

Elleray Community Centre Redevelopment and Housing Scheme Engagement

Feedback Report



1. Introduction

The Council has been developing new proposals for Elleray Hall, with a vision for a new Community Centre that is at the heart of the local community. It will continue to offer core services for older residents, but also allow and encourage a wider range of groups and individuals to use the centre, enabled by a more flexible design. The Council has also been developing proposals for a linked affordable housing scheme.

In March 2021, an engagement exercise was carried out to engage with the local community about the latest design proposals. This report provides a detailed analysis of the feedback received.

All feedback will be taken into account and reviewed with the architects, to ensure that where possible community views can be incorporated into the design of the new development.

2. Executive summary

- Of 207 respondents 81% identified themselves as local residents and nearly a third (32%) identified as a user, carer of a user or member of staff of Elleray Hall. Nearly a fifth (18%) were residents of a core group of roads neighbouring Elleray Hall (Elleray Road, Middle Lane, North Lane and Park Lane).
- 25% of all respondents used the hall once a week or more before lockdown, however among the users, carers and staff group this rises to 88%.
- Seven in ten respondents (70%) agreed that the new community centre design will allow for a greater range of uses and users of the centre. This rises to 90% among the users, carers and staff group.
- Users, carers of users and staff of Elleray Hall responded favourably to the proposed design of the community centre, while residents of the core roads neighbouring Elleray Hall responded less favourably to all elements of the design.
- Over 70% of users, carers of users and staff liked each aspect of the design with the exception of parking, which was liked by 42% and disliked by 28%. The most liked aspects for this group were the *hall*, (89%), and *accessibility* (87%).
- Amongst residents of the core roads the most liked aspects were *inside uses* (42%) and *accessibility* (39%). *Parking* was the least popular aspect for this group, with 81% disliking it and 8% liking it.
- When asked to provide any further comments about the design of the community centre:
 - 12% of respondents gave a response on the theme of *dislike relocation of Elleray Hall/would prefer new hall built on current site/would prefer affordable housing on North Lane site*
 - 7% commented on the theme of *concerns about parking in the area/parking impact on residents/businesses*
- When asked about what activities they would like to see offered, the most popular were *health and wellbeing services* and *older people's services* (79% selected each of these). Among the users/carers and staff group, the top activities were *health and wellbeing services* (93%) and *clubs/activities* (88%).
- When asked about the new housing scheme, the most liked aspect across all respondents was *provision of affordable homes* (62% liked this), followed by *garden and outside areas* (54%). The most disliked aspects were *number of units* (46% disliked this) and *car-free development* (42% dislike). Respondents from the core roads rated all the aspects significantly less favourably than all other respondents, while users, carers of users and staff were more positive.
- Open comments about the housing scheme were most commonly around a perceived overdevelopment of the site (17% of respondents made a comment on this theme) or concerns about parking for local residents, including those of the proposed new development (16% of respondents made a comment on this theme).

3. Methodology

The questionnaire was hosted on the Richmond Council website from 10th March to 11th April 2021. The exercise was open to all. Respondents were asked to state the capacity in which they were responding and their address, to allow detailed analysis of responses across the local area.

Paper copies of all engagement materials and the questionnaire were also available to ensure the exercise was accessible to all.

The engagement was promoted in the following ways:

- 25,612 flyers sent to households in Teddington, Hampton and Hampton Wick wards
- Press release
- Council e-newsletter
- Council website
- Social media
- Emails to local groups and stakeholders
- Letters and hard copies of the material sent to the Members of Elleray Community Association

On Wednesday 10 March and Saturday 20 March the Council held online engagement events, which included presentations from the architect followed by question and answer sessions.

The engagement material and questionnaire are included in Appendices A and B of this report.

4. Response

The Council received 207 responses to the questionnaire.

Eight in ten respondents (81%) identified themselves as local residents and nearly a third (32%) are users, carers of a user or staff members of Elleray Hall.

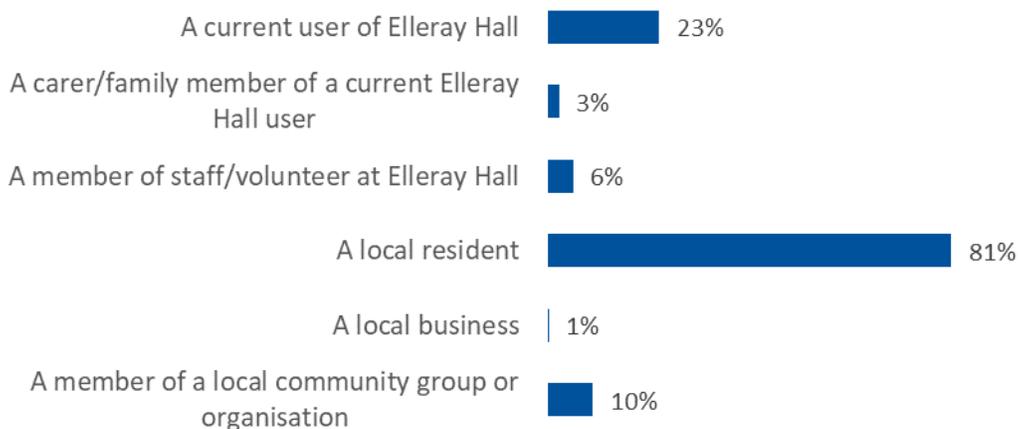
The demographic profile of respondents is included in Section 6 of this report.

In addition, the Programme Team received 29 emails, details of which are included in Appendix C of this report.

5. Results

Question 1. In what capacity are you responding?

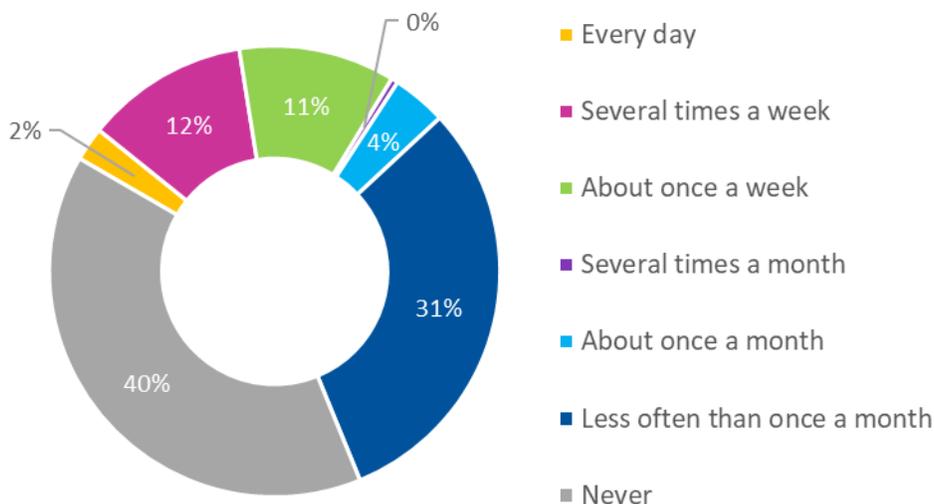
205 respondents answered this question and eight in ten stated that they are local residents (81%). Nearly a quarter of respondents (23%) are current users of Ellera Hall.



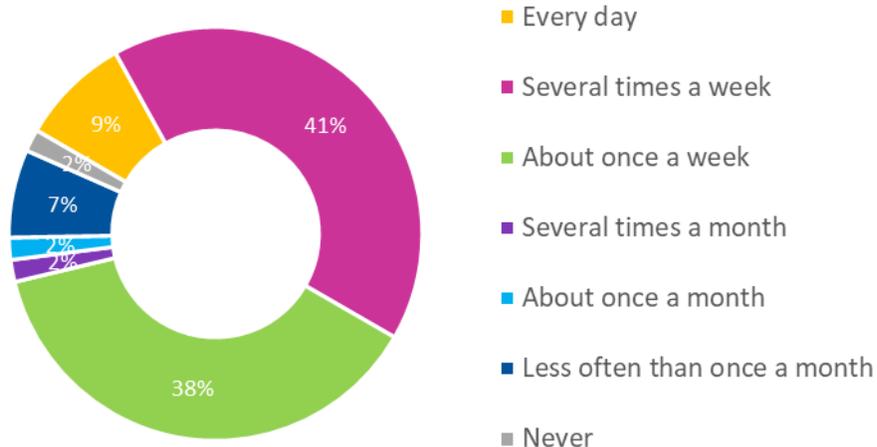
NB. Respondents were able to select more than one option, so percentages add up to more than 100

Question 2. Prior to Covid-19 lockdown how often did you use Ellera Hall?

This question was answered by 205 respondents. Across all respondents, 25% used the hall once a week or more before lockdown, as shown in the chart below.

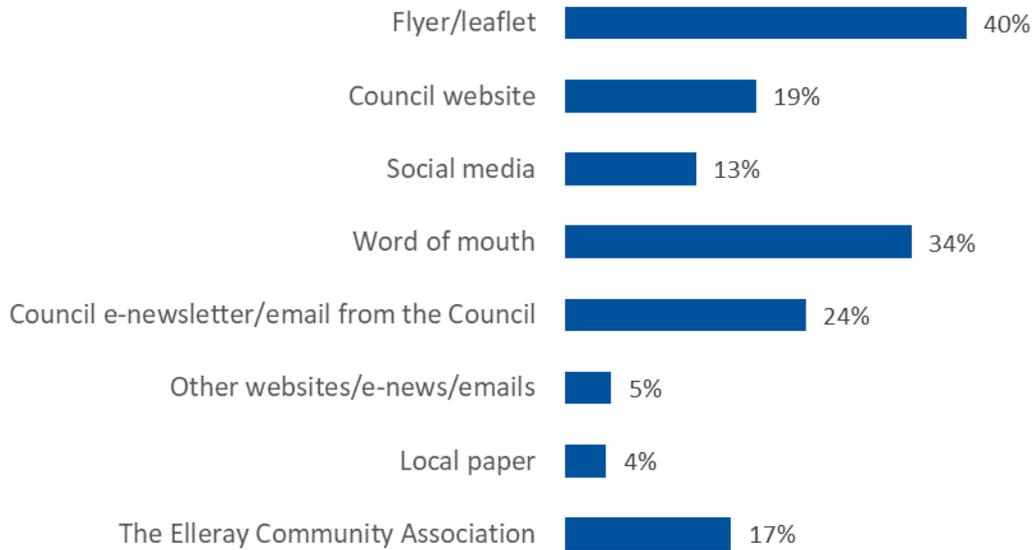


However for those respondents who identified as a user, carer of a user or staff member, 88% used the hall once a week or more and 9% used it every day.



Question 3. How did you hear about this engagement period?

This question was answered by 203 respondents. Four in ten (40%) heard about the consultation from a flyer or leaflet. Around a third (34%) heard through word of mouth and a quarter (24%) from a Council e-newsletter or email from the Council.



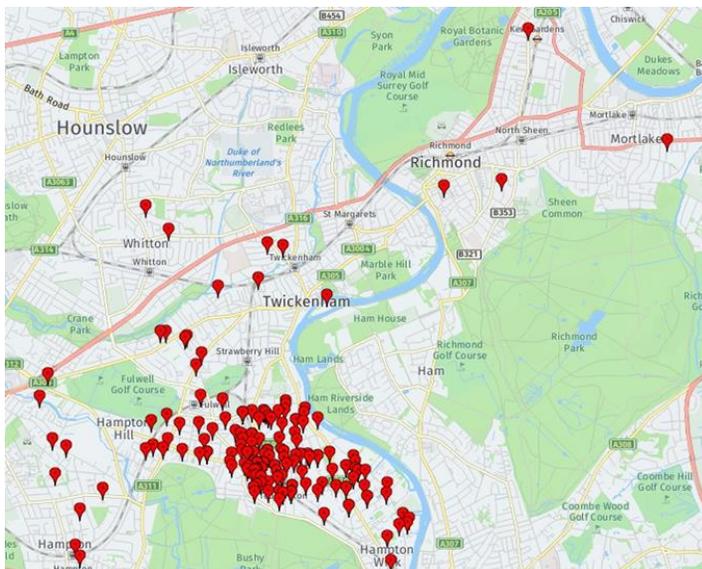
NB. Respondents were able to select more than one option, so percentages add up to more than 100

Question 4. Please tell us your address

This question was answered by 207 respondents.

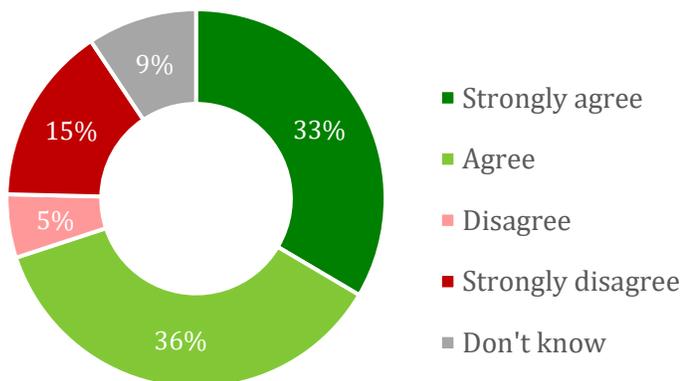
The postcodes provided were used to create maps illustrating where people were responding from. 97% of respondents providing a postcode were located within Richmond borough, and 18% live within the core group of roads neighbouring Ellera Hall (Ellera Road, Middle Lane, North Lane and Park Lane).

The map below shows the distribution of Richmond borough postcodes:

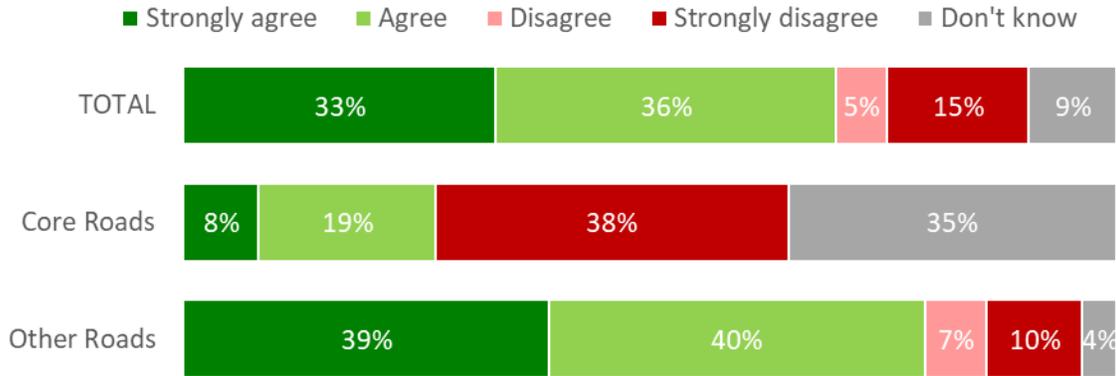


Question 5. To what extent do you agree or disagree that the new design will allow for a greater range of uses and users of the Community Centre?

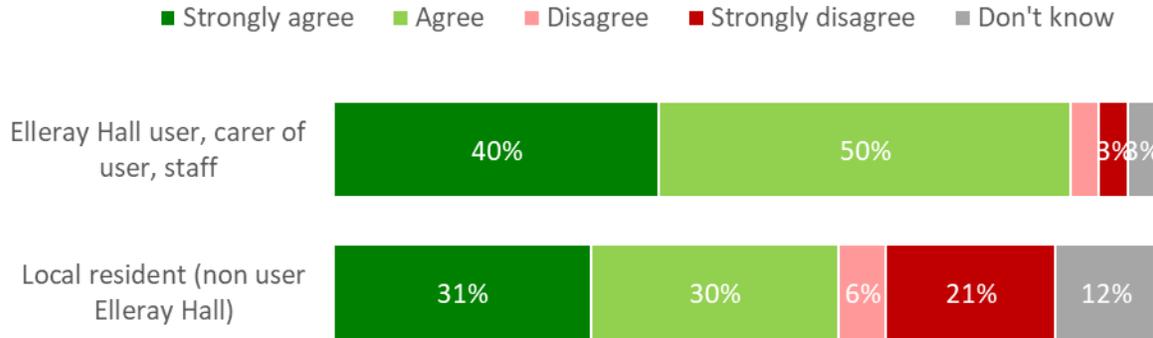
This question was answered by 203 respondents. Nearly seven out of ten (69%) of all respondents either agreed or strongly agreed that the new design would allow for a greater range of uses and users.



Agreement was much higher amongst users of the hall - 90% of users, carers of users or staff strongly agreed or agreed that the new design would allow for a greater range of uses and users. In contrast, residents of the four core roads surrounding the hall were less likely to agree that this was the case - 27% agreed or strongly agreed and 38% strongly disagreed.



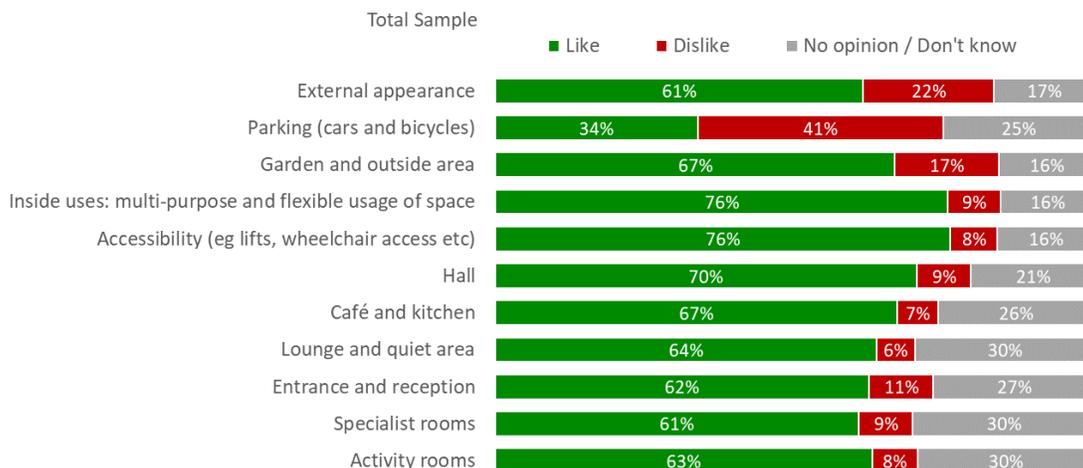
(Number answering Q5: Total 203, Core roads 37, Other roads 166)



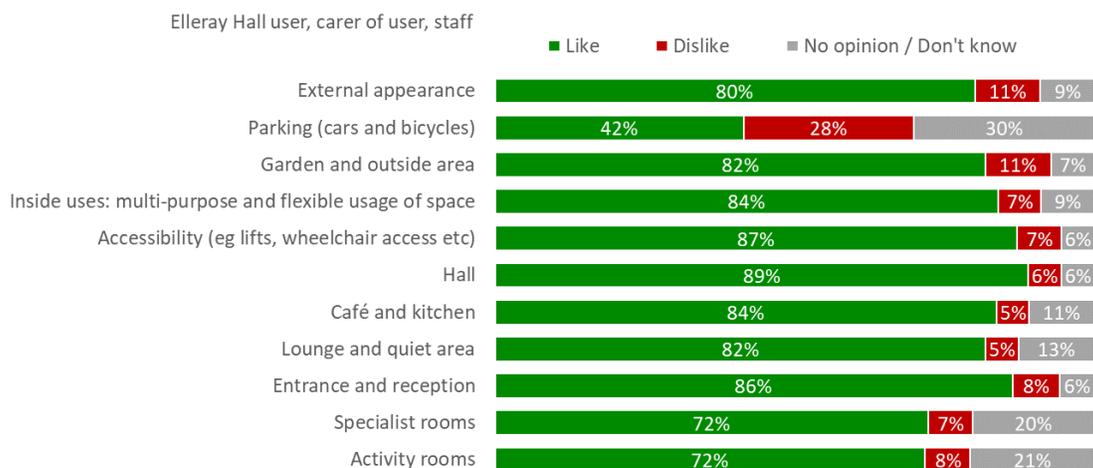
(Number answering Q5: Elleray Hall user, carer of user, staff 58, All others 145)

Question 6. Please tell us what aspects of the proposed design of the Community Centre you LIKE and DISLIKE, if any?

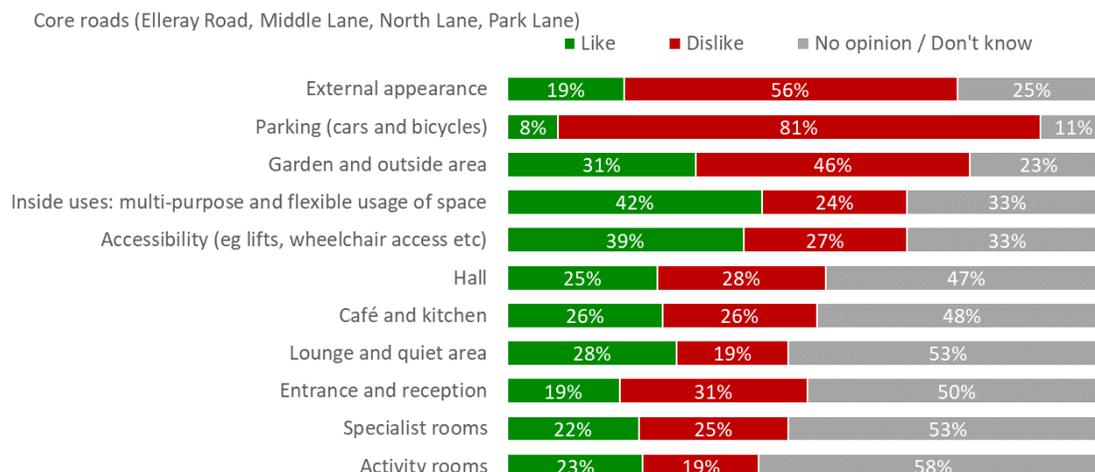
This question was answered by 205 respondents. Respondents were asked to identify the individual elements of the design they liked and disliked. Overall, the most popular aspects of the new design were *accessibility* and *inside uses*, with 76% liking each of these elements. The aspect the highest number of people disliked was *parking* - 41% dislike this element of the design and 34% like it.



Hall users, carers of users and staff responded favourably to the proposed design, with over 70% of these respondents liking each aspect with the exception of parking, which was liked by 42% and disliked by 28%. The most liked aspects were the *hall*, (89%), and *accessibility* (87%).



Residents of the core roads responded less favourably to all elements of the design, however the liked aspects were ordered similarly, with the highest rated being *inside uses* (42% like) and *accessibility* (39% like). Similarly, *parking* was the least popular aspect, with 81% disliking it and 8% liking it.



If other, please write your comments in the box below

Respondents were given an open text box to describe any other aspects of the community centre design they liked or disliked. 79 respondents made a comment and when these were analysed there were seven key themes as shown in the table below:

The main themes identified are:	Number of respondents making a comment on this theme	Percentage of all respondents
Dislike relocation of Elleray Hall/prefer new hall built on current site/prefer affordable housing on North Lane site)	25	12%
Concerns about parking in the area/parking impact on residents/businesses	14	7%
Specific dislikes about the external design	9	4%
Approve of the proposal/ /site for Elleray Hall	8	4%
Concerns about parking spaces at the centre/ space for cars/minibuses to manoeuvre	6	3%
Concerns about North Lane, eg narrow pavement/road /entrance/feel Elleray Road is safer	6	3%
Object to the proposal/ it's over development	6	3%

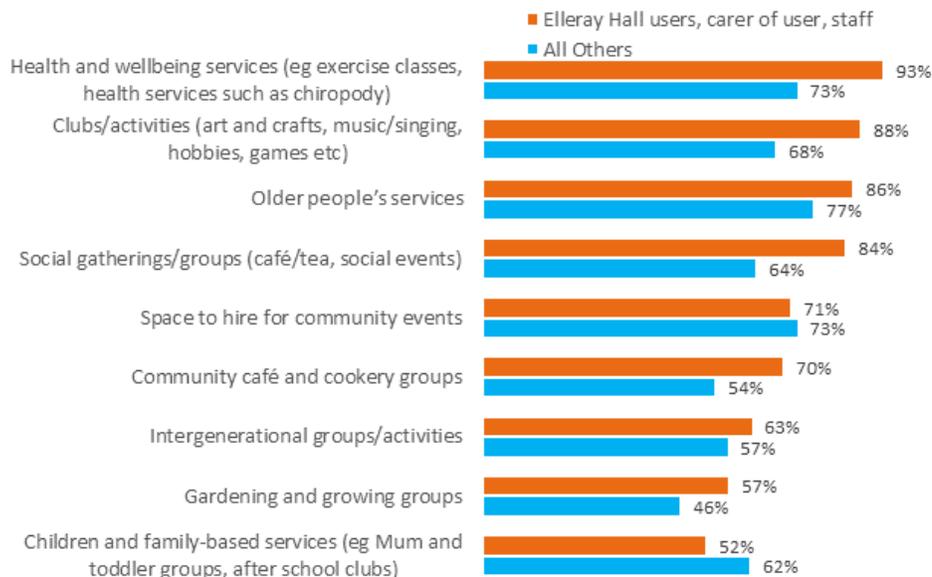
NB Key themes shown are those mentioned by more than 2% or 5 respondents

Question 7. What type of activities and services would you like to see offered at the community centre?

This question was answered by 193 respondents. *Health and wellbeing services, older people’s services and clubs/activities* were favoured by the highest number of respondents. Almost three quarters (73%) would like to see *space to hire for community events* offered at the centre.

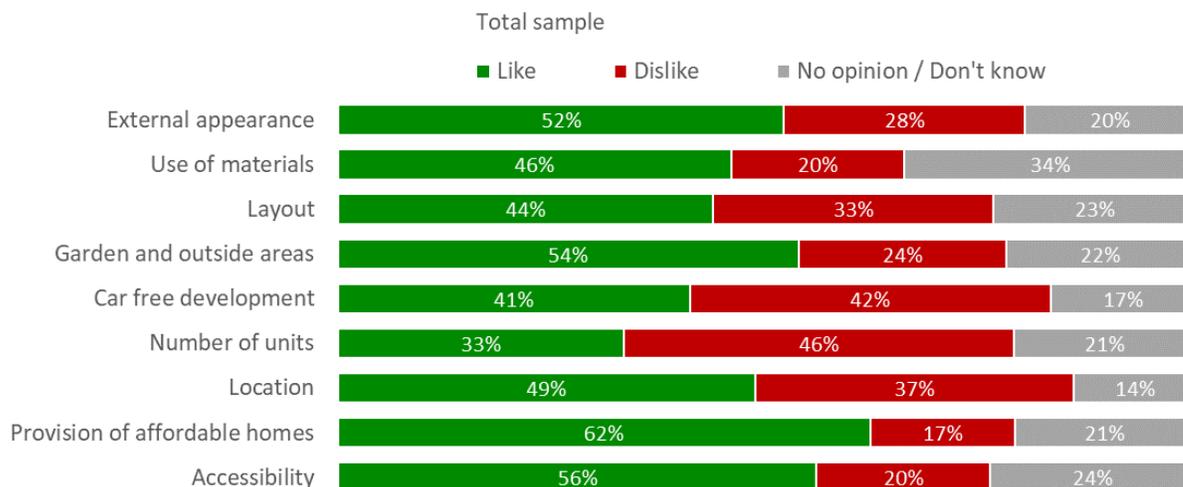


The chart below shows the responses to this question by the 54 respondents who identified as users, carers of users or staff, compared to other respondents. The most popular options for this group were health and wellbeing services, clubs/activities, older people’s services, and social gatherings/groups.

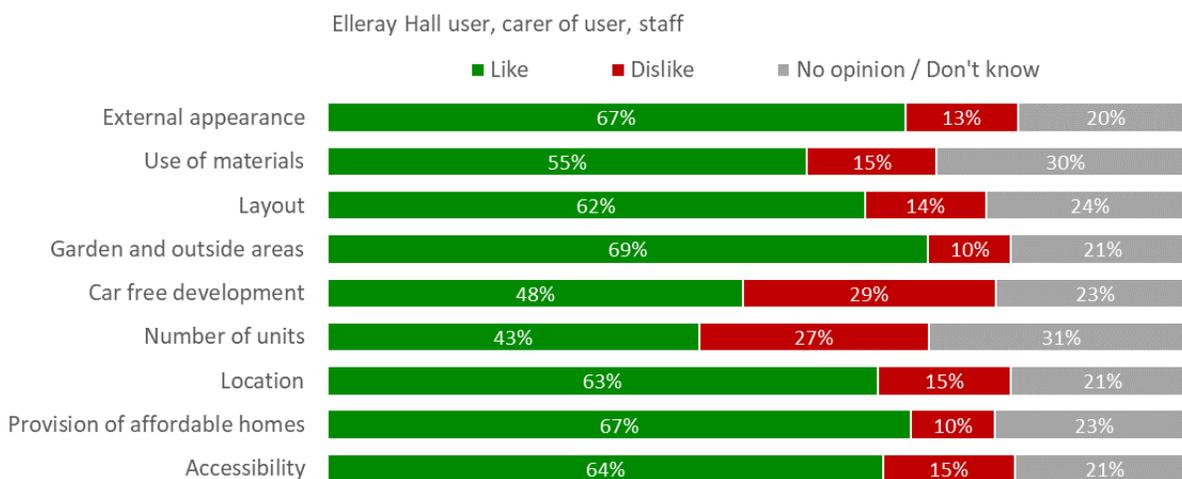


Question 8. Please tell us what aspects of the proposed design of the new housing scheme you LIKE and DISLIKE, if any?

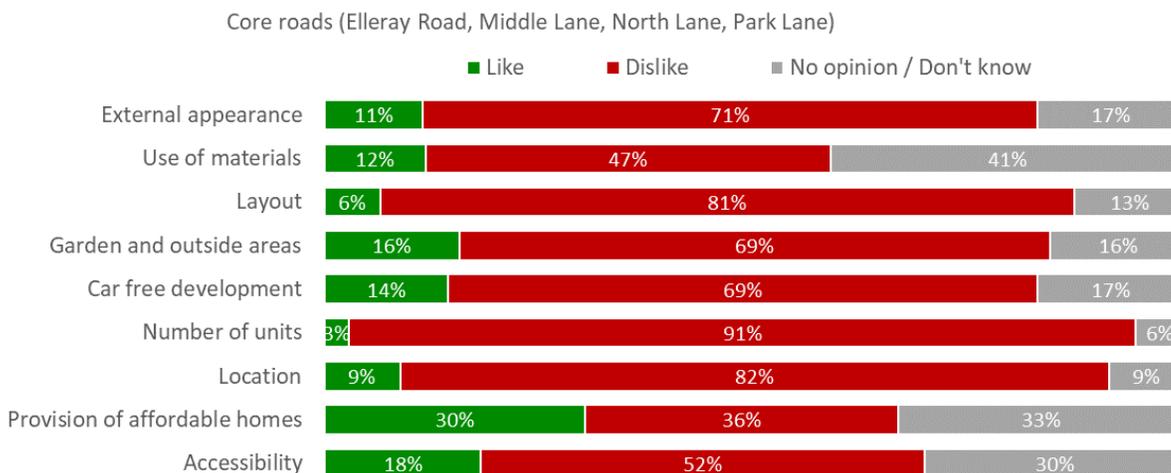
This question was answered by 204 respondents. The most popular aspect of the new housing scheme was *provision of affordable homes* (62% like this), followed by *accessibility, garden and outside areas* and the *external appearance*. The most disliked aspect was *number of units* (46% dislike this) The *car-free development* was almost equally liked and disliked by respondents (41% like and 42% dislike this aspect).



The chart below shows the 56 responses to this question by those who identified as users, carers of users or staff. These respondents were more positive about the new housing scheme and the most popular aspects for them were the *garden and outside areas*, the *external appearance* and the *provision of affordable homes*.



The 36 responses to this question by residents of the core roads are shown in the chart below. These respondents were much less positive about the new housing scheme and the most disliked aspects for them were the *number of units*, the *location* and the *layout*.



If other, please write your comments in the box below:

Respondents were given an open text box to describe any other aspects of the housing scheme design they liked or disliked. 91 respondents made a comment and when these were analysed there were eight key themes as shown in the table below:

The main themes identified are:	Number of respondents making a comment on this theme	Percentage of all respondents
Concerns about over development of the site/too dense/too big/too many houses	36	17%
Concerns about lack of parking for residents of the housing/negative parking impact on local residents	33	16%
Dislike height of buildings/privacy issues eg overlooks surrounding houses/light pollution	16	8%
Approve of/like the scheme/affordable housing/well designed/looks good	13	6%
Dislikes about design of the houses	9	4%
Against the affordable housing scheme /not needed, should not be built	7	3%
Against current hall site being used for the housing site/prefer housing on North Lane site	7	3%
Concerns there will be increased traffic/congestion on surrounding roads	7	3%

NB Key themes shown are those mentioned by more than 2% or 5 respondents

Question 9. Please add any additional comments you have here.

Respondents were given a final open text box to provide any additional comments. 129 respondents made a comment and when these were analysed there were 12 key themes as shown in the table below:

The main themes identified are:	Number of respondents making a comment on this theme	Percentage of all respondents
Concerns about parking in the area/impact on residents/businesses/ including prefer to maintain North Lane car park	38	18%
Dislike relocation of Elleray Hall/prefer current hall site maintained/prefer affordable housing on North Lane site	34	16%
Dislike/object to scheme/ over development of the site	27	13%
Approve of the proposal/ approve of the site for Elleray Hall	24	12%
Approve of/like affordable housing development/More affordable housing is needed	16	8%
Dislikes about design of the buildings	11	5%
Against/concerns about the housing scheme/affordable housing is not needed	9	4%
Concerns the development will cause increased traffic/ /noise pollution	8	4%
Concerns about lack of parking for future residents (of affordable housing)	8	4%
Criticism of the Council / the engagement process	7	3%
Concerns about building works/noise/heavy vehicles on narrow roads/scheduling (works hours/not in summer etc)	7	3%
Comments about the benefits to the community/a good community hub/a centre fit for purpose	6	3%

NB Key themes shown are those mentioned by more than 2% or 5 respondents

6. Demographic Profile

The table below shows the composition of the consultation sample.

Demographic	Sample base (Unweighted)	Proportion (Unweighted %)
Gender		
Male	80	40%
Female	111	55%
Prefer not to say	11	5%
Prefer to self-describe:	0	0%
<i>Base: 202 respondents</i>		
What was your age last birthday?		
19 and under	0	0%
20-24	2	1%
25-34	8	4%
35-44	19	9%
45-54	37	18%
55-64	45	22%
65-74	48	24%
75+	37	18%
Prefer not to say	8	4%
<i>Base: 204 respondents</i>		
Do you consider yourself to have a disability?		
Yes	36	18%
No	151	75%
Prefer not to say	14	7%
<i>Base: 201 respondents</i>		
How would you describe your ethnic group?		
White	171	84%
Mixed/multiple ethnic groups	7	3%
Asian or Asian British	2	1%
Black/African/Caribbean/Black British	1	0%
Prefer not to say	18	9%
Other ethnic group	4	2%
<i>Base: 203 respondents</i>		
Please indicate your sexual orientation		
Heterosexual / straight	161	80%
Gay man	2	1%
Gay woman / lesbian	0	0%
Bisexual	3	1%
Prefer not to say	34	17%
Prefer to self-describe:	2	1%
<i>Base: 202 respondents</i>		

Do you belong to a religion or faith group?		
No	104	51%
Yes, Christian	71	35%
Yes, Buddhist	1	0%
Yes, Jewish	2	1%
Yes, Muslim	1	0%
Prefer not to say	20	10%
Yes, other	3	1%
<i>Base: 202 respondents</i>		

Appendix A – Overview



Elleray Community Centre Redevelopment and Housing Scheme Engagement

Closes 11 Apr 2021
Opened 10 Mar 2021

Contact

Any queries please contact:
020 8891 7897
ellerayreprovision@richmond.gov.uk

We welcome your views and comments about the Elleray Community Centre re-provision and the housing development scheme.



New community centre elevation

For the last few years the Council has been developing new proposals for the centre. The vision for the new Community Centre is for it to be at the heart of the local community. It will continue to offer core services for older residents, but also allowing and encouraging a wider range of groups and individuals to use the centre, enabled by a more flexible design. The Council have also been developing proposals for a linked affordable housing scheme.



New housing scheme elevation

From the 10 March to the 7th April 2021 the Council will be engaging on the latest designs, and there will be two online engagement events with a presentation from the architect followed by a Q&A – further information can be found [here](#).

Please review the following documents before filling in the feedback questionnaire.

- [Design boards](#)
- [Community Centre elevations](#)
- [Housing scheme elevations](#)

Have your say

Please give us your views by clicking on the feedback questionnaire link below. If you need a paper copy of the questionnaire or another format please email ellerayreprovision@richmond.gov.uk

Appendix B – Questionnaire

Your details

1 In which capacity are you responding?

- A current user of Elleray Hall
- A carer/family member of a current Elleray Hall user
- A member of staff/volunteer at Elleray Hall
- A local resident
- A local business
- A member of a local community group or organisation (Please specify which organisation here)
- Other (If other, please specify)

2 Prior to Covid-19 lockdown how often did you use Elleray Hall?

- Every day
- Several times a week
- About once a week
- Several times a month
- About once a month
- Less often than once a month
- Never

3 How did you hear about this engagement period?

- Flyer/leaflet
- Council website
- Social media
- Word of mouth
- Council e-newsletter/email from the Council
- Other websites/e-news/emails
- Local paper
- The Elleray Community Association
- Other (If other, please specify)

4 Please tell us your address:

This will not be used to identify you personally but to evaluate engagement across the area.

- House/Flat number or name
- Road name
- Postcode

Elleray Hall redevelopment

5 To what extent do you agree or disagree that the new design will allow for a greater range of uses and users of the Community Centre?

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Don't know

6 Please tell us what aspects of the proposed design of the Community Centre you LIKE and DISLIKE, if any?

	Like	Dislike	No opinion / Don't know
External appearance			
Parking (cars and bicycles)			
Garden and outside area			
Inside uses: multi-purpose and flexible usage of space			
Accessibility (eg lifts, wheelchair access etc)			
Hall			
Café and kitchen			
Lounge and quiet area			
Entrance and reception			
Specialist rooms			
Activity rooms			

If other, please write your comments in the box below

.....

7 What type of activities and services would you like to see offered at the community centre?

The centre will continue to offer core services for older residents, but also allow and encourage a wider range of groups and individuals to use the centre, enabled by a more flexible design. For example, young people, disability groups and intergenerational groups.

- Children and family-based services (eg Mum and toddler groups, after school clubs)
- Health and wellbeing services (eg exercise classes, health services such as chiropody)
- Intergenerational groups/activities
- Social gatherings/groups (café/tea, social events)

- Clubs/activities (art and crafts, music/singing, hobbies, games etc)
- Space to hire for community events
- Gardening and growing groups
- Older people’s services
- Community café and cookery groups
- Other (If other, please specify)

Housing scheme

8 Please tell us what aspects of the proposed design of the new housing scheme you LIKE and DISLIKE, if any?

	Like	Dislike	No opinion / Don't know
External appearance			
Use of materials			
Layout			
Garden and outside areas			
Car free development			
Number of units			
Location			
Provision of affordable homes			
Accessibility			

If other, please write your comments in the box below

.....

9 Please add any additional comments you have here.

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About you

The following optional questions will help the Council to improve its services and be fair to everyone who lives in the borough. The information you provide will be used for statistical and research purposes only and will be stored securely. If there are any questions you do not wish to answer, please move on to the next question.

10 Are you:

- Male
- Female
- Prefer not to say
- Prefer to self-describe:

11 What was your age last birthday?

- 19 and under
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

12 Do you consider yourself to have a disability?

- Yes
- No
- Prefer not to say

13 How would you describe your ethnic group?

- White
- Mixed/multiple ethnic groups
- Asian or Asian British
- Black/African/Caribbean/Black British
- Prefer not to say
- Other ethnic group, please specify:

14 Please indicate your sexual orientation:

- Heterosexual / straight
- Gay man
- Gay woman / lesbian
- Bisexual
- Prefer not to say
- Prefer to self-describe:

15 Do you belong to a religion or faith group?

- No
- Yes, Christian
- Yes, Buddhist
- Yes, Hindu
- Yes, Jewish
- Yes, Muslim
- Yes, Sikh
- Prefer not to say
- Yes, other (please specify)

Appendix C – Additional emails received during the consultation period

In addition to the questionnaire, an email inbox was created to allow participants to submit other opinions or suggestions that they would like to be taken into consideration.

It should be noted that respondents were able to complete the questionnaire in addition to sending email representation of their views, therefore there may be some duplication of issues raised.

The Council received emails from 29 respondents. A third of those respondents did not specify where they lived, however some of these stated that they were local residents, including a cycling group representing up to 60 cyclists.

The common themes arising from these emails are as follows:

- 19 responses were concerned there would be a loss of parking in addition to the CPZ and increased demand from the proposed housing development
- 18 responses were in support of the 'Objective Assessments' by a local planning practice commissioned by the residents
- 16 responses were concerned about the design of the proposals, specifically the height and density not fitting within the area's character
- 12 responses suggested that Elleray hall should be refurbished / rebuilt on its current site
- 5 responses were concerned about the bat habitat
- 5 responses were concerned about noise during construction, from the new centre and additional residents
- 3 responses were concerned about any adverse impact on privacy, security and shading on neighbouring properties
- 3 responses were in support of the provision of the affordable housing
- Other concerns included cycling provisions, construction duration, accessibility, waste collection and elderly services becoming secondary to commercial interests