

London Borough of Richmond upon Thames

Gloriana Consultation



September 2014

Report prepared by:
Snap Surveys

Contents

	Page
Introduction	3
Background and Objectives	3
Methodology	4
Respondent Profile	5
Results	5
Conclusion	15
Data tables	16

London Borough of Richmond-upon-Thames

Gloriana Consultation

1. Introduction

1.1. The London Borough of Richmond upon Thames commissioned Snap Surveys to conduct a consultation with local residents on proposals to find a permanent home in Twickenham for The Queen's Royal Rowbarge (The Gloriana). This report summarises the responses gathered through the consultation.

2. Background and Objectives

2.1. The Royal Rowbarge Gloriana was presented to Her Majesty the Queen as a lasting legacy to mark her Diamond Jubilee and which played a prominent part in the Diamond Jubilee River Pageant. At the naming ceremony, Her Majesty asked that Gloriana be maintained by Lord Sterling and the Maritime Heritage Trust. She approved the principle that Gloriana will be used to promote better use of the Thames and has given permission for it to be used for charitable and other ceremonial functions.

2.2. As part of the scoping process, the Council commissioned a feasibility study to explore options for the potential location, and the construction of a boathouse along the River Thames within the London Borough of Richmond upon Thames. The study eventually explored four options for locating the barge, all sites except for Orleans Park were considered unsuitable for technical, construction or planning reasons and the recommendation was to develop a scheme for consultation on the Orleans Park site. The riverside at Orleans Gardens was identified as the best option for this boathouse, linking in with the area's history and making use of the location of the 19th Century boat house that served Orleans House.

2.3. The world famous architectural firm Foster and Partners, prepared a potential design to be utilised for public consultation. The proposals comprise:

- a boat house that is compatible with its surroundings;
- a new larger play area; and
- improved café and toilet

2.4. The project is still subject to public consultation, a planning application and a funding strategy.

2.5. The results from this survey will be used to shape proposals and to inform decisions about whether the historic boathouse at Orleans Park and riverside could be redeveloped to provide a safe and secure home for the vessel.

3. Methodology

3.1. There were a number of ways in which local people and people interested in the proposals for the boathouse at Orleans Park for the Gloriana could have their say, they included:

- Completing a questionnaire between the 1 July and 31 August 2014. The survey was available online or paper copies could be collected from the Civic Centre or Library in Twickenham. Paper copies could also be requested.
- By attending one of the three drop-in exhibition sessions at Orleans House on 18, 19 and 20 July between 10am and 4pm. People could view an exhibition of the proposals and discuss them with the design team
- A display was on show at Twickenham Library throughout the consultation period with details of the proposals and paper copies of the questionnaire
- By attending the Cabinet meeting held on 9 July 2014 at York House in Twickenham
- By submitting questions to the Council meeting held on 22 July 2014 at York House in Twickenham

3.2. Where possible feedback from letters and emails have been added to the survey file as free text and coded in to the appropriate themes. This related to the following questions:

Q5] Comments or suggestions in relation to the proposed site layout or design of boathouse

Q7] Comments or suggestions in relation to access, traffic or parking issues

Q8] Any other comments

3.3. The breakdown by format is shown in the table below.

Format	Number of submissions	Proportion of total submissions
Online survey	2,288	76%
Paper survey	453	15%
Email	265	9% (Q5, Q7,Q8 only)
Letter	23	1% (Q5, Q7,Q8 only)
Total	3,025	100%

3.4. The questionnaire was the main tool used to capture the feedback and views of people on the proposals. The consultation was initially due to be open for four weeks (between 1 and 29 July), but due to public interest and demand the closing date was extended until 31 August 2014.

3.5. An extensive publicity campaign supported the consultation and this involved:

- A flyer sent to around 10,000 Twickenham households in the local area of the site
- Posters displayed around the borough, including on Community Noticeboards
- Information in the Council's Civic Centre and in Twickenham Library
- Regular emails to over 30,000 Richmond Account holders
- Newsletter

- Press releases picked up in local and national press
- Online web pages
- Social media promotion
- Community Stakeholder letters
- There was also a campaign organised by local residents and community groups

3.6. All data collected was sent to Snap Surveys Ltd to be aggregated, cleansed and analysed.

4. Respondent Profile

4.1. 48% of respondents were male (1164 people) and 52% were females (1,261 people).

4.2. There was a lower proportion of responses from younger respondents (10% of respondents were aged under 35 (247 people)). Around a quarter (23% (567 people)) were aged 35-44, 25% (613 people) were aged 45-54, 21% (514 people) were aged 55-64 and 20% (486 people) were aged 65 or above.

4.3. 5% (112 people) of respondents described themselves as having a disability.

4.4. 94% described themselves as White or White British (2,166 people).

4.5. 93% of respondents (2,385 people) were responding as a local resident, 1% (32 people) were responding as a representative of a local group, organisation or business and 7% (176 people) were responding in another capacity.

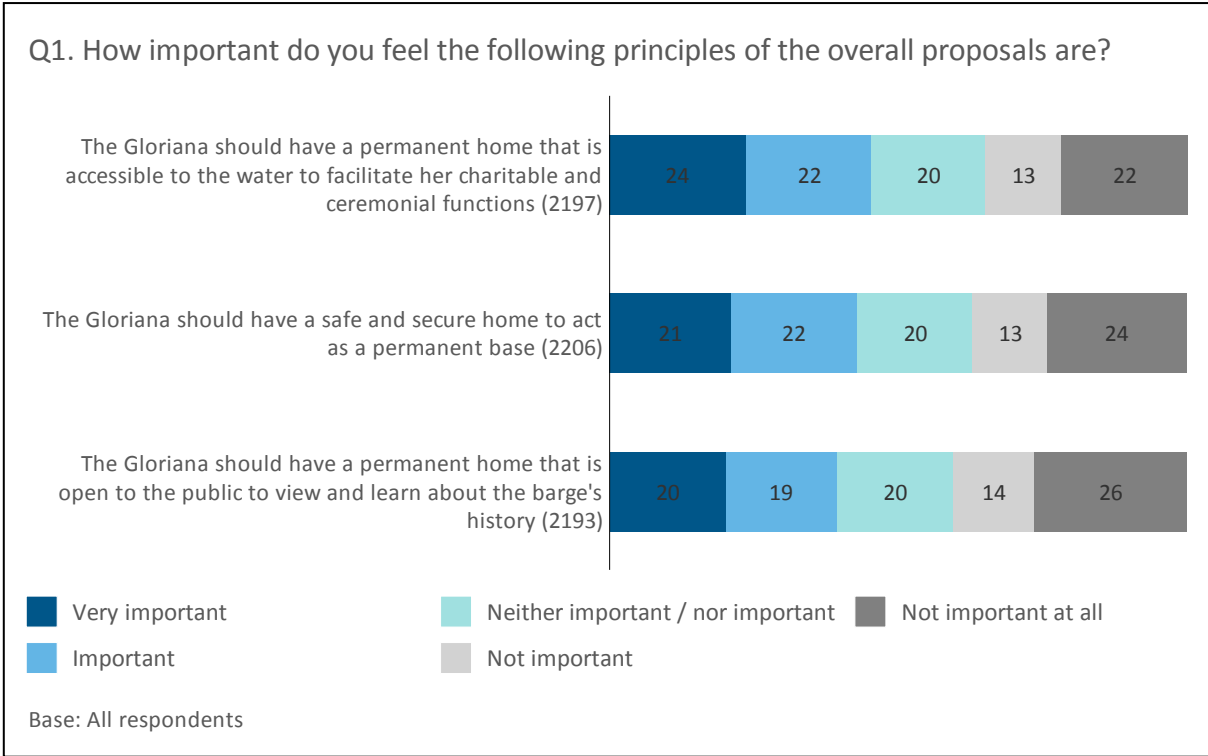
5. Results

5.1. The “Principles of overall proposals”

5.2. The questionnaire asked how important a number of principles behind the proposal were. Older respondents were generally more likely to say each principle was important, but results were very mixed with no clear consensus:

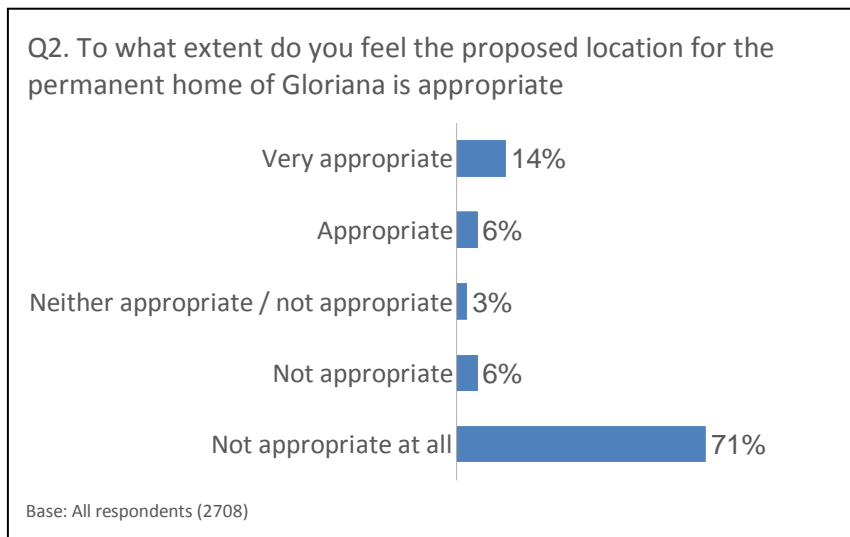
- 46% (1,008 people) said it was important that The Gloriana should have a permanent home that is accessible to the water to facilitate her charitable and ceremonial functions (35% said it was not important (759 people))
- 43% (956 people) said it was important that The Gloriana should have a safe and secure home to act as a permanent base (37% said it was not important (812 people))
- 40% (871 people) said it was important that The Gloriana should have a permanent home that is open to the public to view and learn about the barge's history (40% said it was not important (884 people))

5.3. These results are shown below in percentages.



5.4. The “Proposed Location”

5.5. Around three quarters (76.5%) (2,071 people) said the proposed location for the permanent home of Gloriana at the former 19th Century boathouse at Orleans Park and riverside was not an appropriate location and 20% (553 people) said it was appropriate.



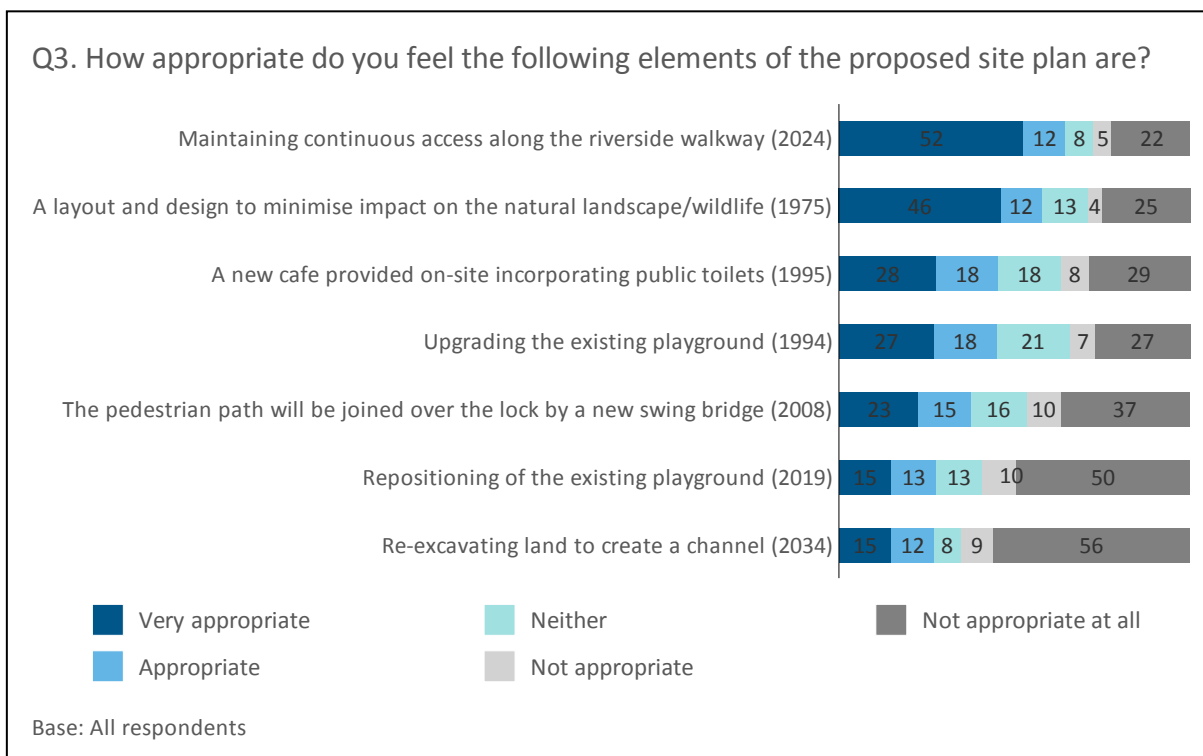
5.6. Older respondents were more likely to say that the proposed location was appropriate compared with younger respondents

5.7. The “Proposed layout of the site, and design of the boathouse”

5.8. Participants were asked to rate how appropriate a number of different elements of the propose site were. The general theme is one of keeping the disruption and impact of any development to a minimum.

- 64% (1,303 people) said that maintaining continuous access along the riverside walkway (via the Thames Path) was appropriate (27% said it was not appropriate (550 people))
- 58% (1,142 people) said that a layout and design to minimise impact on the natural landscape and wildlife was appropriate (29% said it was not appropriate (577 people))
- 46% (912 people) said that a new cafe provided on-site incorporating public toilets was appropriate (36% said it was not appropriate (728 people))
- 45% (903 people) said that upgrading the existing playground was appropriate (33% said it was not appropriate (667 people))
- 38% (759 people) said that the pedestrian path to be joined over the lock by a new swing bridge was appropriate (47% said it was not appropriate (936 people))
- 28% (567 people) said that repositioning of the existing playground was appropriate (59% said it was not appropriate (1,199 people))
- 27% (551 people) said that re-excavating land to create a channel long enough to accommodate 2 lengths of the barge (including the boathouse and external dock) was appropriate (65% said it was not appropriate (1,312 people))

5.9. These results are shown below in percentages.

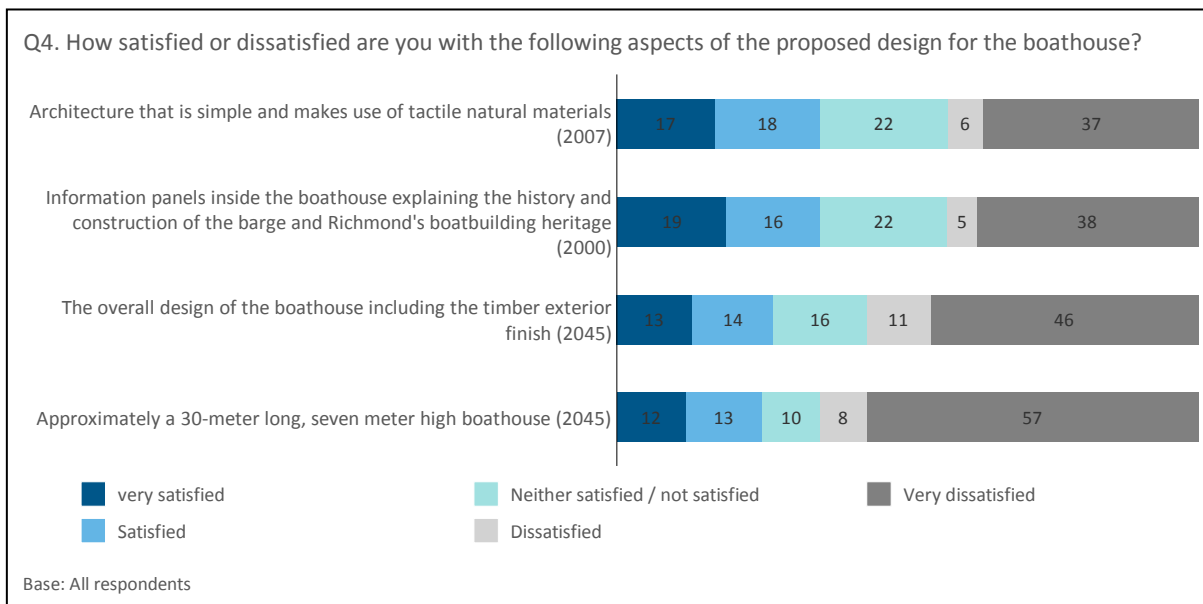


5.10. The “Proposed design for the boathouse”

5.11. Participants were then asked how satisfied or dissatisfied they are with a number of aspects of the proposed design for the boathouse:

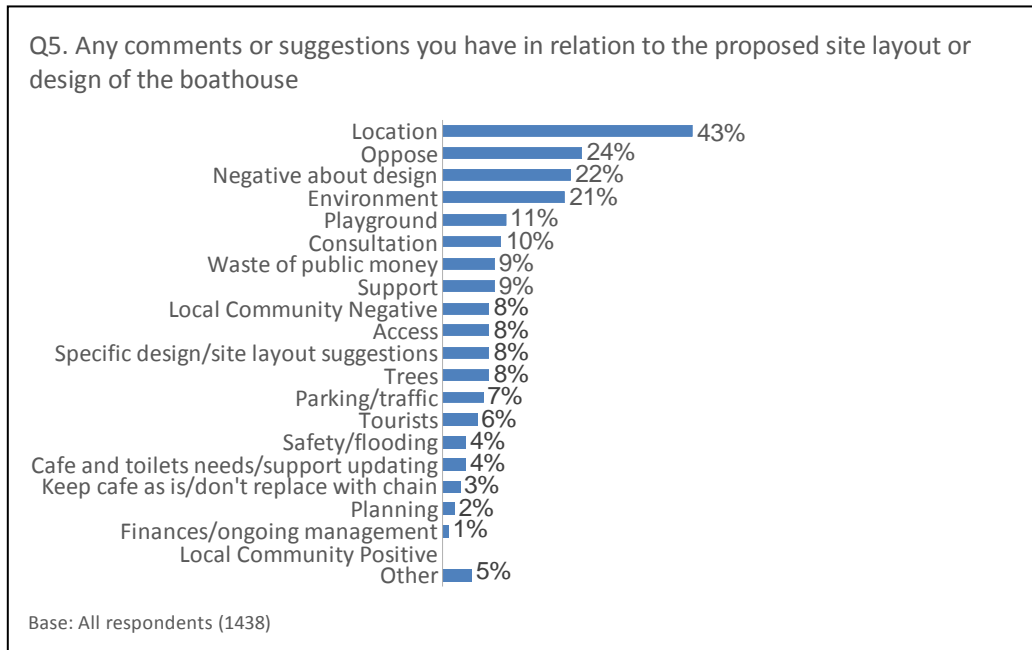
- 35% (706 people) were satisfied with the proposed design of architecture that is simple and makes use of tactile natural materials (43% were dissatisfied (862 people))
- 35% (700 people) were satisfied with the proposed design of having Information panels inside the boathouse explaining the history and construction of the barge and Richmond's boatbuilding heritage (43% were dissatisfied (858 people))
- 27% (550 people) of respondents were satisfied with the overall design of the boathouse including the timber exterior finish (57% were dissatisfied (1,162 people))
- 25% (516 people) were satisfied with the proposed design of an approximately 30-metre long, seven metre high boathouse (65% were dissatisfied (1,332 people))

5.12. These results are shown below in percentages.



5.13. Comments or suggestions for the proposed site plan and design (including feedback from letters and emails).

5.14. There was an opportunity to give comments or suggestions in relation to the proposed site layout or design of the boathouse. These have been coded into themes. Of the 1,438 people who left comments, the theme receiving the most comment themes related to location (43% (619 people)), comments opposing the site layout or design of the boat house (24% (342 people)), negative specifically about design (22% (323 people)) and environment (21% (297 people)).



5.15. A selection of comments is included below to help give a flavour for the sorts of feedback that was collected in response to this question:

Location

"Just take it elsewhere. There is no historical reason to bring this thing and cause so much disruption. Take it somewhere that may want it. I saw it on the tow path between Kingston and Hampton Court... Some folk were interested, most strolled past. It isn't that important enough for such disruption along this lovely part of the river."

"It would be so much better in Twickenham opposite Eel Pie or at Ham House."

"It is totally inappropriate to site the boathouse in Orleans Park. A much better option would be Thames Young Mariners in Ham."

Oppose

"This area should not be developed. Please leave as it is."

"I think the proposal is an unwanted and unnecessary imposition on a natural and unspoiled sight."

"I am absolutely against the proposed project and every aspect of it. It was not generated by public wish but by the vanity and foolishness of a completely unrepresentative clique."

Negative about design

"I appreciate this building/proposal must cater to a diverse range of tastes and fit sympathetically into the landscape, but the proposed building looks a bit dull frankly. For such a historic boat it would have been nicer to have an option that's more striking than something that looks like an old shed."

"Having looked at the rendering in the document I can only say that the proposed boat house looks hideous, totally out of scale and context with the area and just plain ugly. It also appears to totally block the view across the river to Ham House."

"The artists impression of the timber outer doesn't look very good. It is good that natural materials are being considered though. It would be helpful to have some information outside the boathouse too."

Environment

"The area is a beautifully under-developed location and should remain so."

"Please don't ruin our natural river access!"

"I consider that the boathouse at this site would destroy a much loved area of peace and tranquillity and be a blot on this beautiful landscape."

Positive

"I think this is a great use of the boat and will hopefully add more value to the surrounding area."

"I like the proposed boathouse design and I am fully in favour of upgrading the playground and café facilities."

"I think the boathouse fits in well. A new design café with toilet facilities is a good idea."

"I like it very much and think it would enhance the Borough by adding another tourist attraction in a sympathetic and environmentally friendly way."

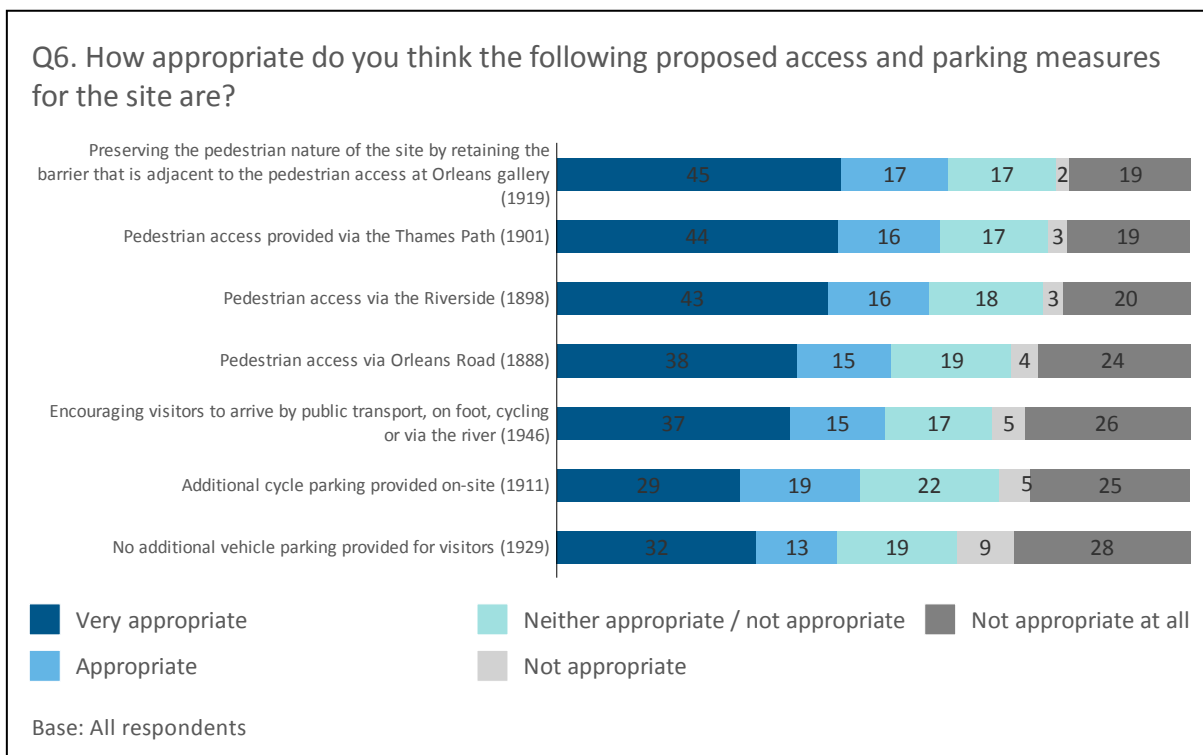
"The Gloriana is a triumph of Thames craftsmanship and should be valued as a national treasure. An opportunity like this presents itself only once in a hundred years and we should grasp the opportunity while we can for future generations."

5.16. Comments on proposed access and parking measures (including feedback from letters and emails).

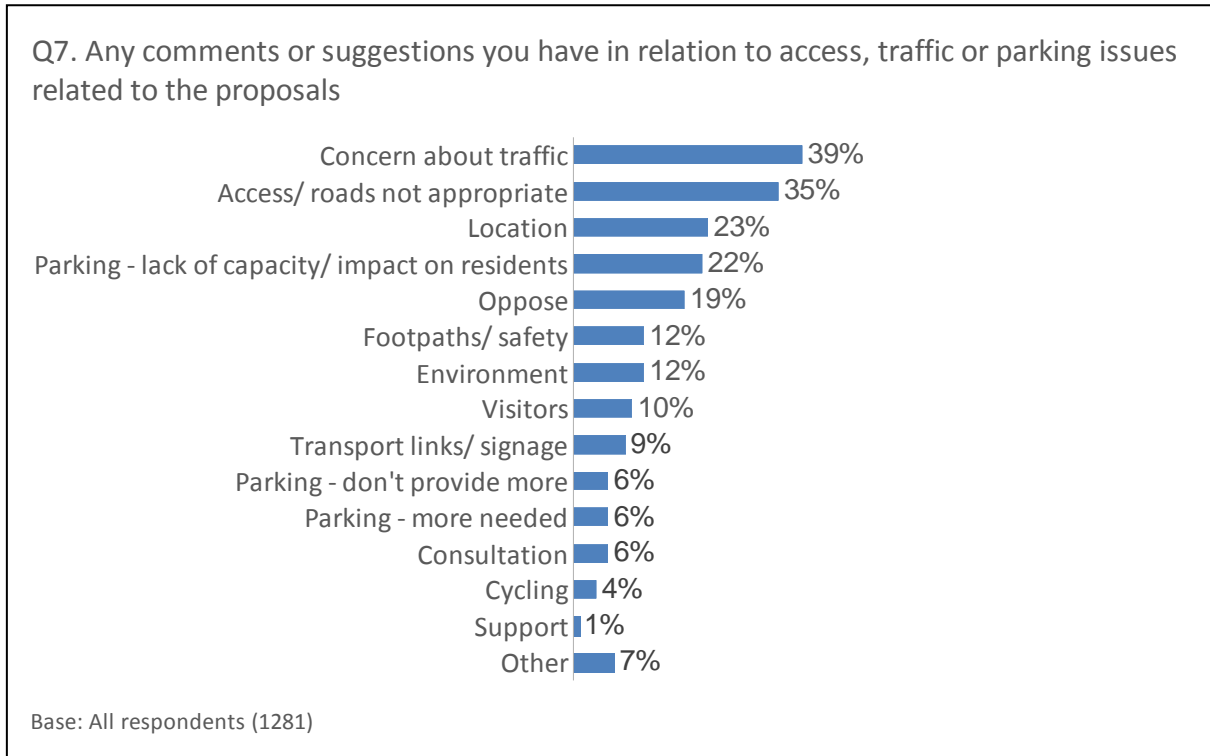
5.17. Participants were invited to indicate how appropriate they feel that various elements of the proposed access and parking are. Results were mixed.

- 62% (1,183 people) said preserving the pedestrian nature of the site by retaining the barrier that is adjacent to the pedestrian access at Orleans Gallery is appropriate, 21% (403 people) said it was not appropriate
- 60% (1,145 people) said that pedestrian access provided via the Thames Path is appropriate, 22% (424 people) said it was not appropriate
- 59% (1,114 people) said that pedestrian access via the Riverside is appropriate, 23% (438 people) said it was not appropriate
- 53% (1,001 people) said that pedestrian access via Orleans Road is appropriate, 28% (528 people) said it was not appropriate
- 52% (1,011 people) said that encouraging visitors to arrive by public transport, on foot, cycling or via the river is appropriate, 31% (601 people) said it was not appropriate
- 48% (918 people) said that additional cycle parking provided on-site is appropriate, 30% (564 people) said it was not appropriate
- 45% (866 people) said that no additional vehicle parking provided for visitors is appropriate, 37% (706 people) said it was not appropriate

5.18. The results are shown in the chart below



5.19. In addition, participants were able to give any comments or suggestions in relation to access, traffic or parking issues related to the proposal. These have been coded into themes and displayed in the chart below. The most common themes were traffic (39% (505 people)), access or roads not being appropriate (35% (444 people)) and location (23% (291 people)). Example comments are included below for information.



Concern about traffic

"The traffic issue is not convincingly addressed in the document. If the barge is going to be used as a piece of educational heritage, then it will attract people - it's not reasonable to suggest that everyone will cycle or walk there. That's fine for the locals, but not much help for school parties coming from across the borough. Try and be practical here."

"I think it's inevitable that people would drive to visit the proposed exhibit, that's just what people do"

"School children will arrive by coach. Many other people will arrive by car clogging up local roads. There will be lots of cars and vans, police descending on the site in the run up to the boat being used in an official capacity. The council is living in cloud cuckoo land if they believe everyone will arrive by foot or cycle."

Access/roads not appropriate

"This is a residential area and narrow roads which does not need extra traffic."

"To encourage more traffic down Orleans Road and up Lebanon Park AT ALL is totally inappropriate and should not be countenanced. To open up what was a 'rat run' and would become one again is madness."

"Small, narrow roads are not suited for traffic. Area will turn into a zoo."

Location

"Locate the boat in central London which can cope with this."

"This area is not suited for attracting more visitors. If this has to be done in Twickenham, then Twickenham Riverside would be the obvious choice - NOT ORLEANS RIVERSIDE!"

"At the moment you can park near this area (usually) without hassle or payment. This will be lost if you put up this building. I am a pensioner & it is nice to have somewhere I can take the grandkids without paying to park (unusual for anywhere in the LB of RUT). We will lose this facility if this travesty goes ahead."

Parking – lack of capacity/impact on residents

"Disabled access to this attraction will be limited by the lack of parking and access by car. Yet no one wants more parking or cars. Resolve this tension?"

"I think it is important to consider the parking needs of local residents and to encourage access on foot and by river."

"In operation, this needs to be monitored for possible inconvenience for local residents and appropriate alternative/ modifications to the arrangements for access be considered."

Oppose

"I do not want anything built here so questions about traffic and parking only become important if we are forced to accept these plans."

"Any development will clearly attract more visitors. As a Twickenham resident and home owner, I do not want more tourists, or traffic in the area. So again, I am strongly opposed to the development of this area and the proposed development"

"Do not progress this plan. Do not alter the existing site. Do not create the boathouse. Consequently no changes are required to the existing access, parking arrangements or traffic management."

Positive

"We cycle/walk along the river many times in the summer, so love the plan."

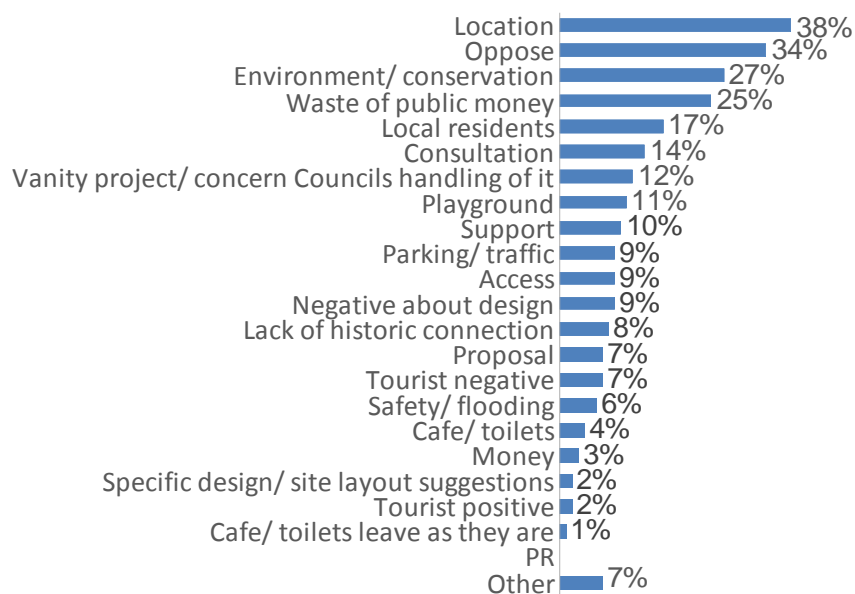
"Access is good, parking restrictions are fine, we need visitors to walk, we need them to invest in our shops by buying."

"It seems very clear that the Council will respect the access and not build a huge road. To have a sympathetic access encouraging pedestrians is wonderful."

5.20. Other comments (including feedback from letters and emails).

5.21. A final opportunity to provide further comments was provided in the questionnaire. The most common comments related to location (38% (695 people)), comments opposing the proposals (34% (622 people)), environment/conservation (27% (483 people)) and waste of public money (25% (449 people)).

Q8. Please state any other comments you have on the proposals overall



Base: All respondents (1808)

5.22. A selection of comments is included below for reference.

Location

"The Gloriana should be housed in Brentford where it was built. This is a lovely untouched stretch of the riverside that locals have been appreciating and using for years. There are plenty of locations in Brentford that could do with the regeneration and tourism."

"I think the barge would be better housed in Twickenham were there are dry docks in any case. It would be much more in keeping with the local area and bring more trade to Twickenham which would be very suitable."

"Put it in the town centre, Twickenham is too fragmented, this will make it worse. Would be a good attraction on the main riverside even if it would cost more to build"

Oppose

"Completely inappropriate proposal."

"Don't see a compelling reason for this proposal at all. As a St Margaret's resident I am firmly against this proposal."

"Should not happen"

Environment/Conservation

"The riverside in Twickenham is a very unique place. Plans of such a scale would completely and irrevocably change the spirit of the area."

"This proposal should not be allowed. This is a conservation area that has been the subject of protection since the beginning of the last century. This is one of the jewel's of Twickenham just the way it is."

"The existing environment, open space, trees and gardens should be celebrated and protected not destroyed to build a boat shed."

Waste of public money

"£1m could be better spent around the borough. For example mending the pavements and making 20 mph speed limits which would be to the benefit of everyone."

"I simply do not think we should be wasting scarce public funds on a boat."

"It is a terrible waste of council money, and constitutes an unknown future burden on council tax payers."

Positive

"I absolutely LOVE this! It looks amazing, very stylish and modern, improving the playground, desperately needed public toilets that are semi-decent, and an all-round winner. I hope this goes ahead, great job! Nice to have the boat here in Twickenham, fingers crossed this all goes ahead – I wouldn't change a thing."

"A good and imaginative idea and will help to preserve Twickenham by encouraging tourists to come not only here but to use the Town shops and restaurants."

6. Conclusion

- 6.1. A total of 3,025 people responded to the consultation .
- 6.2. The vast majority of respondents to the consultation were local residents (TW postcodes) (93%).
- 6.3. A clear majority of respondents (76.5% (2,071 people) felt the proposed location for the permanent home of the Gloriana was not appropriate or not appropriate at all. While around a fifth (20% (553 people)) of respondents felt it was appropriate.
- 6.4. The main comments on the proposed site plan and design related to the location and access.
- 6.5. The results from this consultation will be used to inform the Council's, and the Gloriana Trustees, decision on if and how to proceed further with this project.

7. Appendix A – Data tables

Q1. The Gloriana should have a safe and secure home to act as a permanent base

	Very important / important	Neither important / nor important	Not important / Not important at all	Base
The Gloriana should have a safe and secure home to act as a permanent base	43.3%	19.9%	36.8%	2206
The Gloriana should have a permanent home that is accessible to the water to facilitate her charitable and ceremonial functions	45.9%	19.6%	34.5%	2197
The Gloriana should have a permanent home that is open to the public to view and learn about the barge's history	39.7%	20.0%	40.3%	2193

Q2. To what extent do you feel the proposed location for the permanent home of Gloriana is appropriate

	Very appropriate / Appropriate	Neither appropriate / nor appropriate	Not appropriate / Not appropriate at all	Base
Proposed location for the permanent home of Gloriana	20.4%	3.1%	76.5%	2708

Q3. How appropriate do you feel the following elements of the proposed site plan are?

	Very appropriate / Appropriate	Neither appropriate / nor appropriate	Not appropriate / Not appropriate at all	Base
Maintaining continuous access along the riverside walkway	64.4%	8.4%	27.2%	2024
The pedestrian path will be joined over the lock by a new swing bridge	37.8%	15.6%	46.6%	2008
Re-excavating land to create a channel	27.1%	8.4%	64.5%	2034
Repositioning of the existing playground	28.1%	12.5%	59.4%	2019
Upgrading the existing playground	45.3%	21.3%	33.5%	1994
A new cafe provided on-site incorporating public toilets	45.7%	17.8%	36.5%	1995
A layout and design to minimise impact on the natural landscape/wildlife	57.8%	13.0%	29.2%	1975

Q4. How satisfied or dissatisfied are you with the following aspects of the proposed design for the boathouse?

	Very satisfied / Satisfied	Neither satisfied / not satisfied	Dissatisfied / Very dissatisfied	Base
The overall design of the boathouse including the timber exterior finish	26.9%	16.3%	56.8%	2045
Approximately a 30-meter long, seven meter high boathouse	25.2%	9.6%	65.1%	2045
Architecture that is simple and makes use of tactile natural materials	35.2%	21.9%	42.9%	2007
Information panels inside the boathouse explaining the history and construction of the barge and Richmond's boatbuilding heritage	35.0%	22.1%	42.9%	2000

Q6. How appropriate do you think the following proposed access and parking measures for the site are?

	Very appropriate / Appropriate	Neither appropriate / not appropriate	Not appropriate / Not appropriate at all	Base
Encouraging visitors to arrive by public transport, on foot, cycling or via the river	52.0%	17.2%	30.9%	1946
No additional vehicle parking provided for visitors	44.9%	18.5%	36.6%	1929
Additional cycle parking provided on-site	48.0%	22.4%	29.5%	1911
Preserving the pedestrian nature of the site by retaining the barrier that is adjacent to the pedestrian access at Orleans gallery	61.6%	17.4%	21.0%	1919
Pedestrian access provided via the Thames Path	60.2%	17.5%	22.3%	1901
Pedestrian access via the Riverside	58.7%	18.2%	23.1%	1898
Pedestrian access via Orleans Road	53.0%	19.0%	28.0%	1888