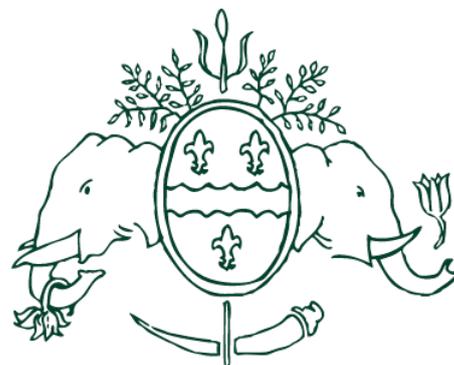


Petersham Nurseries

Supportive letters feedback summary

4 June 2024



Petersham Nurseries

Introduction

This note has been prepared to provide a summary of comments submitted as part of the statement of case for the operator of Petersham Nurseries against enforcement action. This includes an analysis of feedback and a summary of 'common themes' expressed by supporters who wrote in online or in person.

There are also letters from staff, suppliers, community organisations and neighbours, plus press cuttings and other pertinent documents, in the Appendices.

Feedback statistics

What follows are the Petersham Nurseries public written support statistics as of Tuesday 28 May 2024:

- Registered number of supporters for Petersham Nurseries – 7,106
- Supporters living in Richmond upon Thames (TW9 and TW10 postcodes) - 1,036
- Supporters from rest of the UK – 5,918
- Supporters from rest of world – 152
- Letters of support from suppliers, local businesses, community organisations, including charities, staff and neighbours – 461 (of 7,106).

All letters and comments are available to review in the Appendices.

All of this support is in addition to 6,584 supporters who wrote or signed a petition in 2022 to support Petersham Nurseries with its planning and licensing applications. See Appendices.

Post-report note: an additional 133 comments were received between 28 May-4 Jun 2024.

Common themes

An analysis of feedback received reveals a number of 'common themes', as follows:

- **Destination visitor attraction** - Comments that reference visitors travelling specifically to visit Petersham Nurseries, whether that is from the other side of London, from elsewhere in the UK or internationally.
- **Exceptional dining experience and food** - Explicit mentions of the restaurant, eating at the restaurant, quality of the food, attending dinner events, etc.
- **Allow planning operating hours, mentions of/direct appeals to decision makers** - Explicit mentions of the planning being allowed, the operating hours of the restaurant and granting permissions that will enable Petersham Nurseries' continued operation.
- **Doing no harm to the locality** - Comments that explicitly reference that the operation causes no harm, or that the operation is mindful and considerate of neighbours.
- **Jobs, local benefits** - References to the restaurant/garden centre being a local employer, making Petersham Nurseries a local attraction, helping to generate economic growth in the area, sustainability, wellbeing, social value generated etc.
- **General comments in support** - Comments that refer to Petersham Nurseries being well loved and general messages of support.

Examples of comments

Below are examples of comments from each of the aforementioned 'common theme' categories:

Destination visitor attraction

- *"Petersham Nurseries has a worldwide reputation as a high-end destination for gardeners, floral enthusiasts and diners. The restaurant is very much part of the appeal. Shame on Richmond Borough for not wanting to help this extraordinary business continue to flourish and grow."*
- *"The most magical, delightfully quintessentially English destination."*
- *"We traveled to London from the US in January, and as an architect and an interior designer, we had a full itinerary of museums, design studios and specialty stores we wanted to visit. Petersham Nurseries in Richmond was among the most anticipated highlights of our trip, having learned about them through Instagram. We made the short trip out of London on one of the coldest days and were entirely enchanted and uplifted by the beauty of the place and the hospitality offered by everyone at Petersham's shop, the nursery and the restaurant. The food was delicious and all of the staff we interacted with were genuinely friendly and clearly happy to be part of the Petersham experience. It would be extraordinarily short sighted to allow such a gem to disappear! Take a much larger view of what has been accomplished here in this lovely little town! Save this amazing restaurant!"*
- *"Petersham dining is always a must-stop when travelling from all the way up in the Highlands. It is time the government starts to understand the impact tourism has on local economies, on the local offering and on the locality's cultural reputation."*
- *"One of the highlights of our visit to England. We actually diverted from France to Petersham."*

- *"We have faithfully come to the Petersham nursery every single time we have been visiting London - we live in NYC but my husband grew up in the Vineyard - and we could NOT possibly imagine a world without such a gorgeous and unique restaurant with super friendly people, amazing food and ethical practices. PLEASE do not let this jewel close down! Thank you."*
- *"As a regular visitor from Devon, I really do hope the restaurant is not closed for the evenings, it's a very special, friendly place and we'll miss it terribly."*
- *"Petersham Nurseries is a legend in its own lifetime. I travel from Nottingham at least 3 times a year and Petersham is always at the top of my list. Without sustenance in the Petersham Restaurant my visit would not be the same."*
- *"Over the 5 years I lived in Barnes a weekly visit to Petersham Nurseries was a welcome from the bustle of life. Now I live abroad and returning to one of the most magical places is always a highlight of my time in the UK as a whole."*
- *"My husband and I travelled to Richmond while on our trip to London specifically to dine at Petersham Nurseries. It's reputation and unique dining experience. Only because of Petersham did we come to the area. As a result, stayed in a hotel, ate breakfast and lunch downtown and shopped and enjoyed coffee. It would be a true shame to limit their hours not only for the restaurant but for the town."*
- *"I work for the United Nations and I brought a group of high level delegates to the restaurant for dinner. It was the best experience they told me. You need to keep it open."*
- *"Fabulous dining and shopping experience, employed great young people. Have travelled from Bath to visit this wonderful place."*

Exceptional dining experience and food

- *"Delicious food, great ambience, lovely staff and a great asset to the local area!"*
- *"It is one of the most lovely settings in London and the atmosphere is so warm and friendly. Delicious food and lovely staff."*
- *"Petersham Nursery is a fabulous asset to Richmond and the restaurant is a treasure for locals and beyond when so much around the area is large chains. PN are operating their business sensitively to the local area and the planet."*
- *"Dinner at Petersham Nurseries has always been enchanting and one of my top experiences since moving to Richmond. I would be very sad to see their dinners go!"*
- *"It would be a great loss to the local community to lose such a wonderful food proposition. So few restaurants get it right. The staff are [a] wonderful team who are committed to serving a higher quality food proposition than that found elsewhere. It would be a devastating loss for the community and beyond if PN had to close."*
- *"Completely unique dining experience with exceptional food, ambience and staff."*
- *"The restaurant is a much-needed independent restaurant in Richmond. The setting is unique and the food and service excellent. Losing this business would be a travesty for all involved and having them operate under temporary licence is simply ridiculous. More should be done to encourage business owners and entrepreneurs who survive by*

providing needed services and enhancing the area. It's time to sort out these licences and put this issue to rest."

- *"It's such an incredible place, truly magical. Everything about it is natural and beautiful. I would love to celebrate my next birthday here! It just makes me happy please don't shut down [...] that would be such a shame."*
- *"Petersham Nursery and Restaurant offers an absolute unique experience and critically, opportunity for older guests to enjoy. By this I mean elderly people who want a gentle dining experience surrounded in their conservatory gardens. Having taken my mother & father who are in their 80's frequently, it has become their highlight. Often elderly people do not want to go out & sit in a restaurant, but Petersham Nursery is different as it offers exceptional healing for the elderly well-being, mentally and physically to be in a restaurant but surrounded by plants and flowers, therefore giving older people and those who are recovering from traumatic medical illness an opportunity to feel tranquil in their recovery. This should NOT be underestimated. PN is unique to the local and wider community & offers a beautiful environment with simple but excellent food to everyone and in my experience, is perfect for retired and elderly people. It would be a travesty if the evening restaurant were to not operate."*
- *"I need to thank you personally, along with the entire service crew and our sommelier, Manuel, for making our celebration so memorable and successful. It was truly amazing and epic!"*
- *"As a first-time visitor to Petersham Nurseries, I could not be happier. Thank you!"*
- *"Having had tea at Fortnum and Mason, the Ritz, Kensington, and other renowned places, I must say that Petersham Nurseries surpasses them all. The food quality, atmosphere, and service are exceptional, especially considering the competitive price."*
- *"Our experience was amazing, and the staff made it truly special. Thank you!"*

Allow planning operating hours, mentions of/direct appeals to decision makers

- *"This is absolute madness. Petersham is a huge draw in the area, and whenever I am in London I always make an excuse to come over. The contribution this business makes to the local economy must be astronomical. It is not reasonable or acceptable to try and make them shut their evening operation. It's not like it's a nightclub operating on people's doorsteps. This attempt by Richmond Council to shutter a family business that is doing good for the local community is a complete shambles."*
- *"This place is one of a kind. It would be a great loss if it closed. It is a viable business and is a unique place to enjoy good food in lovely surroundings. This part of London would lose a beautiful venue. I do not understand why an enforcement notice as evening operations take place which does not impact on other people."*
- *"Petersham Nurseries is a caring, thoughtful, stylish business and brand and the area and council should be very proud they are there and encourage the evening restaurant offering."*
- *"Petersham Nurseries is a well-loved institution of Richmond, I can't believe a council would have any issues with its activities?! It's located away from the streets, doesn't seem to have any close neighbours and is only asking to do what any other restaurant in the area would - absolutely ridiculous!"*

- *"Richmond Council should be progressive and support local business - Petersham Nurseries is iconic and does a huge amount of good for the local area - it will be a huge negative if the council are not more accepting and forward thinking on this issue."*
- *"Richmond Council you should be ashamed. Why on earth wouldn't you support this tremendous offering and wonderfully important local business? I urge you to change your tune."*
- *"Petersham is a national treasure and we are so lucky to have it nearby in London. They have always had parking attendants on site to help with any traffic flow so I don't see why they can't do that in the evening. There is never any noise so I don't understand what the pm problem could be. Councils really need to start listening to their customers on such matters. After nearly being put out of business in covid, they should be more amenable to new business ideas like this."*
- *"I strongly urge the council to allow this application. The supper evenings provide a completely unique experience of beauty and enchantment. There is nowhere else to equal it and it is something we as an area should be extremely proud of and value for the pleasure and enjoyment it gives to people. There are too few opportunities at the moment for this succour to the soul and it would be a great shame to not allow it."*

Doing no harm to the locality

- *"As a neighbour I would say this should not be stopped and should have been allowed to proceed long ago - a ridiculous situation for them to have to find themselves in."*
- *"Petersham Nurseries deserves better. The work they've done to ensure their dinner services and supper clubs cause no harm to the local environment or noise pollution clearly demonstrates that they deserve to stay open. The impact they also have on the local community and tourist economy is immeasurable and would be devastating if decreased. I personally visit Petersham on a regular basis and love that the centre offers a wide range of activities and services. It would be a huge shame if the council don't recognise this too!"*
- *"This is a unique and delightful restaurant tastefully managed, offering an unequalled experience for diners. It is sensitive to its local environment and makes a significant contribution to the immediate local economy. Without hesitation I offer my full support."*
- *"I have attended evening events at Petersham Nurseries and congratulate them on their careful planning to avoid creating nuisance within the local area."*
- *"Petersham Nurseries evening creative events and suppers are occasional and conclude at reasonable residential neighbourhood hours. They are diverse, informative, (fun), assist charities, and provide opportunities for local business. This is a wonderful place which might have fallen into development instead of preserving and enhancing. Personally, I enjoy visiting with my 90 year old mother ... who was born on the site and christened in the Church. A place recognisable from 1930s. Priceless."*
- *"Closing this restaurant would be dreadful, having attended in the evening I can vouch for all the care and respect the team at Petersham have for their neighbours."*

- *"In a city like London, being 'neighbourly' is what keeps such a multifaceted place vibrant and happy. Petersham has always operated with the utmost respect for this neighbourhood, as have I. To suggest that calm, gentle evening meals would be discontinued to the few neighbours nearby highly selfish - clientele is hardly rampant party goers!"*
- *"Never heard a noise coming from them!"*
- *"My favourite place to meet friends for coffee/lunch, it is such a unique and magical place. I feel that the team are very considerate and work hard to minimise the impact on neighbours. They should be commended for this and the facilities should be allowed to continue, a great asset to the community."*
- *It's a beautiful thought out setting and brings so much joy to so many people. It takes care in keeping noise and parking at bay and we have been supporting it since it opened. Please let it remain!"*
- *"This business has already proved it can be relied upon to conduct themselves responsibly in the evenings. Let's not lose an iconic destination to pettiness and nimbyism."*
- *"Petersham Nurseries is a fabulous place that we take the opportunity whenever possible to visit and to enjoy the food in the restaurant. In all the times we have visited we have never witnessed any behaviour which could even remotely be constructed as anti-social. Forcing the closure of the restaurant will cause a well-established business to become unsustainable. Allow it to remain open."*

Jobs, local benefits

- *"I have visited Petersham nurseries many times over many years and know that the business only enhances the local area and is harmonious in its surroundings. We should be supporting businesses like Petersham to thrive in the current challenging economy, not limiting them with no cause."*
- *"Petersham Nurseries is a highlight of the Richmond area for locals and visitors and the supper club evenings are a magical use of a wonderful space. They employ local people and I know many young people who have loved their time working there. Given the lack of complaint or concerns raised, I fail to see any logic to the enforcement notice and there is no clear reason to continue to deny planning permission. It would be a big loss to the local community to deny this planning and planners must be able to see beyond the black-white of the paperwork to the glorious technicolour of Petersham Nurseries."*
- *"The setting of the restaurant in the glasshouse in the evenings is so special, there's nowhere like it in Richmond that we've found. The low-level candle-lit venue with excellent food, excellent service and an incredible ambience is a real jewel in the crown of the local area, and in particular the LB of Richmond which prides itself on being a 'green' Borough. I myself have brought several overseas family members here for dinner, and they still speak of it very fondly, and how special it is. The Petersham Nurseries restaurant is internationally renowned, and that in itself is a huge asset to the Borough."*
- *"Petersham Nurseries is an excellent establishment. It promotes all the things a restaurant should be striving towards. Ethical food sourcing, education on sustainable*

food production, the importance of green spaces and good sustainable local jobs. Above all the food is excellent, staff friendly, and can only contribute to the local area. Any effect on local homes due to additional car traffic must be negligible compared to the clear benefits. Councils should focus on the large chains and support small businesses like this."

- "Petersham nurseries is a magical and wonderful place that shows how much a restaurant can enhance someone's soul. In this bleak world, surely we need to protect the places that feed us - both in mind and spirit. It would be a devastating loss to the industry, the community and its suppliers, staff and customers."
- "Petersham Nurseries restaurant brings visitors to Richmond contributing to other local businesses and helping the community in Richmond to thrive. Closing the restaurant would reduce important footfall and custom to Richmond in general."
- "Vital connection to nature, culture and community. Petersham Nurseries offers a natural jewel in the crown of Richmond. London and the global community. Supporting and growing this type of business gives inspiration and innovation to others who value the natural world, planting, growing and nurturing good food."
- "I am so aware of Petersham Nurseries as a delightful venue for a light lunch or tea. But many people will not know the good work which the Nurseries do year-on-year to support local charities - The Vineyard, Ham & Petersham SOS. The Nurseries provide great community cohesion and offer local employment for our young people."
- "Petersham Nurseries is a valuable asset to the area. They are involved with the community and support local charities; over the years it has grown into a respected nursery. It is a place that enables much needed local employment and gives holiday work to local school students with the possibility of long-term prospects."
- "This is a very unique place in unusual setting. Absolutely magical and special! It is a hidden gem a local pride. The restaurant provides a beautiful serene alternative to popular high street places and pubs, we have enough of these (especially chains). This needs to be kept preserved and cherished. It also supports and provides a wonderful community space with dinners and atmosphere like no other!"
- "Wonderful food, great service and lovely staff. We have been coming for years and see it as part of our local fabric. We would be so sorry to see go. It employs a great no. of staff, brings business to the local community. Please reconsider these challenge [s] from a very small number of residents."
- "An inspiring, local nursery and restaurant, tearoom surrounded by green. Offers a relaxed time-out experience and big plus is not having to travel outside local area. Food sourced from linked English farm, wonderful to have unique local enterprise that offers easy access to all ages and need and job opportunities to locals. A refreshing experience in a natural environment good for mental health and away from crowded suburb."
- "I live up the road and love Petersham Nurseries. I have attended many floristry masterclasses, lunches and dinners over the years. As a local it's a place to go and spend time in a beautiful setting surrounded by lovely people. Petersham Nurseries provides so much variety for its customers, it's so beautiful in the day time! Having dinner in this beautiful magical setting is so special and shouldn't be taken away."
- "Enterprise bringing revenue, reputation, tourists to the area and providing job opportunities to a whole spectrum of age groups."

General comments in support

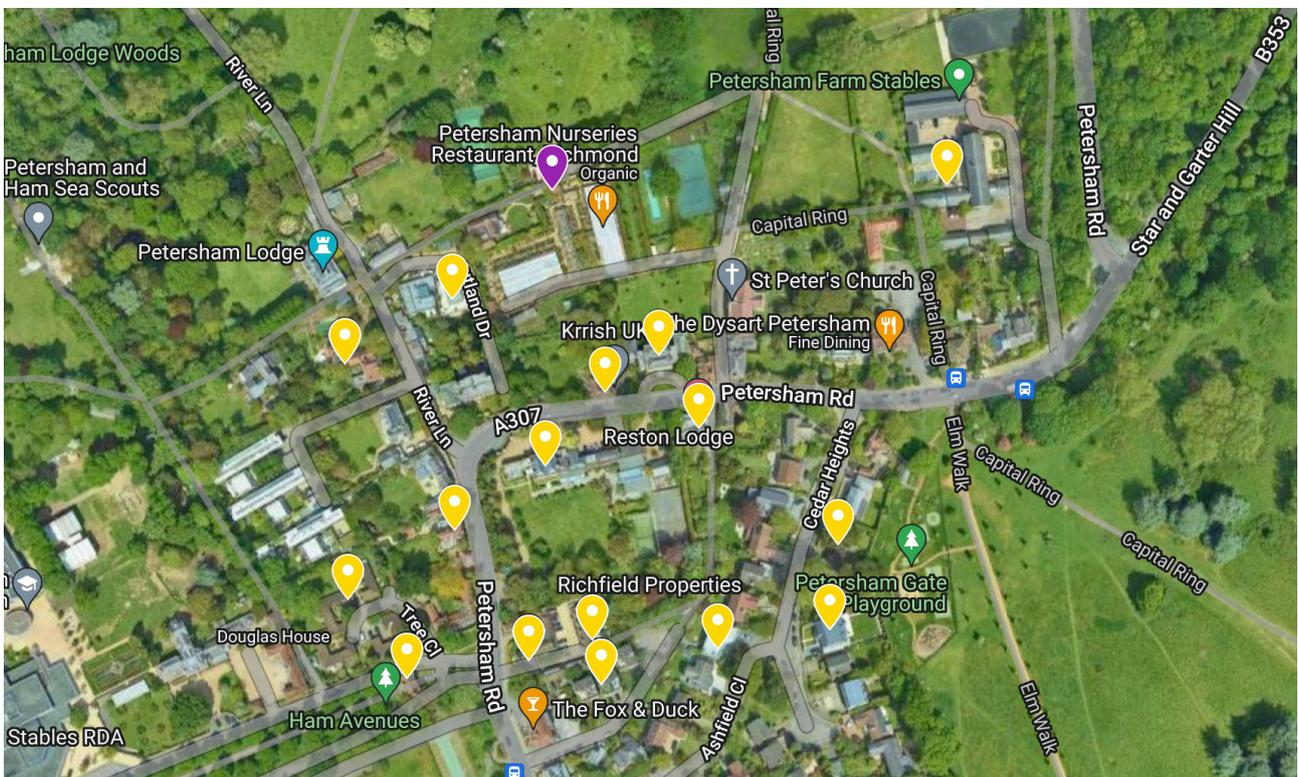
- *"Petersham is an outstanding world class venue of great originality serving innovative food. Richmond is fortunate in having such a place but it's unsurprising that a few selfish residents would seek its failure through not allowing its extension of evening hours."*
- *"I have been to Petersham Nurseries several times over the years. My most memorable time was when a friend took me for dinner after I had completed my treatment for breast cancer. It really is a special place that many people find very therapeutic. It is a beautiful setting and an asset to Richmond, I'm sure bringing in tourism to the town. It would be a great loss to lose the opening of the nursery in the evenings."*
- *"A gem in our community."*
- *"Please allow this fine business to continue to provide magical experiences. You are killing their business with these actions."*
- *"Sad to hear that we might lose this gorgeous venue due to local licensing restrictions. I have been coming here for years. I would love to hear reasons why this venue is causing offence?"*
- *"Some of the most important family memories made here in Petersham, it is ingrained in our collective memory, it is not just a restaurant, it is family's living room, dining room, wedding reception hall, back garden, it is the most beautiful corner of London! Keep it alive and thrive please!"*
- *"Being local residents, we've never driven to the restaurant in the evenings. One occasion we took a taxi to and from, and the other times we make use of the 65 bus route which goes directly from Kew Road to Petersham, taking us practically door to door. There have been times in fact that my husband and I remark on the lack of cars actually present when we walk past the customer car park; it is evident that many locals make use of the more greener modes of transport that the restaurant encourages."*
- *"Shocking to hear your selfish neighbours want to restrict your hours. Petersham is an institution which I frequent monthly with my family. Totally abhorrent. I fully support your aims to quash this nonsense."*
- *"So sorry to hear this unique restaurant could be at risk. When I was pregnant I had lunch here to celebrate the happy news. Our baby died at 5 months and it was subsequently hard to come back here, where I had been so happy. But I did return and we told the maitre'd what had happened and how we named our baby 'Ivy' and she so sensitively placed an ivy leaf on my dessert. She saw me. So I love this place!"*
- *"What your web page doesn't say is which NIMBY is against Petersham Nurseries?"*
- *"We have heard so many incredible things about Petersham and how spectacular it would be to celebrate a special occasion. The place itself was a refined dining experience that brought us here for the evening and we hope to continue to visit for many years to come for many reasons - plants, lunches and lovely dinners."*

- “In 2012 I suffered a brain haemorrhage and although I have made a good recovery I have never been able to work since. My recovery over the years has been aided by my regular walks to Petersham Nurseries. It is one of my favourite places and every birthday my family buy me a place on one of the wonderful dining experiences Petersham offers. I regularly take family and friends who visit to Petersham Nurseries as it is such a beautiful, calm place, offering so many special experiences. To close the unique dining experience would be such a huge disappointment to so many people. Please appreciate how many people truly love and appreciate all that Petersham Nurseries has to offer, to deny us all this joy would be so sad.”*

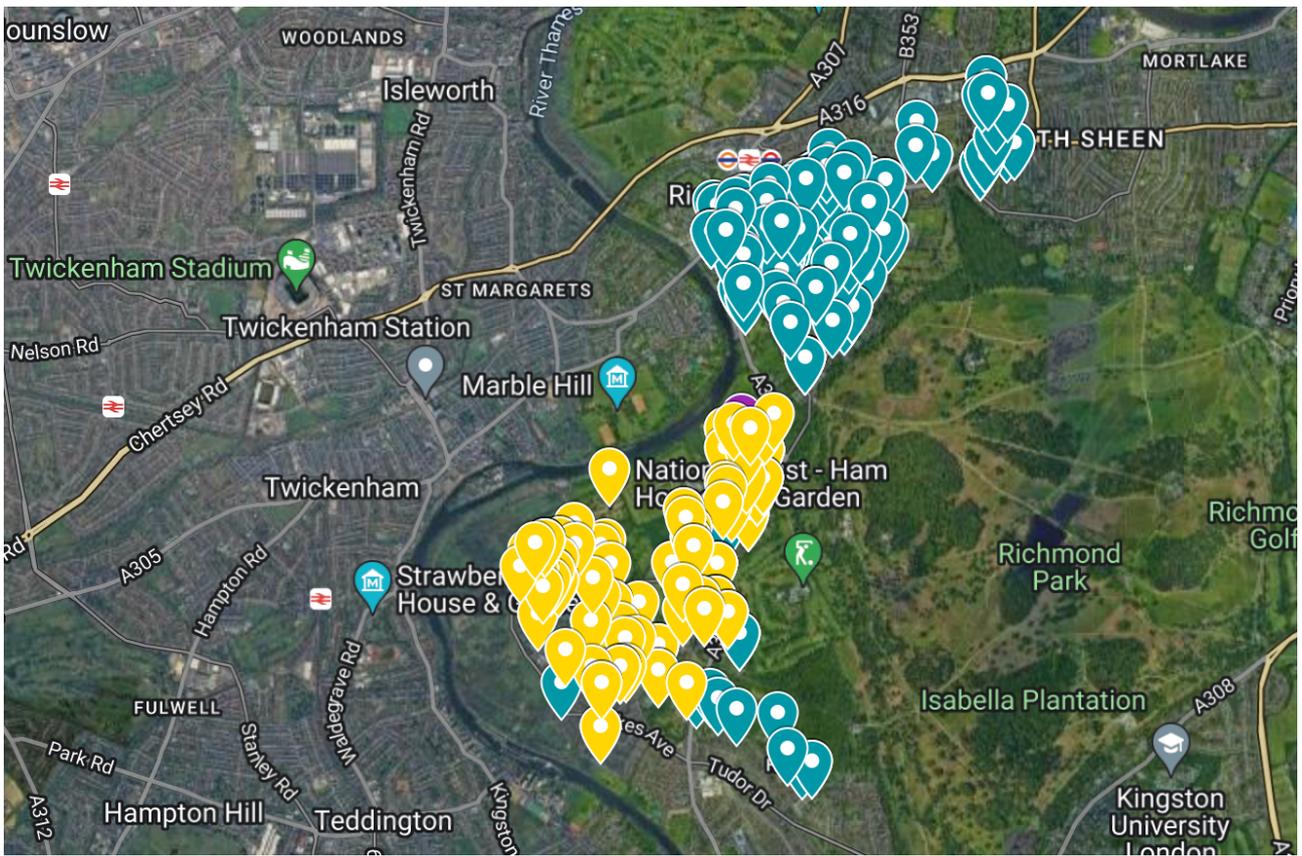
Supporter locations

A map showing the proximity of every address to Petersham Nurseries can be viewed below.

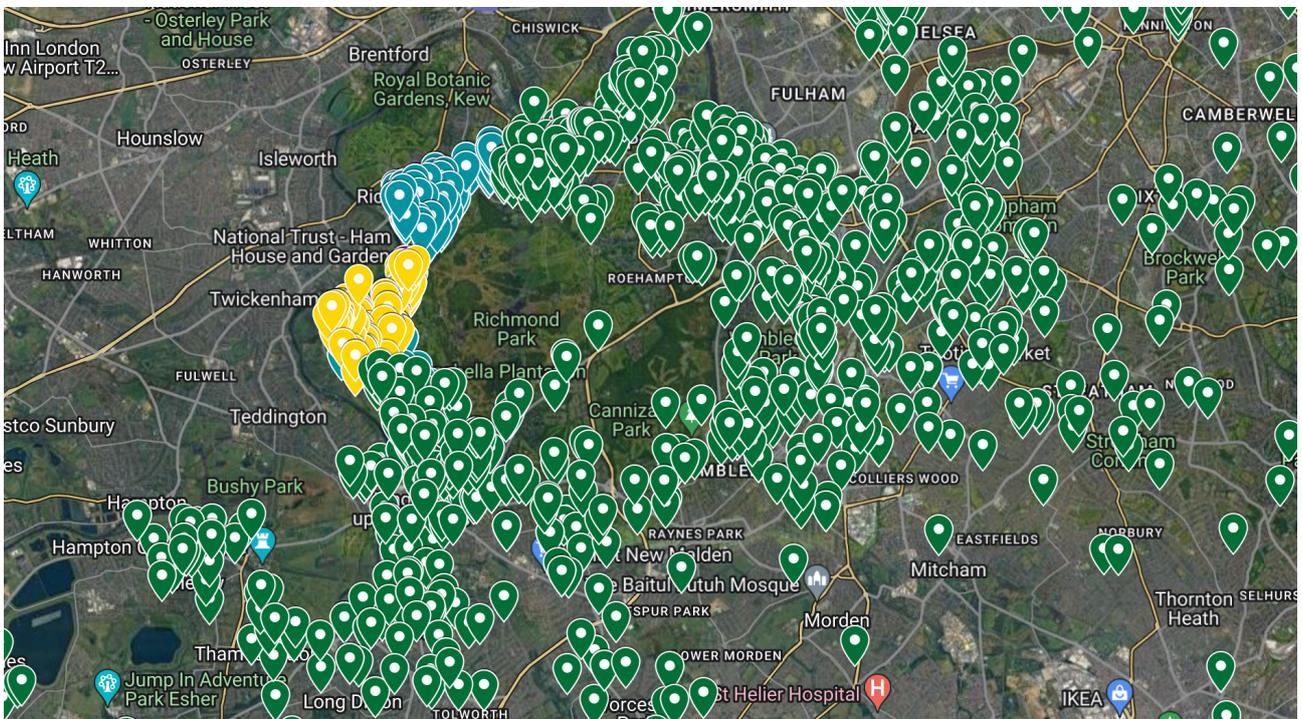
NOTE: Addresses are shown in **yellow** whilst Petersham Nurseries is **purple**.



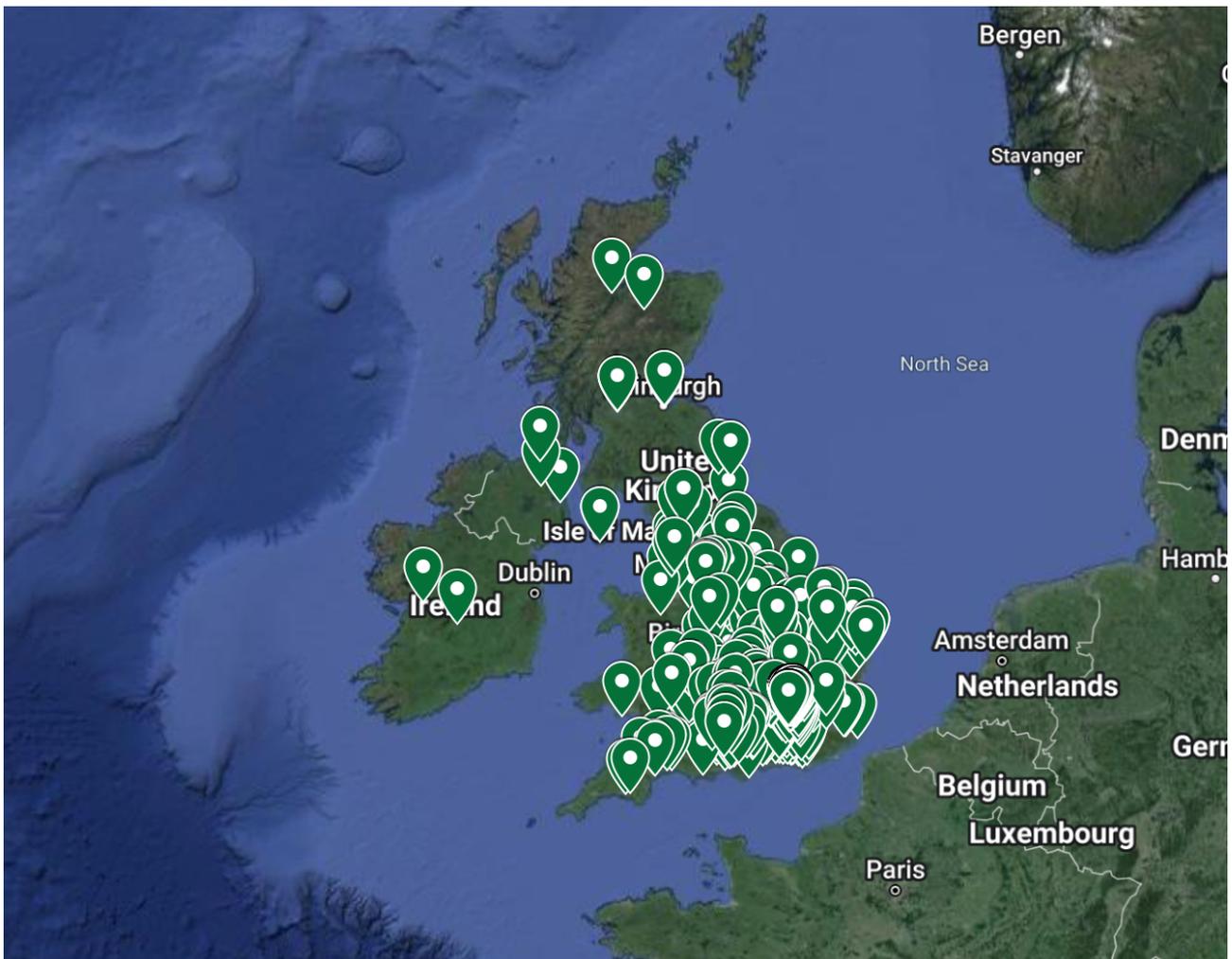
Map showing proximity of petition support addresses to Petersham Nurseries: very close neighbours



Map showing proximity of petition support addresses to Petersham Nurseries: TW10 postcodes



Map showing proximity of petition support addresses to Petersham Nurseries: London-wide support



Map showing proximity of petition support addresses to Petersham Nurseries: UK-wide support

Neighbours' comments and feedback from nearest postcode - TW10 7

Within the supporter comments, 47 were from direct neighbours of Petersham Nurseries (properties with TW10 7 postcodes). There are some examples of these below, and the full list of these comments can be found in the accompanying spreadsheet.

- "Petersham Nurseries is an amazing asset to Richmond and our local community. It provides a level of dining that is distinctive from any other restaurants in the area. We have friends travel to see us for the opportunity to experience this wonderful restaurant. If we were not able to eat at Petersham Nurseries, we would be unlikely to eat elsewhere in Richmond and would, instead, go into the centre of London for dinner. This would mean that jobs and opportunities would leave Richmond and move to other parts of London. This would be such a shame for our local community."*
- "We feel very lucky to be living in close proximity to this beautiful Nursery with its wonderful restaurant and tea garden. We thoroughly enjoy being able to walk to the restaurant for dinner in such a special and beautiful setting. We have local friends whose children benefit from working at the restaurant during their holidays from University. We would like to continue to enjoy the restaurant lunches and dinners."*

- *"Petersham Nurseries is an iconic centre offering the best of food and drink in the most beautiful and unusual setting. It really must be allowed to continue."*
- *"An amazing venue which is such a gem in our neighbourhood. It is a magnet to many visitors from across the world and contributes to the whole Richmond area as a spot to be seen. The owners take a great care to minimise the impact on the local traffic. During busy times they employ extra staff to guide the cars through the narrow access. Greatest respect and we don't want to miss this incredible venue."*
- *"Wonderful business! A real neighbourhood gem we all love."*
- *"Having had a studio in Petersham farm I know how important the nursery is to all of us who live here. We need to be able to get out of our houses in the evenings and I therefore support nighttime opening of Petersham Nursery."*
- *"A very special restaurant due to its unique location. The restaurant tonight is full of locals enjoying such a special place. There's nowhere else like this so long may it continue delighting. I'd consider myself very fortunate to live next to the nurseries."*
- *"Losing the Petersham Nursery restaurant will be a real loss to the community who benefits from jobs, enjoy full experiences and not at least the value its existence brings to not only how Petersham but also nearby communities as Ham and Richmond are perceived and our neighbourhood is valued and seen as a hugely attractive place to Live."*
- *"I have known the Baglione family for 20 years and value their respect to Petersham and its surroundings and their ambition to encourage cycling/walking/public transport to visit their remarkable nursery and restaurant. Their standards are incredibly high, they perform a great service to our community, and they make considerate efforts to protect our heritage and environment. I would also add their garden center is second to none and their food is incredible!"*
- *"I can't believe this has come up again. It really is beyond belief that something that is such a huge asset to the neighbourhood is under attack. When I think about the restaurant. I am thinking the local jobs (just about everyone I know has a child that has worked there at one time or another). The beautiful space (something we can all take pride in) that we are so lucky to have on our doorstep. When I have been to dinner there everyone quietly files out (it's not a rowdy venue). I am sure if it closed it would also have an impact on local suppliers. I walk and go by this area all the time as we generally walk into Richmond through the cut through across the common and have never been affected by noise, people or lights. If Richmond Council want to focus on something it should be the terrible state of the high street and the ridiculous amount of coffee shops and the tacky sweet shop. I think we need to ask ourselves what will take the place of Petersham Nurseries if the council has its way and drives this business into the ground. We are probably going to end up with something way worse which will not have any of the benefits."*
- *"I live opposite Petersham Nurseries and have never experienced any kind of disturbance from their activities. It is an oasis of peace and beauty, much loved by so many people both local and from further afield. They put great effort into managing traffic, parking, noise etc and I support their application to open in the evenings."*
- *"A fabulous addition to the area. Should not be closed down on the say of one or a few neighbours."*

- *"I have been coming to the nurseries for over 30 years and enjoyed the unique experience of eating in its restaurant. There is nothing to match it!"*
- *"I love coming and spending time here. My mum lives round the corner and we love it very much! My brother used to work at the restaurant and loved it. It just can't go!"*
- *"Wonderful hidden gem, full of charm and unique dinner venue. It would be such a loss for the neighbourhood to lose this place (and the whole of London!)"*
- *"It has been an incredible gift to our community having Petersham Nursery around the corner. My entire life I have dined and shopped here for years. The dinner service is just so special and Petersham Nurseries respect for our neighbourhood in terms of noise and pollution, clearly matters to them. Please don't take this away!"*
- *"We love coming here, it's social, friendly and it's been part of our lives we have lived in the area for 74 years. Need I say more. Why would anyone want to stop such a wonderful place."*
- *"We think that Petersham Nurseries is an asset to our community and we love visiting. We are moving next door, very soon, to a house in River Lane and we very much welcome the buzz of such a fab neighbour hosting evening food and supper clubs. We would hate to see them go and are not at all bothered by their thriving business. Only supportive."*
- *"Petersham Nurseries and restaurant has an excellent reputation in the area, and brings joy and a wonderful experience to whoever goes there. The economic benefits to the area go without saying. But significantly important and noteworthy are the opportunities and the benefits created to support the more vulnerable in the local community. Petersham Nurseries for example provided training and employment opportunities for a vulnerable and very shy SEN (special educational needs) student at local Grey Court school. They recognised the strengths in the individual, that he was ambitious and keen to learn, but just needed a helping hand and an opportunity to be offered. Petersham Nurseries made such a huge difference. I fully support the restaurant's campaign. Any local business which causes no harm, but only good, and creates joy and harmony, and embraces and nurtures community spirit, should be fully supported in every way possible."*
- *"Petersham Nurseries is a unique business for the local area. It's run in a sustainable manner and is in keeping with the local community ethos. Its closure would be very, very disappointing on the part of the council."*
- *"Petersham Nurseries is a hub for the local community. It brings so much joy in all seasons - with its seasonal plants, food and homeware. I associate so many occasions with Petersham nurseries - from Christmas carols in the courtyard to picking up our Christmas wreath each year, Mother's Day bouquets and tea and cake, knowing spring is on the way the daffodils arrive and summer dinners for birthdays in the restaurant. They support local businesses with their produce and the staff are so friendly and knowledgeable. It would be devastating to lose such a wonderful place."*
- *"Inconceivable that people would want to close this gem. It's a core local establishment bringing people together. Don't do it."*

Global reach

Petersham Nurseries has significant global reach, welcoming visitors from many countries around the globe. As such, a total of 152 signatories came from people living in countries outside of the UK. A complete breakdown follows:

- USA – 60
- Europe – 55
- Australia – 26
- Canada – 3
- South Africa – 3
- Mexico – 2
- Abu Dhabi, UAE – 1
- Brazil – 1
- New Zealand – 1.

Examples of comments from people who came to Petersham Nurseries from other countries include:

- *“For many years I have heard of this iconic place. This is what brought me to Richmond. It did not disappoint, such a beautiful and tranquil place, a balm to mental health in this stressful world. For this reason, it should be saved.”*
- *“What an amazing and unique space to have a restaurant. The neighbourhood should be proud to have a gem like this. We had an amazing lunch and hope to come again.”*
- *“A wonderful place! We enjoyed the experience, it should remain as it is, forever!”*
- *“I am an annual visitor to London to visit my English family and always come to Petersham Nurseries for lunch and to enjoy the nurseries. A very special place, a huge shame to let it go!”*
- *“This is our first time here and we already plan to return! It is a beautiful eco-concept, there should be more not less!”*
- *“Came all the way from Texas to visit this lovely restaurant.”*
- *“We read the Petersham Nurseries book and came from America to see this truly unique place. We are so captivated and hope it can continue to be the special place it is - thank you!”*

Conclusion

Analysis of comments submitted alongside petition entries in support of Petersham Nurseries' efforts against enforcement action has revealed a number of 'common themes' from supporters. These are detailed in the report above, as well as in the spreadsheet which accompanies this note.

Supporter comments were analysed in terms of their topic focus with the following results:

- 15% focused on Petersham Nurseries' status as a destination
- 11% focused on Petersham Nurseries' exceptional dining experience
- 11% focused on direct appeals to grant permission/comments about the council
- 17% focused on Petersham Nurseries doing no harm locally
- 19% focused on the local benefits conferred by Petersham Nurseries
- 6% included comments of general support
- 21% of supporters did not leave comments.

What is clear is that there is substantial - vociferous in some cases - local support against the enforcement, as evidenced in the maps showing the proximity of supporters to Petersham Nurseries. The restaurant also enjoys trade from visitors coming to the UK from other countries, particularly the USA and Australia. This incoming trade is often beneficial to other local businesses, who enjoy increased footfall and sales as a result.