

# Consultation on proposals to improve Hampton Wick

## Results report

### 1. Introduction

This report sets out the key findings from Richmond Council's consultation on its proposals for Hampton Wick. The consultation was conducted from 8<sup>th</sup> May to 18<sup>th</sup> June 2024.

### 2. Executive Summary

The Council received 333 responses to the consultation survey and a further 11 email responses. This report provides detailed analysis of the consultation results.

Most responses came from people within the area covered by the consultation; 93.7% of responses came from people who said they live in the local area and 98.5% of respondents provided a KT1 or TW11 postcode.

The headline results of the consultation include:

- 95% of respondents were in favour of one or other of the design options presented. 17 respondents (5% of all respondents) did not express an opinion for either design and 10 of these respondents stated that they did not want any changes to be made to the area.
- Overall, respondents expressed a significant preference for Design Option 2. Within the first week of the consultation, responses expressed a preference for Design Option 1, however, following the first in-person drop-in session, preference swung strongly in favour of Design Option 2. Outside the drop-in session and throughout the consultation the Hampton Wick Association ran a '*Choose Option 2 campaign*'.
- When asked what they liked about Design Option 1, respondents were most likely to mention the greenery and the trees, as well as the pedestrian space for events and socialising. For Design Option 2 respondents were most likely to say they liked the location of the crossing and the focus around the central pedestrian area
- When asked what they disliked about Design Option 1, respondents were most likely to mention the loading bay – especially that it was too big or its location. For Design Option 2 respondents were most likely to dislike the loss of resident parking bays and the fact that Option 2 had less planting or greenery.
- Overall, a key dividing issue was the location of one of the loading bays within the designs. Many respondents felt that the central loading bay in Design Option 1 was obtrusive, interfering with the pedestrianised space in terms of aesthetics, pollution and pedestrian safety. Moving the loading bay alongside the Foresters Arms was a strong driver of preference for Design Option 2, although this also created some concerns as it necessitates narrowing the adjacent pavement. Moving the central parking bay also allowed the moving of the pedestrian crossing which drew support from those preferring Design Option 2, as they felt it brought the two sides of the street together and was a more logical positioning for the crossing drawing visitors into the open space.
- The feedback provided to the consultation suggests that elements from both design options could be incorporated into a final design version that would increase overall appeal.

### 3. Background

The purpose of this consultation was to consult residents, local groups and other stakeholders and interested parties on proposals to redevelop the street scene in the centre of Hampton Wick. On behalf of the Council, specialist urban designers had undertaken initial workshops with community groups and others, to test out and develop ideas, and this consultation presented two resulting designs options for how the centre of Hampton Wick might be remodelled.

### 4. Methodology

Data was gathered using an online survey hosted on the Richmond Council website. The consultation material and questionnaire are included in Appendix 1 of this report.

The online consultation was promoted through the council's website and through the Hampton Wick Association (HWA). In addition, a leaflet was delivered to local residents informing them about the consultation and the in-person events.

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

The consultation responses were analysed and reported by the Council's Consultation Team on an anonymous basis under the guidelines 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.

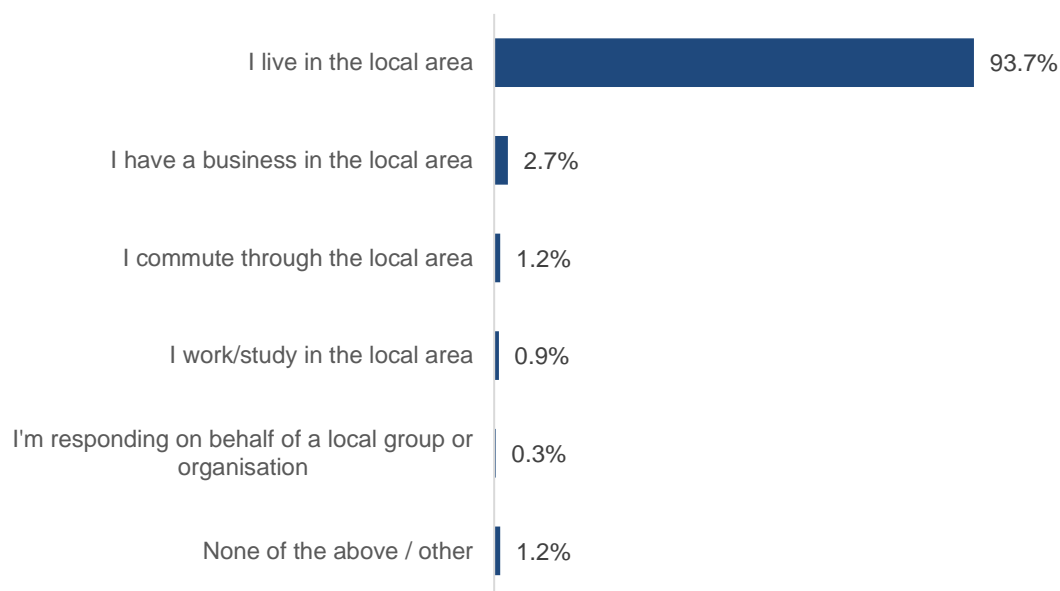
In addition to the online consultation, the Council hosted two in-person drop-in sessions at Bullen Hall in Hampton Wick, on the 15<sup>th</sup> May and the 5<sup>th</sup> June, where attendees could look at the designs, ask questions of the design consultants and discuss issues or concerns. Approximately 80 people attended each of these drop-in sessions. On the evening of the 5<sup>th</sup> June the Council also hosted an online open public forum with questions and answers, attended by approximately 50 people.

### 5. Response

In total, the Council received 333 responses. A demographic profile of respondents can be found in Section 7 of this report. In addition, 11 other responses were received via email, a summary of which is included in Section 6 of this report.

## 6. Results

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



There were 333 responses to this question.

Over nine in ten respondents said that they live in the local area. In addition, there were responses from people with a business in the local area, who commute through the local area or work/study in the local area. There was one response submitted on behalf of a local group or organisation (Hampton Wick Association) and four responses in any other capacity.

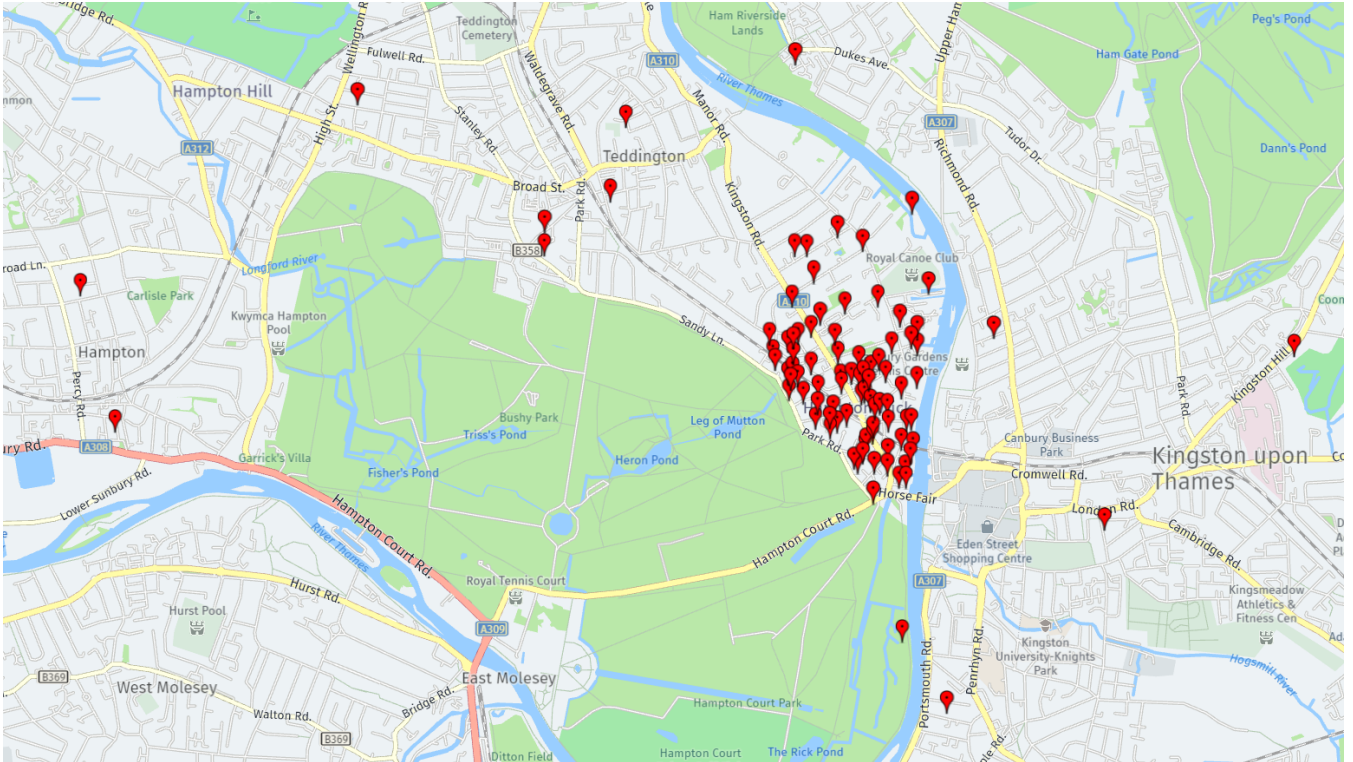
In what capacity are you responding to this consultation?		
Response	Number of respondents to this question	Percentage of respondents to this question
I live in the local area	312	93.7%
I have a business in the local area	9	2.7%
I commute through the local area	4	1.2%
I work/study in the local area	3	0.9%
I'm responding on behalf of a local group or organisation	1	0.3%
None of the above / other	4	1.2%

Those who selected 'None of the above / other' were either former residents or frequent visitors to the area.

## What is your postcode?

There were 332 responses to this question. The postcodes provided were used to create a map illustrating where people were responding from. The majority of responses were from people within the immediate vicinity of the area directly impacted by the proposals.

The map below shows the distribution of responses from all respondents who provided a postcode. 327 responses (98.5%) came from KT1 or TW11 postcodes.

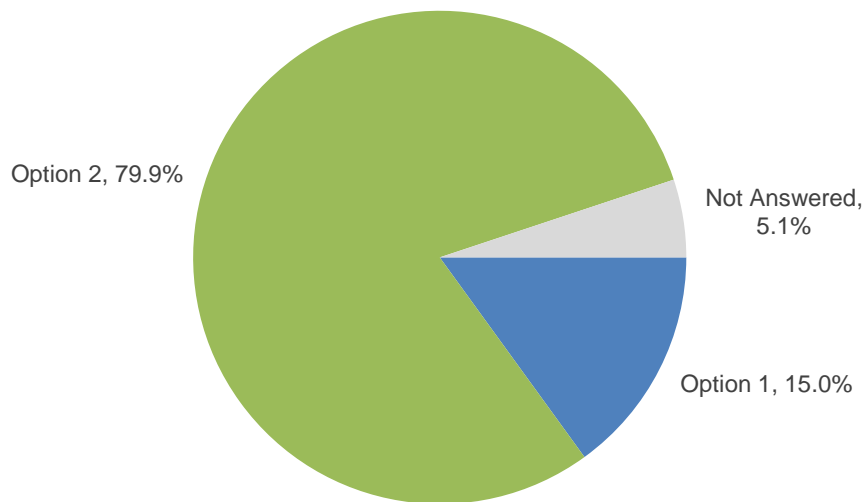


## Which of the two options do you prefer?

316 respondents provided an answer to this question.

Amongst those respondents expressing a preference, Option 2 was clearly preferred over Option 1.

Of the 5% of respondents who did not express an opinion, over half stated later in the questionnaire that they did not want either scheme, or any similar scheme to be actioned.



Respondents were asked to tell us what they liked and disliked about each of the design options.

## Please give us your views on Design Option 1: I like ...

147 respondents provided an answer to this question explaining what they liked about design option 1. A further 22 respondents used the space to express their dislike of the design.

Amongst the 147 positive responses to this question, 45 were from people who preferred Option 1; respondents were invited to tell us what they liked or disliked about both designs, regardless of which they preferred.

The most mentioned feature of Option 1 that respondents liked was the greenery, green space or trees. A total of 50 respondents (34% of those answering positively) and over half (53%) of those who preferred option 1 mentioned liking the greenery, green space or trees.

37 respondents (25% of those responding positively) said they liked the creation of more space for events/ socialising and pedestrians. This was also the second most mentioned feature liked amongst those preferring design option 1 (31%).

28 respondents (19% of those responding positively) liked the inclusion of (more) seating in the design, 18 respondents (12% of those responding positively) liked the option to include market stalls and 14 respondents (10% of those responding positively) commented on how the design gives Hampton Wick a more specific focal point or centre.

Comments have been grouped into themes and those mentioned by 3 or more respondents are summarised in the table below:-

Please give us your views on Design Option 1: I like ...				
Response	All responding to this question		All preferring Design Option 1	
	Number of respondents to this question (n=147)	Percentage of respondents to this question	Number of respondents to this question (n=45)	Percentage of respondents to this question
General like (unspecified)	26	18%	6	13%
Greenery/ green space/ Trees	50	34%	24	53%
More space for events/ socialising/ pedestrians	37	25%	14	31%
(more) Seating	28	19%	11	24%
Like market stalls	18	12%	9	20%
Like the focal point/ centre	14	10%	2	4%
General like configuration	12	8%	7	16%
Widened pavement/ narrower road	10	7%	3	7%
Blocking access to Park Road	9	6%	4	9%
Not losing too many parking bays	8	5%	6	13%
Like the paving	8	5%	1	2%
Safer for pedestrians/ cyclists/ safer generally	8	5%	4	9%
Like the crossing/ position of the crossing	5	3%	3	7%
Reduced vehicle speed/ traffic calming	4	3%	1	2%
Loading bay same side as shops	3	2%	2	4%
Like the mural	3	2%	0	0%
Like the bike parking	3	2%	0	0%
Other Comment	18	12%	4	9%

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

### Please give us your views on Design Option 1: I dislike ...

There were 258 responses to this question, 226 of which were from respondents who preferred Option 2. 25 respondents who preferred Option 1 mentioned something they disliked about the design.

Nearly half of respondents (and 53% of those who preferred Design Option 2) commented that they disliked the loading bay or felt the loading bay was too big. In addition, there were 101 comments (39% of all responses and 44% of those who preferred Design Option 2) stating that they disliked the location of the loading bay.

30 responses (12%) referred to the location of the pedestrian crossing or the fact that the location of the pedestrian crossing does not move in Design Option 1 when it moves in Design Option 2.

17 (7%) responses disliked the loss of parking bays and 11 responses (4%) disliked reducing the width of the road.

Comments have been grouped into themes and those mentioned by 3 or more respondents are summarised in the table below:-

Please give us your views on Design Option 1: <i>I dislike ...</i>				
Response	All responding to this question		All preferring Design Option 2	
	Number of respondents to this question (n=258)	Percentage of respondents to this question	Number of respondents to this question (n=226)	Percentage of respondents to this question
General dislike (unspecified)	9	3%	6	3%
Dislike loading bay general/ loading bay too big	120	47%	120	53%
Loading bay location	101	39%	99	44%
Location of crossing/ crossing does not move	30	12%	26	12%
Loss of parking bays	17	7%	11	5%
Dislike reducing width of road	11	4%	5	2%
Blocking access to Park Road/ re-routing traffic	9	3%	3	1%
Proposal does not address heavy traffic/ jams	8	3%	4	2%
Dislike smaller piazza/ open space (vs design option 2)	8	3%	8	4%
Proposal does not address Hampton Wick needs	7	3%	1	0%
Design prioritises vehicles, not pedestrians	7	3%	7	3%
Not good for cyclists	6	2%	6	3%
General dislike configuration	5	2%	5	2%
No cycle lane/ not enough space for cyclists	5	2%	5	2%
Dislike water-fountain	5	2%	5	2%
Too many cycle racks/ street clutter	3	1%	2	1%
Hampton Wick doesn't need market stalls/ dislike stalls	3	1%	3	1%
Increased danger for pedestrians	3	1%	3	1%
Dislike mural	3	1%	2	1%
Other comment	42	16%	28	12%

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

## Please give us your views on Design Option 2: I like ...

There were 251 responses to this question expressing why respondents liked Design Option 2. In addition, 3 respondents used this space to express their dislike for Design Option 2.

97 respondents (39% of those answering positively) said they liked the location of the crossing; there were 8 comments stating that they felt the location of the crossing helped join the two sides of the road together.

64 respondents (25% of those answering positively) said they liked the square, piazza or pedestrian area and the focus around this area. 47 respondents (19% of those answering positively) said they liked the more open, or bigger design of the square/ piazza (vs Design Option 1).

39 respondents (16% of those answering positively) commented that they liked the fact that the loading bay was moved away from the centre of the area (vs Design Option 1). Comments on the location of loading bay(s) were a key differentiator in opinions of the two design options.

Comments have been grouped into themes and those mentioned by 3 or more respondents are summarised in the table below:

Response	Please give us your views on Design Option 2: I like ...			
	All responding to this question (n=251)		All preferring Design Option 2 (n=227)	
	Number of respondents to this question (n=251)	Percentage of respondents to this question	Number of respondents to this question (n=227)	Percentage of respondents to this question
General like/ like everything	29	12%	26	11%
Like (re)location of crossing	97	39%	87	38%
Like the square/ focus round central area/ pedestrian area	64	25%	60	26%
More open design/ bigger open area/ square/ piazza	47	19%	46	20%
Welcoming/ sense of community and events	42	17%	41	18%
Like moving loading bay away from centre	39	16%	35	15%
Safer for pedestrians/ pedestrian friendly	22	9%	22	10%
Like the design/ looks nicer/ more aesthetic	21	8%	20	9%
(More) Greenery	21	8%	17	7%
Like wider pavements/ narrower road	11	4%	9	4%
Relocated crossing joins two sides of the road	8	3%	8	4%
Like the seating	8	3%	7	3%
Like the paving	8	3%	6	3%
Like the configuration	7	3%	7	3%
Like cycle stands/ parking	7	3%	5	2%
Slows/ cuts/ calms traffic	5	2%	5	2%
Like market stalls	5	2%	5	2%
More parking bays	5	2%	5	2%
Better for local businesses	5	2%	5	2%
Like closing junction/ Park Road	4	2%	4	2%
Like the mural	3	1%	3	1%
Other Comment	13	5%	9	4%

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



## Please give us your views on Design Option 2: I dislike ...

There were 112 responses to this question, 29 of which were from respondents who preferred Design Option 1, 7 from respondents who expressed no preference, and 76 from those who preferred Option 2.

31 respondents mentioned the loss of residents' parking bays, many commenting on how Design Option 2 results in the loss of more parking bays than Design Option 1.

16 respondents commented that there was less greenery and/ or trees in Design Option 2 compared to Design Option 1.

13 respondents commented that they disliked the road narrowing and associated widened pavement; these comments often reflected how a narrower road would not help traffic flow.

11 respondents made negative comments about the loading bay(s), referring either to their inclusion or to comment that they were too big.

10 respondents commented that they disliked the proposed water-feature; some respondents were concerned about the future upkeep of the water-feature while others preferred the idea of relocating the existing Victoria Memorial instead.

Comments have been grouped into themes and those mentioned by 3 or more respondents are summarised in the table below:-

Please give us your views on Design Option 2: I dislike ...				
Response	All responding to this question		All preferring Design Option 1	
	Number of respondents to this question (n=112)	Percentage of respondents to this question	Number of respondents to this question (n=29)	Percentage of respondents to this question
Dislikes loss of (more) residents parking bays	31	28%	10	34%
Less planting/ greenery (vs option 1)/ not enough planting	16	14%	9	31%
Dislikes road narrowing/ widened pavement	13	12%	4	14%
Dislikes inclusion of loading bays/ loading bays too big	11	10%	2	7%
Dislikes water-feature	10	9%	0	0%
Dislikes (re)location of crossing	8	7%	6	21%
Closing vehicle access to Park Road	8	7%	2	7%
Dislikes narrowing of pavement (due to loading bay)	7	6%	2	7%
Proposal will increase traffic/ congestion	6	5%	1	3%
Does not address traffic problems on road to Kingston Bridge	6	5%	2	7%
No cycle path/ shared path/ no help for cyclists	6	5%	0	0%
Too much street furniture/ clutter	8	7%	1	3%
Dislikes the mural	5	4%	1	3%
Less space available for market stalls	4	4%	1	3%
Street furniture needs to be moveable/ flexible	4	4%	0	0%
Other comment	34	30%	5	17%

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

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

There were 143 responses to this question. There was a very broad range of comments but these have been grouped into themes where possible and summarised in the table below where a theme was mentioned by 3 or more respondents.

26 respondents made additional or alternative suggestions to the proposals, including comments on the type of trees, the road surface to be used, the traffic through Bushy Park or using the loading bays as additional parking bays outside specific hours.

22 respondents made negative comments about the loss of parking bays.

19 respondents suggested that the proposals will make traffic, noise and / or pollution worse, while 18 respondents commented that the proposals do not address the problem of traffic queuing through Hampton Wick while waiting to cross Kingston Bridge.

17 respondents made a general positive response on how they liked the design(s) or that the scheme represented a general improvement.

11 respondents said that neither scheme was good or that they disliked both schemes; these respondents did not suggest that they are necessarily against the broad objectives of the scheme, just the specific designs proposed.

10 respondents made a negative comment, suggesting that they either disliked the proposals or felt they were not necessary. These 10 represent just over half of those who did not express a preference for either design option.

Response	If you have any further comments about the proposal, please tell us here.			
	All responding to this question	All preferring Design Option 1	All preferring Design Option 2	All expressing no preference
	(n=143)	(n=24)	(n=103)	(n=16)
General like/ improvement	17	5	11	1
General dislike/ scheme not needed/ don't want these sort of improvements	10	0	0	10
Makes alternative suggestion(s)	26	1	20	5
Dislikes loss of parking bays/ wants more parking	22	2	16	4
Proposal will make traffic/ noise/ pollution worse	19	2	9	8
Plans don't address problem of traffic queuing for Kingston Bridge/ need to extend beyond HW	18	4	9	5
Closing road causes problems elsewhere/ dislikes closing road	15	3	7	5
Would like shared use pavements/ cycle lane	15	4	11	0
Dislikes loading bay(s)/ too many/ too big	12	1	11	0
Would like more/ to maximise greenery	12	4	5	3
Neither scheme good/ dislikes both schemes (but don't state that they are against the overall objectives)	11	1	7	3
General dislike/ scheme not needed/ don't want these sort of improvements	10	0	0	10
Concerned features/ planting etc. will not be maintained	10	2	6	2
Likes the addition of square/ piazza	9	2	6	1

If you have any further comments about the proposal, please tell us here.				
Response	All responding to this question	All preferring Design Option 1	All preferring Design Option 2	All expressing no preference
	(n=143)	(n=24)	(n=103)	(n=16)
Will increase community/ village feel	9	1	8	0
Wants Victoria memorial instead of water-feature	7	0	6	1
Likes both schemes	6	1	5	0
Proposals will help local shops/ businesses	5	2	3	0
Concerned about emergency vehicle access	5	0	0	5
Questions business case for plans/ negative impact on shops	4	0	1	3
Proposals only/ unfairly help 2 businesses	4	0	2	2
Doesn't do enough to slow/ calm traffic	4	1	1	2
Will act as extended beer garden/ too many people/ noise/ litter	4	1	2	1
Dislikes/ too much cycle parking	4	1	3	0
Likes the addition of market stalls/ potential for a market	3	1	2	0
Slows/ calms traffic generally	3	1	2	0
Doesn't want water-feature	3	0	2	1
Proposals will decrease pedestrian safety	3	0	1	2
Likes (more) seating	3	1	1	1
Dislikes Mural	3	1	2	0
Worried about potential increased vandalism	3	1	2	0
Requests further information	8	0	6	2
Other comments	48	8	34	6

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

## 7. Other responses received

The Council also received 11 responses to the consultation by email.

Responses came from nine individuals and two groups: Richmond Cycling Campaign and Richmond Living Streets.

Richmond Living Streets submitted a document containing feedback on both design options. The comments from Richmond Cycling Campaign endorsed the feedback supplied by Richmond Living Streets.

The email feedback concurs with the overall feedback from the online survey and expresses a general preference towards Design Option 2.

Email responses have been considered alongside online and paper questionnaire submissions during the evaluation of the consultation feedback.

## 8. Demographic Profile

The table below shows the composition of the consultation sample:

Demographic	Sample base	Proportion (%)
<b>Gender</b>		
Female	161	49.2%
Male	147	45.0%
Prefer not to say	18	5.5%
Prefer to self-describe	1	0.3%
<i>Base: 327 respondents</i>		
<b>What was your age last birthday?</b>		
19 and under	0	0.0%
20 – 24	8	2.5%
25 – 34	23	7.1%
35 – 44	39	12.0%
45 – 54	62	19.0%
55 – 64	67	20.6%
65 – 74	68	20.9%
75+	39	12.0%
Prefer not to say	20	6.1%
<i>Base: 326 respondents</i>		
<b>Do you consider yourself to have a disability?</b>		
Yes	17	5.2%
No	292	90.1%
Prefer not to say	15	4.6%
<i>Base: 326 respondents</i>		
<b>How would you describe your ethnic group?</b>		
White	273	83.7%
Mixed/multiple ethnic groups	14	4.3%
Asian or Asian British	3	0.9%
Black/African/Caribbean/Black British	1	0.3%
Other ethnic group, please specify:	3	0.9%
Prefer not to say	32	9.8%
<i>Base: 326 respondents</i>		

*NB Respondents who did not provide answers to the demographic questions are not included in the above table.*

## Appendix 1 – Consultation material

Citizen Space Analyse Activities

Site ▾



### Consultation on proposals to improve Hampton Wick

#### Overview

We all want our environment and towns to be attractive to both residents and visitors so they can enjoy spending more time in these areas. One way to do this is by making them greener with more space for pedestrians to relax and socialise with friends and family. This would also help high street businesses and the local economy.

Richmond Council has identified some local centres for investment and has been exploring opportunities to transform these locations through a Public Realm Improvement Fund (PRIF) programme. One of these areas is Hampton Wick. We would like to make improvements to the character and appearance of the area along part of Hampton Wick High Street to enhance the experience for residents and visitors.

The Council commissioned specialist urban designers, WSP, who undertook initial workshops with community groups, local organisations and others, to test out and develop ideas. Much work has been done to come up with some proposals to improve this area. We would now like to share the proposals (2 design options) with you.

You can view the design proposals [here](#). The consultation will run for 6 weeks and will close on 18th June 2024 so please do read the proposals and tell us what you think about them.

#### 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 the Council's Customer Services team on 020 8891 1411 or email [consultation@richmond.gov.uk](mailto:consultation@richmond.gov.uk)

Closed 18 Jun 2024

Opened 8 May 2024

#### Contact

Any queries please contact:

020 8891 1411

[consultation@richmond.gov.uk](mailto:consultation@richmond.gov.uk)

## In-person sessions

We have organised two drop in sessions and a public forum meeting - please see details below. The venue for all sessions will be Bullen Hall, Bennet Close, Hampton Wick, KT1 4AT.

## What happens next

All feedback received will be fully considered before any decisions are made about whether to proceed with the proposals.

## Events

### Drop-in session

From 15 May 2024 at 13:00 to 15 May 2024 at 17:00

[Add to my Calendar \(.ics\)](#)

[More information](#)

### Drop-in session

From 5 Jun 2024 at 14:00 to 5 Jun 2024 at 17:00

[Add to my Calendar \(.ics\)](#)

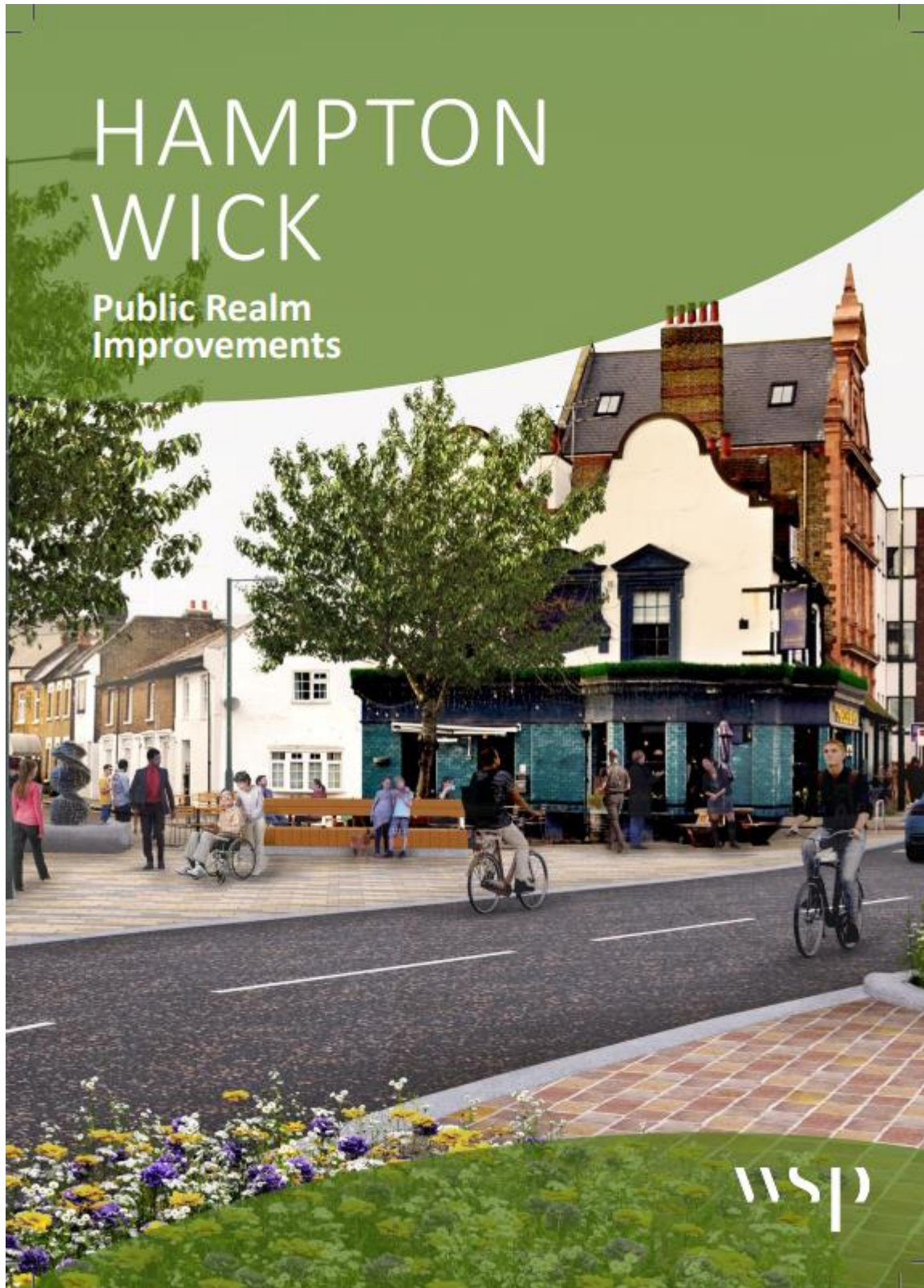
[More information](#)

### Public Forum with Q&A session

From 5 Jun 2024 at 18:00 to 5 Jun 2024 at 20:00

[Add to my Calendar \(.ics\)](#)

[More information](#)





## Why?

Richmond Council recognises the importance of ensuring that the trading environment of its town and district centres must be of a quality to attract and retain residents of and visitors to these areas. The Council has identified Hampton Wick as one of a number of these areas for investment by the Public Realm Improvement Fund (PRIF).

The interventions are proposed at the heart of the village where the local community can come together, creating a calmer greener space and also supporting the hosting of occasional events. It has been identified that the removal of vehicle access between the High Street and Park Road, provides great potential for an enhanced pedestrian-focused space that will benefit residents, businesses and visitors whilst being manageable in terms of traffic impacts.



## What are the proposals?

Working with your local ward councillors and the Hampton Wick Association, two proposals have been developed based on their initial vision and desire to create a calmer, greener and more inviting space for Hampton Wick Village.

These proposals explore different opportunities to provide a flexible and yet functional space for local businesses and visitors to enjoy. The following designs also aim to reduce vehicular dominance on the space and make the village more welcoming to people.

### The main features of the proposals are:

- A generous public space with opportunities for outdoor events as well as a place to meet and dwell
- Reduction of carriageway width to 6.4 metres to allow for wider pavement widths in certain areas
- Surface treatment on the road to encourage reduced vehicle speeds
- Natural stone paving and new street furniture elements to improve accessibility across the space
- A diverse array of seating areas with arm rests and back rests
- Dedicated spaces for loading activities set within the footway which can be used by pedestrians when unoccupied
- Improvements to the setting of the existing trees with a wide variety of planting used
- New low level planting areas and tree planting with the opportunities to integrate them with Sustainable Drainage Systems (subject to further investigations)
- New water feature to create a focal point for the local area
- Additional cycle parking spaces
- Capacity for market stalls with integrated power supply

## Proposed Improvements - Option 1



-  1 Footway paving in natural stone
-  2 Artistic mural intervention
-  3 Existing signal crossing width reduced
-  7 Integrated seating benches with arm rest and back rests
-  8 Water fountain
-  9 Cycle parking



## Public Realm Design - Option 1



\* Final designs to be determined subject to consultation feedback, Council agreement and further refinement.



## Proposed Improvements - Option 2



-  1 Footway paving in natural stone
-  2 Artistic mural intervention
-  3 Signal crossing for pedestrian and cycle users relocated & upgraded
-  4 Signal crossing for pedestrian and cycle users relocated & upgraded
-  7 Integrated seating benches with arm rest and back rests
-  8 Water fountain
-  9 Cycle parking
-  10 Cycle parking



- |    |   |    |  |    |  |
|----|---|----|--|----|--|
| 4  | Surface treatment on the road             | 5  | Street tree planting                       | 6  | Freestanding benches with arm rests and back rests |
| 10 | Space for market stalls with power supply | 11 | Space for Christmas Tree with power supply | 12 | Loading Bay at footway level                       |



## Public Realm Design - Option 2



• Final designs to be determined subject to consultation feedback, Council agreement and further refinement.



## Design Comparison

The following comparison table summarises the main differences of each design option so you can have a comprehensive overview of the proposals.

Design Principles	Option 1
Space Flexibility	Space for 9 market stalls during seasonal events with integrated power supply.
Street Greening	Proposed planting area is 78 m <sup>2</sup> , including 3 street trees.
Pedestrian and Cycle accessibility	The existing signal crossing remains in its current location.
	The footways are widened to allow for better pedestrian flow on either side of the carriageway.
	Allowance for 10 additional cycle stands, compared to the 3 existing cycle stands.
Parking and Loading Facilities	One new loading bay in the new square.
	Safety improvements to the loading bay opposite The Swan with the loss of 2 pay and display parking spaces
	Loss of 2 Resident Permit Holders parking spaces on St John’s Road to help with vehicular movements when turning into Park Road.
Summary	Provides the most space for market Stalls, planting, cycle parking and retains the most parking, but does not provide the most direct route for cyclists and pedestrians wanting to cross the road. For this arrangement loading facilities are located within the new square and adjacent to The Swan Pub.

Option 2	
	Space for 7 market stalls during seasonal events with integrated power supply.
	Proposed planting area is 48 m <sup>2</sup> , including 3 street trees.
	The signal crossing is relocated to the main square and is upgraded to a Toucan type to accommodate more direct routes for most cyclist and pedestrians.
	Wider footway by the signal crossing to allow for generous waiting areas and mitigate any congestion on the footway. However, the footway by the Forester's Arms is reduced to accommodate the loading bay.
	Allowance for 8 additional cycle stands, compared to the 3 existing cycle stands.
	One new loading bay near the Forester's Arms with the loss of 2 pay and display parking spaces.
	Safety improvements to the loading bay opposite The Swan with the loss of 2 pay and display parking spaces.
d	Loss of 2 Resident Permit Holders parking spaces on St John's Road to help with vehicular movements when turning into Park Road.
	New loading bay adjacent to Sigma Sports, with the loss of 2 pay and display parking bays.
t v	Provides the most direct route for cyclists and pedestrians wanting to cross the road, but has less space for market Stalls, planting and cycle parking, and retains the least amount of existing pay and display parking. For this arrangement loading facilities are located adjacent to the Fosterer's Arms, adjacent to Sigma Sport, and adjacent to The Swan Pub.

## Have your say

Subject to the outcome of the consultation and approval to proceed with these proposals (designs of which will be further refined), the Council will then need to secure the funds to deliver this scheme. The funding sought can only be used for maintenance and improvements for public realm, or for environmental improvement schemes such as this. We would like to get your views on both proposals to help us decide on how to take the project forward and what the final designs should look like.

## What happens next?

After the consultation, your views will be considered by Richmond Council and if the local community is in favour of one of the proposals and the Council secures approval to proceed with the scheme, it will then need to secure funding to develop the final design and implement the works to build the scheme.

## Further information

If you have any queries about the proposals, please contact [Consultation@richmondandwandsworth.gov.uk](mailto:Consultation@richmondandwandsworth.gov.uk)

### Overview

We all want our environment and towns to be attractive to both residents and visitors so they can enjoy spending more time in these areas. One way to do this is by making them greener with more space for pedestrians to relax and socialise with friends and family. This would also help high street businesses and the local economy.

Richmond Council has identified some local centres for investment and has been exploring opportunities to transform these locations through a Public Realm Improvement Fund (PRIF) programme. One of these areas is Hampton Wick. We would like to make improvements to the character and appearance of the area along part of Hampton Wick High Street to enhance the experience for residents and visitors.

The Council commissioned specialist urban designers, WSP, who undertook initial workshops with community groups, local organisations and others, to test out and develop ideas. Much work has been done to come up with some proposals to improve this area. We would now like to share the proposals (2 design options) with you.

You can view the design proposals [here](#). The consultation will run for 6 weeks and will close on 18th June 2024 so please do read the proposals and tell us what you think about them.

### 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 the Council's Customer Services team on 020 8891 1411 or email [consultation@richmond.gov.uk](mailto:consultation@richmond.gov.uk)

### In-person sessions

We have organised two drop in sessions and a public forum meeting - please see details below. The venue for all sessions will be Bullen Hall, Bennet Close, Hampton Wick, KT1 4AT.

### What happens next

All feedback received will be fully considered before any decisions are made about whether to proceed with the proposals.

### Privacy

All the information you provide will be treated in strict confidence and will only be shared with our partners at WSP, who are working with us on this project. 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?

*(Required)*

Please select only one item

- 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?

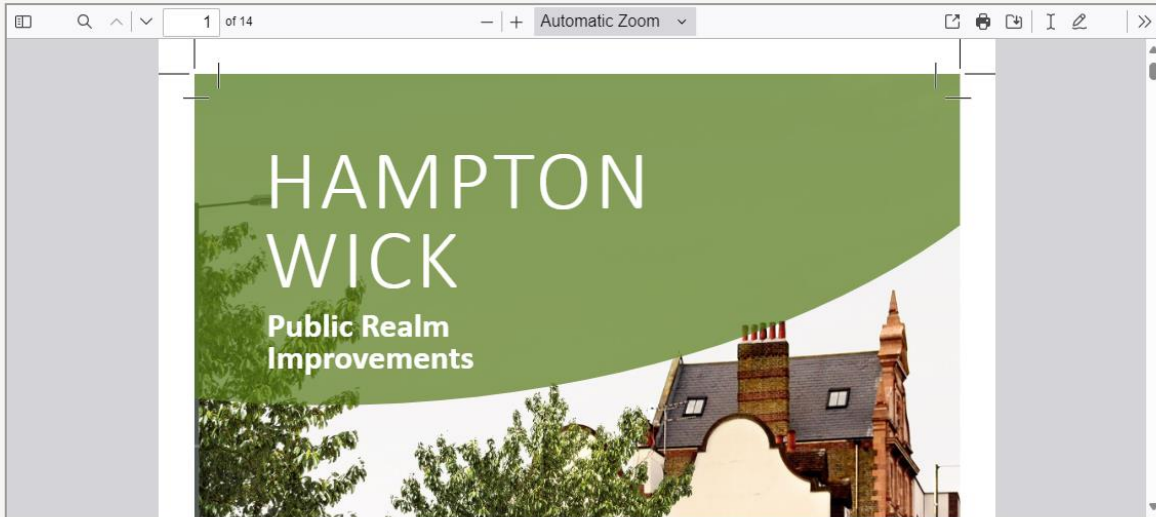
### Your response continued

In what other capacity are you responding to this consultation?

### Your views

Having read the proposals please give us your views on Design Options 1 and 2 below.

### See proposals again



Which of the two options do you prefer?

*Please select only one item*

- Option 1
- Option 2

Please give us your views on Design Option 1:

I like...

I don't like...

Please give us your views on Design Option 2:

I like...

I don't like...

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.

#### Why do we ask the 'About you' questions?

The Council asks Equality Monitoring questions at the end of all of our public consultations. It might not seem obvious why they're relevant to each individual consultation, but we need to be sure that we're being fair, and considering the impacts of any possible changes on any groups with protected characteristics. The Council is required to do this under Equalities legislation.

The questions help us to:

- identify residents' needs and whether the services we provide are right for them
- be better positioned to know whether we are providing fair and equal access to all groups of people who need our services
- identify how we can improve services to make them more accessible and inclusive
- understand who is or is not responding to our consultations

The questions are optional – if respondents don't feel comfortable providing this information they are under no obligation to do so. All monitoring data is classed as personal data and is treated as confidential, in line with Data Protection requirements.

There is a helpful guide by Stonewall on this issue called 'What's it got to do with you?' which you can read by clicking [here](#).

#### Are you:

Please select only one item

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

#### What was your age last birthday?

Please select only one item

- 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?

Please select only one item

- Yes
- No
- Prefer not to say



How would you describe your ethnic group?

*Please select only one item*

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