

Consultation on proposed greening in Broad Street, Teddington - analysis report



1. Introduction

This report sets out the key findings from the public consultation on proposed greening in Broad Street, Teddington, which ran from 3 July to 31 August 2023.

2. Executive summary

- There were 371 responses to the online consultation, almost all from local residents
- 73% of respondents said they support the proposals for the western junction
- 65% said they support the proposals for the central junction, while 28% said they do not
- 73% of respondents said they support the proposals for the eastern junction
- Where respondents do have concerns, these are most commonly around the cost of the proposals and the need for ongoing maintenance of planting schemes

3. Background

The Council has identified Broad Street as a possible local centre for investment, funded through a Public Realm Improvement Fund (PRIF) programme. The proposed measures aim to improve the character and appearance of the street to enhance the experience for residents and visitors.

The Council commissioned specialist urban designers Metropolitan Workshop to create proposals for Broad Street. Two potential phases of improvement were identified, one short term (Phase 1) and the other long term (Phase 2).

This consultation focused on Phase 1 and invited respondent feedback on the measures proposed for this phase of investment.

4. Methodology

The Council commissioned a delivery company to distribute a letter and a hard copy of the proposal document to Teddington households. Response data was gathered using an online survey hosted on the Richmond Council website. A hard copy of the questionnaire was also available on request.

The consultation material is included in Appendix A of this report.

To ensure a good response, the consultation was promoted in a variety of ways during the consultation period, including an article in the ward councillors' newsletter and emails sent to key stakeholders.

The consultation was open to everyone, and respondents were asked for their postcode and the capacity in which they were responding, to help the Council understand any impact on different groups in the local area.

The consultation responses were analysed and reported by the Council's Consultation Team in line with the requirements of the Data Protection Act. The Consultation Team are qualified researchers and certified members of the Market Research Society, bound by the MRS Code of Conduct when conducting research. The team are also members of the Consultation Institute, a consultation best practice institute, which promotes high-quality public and stakeholder consultation.

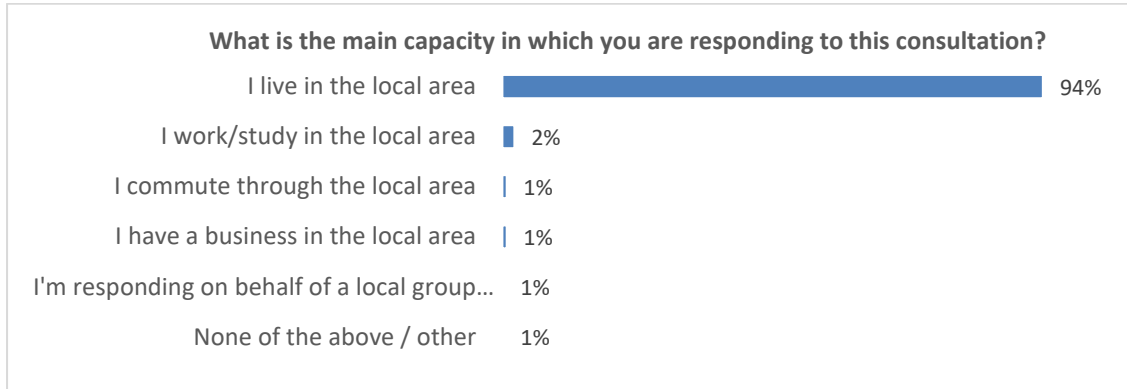
5. Response

The Council received 371 online responses to this consultation. A demographic profile of respondents can be found in Section 7 of this report.

A number of additional responses, comments and queries were received via email. Official responses from local groups and organisations are detailed in Section 8 of this report.

6. Results

Question 1: What is the main capacity in which you are responding to this consultation?



There were 371 responses to this question.

Over nine-tenths of respondents (94%) stated that they live in the local area, while 2% of people indicated that they were responding to the consultation as someone who works or studies in the area.

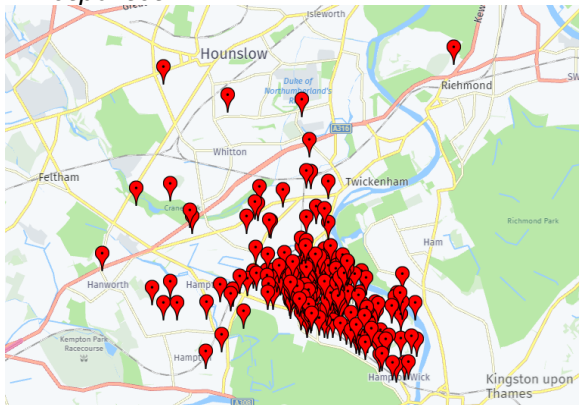
Those who selected 'I'm responding on behalf of a local group or organisation' or 'None of the above / other', in response to this question were provided with a free-text box to specify. Five people responded, and their answers fall into the following categories:

- A local society or group
- A council employee
- A landlord
- A visitor/ shopper

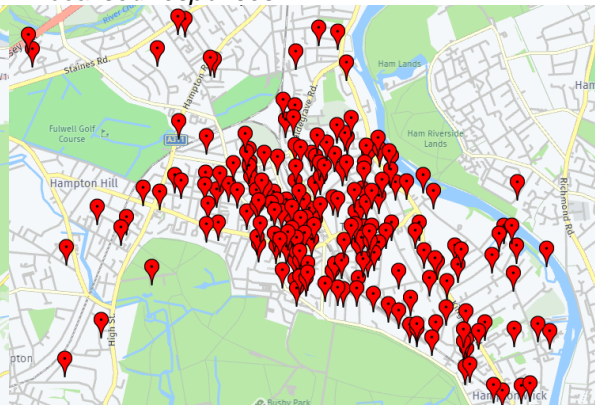
Question 2: Please give us your address and postcode

The postcodes provided were used to create maps illustrating where people were responding from and show an even distribution of responses.

All responses:

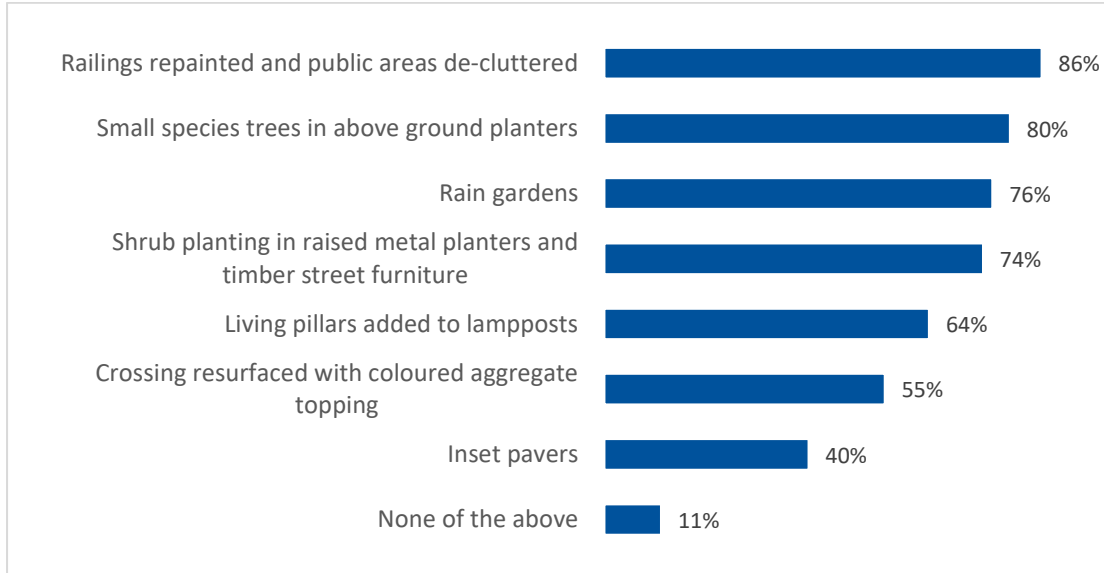


Localised responses:



Western Junction

Question 3: Please tick which of the following you would like to see in this area:

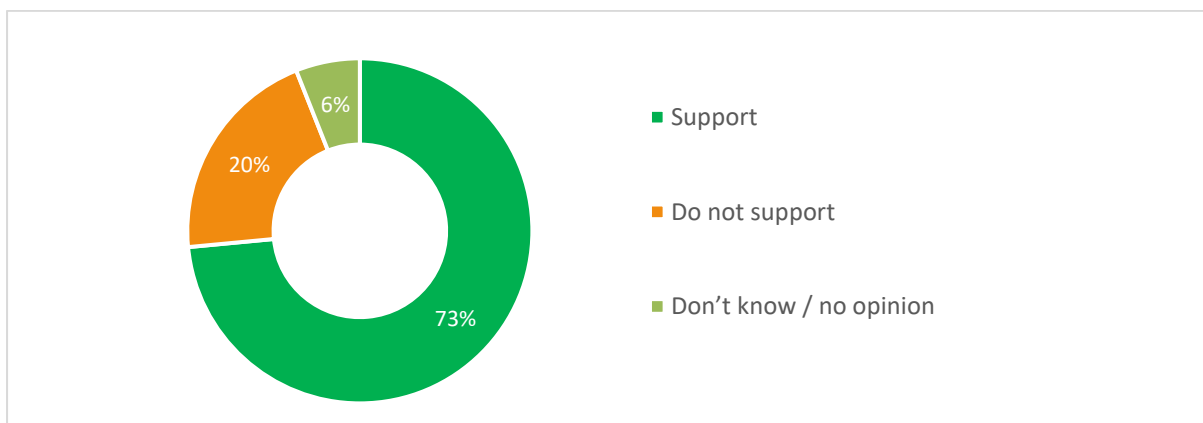


There were 323 responses to this question.

The top three aspects respondents would like to see in this area are: railings repainted and public areas de-cluttered (86%), small species trees in above ground planters (80%), and rain gardens (76%).

A little over a tenth of respondents (11%) stated that they would like to see none of the above.

Question 4: Overall to what extent do you support the proposals for the Western Junction?



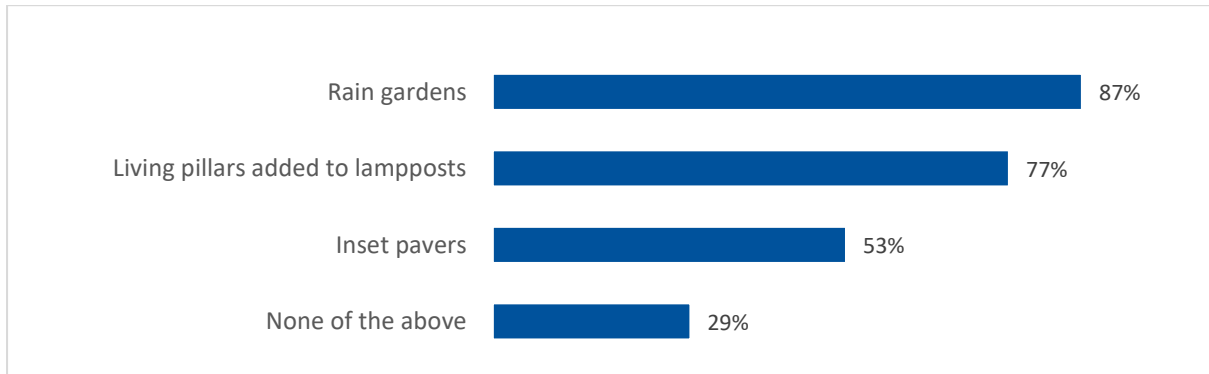
There were 366 responses to this question.

Nearly three-quarters of respondents (73%) stated that they support the proposals for the western junction.

Conversely, a fifth of people (20%) indicated that they do not support the proposals.

Central Junction

Question 5: Please tick which of the following you would like to see in this area:

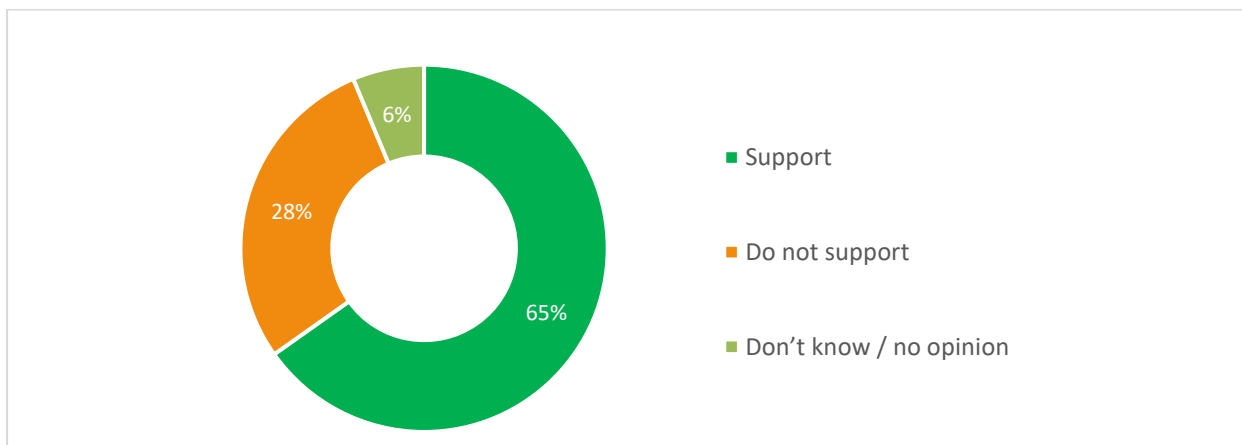


There were 278 responses to this question.

The most popular features that people would like to see in this area are rain gardens (87%) and living pillars added to lampposts (77%).

Over a quarter of respondents (29%) stated that they would like to see none of the above.

Question 6: Overall to what extent do you support the proposals for the Central Junction?

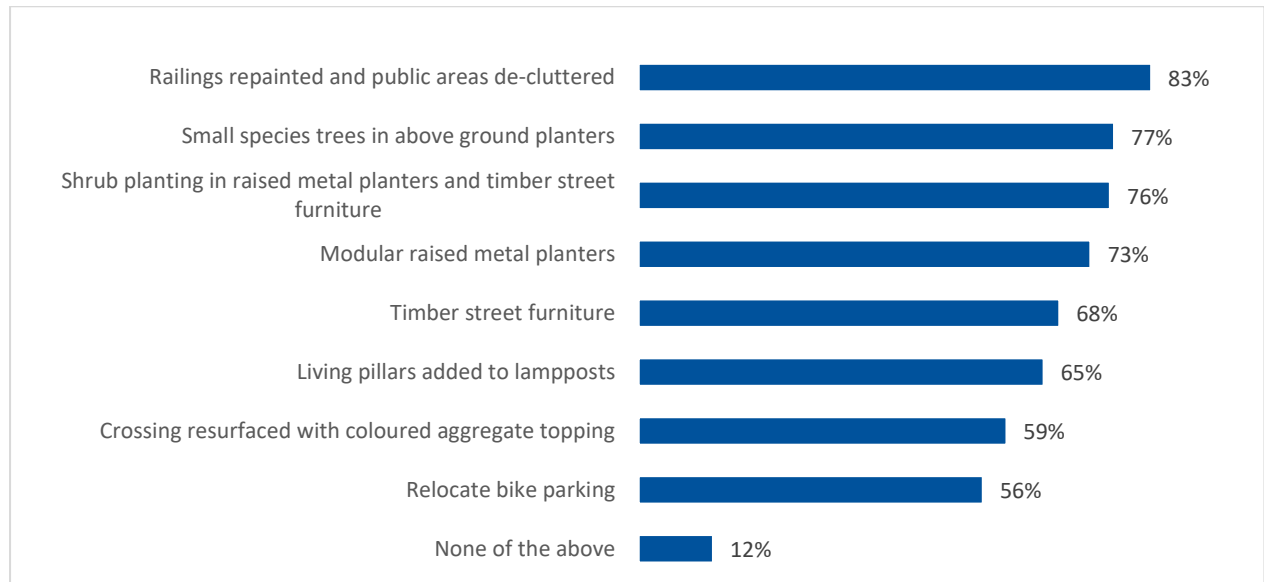


There were 365 responses to this question.

Nearly two-thirds of respondents (65%) stated that they support the proposals for the central junction, while over a quarter (28%) indicated that they do not.

Eastern Junction

Question 7: Please tick which of the following you would like to see in this area:

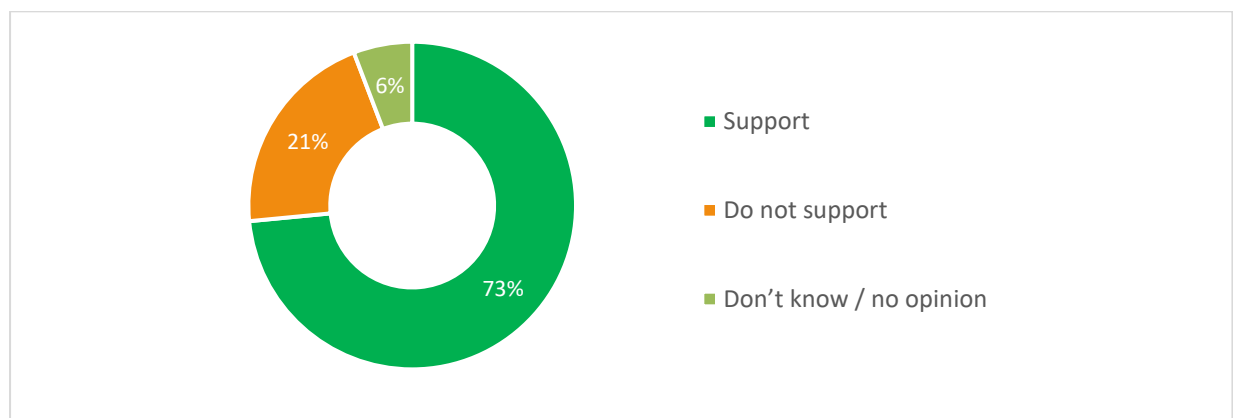


There were 318 responses to this question.

The three most popular items that people would like to see in this area are: railings repainted and public areas de-cluttered (83%), small species trees in above ground planters (77%), and shrub planting in raised metal planters and timber street furniture (76%).

Just over a tenth of respondents (12%) indicated that they would like none of the above.

Question 8: Overall to what extent do you support the proposals for the Eastern Junction?



There were 362 responses to this question.

Nearly three-quarters of respondents (73%) stated that they support the proposals for the eastern junction.

Conversely, over a fifth of people (21%) indicated that they do not support the proposals.

Further Comments

Question 9: If you have any further comments about the proposals, please tell us here:

286 respondents (77%) provided further comments in response to this question. When these comments were analysed, the following main themes were identified:

Rank	Theme	Respondents who made a comment on this theme (as a% of all those who made a comment)
1	In support of / happy about the proposals	17%
=2	Concerned about the need for ongoing maintenance of planting schemes	15%
=2	Concerned this would not be a good use of Council money (including mention of cost of living / other service areas of need)	15%
4	Not in favour of mural or street art on Tesco side wall	12%
5	In support of more plants / trees / biodiversity	11%
6	Concerned about the potential loss of parking	7%
=7	Think that the current traffic congestion needs to be addressed (including mention of buses)	5%
=7	Think that current road and pavement issues need to be addressed (including mentions of quality and potholes)	5%
=9	Concerned that planters / rain gardens will take space away from pedestrians or further clutter the street	4%
=9	Think that parking could be reduced even further (including removing parking on one side of the street or just having parking for blue badge holders)	4%
=9	Not in support of / unhappy about the proposals	4%
=12	Think that air quality and pollution need to be addressed (including these proposals do not go far enough)	3%
=12	Concerned about or not in favour of living pillars	3%
=12	Need to ensure sufficient bike racks / cycle parking (including where will this be located)	3%
=12	Would like to see a living wall considered on Tesco wall rather than a mural	3%
=16	Think that the proposals are superficial, cosmetic or gimmicky	2%
=16	Concerned about or not in favour of inset pavers	2%
=16	Would like to see the footpaths widened	2%
=16	Queries or comments about the impact of the proposals on people with a visual impairment	2%

7. Demographic Profile

The table below shows the composition of the consultation sample.

Demographic	Sample base (Unweighted)	Proportion (Unweighted %)
Gender		
Male	149	41%
Female	180	49%
Prefer not to say	35	10%
Prefer to self-describe	3	1%
<i>Base: 367 respondents</i>		
What was your age last birthday?		
19 and under	3	1%
20 – 24	3	1%
25 – 34	21	6%
35 – 44	45	12%
45 – 54	60	16%
55 – 64	72	20%
65 – 74	77	21%
75+	45	12%
Prefer not to say	39	11%
<i>Base: 365 respondents</i>		
Do you consider yourself to have a disability?		
Yes	16	4%
No	313	87%
Prefer not to say	32	9%
<i>Base: 361 respondents</i>		
How would you describe your ethnic group?		
White	293	80%
Mixed/multiple ethnic groups	9	2%
Asian or Asian British	4	1%
Black/ African/ Caribbean/ Black British	2	1%
Prefer not to say	52	14%
Any other ethnic group	4	1%
<i>Base: 364 respondents</i>		

8. Other responses

The Council received a number of additional responses and comments via email and by telephone. These responses were a mixture of comments and queries, which were responded to individually where possible.

Official responses on behalf of the following organisations are included in full at Appendix B of this report:

- The Teddington Society
- CPRF London
- Richmond Living Streets

Appendix A – Consultation material



Consultation on proposed greening in Broad Street, Teddington

Richmond Council wants the environment of its town and district centres to be attractive to both residents and visitors. We want people to enjoy spending more time in these centres by making them greener and with more space for pedestrians; this would also help traders and the local economy.

The Council has identified some local centres for investment and is providing funding through a Public Realm Improvement Fund (PRIF) programme. One of these centres is Broad Street Teddington, where we would like to make improvements to the character and appearance of the street to enhance the experience for residents and visitors.

The Council has commissioned specialist urban designers *Metropolitan Workshop* to create proposals for Broad Street. There are opportunities for short term (Phase 1) and long term (Phase 2) improvements.



We would now like to share the initial proposals with you and ask for your views.

The consultation document [here](#) sets out the proposed Phase 1 ideas for Broad Street, focusing initially on 'urban greening'. The ideas have been developed in collaboration with stakeholders, whose local knowledge, enthusiasm and support will help to secure the long term future of the street.

Have your say

Please give us your views by clicking on the 'Online survey' link below.

If you require any materials on paper or in another format please contact us on 020 8891 1411 or email consultation@richmond.gov.uk

What happens next

All feedback will be fully considered before any decisions are made about whether to progress with Phase 1 proposals. There will be further public engagement around Phase 2 proposals once these have been developed.

Privacy

All the information you provide will be treated in strict confidence and will only be used for the purposes of this consultation. The Council will do all we can to respect your privacy and to protect the personal information we acquire through responses to our consultations. You can read the Council's Privacy Notice here:

[Richmond Council Privacy Notice](#)

Your response

What is the main capacity in which you are responding to this consultation?

- I live in the local area
- I work/study in the local area
- I commute through the local area
- I have a business in the local area
- I'm responding on behalf of a local group or organisation
- None of the above / other

What is your postcode?

Local group or organisation - Which group or organisation are you responding on behalf of?

None of the above / other - In what other capacity are you responding to this consultation?

Proposed changes



The proposed locations for greening in Broad Street have been split into three areas. You can see these on the drawing above, named Western, Central and Eastern junctions.

The next three pages will ask for your views on the detailed proposals for each of the three areas.

Your views - Western junction



The drawing above shows the locations of the proposed changes around the Broad Street junction with Queen's Road, Stanley Road and Hampton Road. Click on 'example images' below to see how the proposals could look.

Example images



Rain gardens



Inset cast pavers



Crossing resurfaced with aggregate topping



Living pillars added to lampposts



Planters



Timber street furniture

Please tick which of the following you would like to see in this area:

The numbers correspond to the locations on the numbered plan above

- 1 Rain gardens
- 2 Inset pavers
- 3 Crossing resurfaced with coloured aggregate topping
- 4 Living pillars added to lampposts
- 5 Small species trees in above ground planters
- 6 Railings repainted and public areas de-cluttered
- 7 Shrub planting in raised metal planters and timber street furniture
- None of the above

Overall to what extent do you support the proposals for the Western Junction?

- Support
- Do not support
- Don't know / no opinion

Your views - Central junction



The drawing above shows the locations of the proposed changes around the Broad Street junction with North Lane. Click on 'example images' below to see how the proposals could look.

Example images



Rain gardens



Inset cast pavers



Living pillars added to lampposts

Please tick which of the following you would like to see in this area:

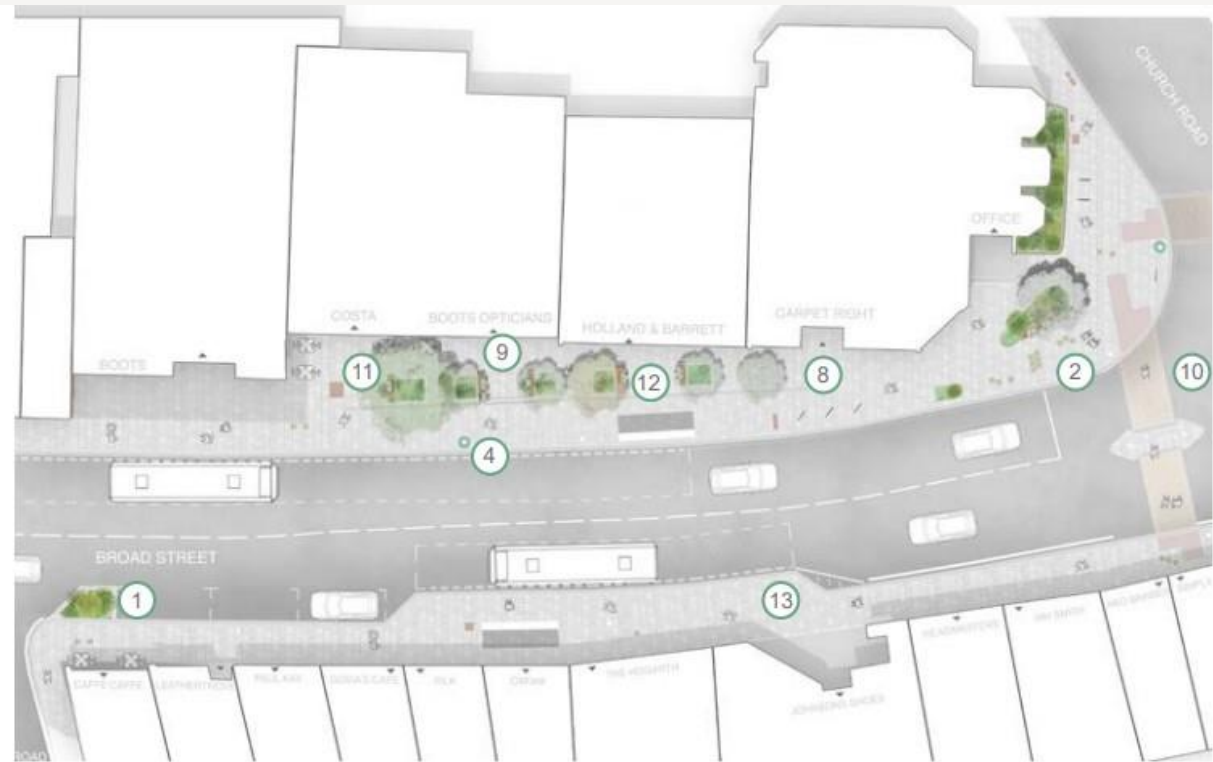
The numbers correspond to the locations on the numbered plan above

- 1 Rain gardens
- 2 Inset pavers
- 4 Living pillars added to lampposts
- None of the above

Overall to what extent do you support the proposals for the Western Junction?

- Support
- Do not support
- Don't know / no opinion

Your views - Eastern junction



The drawing above shows the locations of the proposed changes around the Broad Street junction with Elleray Road, Church Road and the Causeway. Click on 'example images' below to see how the proposals could look.

Example images



Modular raised planters



Timber street furniture



Crossing resurfaced with aggregate topping



Planting enhanced in existing tree pits and planters

Please tick which of the following you would like to see in this area:

- Relocate bike parking
- Modular raised metal planters
- Timber street furniture
- Crossing resurfaced with coloured aggregate topping
- Living pillars added to lampposts
- Small species trees in above ground planters
- Railings repainted and public areas de-cluttered
- Shrub planting in raised metal planters and timber street furniture
- None of the above

Overall to what extent do you support the proposals for the Eastern Junction?

- Support
- Do not support
- Don't know / no opinion

Further comments

If you have any further comments about the proposals, please tell us here:

.....

.....

.....

.....

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.

Are you:

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

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

Do you consider yourself to have a disability?

- Yes
- No
- Prefer not to say

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:

Appendix B – Emails received on behalf of local organisations

1. Response from the Teddington Society

The Teddington Society welcomes Richmond Council's proposal to make Broad Street a greener and more attractive shopping destination and its consultation initiative.

Adding green planters and extra seats would be welcome, particularly in the bus-stop area – provided they are well-maintained and do not become traps for litter and graffiti. Improved street furniture would also make a difference, including well designed litter bins. We would like to retain the Teddington information board but remove the BT advertising/telephone stand. New additions should avoid making the pavements feel congested.

New larger buses have caused hold-ups when there is no room for manoeuvre round parked cars – particularly at the Stanley Road end of Broad Street where the loss of parking space to ease this situation is inevitable. There are also concerns that the book end planters might cause some congestion as motorists have difficulty negotiating them to park. It is important to maintain as much short term on-street parking as possible as this is very well used, generates trade and helps those who have limited mobility. It may be worth considering additional parking spaces in Stanley Road to compensate for any loss.

Most of the stretches of pavement in Broad Street are busy and vibrant with boards and tables and - while the standard of paving could be varied and improved in places – Broad Street is not a tourist zone and way-marker and paving stones with motifs would have a limited effect. If they are added, it is worth considering the achievements of NPL, as well as than the TV studios.

Most of the newer premises opening in Broad Street have taken care with the design and materials of shop fronts and the street has much improved in recent years as a result.

The Tesco building is not attractive, but neither is it intrusive. Because of its large canopy, the focus from the street is on the store's windows which could be greatly improved with depictions of local scenes (as in the Sainsbury's store on Twickenham Green). Murals on the upper walls would need to be carefully chosen to blend in so they do not distract from the street, creating a totally distinct and more urban atmosphere.

There are Buildings of Townscape Merit in Broad Street and many small independent businesses which give it character. It is important that any changes made do not detract from this character – or divide the town into two distinct halves. Any changes to Broad Street should be in harmony with the High Street, bringing the town together rather than accentuating the division between its two sides.

The Teddington Society would like to be involved as a stakeholder when these plans are progressed.

2. Response from CPRE London

CPRE London is a membership-based charity with 2,500 members across London, concerned with the preservation and enhancement of London's vital green spaces, as well as the improvement of London's environment for the health and well-being of all Londoners.

Thank you for the opportunity to comment on this important consultation. Overall, we believe the Council should demonstrate far greater ambition for greening the area so nature is properly restored to the town centre. We would like to make the following comments:

- The key issue in Broad Street is the narrow, cluttered pavements. This is due to car parking being prioritised over pedestrian access. The diagram on page 6 of the report shows that narrow pavements affect around 80% of Broad Street. The pavement is particularly narrow on the stretch between Tesco's and Queens Road and in places only one person can pass at a time
- The Council should remove car parking from one side of the road (ideally both sides) apart from a couple of disabled parking bays. There is a large public carpark behind Tesco's Supermarket and there is some space along Stanley Road to relocate the turnover parking for shoppers. With car parking removed space can be reclaimed for people with the pavements on both sides of the road can be pushed out and can be lined with trees, benches and planting
- Street cleansing needs to be improved; It is noticeable that most shop fronts and street furniture have multiple stickers, the occasional graffiti tags, along with the pavements suffering from accumulations of detritus and chewing gum. The Council need to have a system that ensures these are fully removed on a periodic basis so that the town centre looks well cared for
- There is a lack of benches at suitable intervals along Broad Street due to the pavement being too narrow to accommodate them. Many elderly people cannot walk far and need to be able to sit down at regular intervals. Without more benches, many people will continue to be excluded
- We note the diagrams show benches without backrests. However, many elderly and disabled people find it difficult to sit without them
- We doubt that living poles are a genuine improvement upon hanging baskets and look like a high-cost, high-maintenance option that does not deliver appreciable benefits. It is possible to obtain hanging baskets with a water reservoir attached to the base that reduces the need to water them once a week and require fewer journeys to maintain them
- Wherever possible the street light posts should be removed, and the lanterns attached to buildings to reduce street clutter. George Street Richmond is a good example that shows the benefit of this approach
- The proposed planters outside Boots the Chemist should be based upon 'depaving' rather than just containers sitting on top of the pavement. This would maximise urban cooling and minimise the need for watering. When depaving the best approach is to excavate the hardcore and go down to the subsoil, and refill with appropriate soil-based layers to create as natural as possible planting medium

- Regarding the proposed murals: the council should ensure that the murals do not work against the aims of urban greening and make the area look more urbanised than before, nor undermine the conservation area status. There should also be public consultation before the murals are installed to ensure there is widespread support for them and the designs used
- Where rain gardens are created, we recommend that information boards are installed to maximise their educational value. Most of Teddington is designated as a critical drainage area and more residents need to be made aware of the impact their choices have on the wider environment when it comes to replacing their front gardens with hardstanding
- Shopkeepers and residents in the flats should be encouraged to have window boxes or plant pots outside their shops to add greenery along the whole stretch of road. Planters with just one shrub per pot can be very effective, with the parade in Kew Gardens being an example of good practice
- We suggest the council work with residents to set up a Teddington Town Centre in Bloom group or a similar body. These groups help improve the social capital of their areas
- As the next stage, we suggest you explore greening The Causeway and Park Road to create an axis to Bushy Park. This Royal Park is important to all Londoners and there should be the highest quality link between Teddington Station, Bushy Park and Teddington Town Centre
- The pedestrianised section of Walpole Road between Oval Court and Waterhouse Court is currently an unwelcoming environment as the vegetation has been allowed to grow up and obscure views. We suggest this area is comprehensively redesigned with the raised planters removed, the soil uncapped and the area layout out as a parklet with some benches
- Pedestrianisation of The Causeway should be considered, especially as both sides of the street have servicing from the rear and could be Teddington's answer to Twickenham's Church Street
- The council's internal design guide (2016) needs updating as throughout the document it discourages key elements of urban greening. For example, page 97 discourages shrub planting and raised planters in public spaces

Many thanks for considering these points.

3. Response from Richmond Living Streets

We welcome the intention to create a more appealing and green public space, with the aim of creating more space for pedestrians. The Consultation recognises that the current experience for pedestrians is poor, with people having to navigate and negotiate narrow walkways; amongst those visiting the area will be those who have mobility and/or sensory conditions and we hope that Disability Groups have been given the opportunity to engage in this process in a pro-active way.

The overall and current impression of Teddington Broad Street is a thoroughfare whose main feature is one of traffic domination, both moving and parking. The consequence of this is a noisy, dirty, unsafe environment for people to easily move around. There have been posts on social media and similar that the build out of the pavement (during Covid for safe social distancing) by the bus stop outside the Hogarth Pub, is primarily the reason for a heavily congested street.

We would challenge this perception, given that Teddington Broad Street has for years been heavily congested, with bus travel times in particular being around 15 mins from the Bridge to Teddington Memorial Hospital during peak times.

We recognise however, that, being one of only two bridges over the railway line in the nearby area - the other being Shacklegate Lane - that reducing traffic movement is a major challenge.

A key and observable reason for congestion is the level of parking on both sides of Broad Street which creates significant barriers for bus drivers in particular to be able to navigate journeys. It's not uncommon for bus drivers entering Broad Street from Stanley Rd to have to wait for gaps in any on-coming traffic travelling westwards before being able to progress. Equally, bus drivers travelling westwards are often held up outside The Halifax and beyond towards the traffic lights because of space given over to parking, often by vehicles which far exceed the bay boundary and hence, drivers have to wait until there is no traffic movement coming in the opposite direction. At peak times but not solely, having no traffic in either direction is rare.

Without a reduction in parking, the problems of congestion will continue. The Summary Plan drawings on Page 12 appear to propose no reduction in parking provision, thereby attempting to maintain what is, effectively, a four lane road which has insufficient space for 4 lanes of traffic. The proposals anticipate the current situation of allocation of space to pedestrians to remain as now, and compares poorly with the amount of space given over to motor vehicles. Pedestrians will continue to be 'crammed' onto narrow spaces. Whilst the project proposes various 'street art' installation, which we welcome, any positive experience or distraction is likely to be over-ridden with the effect of traffic noise, lack of safety and pollution.

We do not support the proposal to continue with the staggered crossing at the eastern end - this is not deemed to be good practice; pedestrians should be able to cross all arms of a junction without having to wait at a central refuge, especially where such a refuge is not large enough to accommodate pushchairs, wheelchairs etc.

We do support all efforts to green the area with eg rain gardens etc. Shops on the north side of Broad Street in particular suffer from a poor in-door environment on hot sunny days, creating a very uncomfortable experience. All retail without shop awnings should be offered one.

There is currently very little public seating and shade on Broad Street and we would advocate, as far as is feasible, for the 10 Healthy Street Indicators to be considered as part of this project.

Finally, although the Consultation document begins with a preamble about Teddington Broad Street being an unpleasant walking and cycling experience, the proposals don't mention any provision or improvements for cycling. Broad Street presents as a hostile environment for anyone choosing to cycle and it's very disappointing that the needs of cyclists appear to have been ignored.