

INTRODUCTION

Over the past three years RHP, in partnership with Richmond Council, has been working with local residents and stakeholders on what improvements they would like to see in the local area, and to develop a vision for Ham Close.

Ham Close

Ham Close was built by Richmond Council in the early 1960s. Of the properties, 48 are studios, 60 have one bedroom, 64 have two bedrooms and 20 have three bedrooms. Currently, 49 of the properties are leasehold.

In July 2000, the Council transferred ownership of all council homes including the properties at Ham Close to Richmond Housing Partnership (RHP).

As part of Richmond Council's Uplift programme, which seeks to regenerate the areas of Whitton, Hampton North, Barnes, Mortlake, Ham and Hampton Hill, Richmond Council has been working with RHP on plans to improve Ham Close. These boards present the feedback from the latest consultation for potential redevelopment.

The area proposed for the regeneration is bounded by Woodville Road and Ashburnham Road. It includes the Youth Centre and car park, the Health Clinic, dental clinic, and the 'Little House' - the building occupied by MakerLabs.



The proposed regeneration area does not include the parade of shops on the corner of Ashburnham Road and Ham Street nor the library.

Date	Activity
2013	The Prince's Foundation were invited to work with local people to consider the future of Ham Close.
Late 2013/early 2014	Consultation with local people. The Prince's Foundation produced a report following this which highlighted the principles on which any future vision for the area should be based.
2015	Architects (bptw) appointed. Indicative design options, consultation with the community on proposed approaches, incorporation of feedback into design principles, e.g. omit library and green from regeneration area. Meetings took place with local groups such as Ham Close Residents Association, Ham Amenities Group and Friends of Ham Library, amongst others.
Summer 2016	Workshops held with community to help inform design proposals.
Autumn 2016	Consultation on a new proposal for Ham Close

The five key principles, identified by The Prince's Foundation, on which any future vision for the area should be based:

- Any resident of Ham Close wishing to remain in the community will be able to do so
- Retain and enhance green space
- Create a heart to Ham Close and Ham, retain and support a village feel
- Better integrate Ham Close
- Improve community facilities.

SUMMARY OF CONSULTATION ACTIVITY

Between 19 October and 20 November 2016, Ham Close residents and the wider community were invited to take part in a consultation on the future of Ham Close.

The consultation, comprising of a proposal and questionnaire, asked for feedback on the principle of a redevelopment. The consultation was carried out and analysed by BMG Research, an independent research company. The Ham Close Stakeholder Reference Group commented on the draft survey questions before the consultation launched.

Communications

a) RHP customers

- A letter was posted to each of the 192 households on Ham Close – it invited residents to have their say by filling out a hard copy form or online
- An RHP newsletter was sent to all Ham Close households
- RHP knocked on all doors in the Close to make sure people were aware
- A follow up letter was sent to residents near to the deadline as a reminder
- BMG carried out 40 face-to-face interviews

b) Wider community

- Over 3,000 households sent a flyer about the consultation
- Consultation material sent to households neighbouring the Close and local community groups
- Posters displayed

The consultation sought feedback on communications and engagement methods:

	Aware of (%)	Involved in / read (%)
Leaflet/Flyer	80	50
Website: hamclose.co.uk	67	41
Design workshops	51	22
RHP Newsletter	50	29
Stakeholder reference group	29	8
No response	8	40

Pop-up exhibition

RHP and the Council installed an exhibition in a temporary building on the Ham Youth Centre car park. The exhibition was open for 13 scheduled sessions between Wednesday 19 October and Friday 4 November. Sessions were open to the whole community with dedicated appointments for RHP customers.

The following table shows the approximate number of people who visited the pop-up exhibition:

Attendees	Number of people who signed in
Ham Close customers	79
Wider community	130
Total	209

Visit to Cave Road (RHP customers only)

RHP offered their Ham Close customers the opportunity to visit one of their recent developments on Cave Road in Ham on 20 October and 3 November. 55 customers attended.

Attendees were given a guided tour of the development, to see what the inside of a flat built to current standards looks like.

Online activity

Regular updates about the consultation were posted on:

- RHP's Facebook and Twitter feeds
- The dedicated Ham Close Uplift website

Other engagement activities

RHP and the Council carried out a number of bespoke engagement sessions during the consultation period, including:

- A coffee morning with parents at St. Richard's CE Primary School
- A meeting with the Ham and Petersham Neighbourhood Forum
- A session with local young people at Ham Youth Centre

CONSULTATION RESPONSES

Survey responses

Over 300 residents completed the consultation survey (either online or in hard copy), with 61% (115 respondents) of RHP's customers at Ham Close taking the opportunity to have their say.

Group	Number
Ham Close households	115
Wider community	190
Total:	305

61% of RHP tenants and leaseholders from Ham Close responded. This compares well with the following response rates from other similar consultations that have taken place in London recently:

- Merton (High Park, Eastfields and Ravensbury) = 52.5% (in July 2015)
- Hackney (Nightingale) = 53% (in April 2015)
- Wandsworth (Patmore Gardens) = 59% (in Sept-Oct 2015)



Key findings

a) Views on affordable housing provision in the Ham area

Overall, more than half (54%) of all respondents agreed or strongly agreed with the following statement: "I think more affordable housing is needed in the Ham area". Less than a third (29%) disagreed with this statement.

b) Views on the principle of redevelopment

Overall, there was net agreement amongst RHP's Ham Close customers that a redevelopment of Ham Close would benefit them / their household as well as others living on Ham Close and the wider Ham community.

c) Perceptions of aspects of the proposed design

There was net agreement from respondents for each of the following aspects of the proposed design:

- proposed 'Garden Link'
- proposed modern look of the buildings
- proposed street pattern
- proposed phasing of construction

There were slightly more respondents that had concerns about each of the following aspects of the proposed design. However, in both cases this was marginal:

- proposed height of taller buildings in the middle of the site (41% agree, 45% disagree)
- proposed parking arrangements (37% agree and 40% disagree)

d) Location of community facilities

Levels of support were highest for using the area around the back of the shops on the corner of Ashburnham Road and Ham Street. This would face onto the green.

Levels of support were lowest for using the ground floor space of the buildings next to the Woodville Centre on Woodville Road.

The following boards provide more detail and summarise the key issues.

What is net agreement?

Net agreement = (% people agree with statement) - (% people disagree with statement).

CONSULTATION RESPONSES CONTINUED

Views on principle of redevelopment

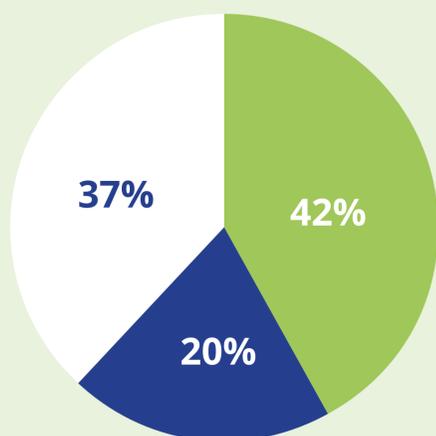
Participants were asked whether they agreed or disagreed with the following statements.

Key

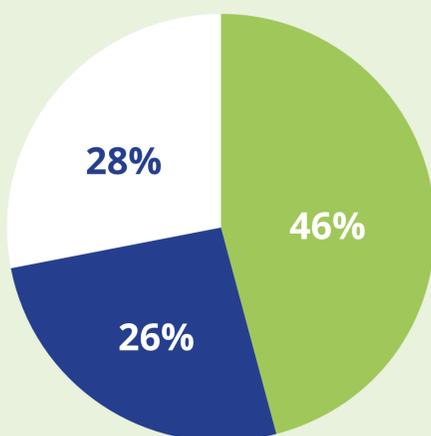
- Agree
- Neither agree nor disagree
- Disagree

RHP customers only

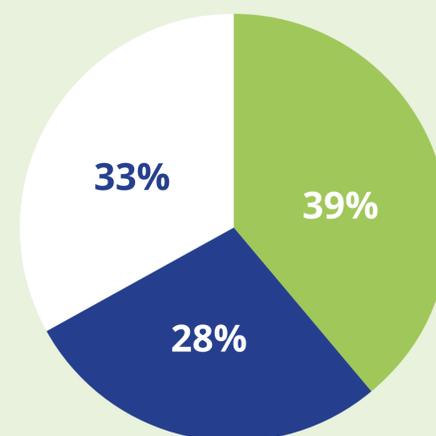
Base: 115 responses – all valid responses from RHP Ham Close customers



I think a redevelopment of Ham Close will benefit me / my household
Net agreement = +5%



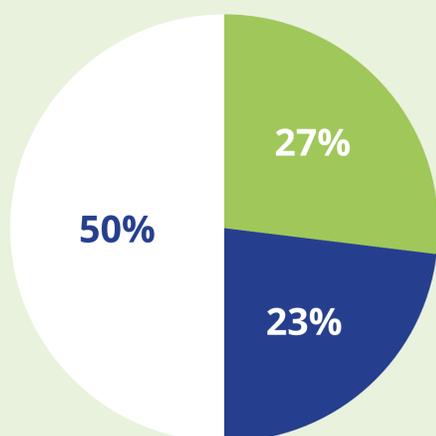
I think a redevelopment of Ham Close will benefit those residents who currently live on Ham Close
Net agreement = +18%



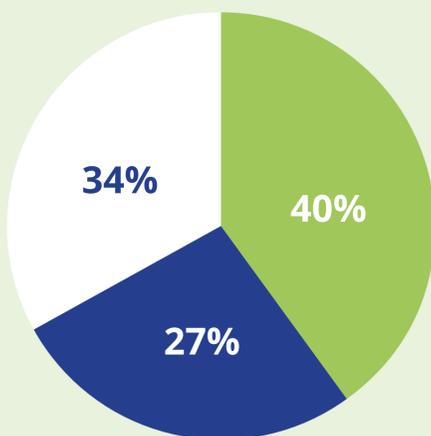
I think a redevelopment of Ham Close will benefit Ham as a community
Net agreement = +6%

All respondents

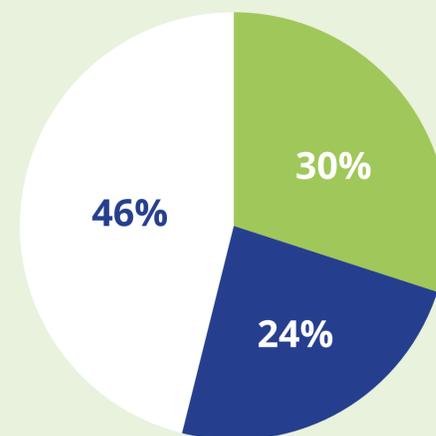
Base: 305 responses – all valid responses received



I think a redevelopment of Ham Close will benefit me / my household
Net agreement = -23%



I think a redevelopment of Ham Close will benefit those residents who currently live on Ham Close
Net agreement = +6%



I think a redevelopment of Ham Close will benefit Ham as a community
Net agreement = -16%

Valid responses

A valid response means that BMG Research has excluded those who left a question blank. This has been done for all closed questions. By contrast, on the open-ended questions BMG has included those who've left the question blank, written 'no comment', etc. as there are a high proportion of these. Excluding these respondents could distort the figures for the 'valid' responses at these questions.

KEY THEMES AND COMMENTS

Location of community facilities

Those completing the survey were asked to refer to the consultation booklet, which identifies three possible locations for community facilities on the development.

It is very likely that community facilities will need to be spread across two of these locations. The two preferred locations for the community facilities from the results of this consultation suggest: behind the shops (59%) and looking onto the green (55%).

Do you agree or disagree with the following elements of the proposed solution?

Option	Strongly agree and agree	Neither agree nor disagree	Strongly disagree and disagree
Behind the shops (291)	59%	17%	23%
Looking onto the green (281)	55%	16%	29%
Backing onto the school (282)	42%	30%	27%



Perceptions on aspects of the proposed solution

Participants were asked to consider specific aspects of the design proposal. There is net agreement with each named aspect of the design solution apart from the proposed height of taller buildings in the middle of the development and the proposed parking arrangements, as shown in the table below:

Do you agree or disagree with the following elements of the proposed solution?

Statement	Strongly agree and agree	Neither agree nor disagree	Strongly disagree and disagree
Proposed 'Garden Link' (299)	59%	17%	23%
Proposed modern look of the buildings (299)	55%	16%	29%
Proposed street pattern (299)	42%	30%	27%
Proposed height of taller buildings in the middle of the site (300)	41%	15%	45%
Proposed phasing of construction (293)	38%	32%	30%
Proposed parking arrangements (301)	37%	23%	40%

KEY ISSUES

Local infrastructure

A number of comments raised concerns about the potential impact on infrastructure in Ham (such as schools provision, parking, traffic, public transport and local healthcare provision). Going forward RHP and the Council will continue to develop the existing conceptual design and will carry out technical site surveys such as, topographical, site investigation and statutory utilities surveys as well as a full transport assessment to look at any potential impact on local infrastructure and how this can be mitigated and addressed. Council planning officers would then assess the extent of any increased demand on local community facilities as part of a planning application.

Leaseholder-specific concerns

Leaseholders who responded to this survey raised concerns about RHP's leaseholder offer and how this might affect them. RHP is developing a bespoke set of FAQs for leaseholders which will be available in the next few weeks following which there will be further opportunities for leaseholders to raise any subsequent queries.

Building heights

The existing Ham Close comprises blocks of flats that range from three to five storeys in height. This most recent consultation proposed buildings that would range in height between two and six storeys, with the majority of buildings being five storeys or less. Some respondents, mainly from the wider community, raised concerns that the taller buildings feel out of place in the local area. This feedback will be considered during the development of the scheme's design, through the planning process and in consultation with the residents who might live in these blocks as well as the wider community.



Parking arrangements

The proposal provides 451 car parking spaces or a parking ratio of 106%. Concerns have been raised that this is insufficient and may affect the wider community. A full Transport Assessment will be commissioned as part of the next design stage to robustly assess the transport impacts of the development. The extent of this assessment and associated surveys would be agreed with the Local Planning Authority and the GLA and will reflect the feedback from residents to date.

Community Facilities

Analysis from BMG Research indicates that no consistent theme emerges when participants were asked to explain their choice of location. However the location behind the shops attracted the most approval with some respondents preferring its position further away from the residential area, though others are concerned that this location would make it less accessible. The location looking onto the green was a close second preferred option. The location of community facilities will be subject to further detailed consultation and engagement with community groups and local service providers.

All feedback gathered through the consultation process will be considered during the development of the scheme and its design.



NEXT STEPS

Over the next few months RHP and the Council will:

- Review and plan for further community consultation and in particular how to better engage with Ham Close tenants and residents
- Carry out technical site surveys such as, topographical, site investigation and statutory utilities surveys, as well as a full transport assessment
- Develop the existing conceptual design
- Ensure the scheme is viable and investigate sources of available funding
- Assess options for how the scheme might be delivered, especially for the private sale homes which will help fund the affordable housing

RHP and the Council will continue to keep Ham Close residents and the wider community fully involved and will continue to publish updated FAQs (Frequently Asked Questions) at regular intervals. We will be seeking your views and comments as the scheme progresses through newsletters and events.

A Ham Close Redevelopment Stakeholder Reference Group has been set up to represent the views of local people particularly Ham Close residents, local groups and other stakeholders regarding the potential redevelopment of Ham Close. If you are a Ham Close resident, or representative of a local organisation and would like to be a member of the stakeholder group, please email: hamclose@rhp.org.uk



Design proposal



Design proposal

The proposed timetable for the detailed work now required is as follows:

Date	Activity
End of 2016 / Early 2017	RHP Board and Richmond Council Cabinet decisions
2017	Preparation of detailed designs and studies to inform Planning submissions (including further consultation)
2018 onwards	Planning approval expected. Should Planning Permission be granted, construction would follow in phases.