

New Homes Delivery Programme Edenham site

Analysis of Phase One stakeholder consultation

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**THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA**

Introduction

Background

The Council is delivering 600 new homes including a minimum of 300 social rent homes, alongside open market homes to rent and other community and employment facilities as part of its New Homes Programme. All of these new homes will be developed on sites owned by the Council. We have also committed to building all the new homes without the loss of any existing homes.

The New Homes Delivery Programme (NHDP) has identified the site adjacent to Trellick Tower as a potential area to help deliver new homes for the borough. This site, currently called Edenham, will form part of Stage Two of the NHDP.

Consultation methodology

The Council launched a consultation on 22 October, running to 3 December 2020, to gather stakeholders' views on the proposals. A dedicated page was set up on the Council's website with details of the proposals and consultation, this included presentation material and a video presentation. Stakeholders were encouraged to provide feedback via an online survey and two virtual live chat sessions were organised for stakeholders to ask questions about the proposals and provide feedback. To ensure those that without access to the internet were able to participate, paper copies of material was available on request and paper copies of the survey were delivered to residents living closest to the site.

The consultation was promoted via a variety of channels, including; leaflet drops, social media, the Council's website, newsletters, posters and via local voluntary and community groups.

Report

A total of 98 surveys were returned by the deadline and a total of 49 stakeholders attended across the two live chat sessions. This report contains an analysis of survey responses and a summary of feedback from the live chat sessions. Where graphs are shown, percentage figures are used. A separate appendix report is also available, containing data tables and all comments made by respondents to the survey.

Acknowledgements

The Council would like to thank all residents and stakeholders that took the time to feedback their views.



Results at a glance

Feedback from the survey

Providing new homes on the site

- Over a third (37 per cent) of respondents supported the principle of providing new homes on the site.
- However, almost half (49 per cent) objected. Main reasons for objection centred on the loss of community/recreational or play space and respondents being against the loss of the graffiti wall.

Improvements to the site

- Respondents felt the most important areas for improvement of the site at present were street lighting (58 per cent), lack of accessible green spaces/play areas (55 per cent) and feeling of safety (50 per cent).

Features of the new site

- Respondents indicated that areas of green space (69 per cent), improved lighting and sense of security (61 per cent) and an area for street/graffiti artists (59 per cent) were the most important features for the new site.
- The public space that respondents indicated they would most likely use was open green space (37 per cent).
- When asked about the size of new homes, there were mixed views on the size of homes needed. A total of 37 per cent would like to see two-bedroom homes, 31 per cent would like to see three or more bedroom properties and a quarter (25 per cent) would like to see one bedroom properties.
- When asked about the most important aspects of the new site, the most common themes related to public art space/graffiti and community/recreational/play/sports spaces.

Views on street art/graffiti and ball court

- The majority that commented on the street art/graffiti wall were in favour of it or felt it was an important community space (74 comments related to this).
- Similarly a large number (56) of respondents commented that the ball court was an important facility, with 48 commenting that the facility needs improving or maintaining.



Results at a glance

Feedback from virtual meetings

- Attendees were against the development on top of existing resident spaces.
- The importance of the ball court, amenity space and graffiti wall were emphasised by stakeholders.
- Some attendees were in favour of development on the car park site.
- Concerns were raised by some attendees about the impact of the development on the heritage of the site and daylight impacts of the development.
- Improvements were asked for in relation to lighting on the estate and the amenity areas (play space, green space and ball court).



Section 1:

Stakeholder survey

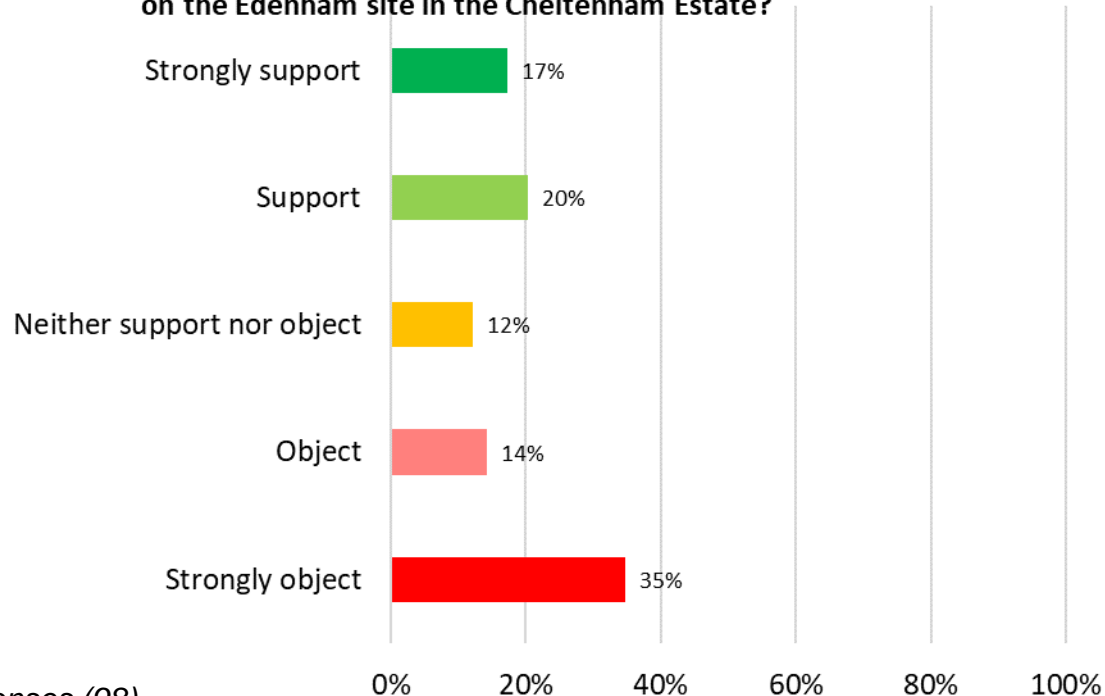


Survey findings: Providing new homes on the site

Respondents were asked whether they supported the principle of providing new homes (including affordable homes) on the Edenham site in the Cheltenham Estate.

- Almost half (49 per cent) of respondents **'objected'** or **'strongly objected'** to the principle of providing new homes on the site. This includes over a third (35 per cent) that **'strongly objected'**.
- Over a third (37 per cent) of respondents **'strongly supported'** or **'supported'** the principle of providing new homes on the site.

Do you support the principle of providing new homes (including affordable homes) on the Edenham site in the Cheltenham Estate?



Base: All responses (98)

Survey findings: Reasons for objecting

Respondents that objected to the principle of providing new homes on the Edenham site were asked to explain why. Comments made have been themed and the themes with three or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on reasons were in relation to **loss of a community space/recreational space or playground (38 comments)** and **against the loss of the graffiti wall/street art (16 comments)**.

Theme*	Comments
Loss of a community space/recreational space/playground	38
Against the loss of the graffiti wall/street art	16
History/historic importance	6
Obstruction of views	6
Support social/council housing	6
Homes may not be affordable	4
Housing density	3
Services for extra homes	3

*Themes shown with three or more mentions



Survey findings: Reasons for objecting

“As the space is a communal space, where the community comes to interact, create and get to escape from the day to day stresses.”

Loss of community space/recreational space or playground

“I object as the new homes may be built on the site which is currently ball court, green space and recreational area that is part of Trellick Tower's grounds and is used by residents.”

Loss of community space/recreational space or playground



“I am worried that the massing will obstruct views of the building and reduce its vertical aspect, and that people on the lower floors will lose the outlooks from their apartments”

Obstruction of views

“The space should be preserved for the community. It's used not only locally by all residents and families for recreation but also it's a renowned location for artists to legally paint and show the incredible talent of London. Losing this area will be a crying shame to the community and furthermore the global art scene that respects it so well.”

Against the loss of the graffiti wall/street art

“Trellick Hall of Fame is an iconic space that I've had the pleasure of benefiting from using for the past 30 years and its devastating that it's under threat of redevelopment.”

Against the loss of the graffiti wall/street art

“I don't think it's right for the area, it will ruin historic Trellick tower view”

History/historic importance

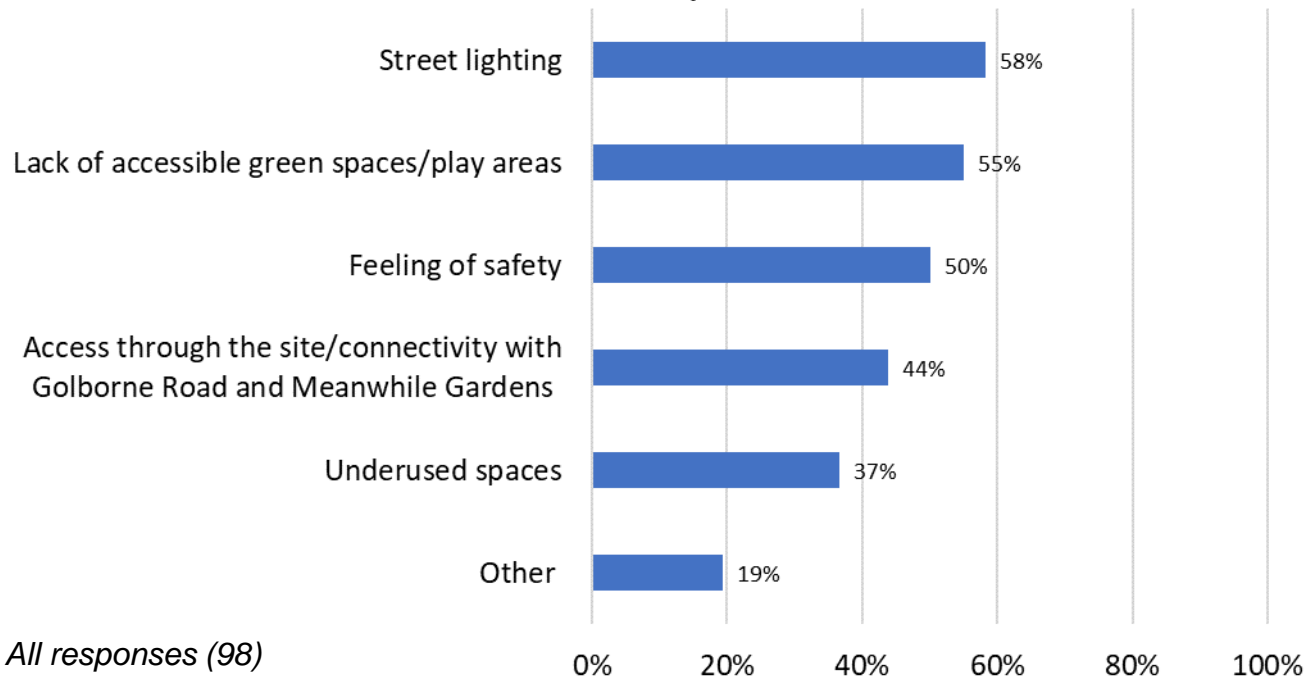


Survey findings: Improvements to the site

Respondents were asked what they considered to be the areas that could be improved on the site at present.

- Nearly six in ten (58 per cent) respondents would like to see **'street lighting'** improved.
- Half or more would like to see **'accessible green spaces/play areas'** improved (55 per cent) and **'feeling of safety'** improved (50 per cent).
- Slightly less would like to see **'access through the site/connectivity with Golborne Road and Meanwhile Gardens'** (44 per cent) and improvements to **'underused spaces'** (37 per cent).
- Almost one in five (19 per cent), wanted to see an **'other'** improvement. Other answers are explored overleaf.

What do you consider to be areas that could be improved on the site at present?



Base: All responses (98)

Survey findings: Improvements to site – ‘other’ answers

Respondents that indicated ‘other’ ideas for improvements to the site were asked to detail their response. Comments made have been themed and the themes with three or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on other ideas were **improve community spaces/recreational spaces/playgrounds** (12 comments) and **greenery/trees/planting** (11 comments).

Theme*	Comments
Improve community spaces/recreational spaces/playgrounds	12
Greenery/trees/planting	11
Connectivity to local area	6
Maintenance of existing homes/facilities	4
Street art/graffiti	4
Architectural features/heritage	3
Concerns of the community/resources for communities	3

*Themes shown with three or more mentions



Survey findings: Improvements to site – ‘other’ answers

“Ball court needs a new flooring and some more benches/plants would be nice in the green space.”

Improve community spaces/recreational spaces/playgrounds

“Playground for toddlers and mums and dads. Football for everyone to kick a ball.”

Improve community spaces/recreational spaces/playgrounds

“Maintenance of existing residences and spaces.”

Maintenance of existing homes/facilities



“Architectural features of areas could be improved and local environment (trees, planting etc) to break up the dominating concrete structure located in the immediate area .”

Greenery/trees/planting

“There is a distinct lack of green space in this part of the borough.”

Greenery/trees/planting

“The ball court and graffiti space are fantastic resources but could be made more accessible/inviting.”

Street art/graffiti

“Connectivity between Kensal (in RBKC, north of the Great Western Main Line) and the rest of the borough.”

Connectivity to local area

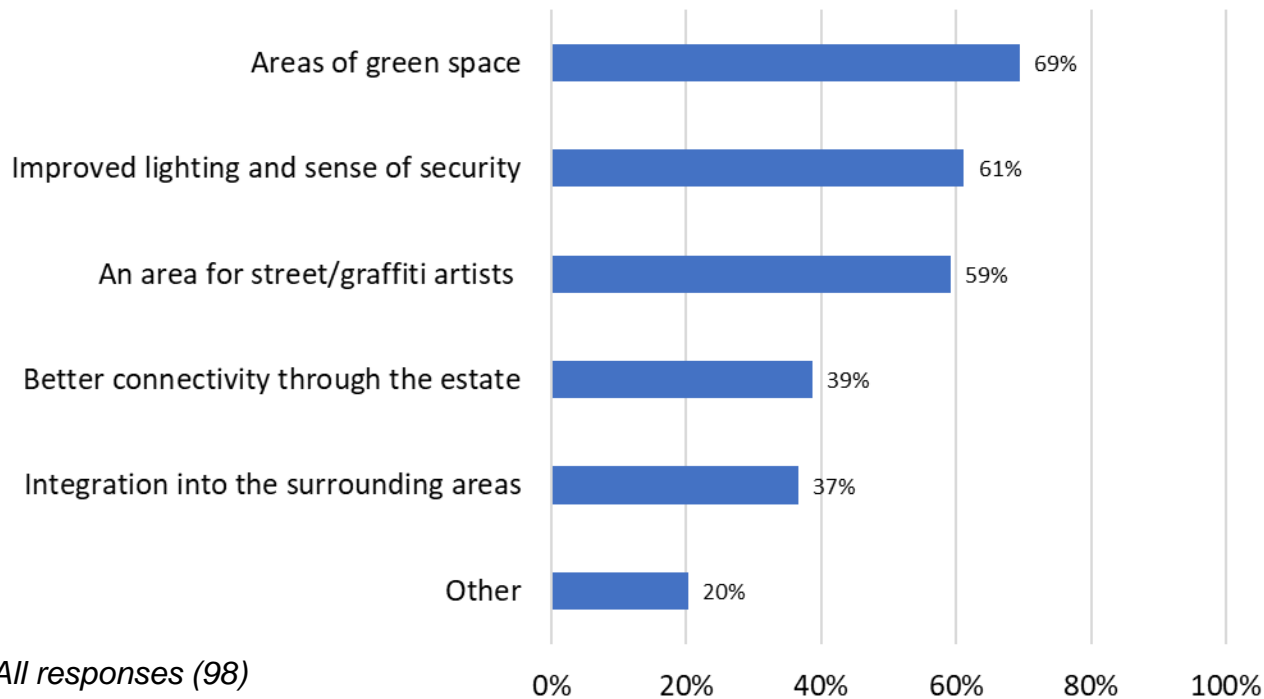


Survey findings: Features of the new site

Respondents were asked which features they would most want to see in any proposals for the new site.

- Over two-thirds (69 per cent) would like to see **'areas of green space'**.
- Around six in ten would like to see **'improved lighting and sense of security'** (61 per cent) and **'an area for street/graffiti artists'** (59 per cent).
- A fifth (20 per cent), wanted to see an **'other'** feature. Other answers are explored overleaf.

What features would you most want to see in any proposals for the site?



Base: All responses (98)



Survey findings: Features of the site – ‘other’ answers

Respondents that indicated ‘other’ ideas for most wanted features of the new site were asked to detail their response. Comments made have been themed and the themes with three or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on other ideas were **community spaces/recreational spaces/playgrounds** (11 comments) and **design of development** (seven comments).

Theme*	Comments
Community spaces/recreational spaces/playgrounds	11
Design of development	7
Greenery/trees/planting	7
Connectivity to local area	4
Street art/graffiti space/support	4
Improve safety/lighting	3

**Themes shown with three or more mentions*



Survey findings: Features of the site – ‘other’ answers

“A small outdoor gym in part of the green space area next to the ball court would be a good proposal.”

Community spaces/recreational spaces/playgrounds

“Also an improved sports pitch and play area for children.”

Community spaces/recreational spaces/playgrounds

“A design which enhances views of Trellick Tower with managed and improved access to service areas for the tower.”

Connectivity to local area



“Outstanding architecture worthy of sitting alongside Trellick Tower.”

Design of development

“And green space and mature trees to be allowed to continue to grow.”

Greenery/trees/planting

“[On graffiti] These artists should be supported. It is a great 'street' art that is very respected in Germany and France - but not so well received or understood in the UK!”

Street art/graffiti space/support

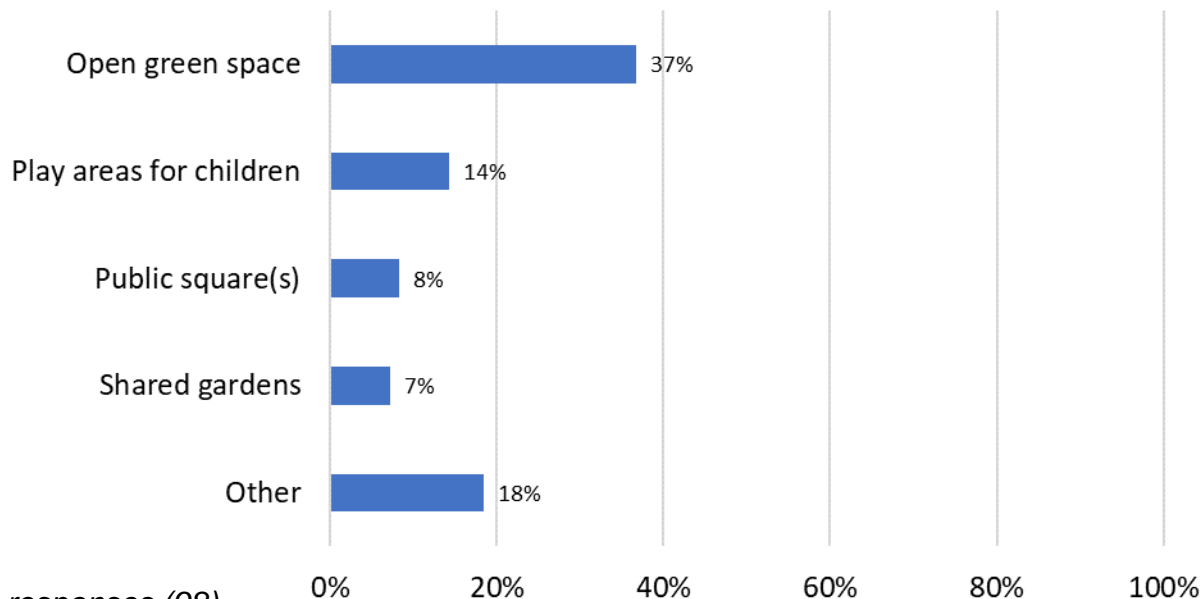


Survey findings: Public space

Respondents were asked which public space they would most likely use (respondents were able to select one answer only).

- Over a third (37 per cent) indicated they were most likely to use an **'open green space'**.
- A total of 14 per cent indicated they were most likely to use **'play areas for children'**.
- Less indicated that they would most likely use a **'public square'** (eight per cent) or **'shared gardens'** (seven per cent).
- Almost a fifth (18 per cent), indicated that they most likely use an **'other'** public space. Other answers are explored overleaf.

What type of public space would you be most likely to use?



Base: All responses (98)



Survey findings: Public space – ‘other’ answers

Respondents that had another suggestion for the type of public space they would like to see were asked to detail their suggestions. Comments made have been themed and the themes with two or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most mentioned other suggestions were **street art/graffiti space** (17 comments) and **open green space/garden** (nine comments).

Theme*	Comments
Street art/graffiti space	17
Open green space/garden	9
Other improvements	4
Leave as is	3
Sports facilities	2

*Themes shown with two or more mentions



Survey findings: Public space – ‘other’ answers

“Art and graffiti wall, community space for everyone including families and children.”

Street art/graffiti space

“Landscaped gardens, wildflowers, big trees”

Open green space/garden

“Street art walls”

Street art/graffiti space



“Please do not do anything beyond replacing the astro turf in the ball park like you did formerly”

Leave as is

“Community space for graffiti and art.”

Street art/graffiti space

“Basketball court”

Sports facilities

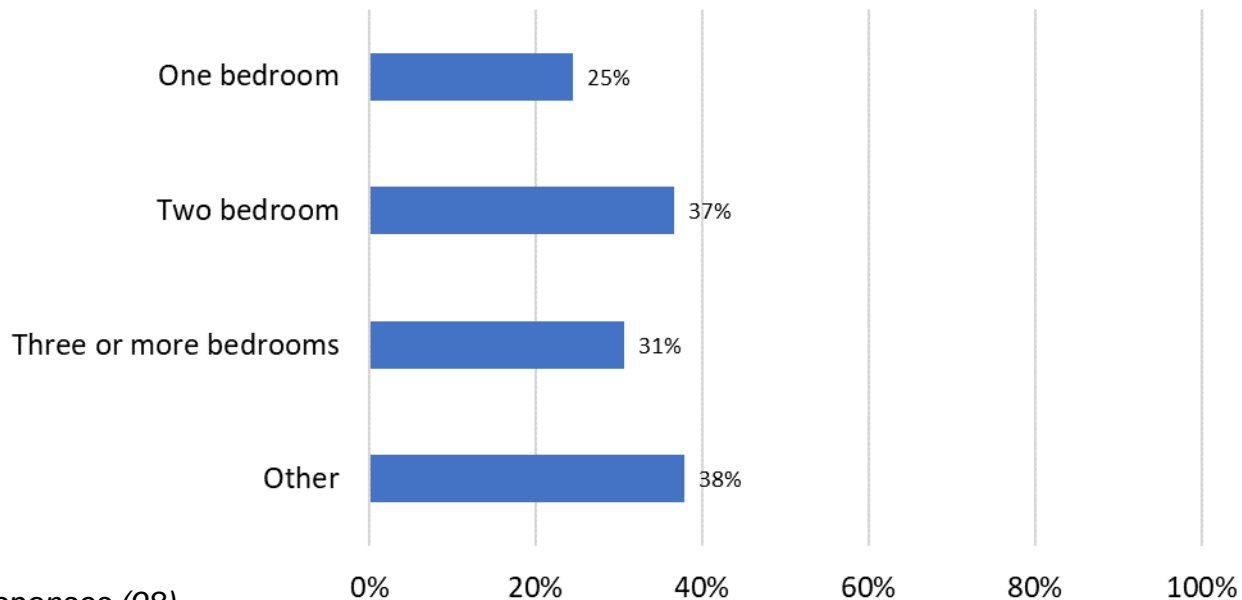


Survey findings: Size of homes

Respondents were asked to indicate the size of homes they would like to see on site:

- Over a third (37 per cent) indicated they would like to see ***‘two bedroom properties’***.
- With nearly a third (31 per cent) indicating they would like to see ***‘three or more bedroom properties’***.
- A quarter (25 per cent) indicated they would like to see ***‘one bedroom properties’***.
- Over a third (38 per cent) indicated that they would like to see ***‘other’*** properties on site. Other answers are explored overleaf.

What size homes would you most like to see on site?



Base: All responses (98)



Survey findings: Size of homes – ‘other’ answers

Respondents that indicated they would like to see an ‘other’ sized home were asked to detail their response. Comments made have been themed and the themes with three or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on theme was in relation to respondents being ***against development and new homes*** (22 comments).

Theme*	Comments
Against development and new homes	22
Affordable homes	5
Family homes/larger homes	5
Look at needs of residents to assess sizes needed	5
Mixed development or all sizes	4
Social housing	3

**Themes shown with three or more mentions*



Survey findings: Size of homes – ‘Other’ answers

“I do not want to see more buildings being built on this site.”

Against development and new homes

“There is a lack of affordable family homes in the area - larger sized units would be better.”

Affordable homes

“Nothing. Leave the space alone. No flats. Consider the residents of Trellick Tower over profit.”

Against development and new homes



“Many people are having to move out of the borough for financial reasons. Houses here are too small. Get families back in.”

Family homes/larger homes

“Do not build on the area in front of Trellick Tower that has the ball court and the green space and graffiti walls.”

Against development and new homes

“Whatever the community needs.”

Look at needs of residents

“Selection of social housing for singles, couples, families.”

Mixed development or all sizes



Survey findings: Most important aspects of the site

Respondents were asked to give their thoughts about what is most important about the site and surrounding area.

Comments made have been themed and the themes with nine or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on themes were **public art space/graffiti** (29 comments) and **recreational/community/play/sports spaces** (27 comments).

Theme*	Comments
Public art space/graffiti	29
Recreational/community/play/sports spaces	27
Community/culture/history	20
Architecture/heritage of site	14
Greenery/green open spaces	11
Design of development	10
Safety/safety improvements	9

*Themes shown with nine or more mentions



Survey findings: Most important aspects of the site

“Keeping the legal graffiti walls and community element without any new housing.”

Public art space/graffiti

“The vibrancy that the graffiti wall brings to the area, the sports pitch so that children and adults can exercise, and a green space where people can enjoy the fresh air.”

Public art space/graffiti

“A sense of community, of people from many different backgrounds sharing a common space of exceptional architectural quality and historical significance. A space that fosters that sense of community. Also the architectural details of the estate, including walkways etc.”

Community/culture/history



“Most important is the play area for the children. Could at least have swing, slide and other things to keep the children amused.”

*Recreational/community/play/
sports spaces*

“The brutalist architecture of Trellick Tower. The sense of equality created through design e.g. all flats have equal proportions of daylight. High quality social housing. Diversity of residents.”

Architecture/heritage of site

“That history is not erased and crucial green space is not taken from our community.”

Greenery/green open spaces



Survey findings: Opinion of the street art/graffiti

Respondents were asked for their opinion of the street art/graffiti in the areas at the base of Trellick Tower. Comments made have been themed and the themes with three or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on theme was in relation to respondents being ***in favour of it or it was an important community space*** (74 comments).

Theme*	Comments
In favour of it/important community space	74
Dislike or not in favour	12
Needs improving	3

**Themes shown with three or more mentions*



Survey findings: Opinion of the street art/graffiti

“Amazing, very special. Lots of music videos were filmed there because of it.”

In favour of it/important community space

“Fantastic. The artists who display their work there treat it with great respect for the needs of local residents. Great splash of colour in otherwise colourless concrete jungle.”

In favour of it/important community space

“I think the graffiti and street art here is special and a feature of cultural heritage, I think it should be continued to be used as it is and is valuable for creative expression.”

In favour of it/important community space

“Fundamental.”

In favour of it/important community space

“Ugly. Makes it feel less safe, more like gangland”

Dislike or not in favour



“Not that happy about it. It’s mainly older men coming into area. We who look at it from our windows were not asked to have it. It came as a garage and gardens that sat at shop, walkway level where knocked down. We do not like persons who wrote save Trellick Hall of Fame on ground of pitch”

Dislike or not in favour

“It needs to be preserved and the area around it improved”

Needs improving



Survey findings: Opinion of the ball court

Respondents were asked for their opinion of the ball court at the base of Trellick Tower. Comments made have been themed and the themes with three or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on themes were in relation to respondents feeling the ball court is **important facility or it is needed** (56 comments) and the ball court **needs improving or maintaining** (48).

Theme*	Comments
Important facility/is needed	56
Needs improving/maintaining	48
No opinion	6
Remove it/not needed	5
Underused	5
Unsafe	3

**Themes shown with three or more mentions*



Survey findings: Opinion of the ball court

“Heavily used by children and adults alike. We often see parents with children playing there as well as adults using the court to carry out their daily exercises.”

Important facility/is needed

“It’s for the sole use of residents and the local community and it should stay that way.”

Important facility/is needed

“Waste of facility as no one uses it. Waste of space.”

Remove it/not needed



“It is a great space for children and adults to exercise. It’s fallen into disrepair due to neglect and needs to be renovated.”

Needs improving/maintaining

“It needs redoing and revamping, but it’s well used so keep it as a basketball court.”

Needs improving/maintaining

“I didn’t realise it was still in use. I’ve lived here for more than two years and I’ve never seen anybody using the ball court.”

Underused



Survey findings: Thoughts on the presentation or site

Respondents were asked if they had any thoughts or comments on the presentation or the site generally.

Comments made have been themed and the themes with six or more comments are summarised in the table below. Examples of comments made can be seen overleaf, with the full list of themes and comments made can be found in appendix two.

The most commented on themes were in relation to ***design of development*** (28 comments) and respondents being ***against the development*** (14 comments).

Theme*	Comments
Design of development	28
Against the development	14
Recreational/community spaces	13
Neglected/needs improving/maintaining	11
Architecture/heritage of site	6
Keep public art spaces/graffiti	6
Safety/anti-social behaviour or lighting improvements	6
Support the development	6

*Themes shown with six or more mentions



Survey findings: Thoughts on the presentation or site

“Listen to the residents before designing, not as an after thought.”

Design of development

“Leave it alone. Do not develop on it. History culture heritage and community are far more important and must be preserved at all costs. Developing this space will rip the heart out of the area and will change it irreversibly forever!”

Against the development

“Maintaining the existing graffiti wall, ball court and all original features of Cheltenham Estate are essential for any new development. Fewer metal fences and locked gates would be important.”

Recreational/community spaces



“Yes you have allowed it to slide into a state of disrepair.”

Neglected/needs improving/maintaining

“As Trellick is a listed building surely the area that houses the ball court and green space would need to stay functionally as it is to preserve the architects original architectural and conceptual intentions.”

Architecture/heritage of site

“This is an opportunity to improve the area - both the site itself, but also the surrounding gardens (Meanwhile Gardens) and canal. Reinvestment in the public realm should be a condition of the development.”

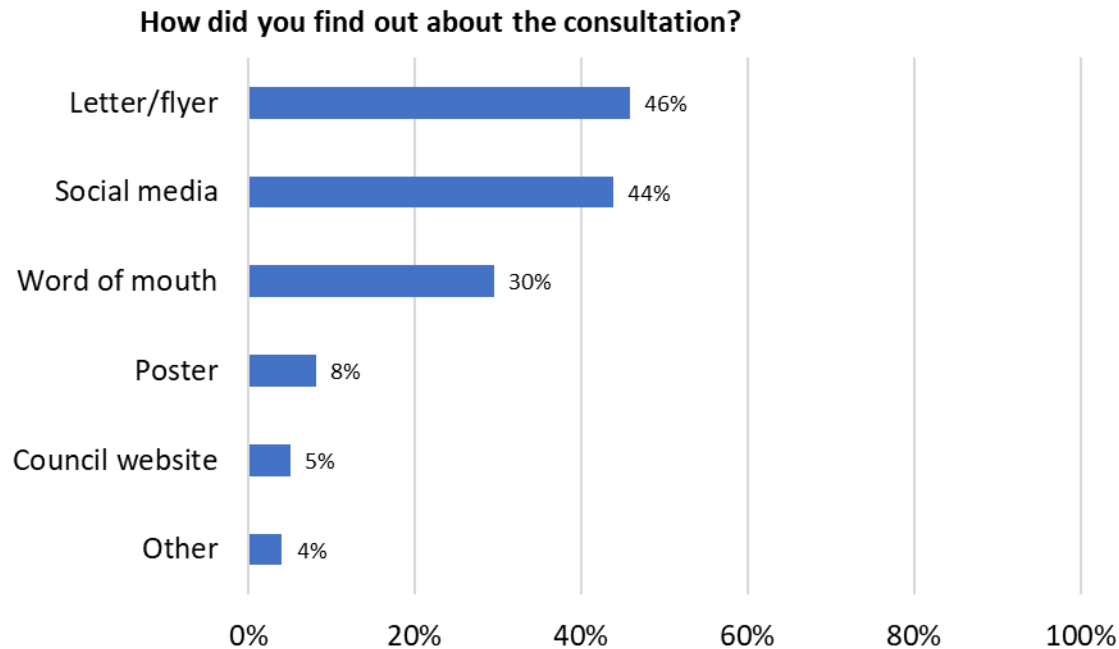
Support the development



Survey findings: Finding out about the consultation

Respondents were asked how they found out about the consultation.

- Almost half (46 per cent) found out about the consultation from a **'letter/flyer'**.
- Almost as many (44 per cent) found out via **'social media'**.
- With nearly a third (30 per cent) indicating they found out via **'word of mouth'**
- Four per cent indicated that they found out via an **'other'** means. Other answers are explored overleaf.



Base: All responses (98)

Survey findings: Finding out about the consultation

Respondents that indicated they had found out about the consultation by 'other' means were asked to detail their response. Comments made have been themed and the themes are summarised in the table below, all comments made can be found in appendix two.

Theme*	Comments
Email from Council	2
Publicity was a bit late	2
Community newsletter	1
Council leaflet	1
No access to digital means	1
Residents' Association	1
Use posters	1
Variety/multiple means	1

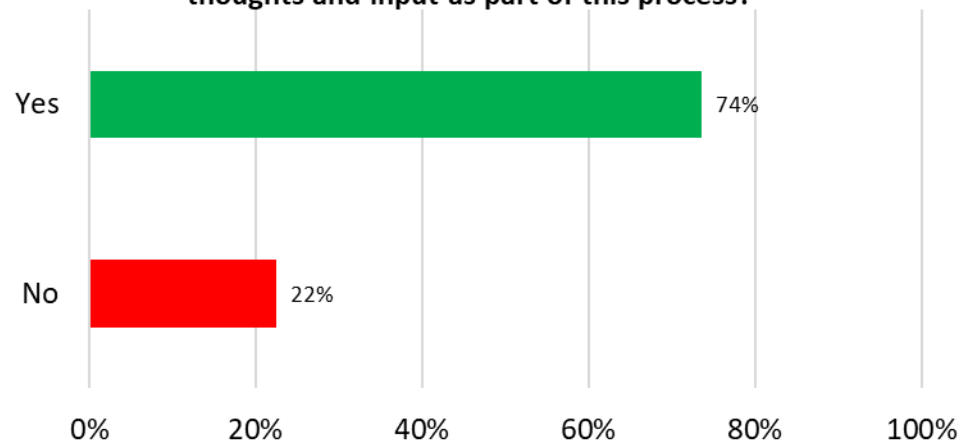


Survey findings: Presentation

Respondents were asked if they felt the presentation informed them how they could provide their thoughts as part of the process.

- Almost three-quarters (74 per cent) felt the presentation did inform them how they could provide their thoughts and input as part of the process.
- However, over a fifth (22 per cent) did not agree.

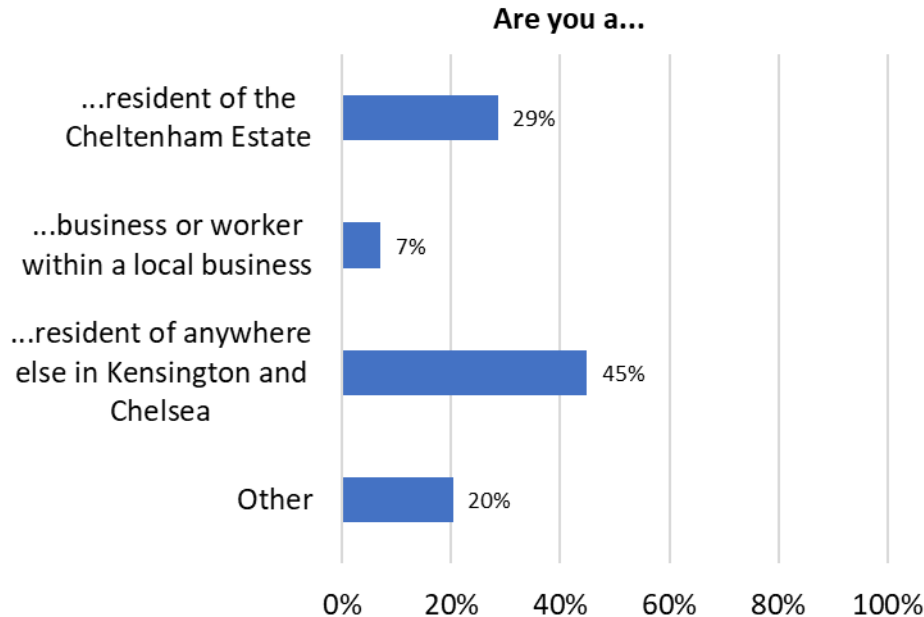
Do you feel that the presentation informed you how you can provide your thoughts and input as part of this process?



Base: All responses (98)

Survey findings: Profile of respondents

Respondents were asked a series of questions about themselves, to understand who had responded to the consultation.

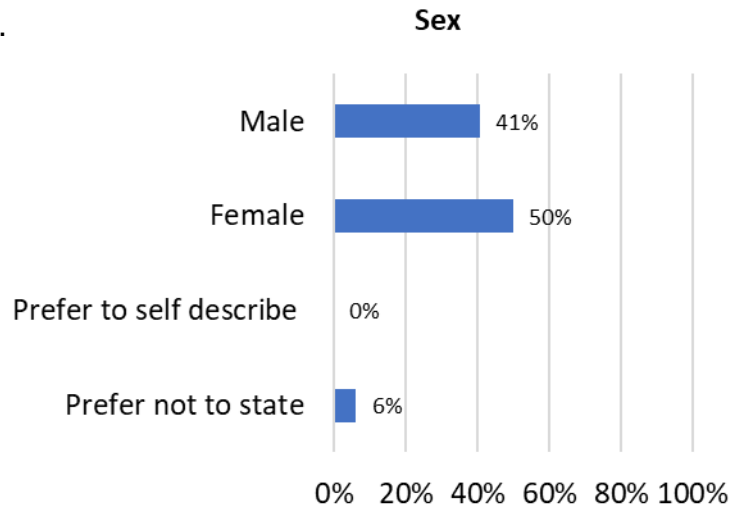


Base: All responses (98)

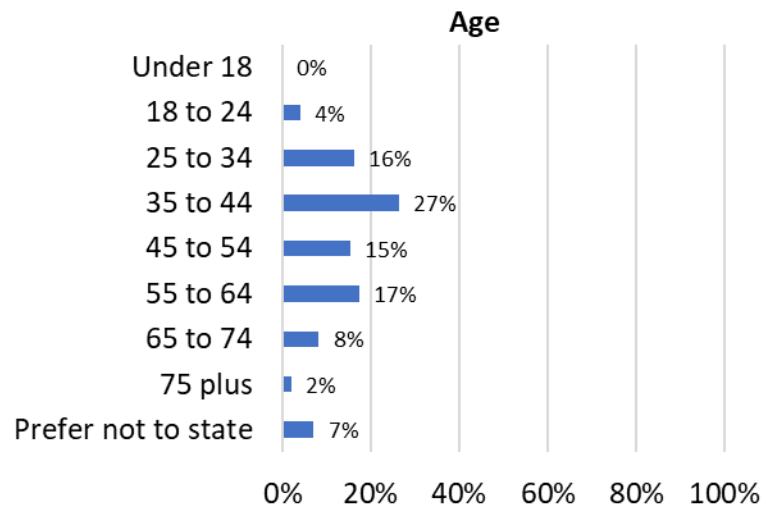
- Over a quarter (29 per cent) of respondents indicated that they were a resident of the Cheltenham estate.
- Almost half (45 per cent) indicated that they were a resident from elsewhere in Kensington and Chelsea.
- A fifth indicated that they were responding in an 'other' capacity. This included responses from visitors to the area (five respondents) and from other London boroughs (six respondents). All answers can be seen in appendix two.



Survey findings: Profile of respondents



- Half (50 per cent) of respondents were female.
- With 41 per cent of respondents being male.
- Over a quarter (27 per cent) of respondents were aged 35 to 44.
- A total of 17 per cent were aged between 55 and 64, with 16 per cent aged between 25 and 34.

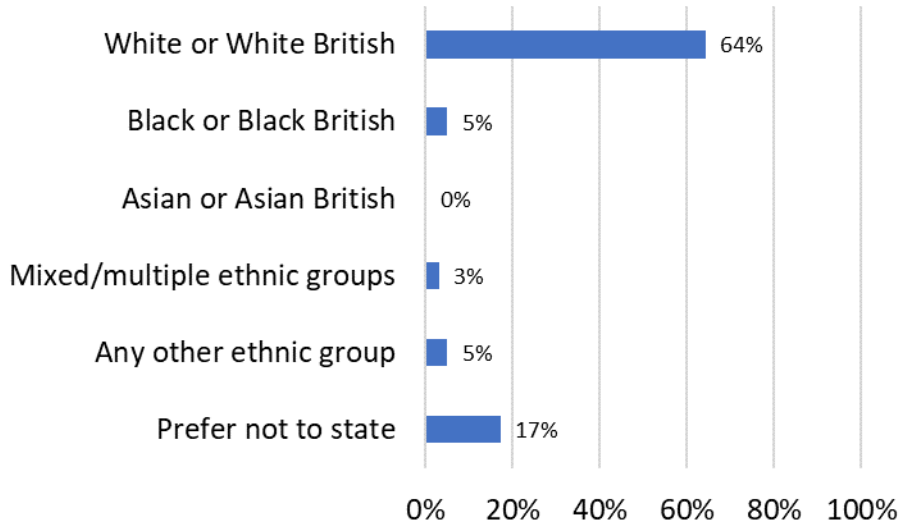


Base: All responses (98)



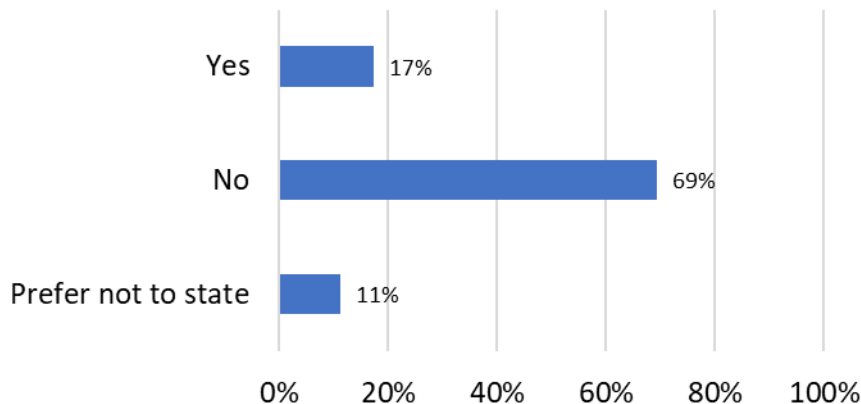
Survey findings: Profile of respondents

How do you describe your ethnic origin?



- Nearly two-thirds (64 per cent) of respondents indicated that they came from a White or White British background.
- A total of 13 per cent of respondents described their ethnic origin as coming from a Black, Asian or Minority Ethnic background.
- A total of 17 per cent of respondents indicated that they had a long term illness, health problem or disability.

Do you have any long-term illness, health problems or disability which limits your daily activities?



Base: All responses (98)



Section 2: Virtual meetings



Virtual meetings

In addition to the feedback survey, the Council organised two live chat sessions in order for residents and other interested stakeholders to ask questions and provide their feedback on the proposals.

Due to the ongoing COVID-19 pandemic, both sessions were held virtually via Zoom and attracted a total of 49 members of the public. The below table summarises the feedback from each of these sessions.

Date of meeting	Number of attendees (public)	Summary of feedback/points made
31/10/20	17	<ul style="list-style-type: none"> • Level of affordable housing • Importance of ball court and green amenity space to residents • Objection to development on top of existing resident spaces • Support for development on car park site • Emphasis that Graffiti Wall is an important part of the urban area • Improvements needed to lighting across the estate • Queries as to why development being brought forward here • Acknowledgement that improvements are needed to amenity areas – new/better play space, green space and ball court
04/11/20	32	<ul style="list-style-type: none"> • Importance of ball court and green amenity space to residents • Objection to development on top of existing resident spaces • Emphasis that Graffiti Wall is an important part of the urban area • Concerns regarding heritage impact of the proposals on Trellick Tower • Concerns regarding daylight/sunlight impacts of development on the site • Query regarding why the site boundary includes ball court, amenity space, graffiti wall when 2015 Supplementary Planning Document doesn't



Section 3:

Social media comments/feedback



Feedback/comments via Social Media

Although not a formal consultation route, some residents and other stakeholders responded to Council social media posts to promote the consultation. The themes of these comments can be seen in the below table

Theme	Comments
Affordable or social housing	3
Recreational space/community space/sports spaces	3
Request for wider or longer consultation process	2
Communications about the consultation	2
In favour of development or will bring investment	2
Against the development	1
Build on coach park	1
Concerns about whether consultation will be listened to	1

