpath (colonnade) provides access from Water Lane into the Gardens	10%	7%	<b>52%</b>	14%	16%

## 4. OPEN ENDED COMMENTS

### 4.1. Introduction

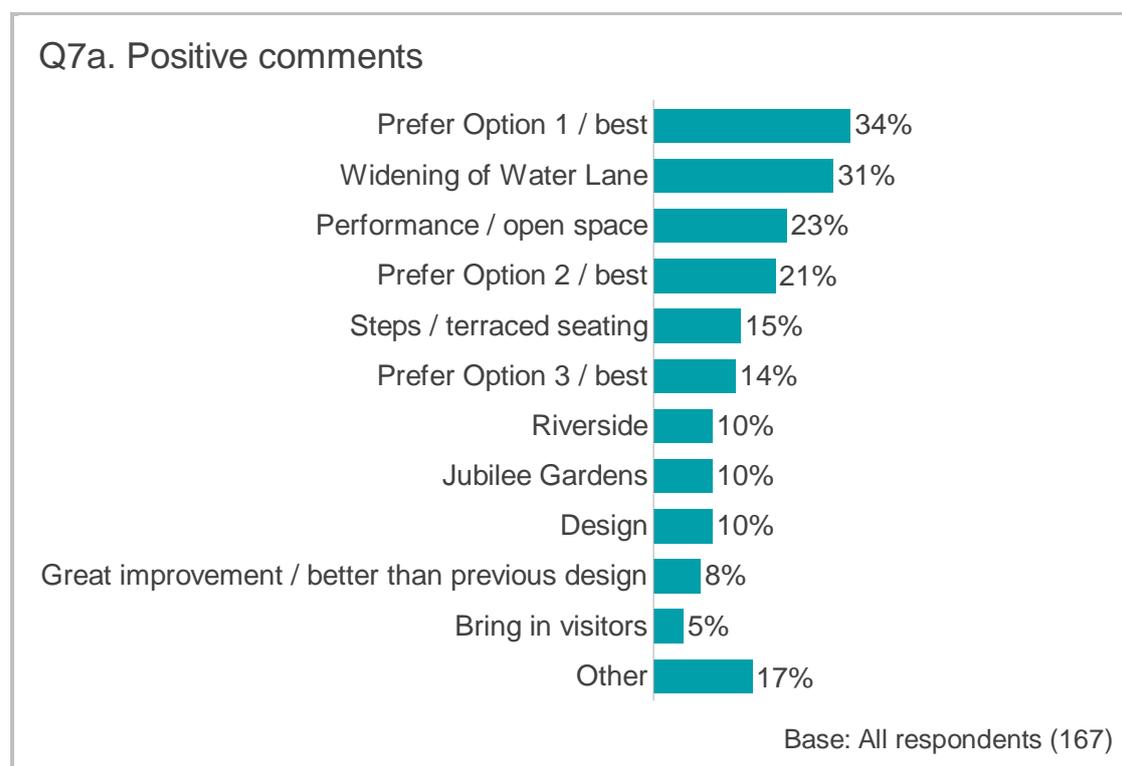
This section looks at responses to the three open ended questions associated with the proposals. Responses to these questions have been coded into positive, neutral and negative comments, and charted separately. Example comments and excerpts from the three or four most popular responses in each category are also included.

Any comments that didn't fit into the coded themes or didn't occur regularly enough to warrant their own theme were coded as 'Other'.

There were large proportions of 'No Reply' responses for all open ended questions, ranging from 35% to 45%. All charts and figures in this section exclude 'No Reply' responses.

### 4.2. Comments on ranking questions

Respondents were given the opportunity to comment on all ranking questions. 343 respondents replied to this question, 167 respondents gave a positive comment and the chart below illustrates common positive themes raised by these respondents.



34% (57 people) of respondents who made positive comments mentioned that they preferred Proposal 1. Respondents who preferred Proposal 1 commented positively on the need for performance or open space (14 people), the proposed steps / terraced seating (7 people) and the riverside (6 people). Example comments and excerpts from these respondents are listed below:

*“Public and community space provisions are definitely more interesting in Proposal 1”*  
*“In Option 1 (preferred) the quarter circle seating/steps from the terrace at the end of Water Lane are welcomed.”*  
*“Proposal 1 is already preferred as it makes best use of riverside location. Buildings are kept at a distance from riverside.”*  
*“I like the steps/tiered seating creating the opportunity (with road closures) for a performance space.”*

31% (52 people) made positive comments about widening Water Lane. They would like to see it any future proposal. Examples of the comments from these respondents are listed below:

*“Prefer Proposal 1 overall but favour wider Water Lane over building/column space.”*  
*“The much-widened Water Lane will draw foot traffic to the river.”*  
*“A widened Water Lane and pedestrianised Embankment are good features that could also be incorporated into proposals 1 and 2.”*

Around a quarter (23%; 39 people) of those who made positive comments mentioned performance and open space. Opinion was split among respondents about which Proposal provided the most appropriate open space, 14 people preferred Proposal 1, 8 people preferred Proposal 2 and 3 people preferred the open space provided in Proposal 3. Some examples of these comments are listed below:

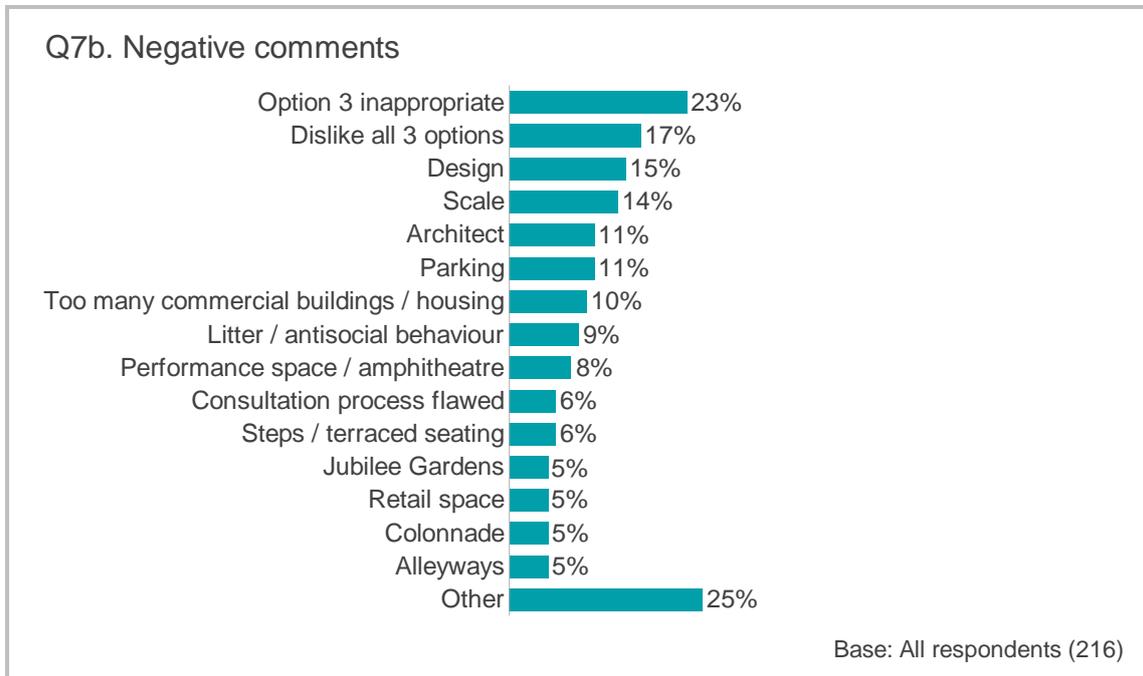
*“My preference for proposal 3 is primarily driven by the fact that it has the most provision for open space, especially on water lane.”*  
*“By far, the second proposal offers the most appropriate use of the site regarding public open space in the way that it connects with Diamond Jubilee Gardens.”*  
*“Public and community space provisions are definitely more interesting in Proposal 1”*

Just over a fifth of respondents (21%; 35 people) who made positive comments said that they preferred Proposal 2. Respondents preferred designs for the riverside (7 people), performance / open space (8 people), Jubilee Gardens (7 people). Some examples and excerpts of these comments are listed below:

*“Proposal 2 is the best design and the one that is most in keeping and best relates to its surrounding area and connectivity.”*  
*“Proposal 2 is more likely to draw people to the river “*

*“Prop. 2 is most in keeping with the character of old Twickenham, sensitive to the riverside environment, and provides flexible, open spaces for pedestrians and links to garden.”*

The chart below shows negative comments received about the ranking questions.



The most common negative comment was that Proposal 3 is inappropriate, mentioned by nearly a quarter of these respondents (23%; 49 people). Of these, 7 people mentioned the design or architecture and 4 people mentioned the buildings. Example comments are shown below:

*“Proposal 3 is top heavy and I doubt there is sufficient demand for the commercial/retail spaces created. “*

*“Proposal 3 is universally awful - It is far too large and oppressive. It fails on all of the criteria.”*

*“I reject Proposal 3. It is in my view totally inappropriate for Twickenham Riverside.”*

*“Dislike concept 3 with pseudo regency style.”*

17% (36 people) of those who made negative comments disliked all three proposals. 4 people specifically mentioned that the plans included too much residential and retail space. Example comments are shown below:

*“All three are bland and dull suggestions.”*

*“None of them seem to fit with the local area. Also creating so many new shops seems a strange thing to do when there are so many in Twickenham already that are empty.”*

*“None of the above proposals are acceptable and all include far too much residential development. The proposals offer nothing to benefit Twickenham other than housing pastiche.”*

An example of the negative comments given by respondents in terms of design is shown below. This topic was mentioned by 15% (32 people), and of those submitting negative comments, 6 people disliked all proposals, and 6 people disliked the architecture.

*“The reason I have not given answers is because the style of building and layout are totally inappropriate for the site. The style of building is similar to some ghastly film set.”*

*“The plans remain overbearing given the setting and the proposed architecture is hideous.”*

*“None of the proposals offer 'architectural' options that one can consider.”*

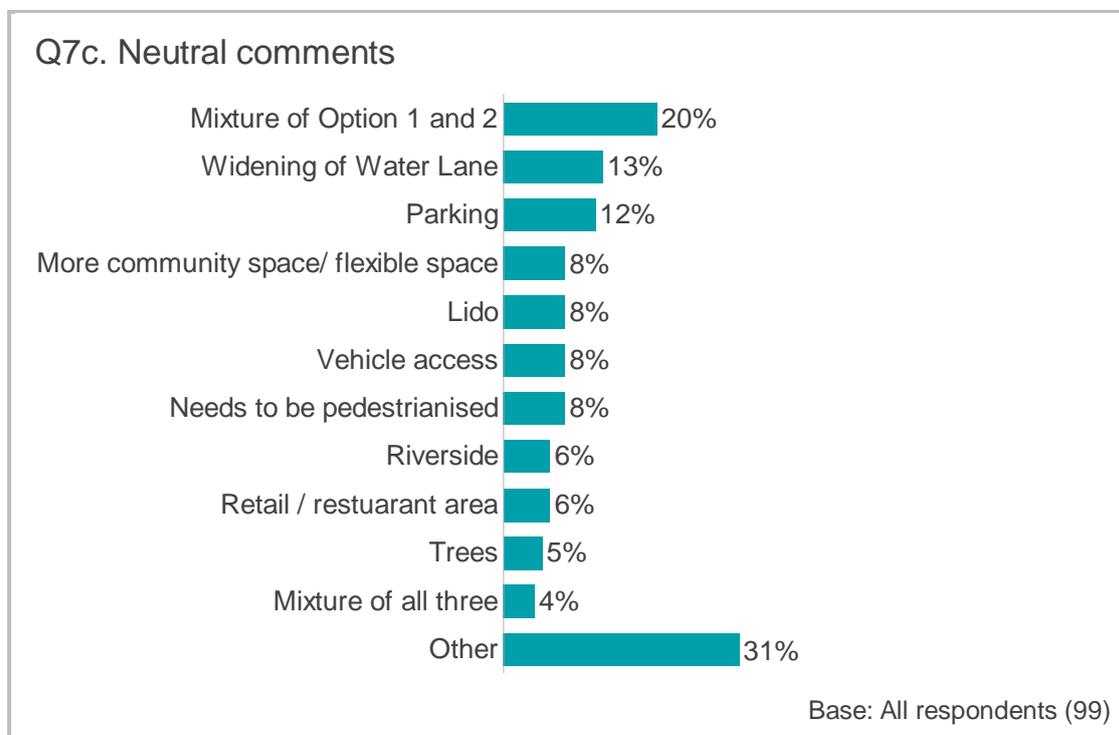
14% (30 people) of those who made negative comments mentioned the scale of the buildings in the proposals, with 7 people finding Proposal 3 inappropriate. Examples of these comments scale are shown below:

*“The scale of the buildings does not reflect its water side setting, I believe it will detract from the qualities of the waterfront rather than enhance.”*

*“The council ISN'T listening. Most people wanted a public open space with a limited number of public buildings.”*

*“Proposal 3 is completely unacceptable. All the buildings are still an overdevelopment of the site and are too tall and crammed in.”*

The chart below shows responses to this question which were neither positive nor negative. The most common response in this category was that people would prefer a mixture of Proposal 1 and 2.



Around a fifth (20%; 20 people) of neutral responses to this question were related to a combination of Proposal 1 and 2. An example of these comments is shown below:

*"Happy to see a combination of options 1 and 2 if that is achievable. But option 3 is totally unacceptable."*

*"I like the idea of the tiered seating/cut away circle in site plan 1 but with the 'L' shaped building and 3 further buildings in site plan 2. However, I would be happy with either of these designs."*

*"I feel that if that wide passage way was kept, but the buildings pushed together that would improve the proposal i.e. a combination of 1 and 2. For me proposal 3 is a disaster."*

13% (13 people) made a neutral comment about widening of Water Lane, some examples are listed below:

*"I do think Water Lane needs widening."*

*"A wider Water Lane seems preferably to a raised walkway."*

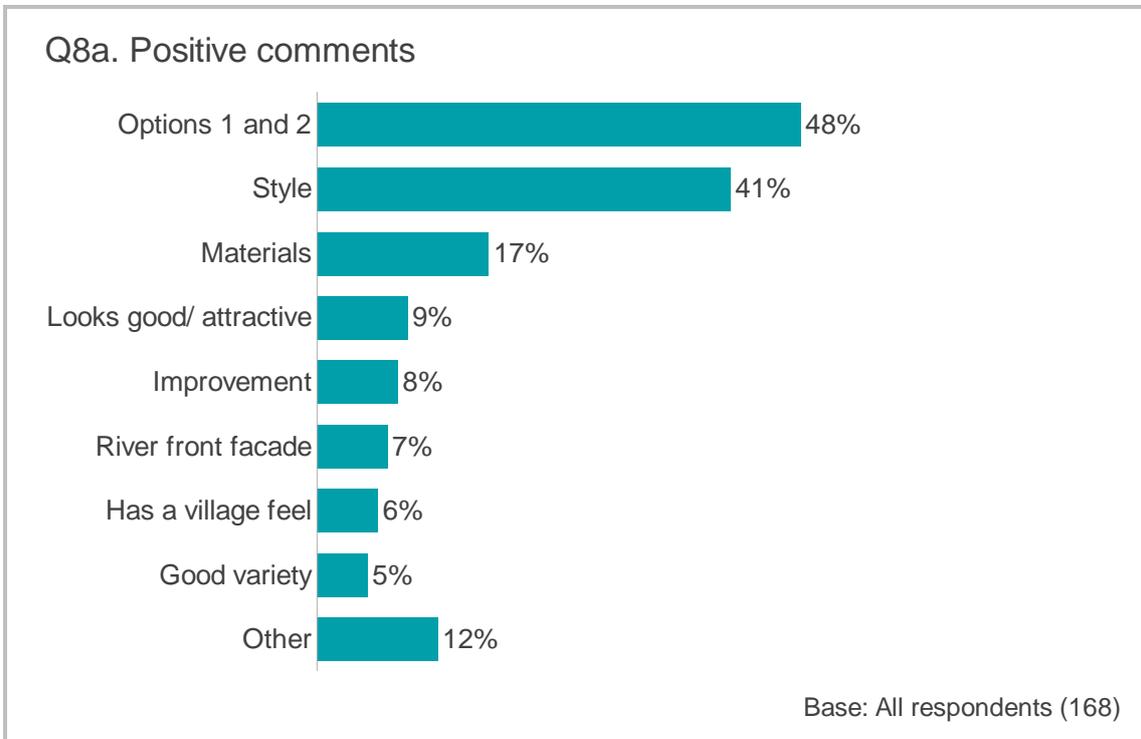
12% (12 people) made a neutral comment about Parking, some examples are listed below:

*“We need to make sure that at least as much parking exists on the embankment as does so currently.”*

*“Parking should be underground with access via Water Lane. Just a few spaces with good views for the disabled”*

### 4.3. Comments on the style of buildings

Respondents were given the opportunity to comment on the style of proposed buildings, including the facade and materials. 409 respondents replied to this question, 168 respondents gave a positive comment and the chart below illustrates common positive themes raised by these respondents.



Almost half of positive responses to this question were general comments in favour of Proposals 1 and 2 (48%; 80 people). Of those in favour of Proposals 1 and 2, 24 people thought they were appropriate, and 10 people mentioned materials and design. An example of these comments is shown below:

*“Versions 1 and 2 all much more appropriate to their surroundings.”*

*“Proposals 1 and 2 should be congratulated. The style of the buildings is perfect and totally compatible in reflecting the local architectural and historic conservation areas. The facades and materials are ideal and we compliment the designers on their research and comparisons with the local, similar styles and examples.”*

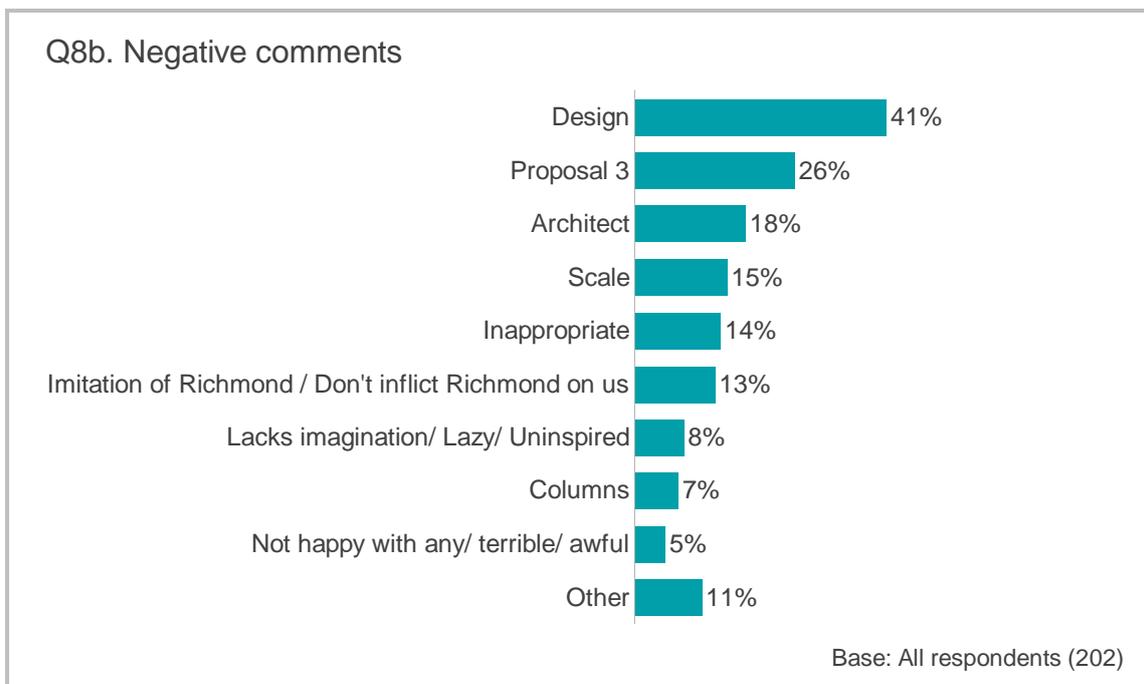
41% (69 people) of positive responses to this question mentioned the building style. Some example comments and excerpts are listed below:

*"All styles are good and sympathetic."*  
*"Style seems to complement existing local architecture and heritage."*  
*"Mixed materials and styles are a more realistic reflection of the character of Twickenham and would fit better in this location"*

17% (29 people) made positive comments about the materials used for the proposed buildings. Examples of these comments are listed below:

*"I like the bricks and more sympathetic, building material used."*  
*"The variety of materials suggested is preferable to the uniformity of the original proposal, and would better reflect the mix throughout Twickenham."*  
*"Combined brick/stone is good."*

The chart below shows negative responses related to the style of proposed buildings.



The most common negative response was in terms of the general design of proposed buildings (41%; 82 people) of which 23 people made reference to the choice of architect. Some examples of comments covering this are shown below:

*"Proposals 1 & 2 are too twee for my taste."*  
*"They look like horrible Poundbury fakes. Decent contemporary buildings would be greatly preferable."*  
*"I don't like pastiche, or copying styles. I would prefer up to date architectural facades, and good quality building's, built to last."*

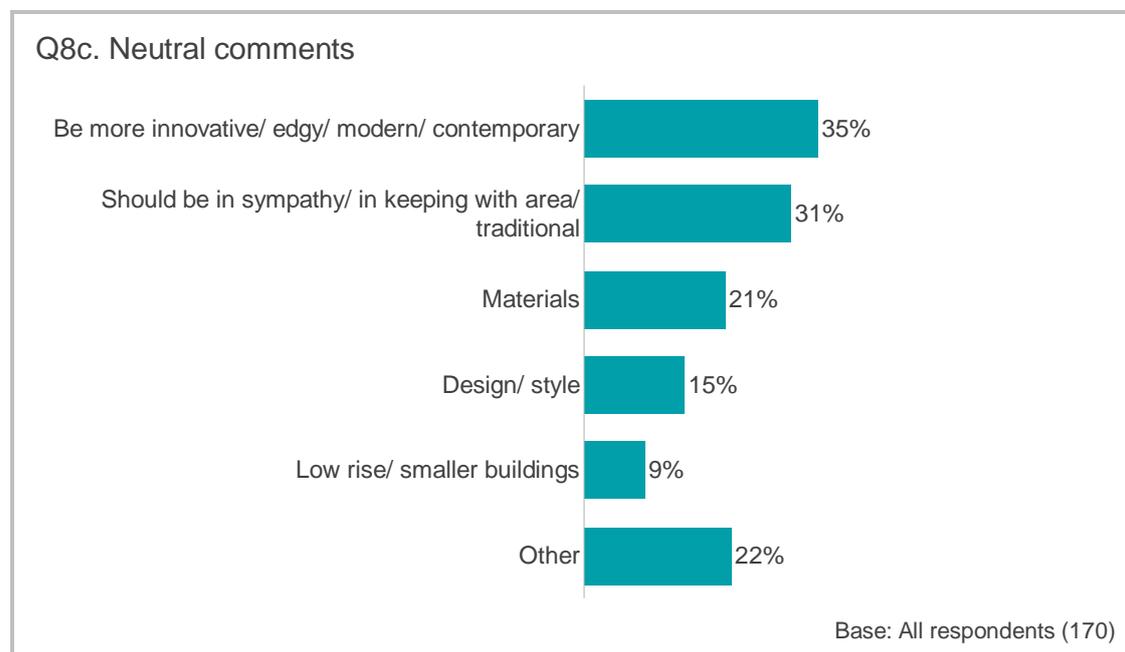
Proposal 3 received a significant proportion of the negative comments (26%; 53 people) with 23 people feeling that it was inappropriate. Some examples of comments covering this are shown below:

*“Option 3 is totally inappropriate for Twickenham.*  
*“Proposal 3 is not in keeping with the design and character of the town and should not go ahead.”*  
*“Proposal 3 is ugly and monolithic. Does not blend with existing Twickenham.”*

18% (37 people) of negative comments were related to the choice of architect, with respondents suggesting that other architects should have been invited to participate (15 people), or that other architectural styles should have been considered (21 people).

*“The style of architecture should be determined through an open competition so that residents can see potential styles - use of materials etc.”*  
*“Still very mock Georgian - Is that the only style your architects know?”*  
*“Why were no other architects asked to submit proposals?”*  
*“Why do we have to have architecture style from 300 years ago? Why not something in a more contemporary architectural style?”*

Some comments about the proposed building styles were received that were neither positive nor negative. These are shown in the following chart.



Over a third of these neutral comments (35%; 60 people) suggested that the buildings could be more innovative, edgy or modern, with 11 people mentioning the choice of architect and 7 people mentioning materials. Some of these comments are shown below:

*“Decent contemporary buildings would be greatly preferable.”*  
*“I would have preferred an imaginative modern architecture rather than pastiche.”*

*"The architectural design expression should be of our time, reflecting the scale and materials appropriate for the site and the period proportions."*

31% (52 people) of neutral comments suggested that the building style should be sympathetic or in keeping with existing architecture. Some examples of these comments are shown below.

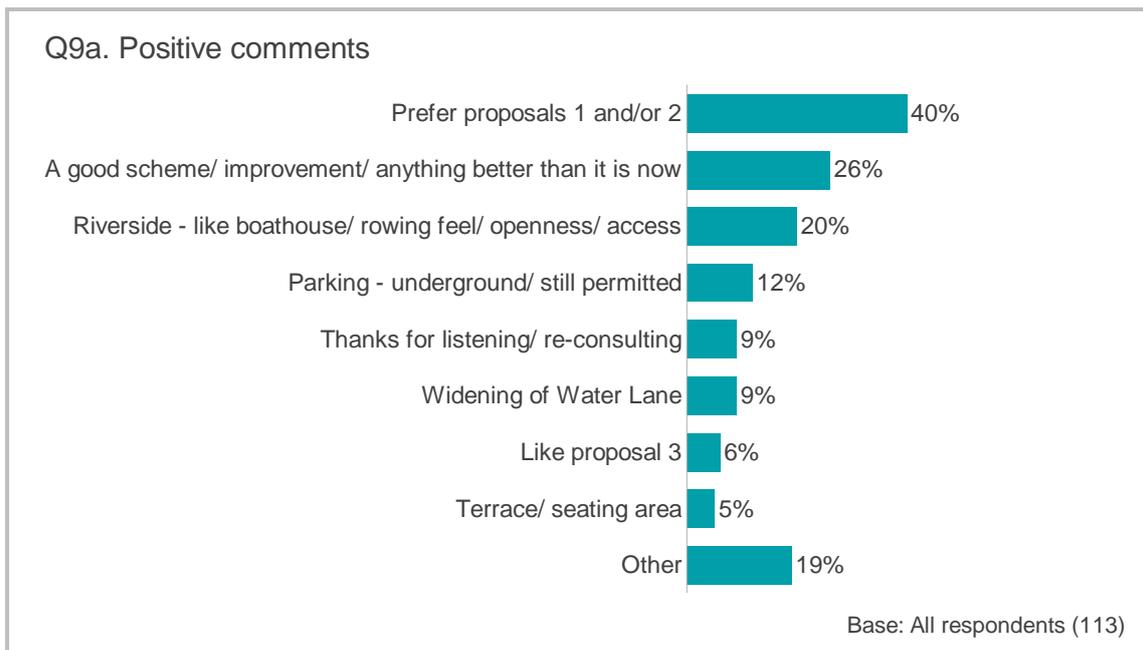
*"Building style should be in sympathy with existing builds along the riverside."  
"Need to fit in with the older surrounding building styles."*

21% (35 people) of neutral comments were related to the proposed building materials, with some saying that the buildings should use a variety of materials, with others suggesting specific materials that they'd prefer to see used:

*"I think the buildings should be varied in style, with different heights and widths and different building materials"*  
*"Should reflect the colour and material used on King Street and Church Street. Cobbled road should be continued into the new development, thus linking the two into one area and not two separate attractions."*  
*"Brick and stone building materials Small amount of soft coloured stucco or weather-boarding"*

#### 4.4. Other comments

Respondents were asked whether they would like to make any other comments about the proposals in general. 383 respondents replied to this question, 113 respondents gave a positive comment and the chart below illustrates common positive themes raised by these respondents.



Reflecting the responses in Q7, a lot of these comments reinforced respondents' preference for Proposals 1 or 2 (40%; 45 people) with 12 people mentioning the riverside and 7 people mentioning parking. An example of comments reflecting this opinion are listed below:

*"Proposals 1 & 2 are the first that seem sympathetic to the site in 35 years."*  
*"I am pleased that parking and access to the island have been retained in Proposals 1 and 2."*  
*"I like the aspect of Proposal 2 where there is use/access from/to the river and this would encourage water transport."*

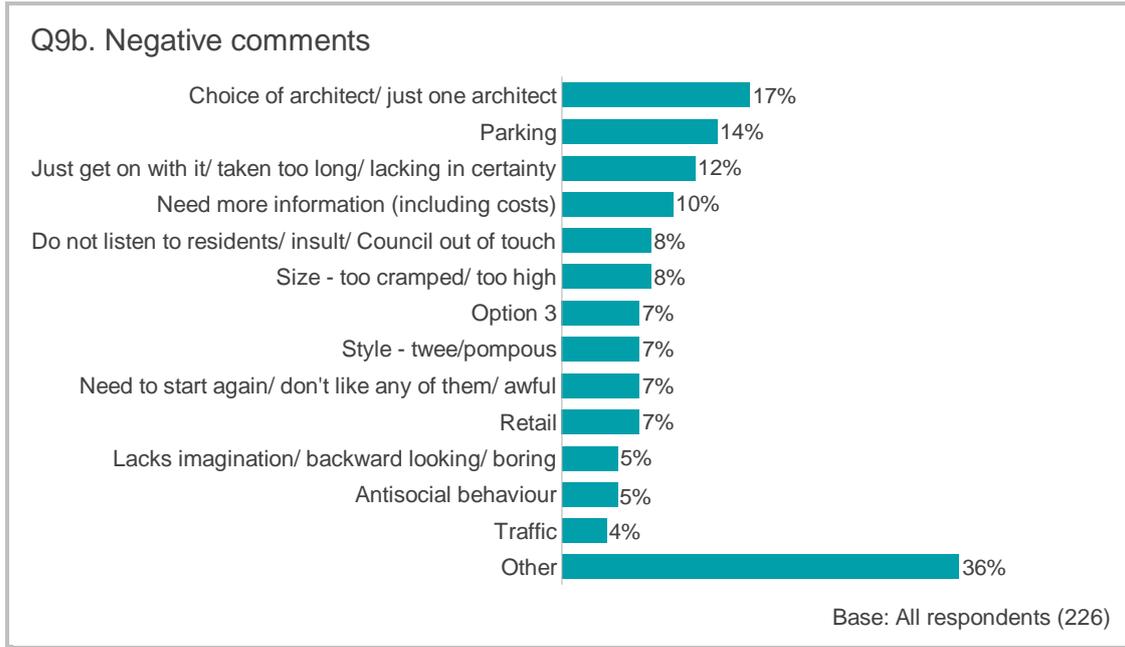
Just over a quarter of positive comments (26%; 29 people) suggested that the proposals represented an improvement on the existing situation. Examples of these statements are shown below:

*"At last a good scheme that develops some of the possible character of Twickenham for the future."*  
*"A big improvement on the original proposals."*  
*"much improved from the original one. An eel pie island not cut off- thank you!!"*

A fifth of positive comments (20%; 23 people) were related to the riverside, including the ideas of incorporating a rowing club or boathouse style approach. An example of these comments is listed below:

*"I love buildings with the washboard effect on the top half. It would complement the Rowing Club on Eel Pie."*  
*"I love the idea of pop up businesses and making the river a focal point of Twickenham."*  
*"I think connecting the riverside and High Street is a positive idea for central Twickenham. All 3 plans provide this."*  
*"I like the boathouses idea."*

Negative comments to this general question are charted below.



17% (39 people) of negative comments mentioned the architect involved in these proposals. Some examples of these comments are shown below.

*“Please reconsider your choice of Architect.”*  
*“Disappointed by choice of architect.”*  
*“Wrong architect.”*

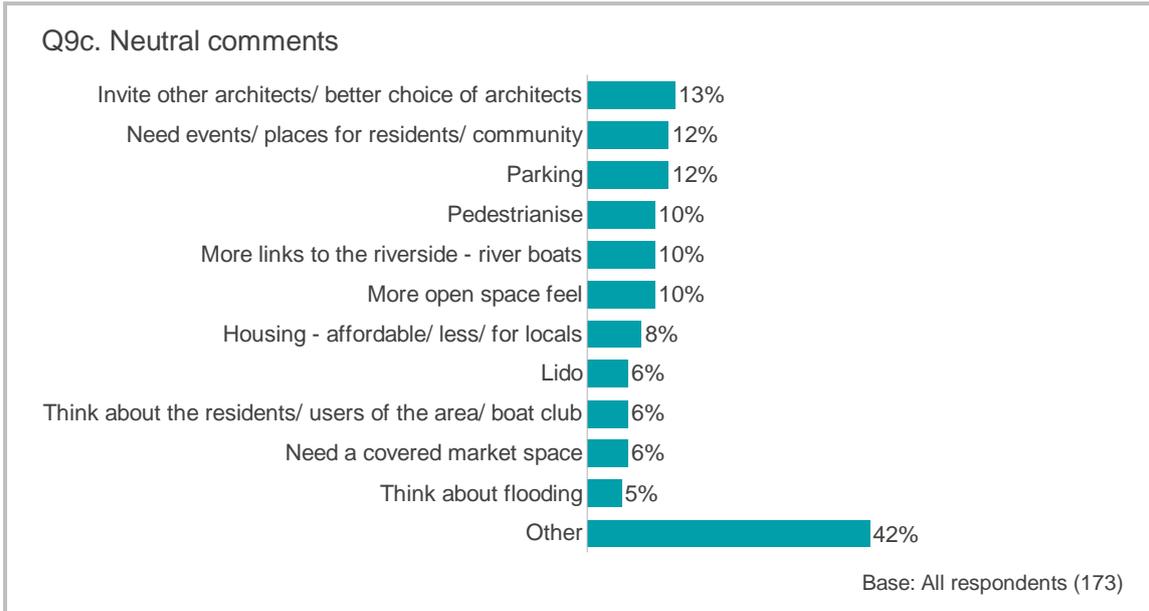
14% (32 people) of negative comments related to parking. Some examples of these comments are shown below.

*“I don't think enough thought has been given to traffic, parking and access in general.”*  
*“The scheme makes no provision for access, parking and servicing.”*  
*“Parking is biggest concern as well as traffic build up and underground.”*

12% (27 people) of negative comments were related to the amount of time this proposal has taken so far:

*“Please just get on with the development - it has been under utilised for years.”*  
*“Please make a decision and get on with it.”*  
*“Please just get on with it. Lived in Twickenham for nearly 20 years. Seems like constant consultation on doing something with River space.”*

The chart below show responses to this general question which were neither positive nor negative.



13% (23 people) of neutral comments mentioned the choice of architects used for proposals. An example of these responses is listed below:

*“Other architects should have been given the chance to be part of the present proposals.”*  
*“There are many extremely good contemporary architects in the UK who would be able to design a development which would give Twickenham something to be proud of.”*  
*“An open competition offered to other architects to offer more innovative ideas.”*

12% (21 people) of neutral comments suggested that any development should represent the community and be a place for residents. Example comments reflecting this view are listed below:

*“Can there be some small community indoor space in this development. There is not enough of it locally for community classes, meetings etc.”*  
*“a bit boring, flat. Eel Pie Island is quirky and creative, compliment this - Build a contemporary Art Gallery. Look at the seafront gallery in Hastings.”*  
*“minimum amount of space for social space. Community halls, space could be very good.”*  
*“it would be good to reserve one building for community with bowling facilities”*

12% (20 people) of neutral comments were related to parking issues. Some of these responses are shown below.

*“Needs to have sufficient parking - so any proposal that increases parking would be supported.”*  
*“Creation of parking is important in an already stretched area.”*  
*“I think it is important to keep parking provision on the riverside, as well as keeping this much needed parking I feel that it will also help with self policing of the area.”*

## 5. AWARENESS AND PARTICIPATION IN ENGAGEMENT

### 5.1. Introduction

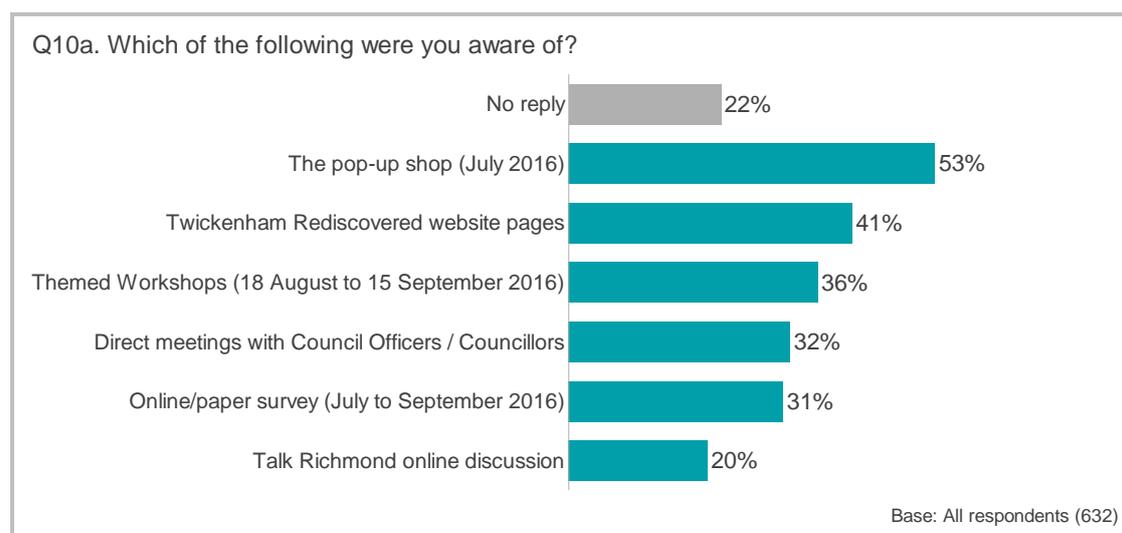
This section looks at the various ways in which respondents have engaged in developing the proposals for Twickenham Rediscovered, since July 2016.

### 5.2. Engagement methods

Respondents were shown a list of the methods for getting involved in developing the Twickenham Rediscovered proposals, and then asked which they were aware of and which they had been involved in, since July 2016.

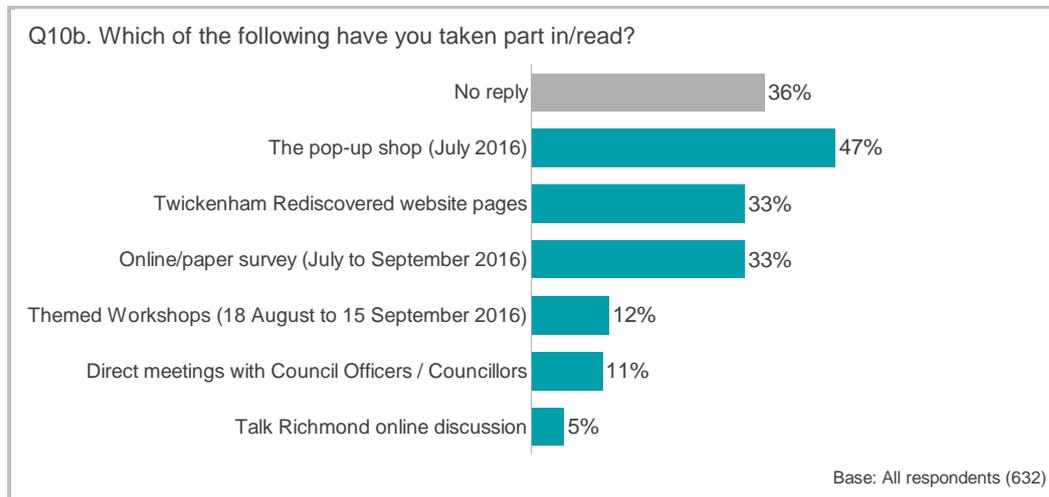
The following chart shows that just over half of the respondents to this survey were aware of the pop-up shop (53%; 334 people), while 41% (261 people) were aware of the web pages and 36% (228 people) were aware of the themed workshops in August and September.

Just over a fifth of respondents (22%; 137 people) did not answer the question, suggesting that they were not aware of any of the methods listed.



When looking at the engagement methods that respondents have taken part in, the most popular were; the pop-up shop (47%; 298 people), Twickenham Rediscovered web pages (33%; 208 people) and the previous online and paper survey (33%; 208 people).

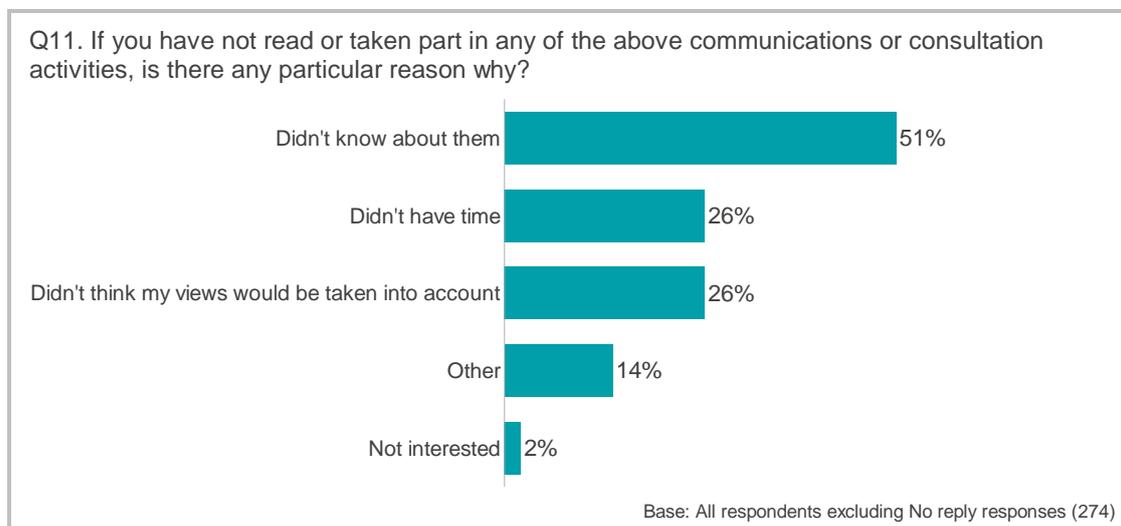
Over a third of respondents (36%; 226 people) didn't reply to the question, suggesting that they hadn't taken part in any of the methods listed.



### 5.3. Reasons for not taking part

Respondents who hadn't taken part in any of the communication or consultation methods listed were asked if there was any particular reason that this was the case. For this analysis we've assumed that the 358 No reply responses (57%) were from people who did take part in consultation activities in some way, and as such, we've excluded them from the chart below in order to make the data more useful.

On that basis, around half of those who didn't take part in any consultation activities (51%; 141 people) weren't aware of them, while around a quarter didn't have time (26%; 72 people) or didn't think their views would be taken into account (26%; 72 people).



## 5.4. Comments on communications and engagement

Respondents were given the opportunity to feedback on their thoughts about the communications and engagement process involved in the Twickenham Rediscovered proposals. As with previous open ended questions, responses to this question have been coded into positive, negative and neutral categories, and charted separately. Example and excerpts of comments in each of these categories are then listed below each chart.

Just under half of all respondents (49%; 307 people) replied to this question, and as a result, the charts in this section exclude non-respondents.

The chart below shows the positive responses that were received to this question.



Around a quarter of positive comments relating to the consultation process (24%; 24 people) mentioned the pop-up shop, or the staff that worked there. Example comments are listed below:

*“The pop up shop is fantastic way to engage beyond any static media. Full marks for that.”*  
*“The pop-up shops have been good allowing discussion with those on duty and others attending.”*  
*“The pop up shops have been a great idea, nice to meet and talk to people about the proposals.”*

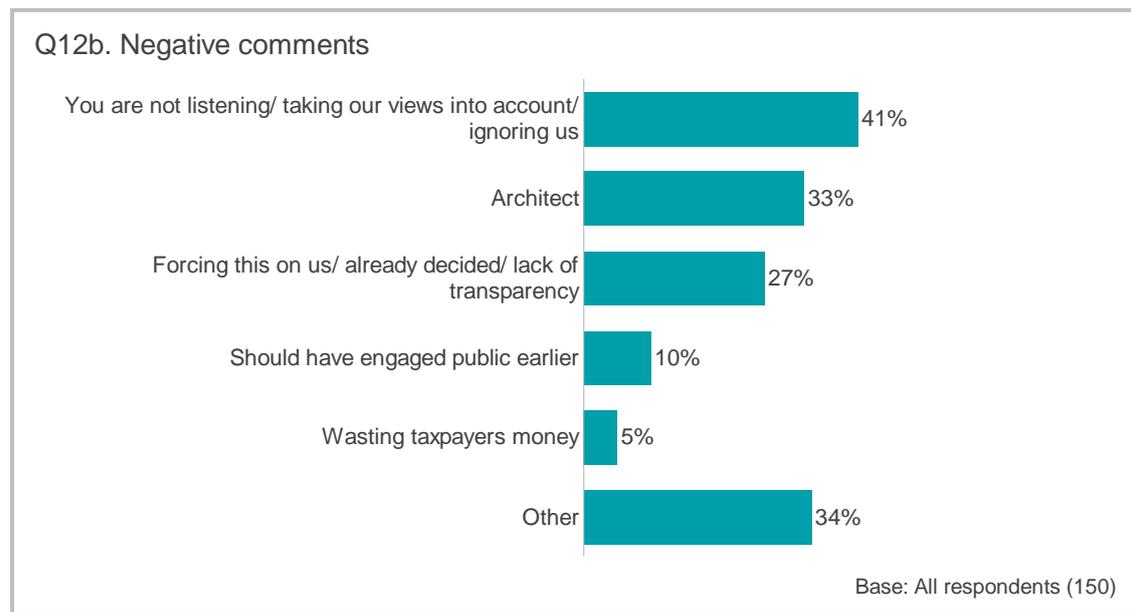
Similar proportions of the positive comments (22%; 22 people) included acknowledgement of the Council listening to respondents. Some examples and excerpts of these comments are listed below:

*“Keep up the communications! You have shown that you are listening. Well done.”*  
*“Communications have improved - Thanks for listening!”*  
*“So good to feel that views of the people who have to live with the outcome are considered.”*

A fifth of the positive comments (20%; 20 people) were generally in praise of the consultation process and communication from the Council:

*“Communication and transparency has been reasonably good for a council project.”*  
*“Very good communication.”*  
*“Good consultation. Must move project forward - this site has been a mess for far too long.”*  
*“Engagement process is good - Thank you!”*

The following chart shows negative comments from respondents, in terms of the communication and consultation around the Twickenham Rediscovered proposals.



41% (61 people) of negative comments suggested that respondents didn't feel that they were being listened to by the Council. Some example comments and excerpts following this theme are shown below:

*“With the amount of hostility the plans received I genuinely think you are not listening.”*  
*“REALLY LISTEN to people and not start with an answer in mind i.e. Wanting a big trophy project that most residents considered completely inappropriate [Proposal 3]. This approach has wasted over a year in the planning process.”*  
*“Listen to residents and put the town requirements ahead of vanity schemes that will not bring more visitors to the borough outside of Rugby.”*

A third of the negative responses to this question (33%; 49 people) mentioned the architecture of the proposed designs.

*“Unwise to commit to an architect before doing further consultations - has meant your hand is forced - learnings for next time.”*

*“The current consultation has little point because you already seem to have decided on key elements of the proposals (e.g. architectural style). Residents should have been consulted on a range of proposals from different architects before one was appointed.”*

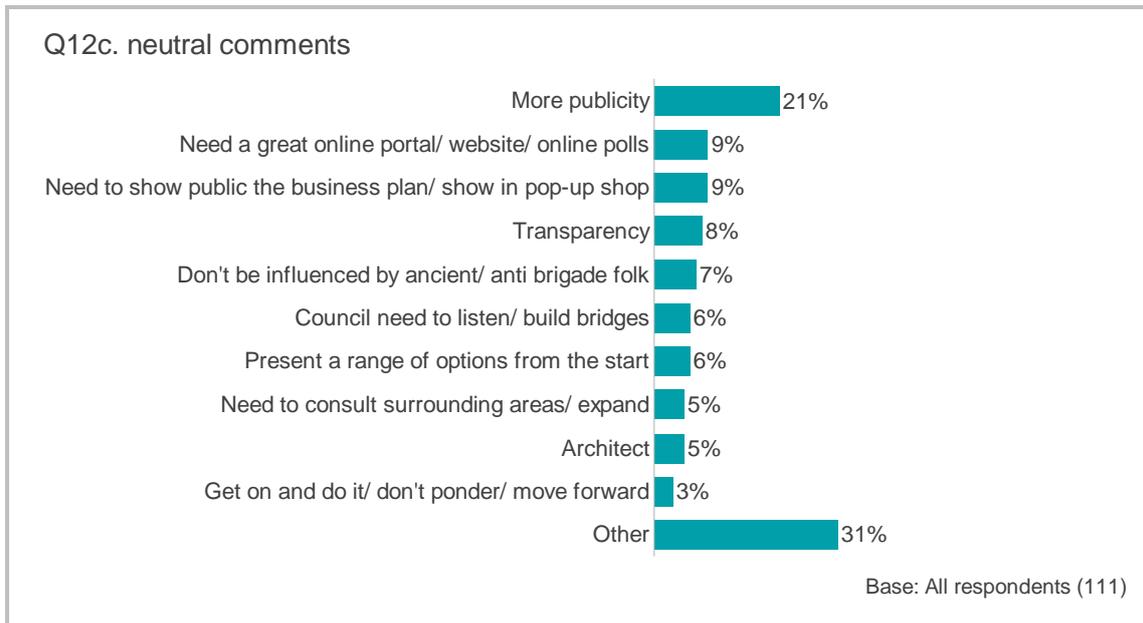
*“The council still has not answered why they chose the architect, it is clear that majority do not like the design selected.”*

27% (41 people) of negative comments suggested that there was a lack of transparency to the consultation process. Some of these responses are listed below:

*“Openness and a clear yes/no option would have been more convincing.”*

*“Lack of transparency and objectivity by the council.”*

The chart below shows feedback about the consultation process that was neither positive nor negative.



Just over a fifth of neutral comments (21%; 23 people) focussed on how the consultation was publicised. An example of responses that reflect this view is shown below.

*“Please ensure all residents know about deadlines by leafleting.”*

*“Letters to each home.”*

*“Residents should get documents such as these delivered to their homes with return p.p envelopes.”*

*“Further promotion of activities could have taken place ie. Posters at the train station stating that the Pop-up shop was happening would have helped, I came across the pop-up shop purely by chance one Saturday afternoon.”*

*“I only heard about this through a friend - should be more obvious.”*