

Heathfield Pavilion Consultation

Results Report

1. Introduction

This report sets out the key findings from the Heathfield Pavilion consultation, which was conducted from 5 July to 31 July 2022.

2. Executive Summary

There were 438 responses to the consultation and this report provides detailed analysis of the results.

The headline results of the consultation include:

- 96% of respondents support the proposal to build a new pavilion/ community hub at Heathfield Recreation Ground
- 93% of respondents indicated that they would like public toilets to be provided if the new pavilion were approved
- 94% of respondents stated that they would like a café to be provided if the new pavilion were approved
- Over nine in ten respondents indicated that they would like to see the café open on weekdays, Saturdays and Sundays
- Over nine in ten respondents indicated they would like to see the café open in the mornings and the afternoons, while a little over a third wanted to see it open in the evenings
- 82% of respondents indicated that they would use a new pavilion (if approved) more than they currently do now

3. Background

The purpose of this consultation was to gather feedback from residents, interested individuals, groups and other stakeholders, to gauge public support on proposed plans for the redevelopment of the existing metal container that acts as Heathfield pavilion and changing rooms. Currently there is no funding allocated to the proposed project, and the results of the consultation will only form a component for any future planning application or funding application if the scheme were to progress to that stage.

In summary, the proposed plans covered within this consultation provide for:

- Sports changing facilities that meet the specification stipulated by Sport Richmond, Sport England and the Football Foundation
- A café with servery and kitchen
- A multi-use community or club room which could accommodate a range of activities, for example exercise classes, arts and crafts, children's parties, playgroups, foodbank etc.
- Public toilet facilities within both the café and the community room

4. Methodology

Data was gathered using an online survey hosted on the Richmond Council website. Paper copies of the survey were available on request. The consultation materials and questionnaire are included in Appendix A of this report.

To maximise awareness and ensure that everyone had the opportunity to take part in the consultation, the Council publicised the consultation via press release, social media and through the activities of the Council’s Community Engagement team. Posters were also erected at the recreation ground.

The Friends of Heathfield Rec also undertook their own activities to raise awareness of the consultation in the local area.

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

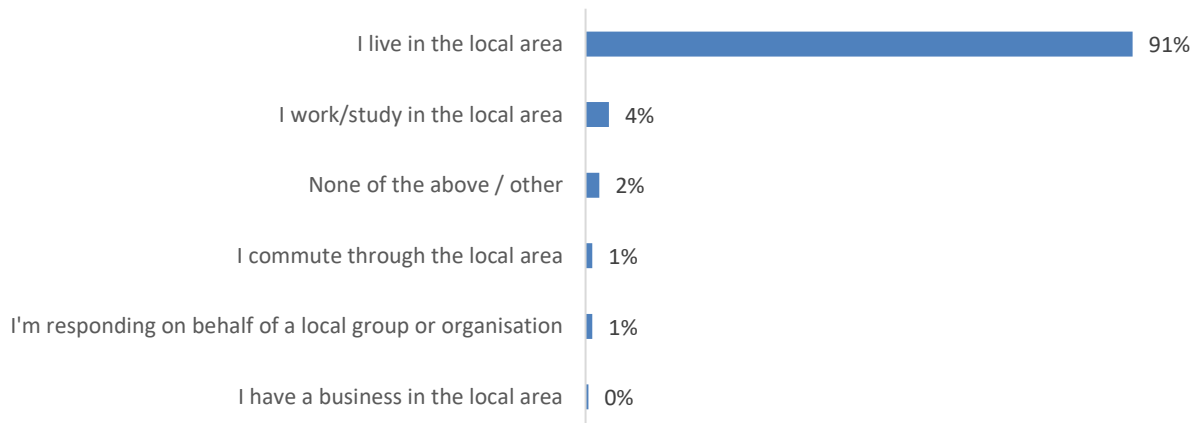
The consultation responses were analysed and reported by the Council’s Consultation Team on an anonymous basis under the guidelines of the Data Protection Act. The Consultation Team are qualified researchers and certified members of the Market Research Society, bound by the MRS Code of Conduct when conducting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

5. Response

In total, the Council received 438 responses to this consultation. A demographic profile of respondents can be found in Section 7 of this report.

6. Results

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



All 438 respondents answered this question and over nine-tenths (91%) indicated that they live in the local area.

Question 1

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

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION	438	
I live in the local area	399	91%
I work/study in the local area	17	4%
I commute through the local area	5	1%
I have a business in the local area	2	0%
I'm responding on behalf of a local group or organisation	5	1%
None of the above / other	10	2%

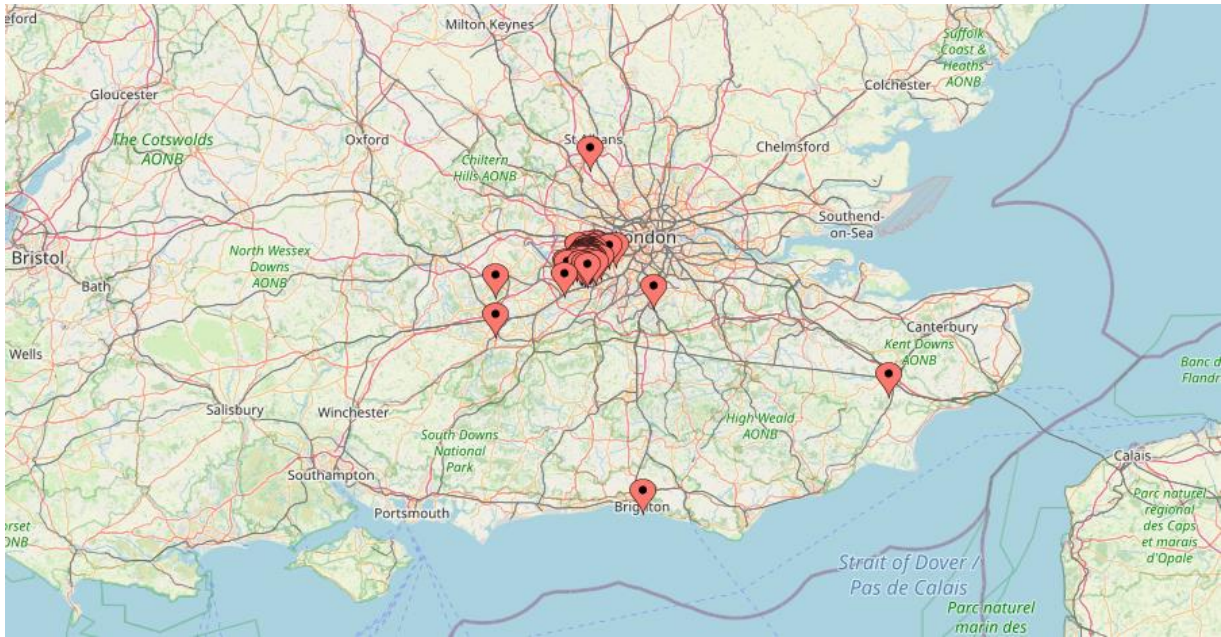
NB percentages have been rounded so figures below 0.5 will show as 0%

Those that selected 'I'm responding on behalf of a local group or organisation' to this question were provided with a free-text box to specify. Five respondents provided further detail and indicated that they represent one of the following organisations:

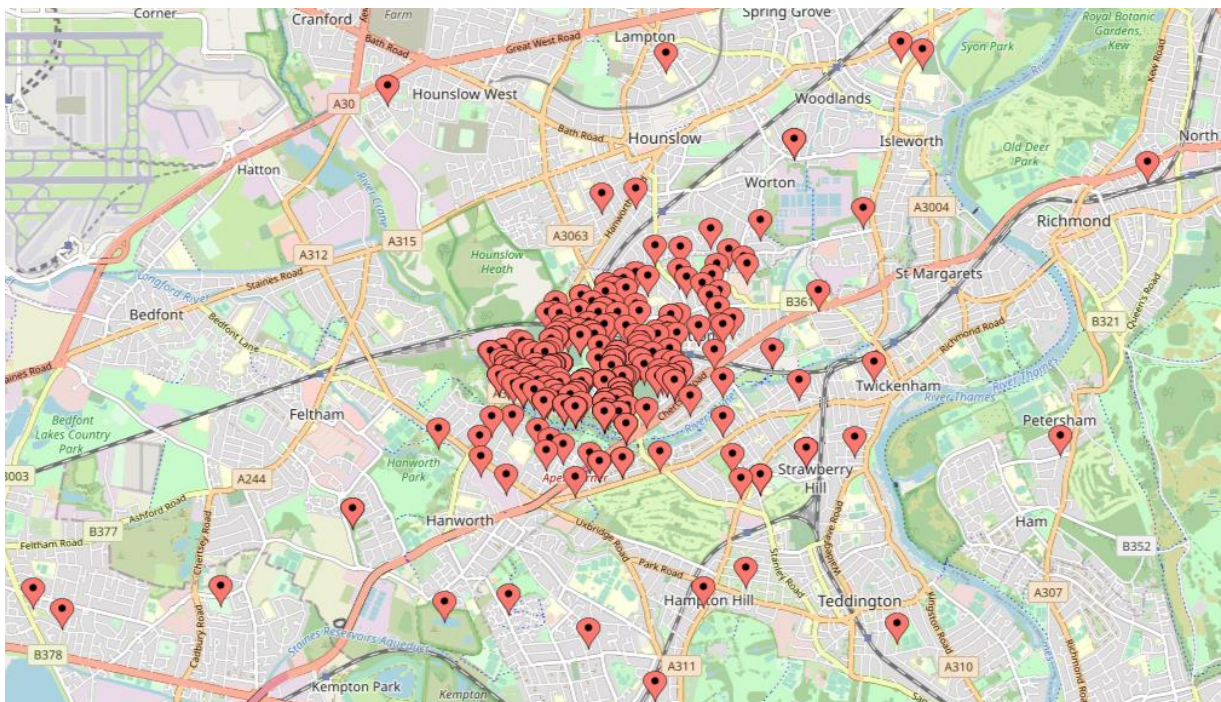
- Whitton and Heathfield Joint Police Liaison Group
- Turing House Friends (PTA for Turing House School)
- The Wild Mind Project
- Whitton Community Association
- Heathfield Labour Party

Question 2: What is your postcode?

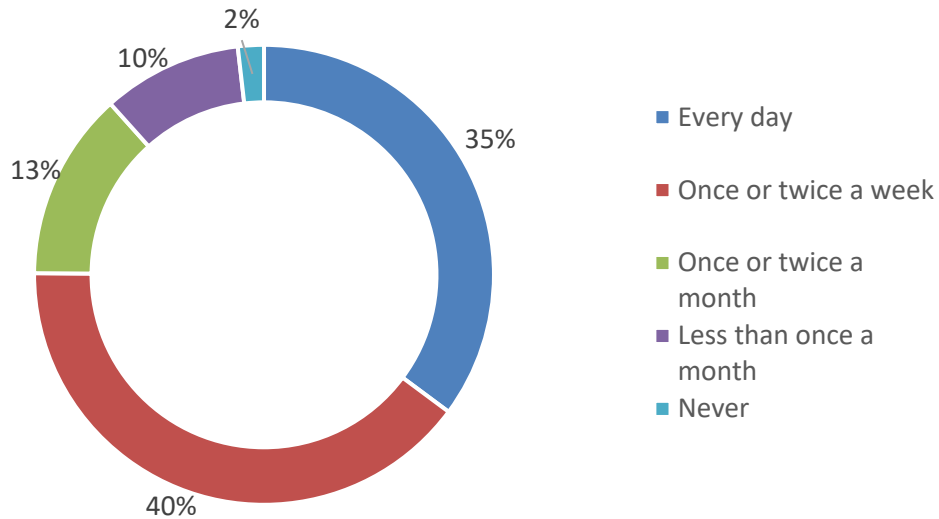
There were 436 responses to this question. The postcodes provided were used to create maps illustrating where people were responding from. The map below shows the distribution of the responses across the South-East of the United Kingdom:



The map below shows the distribution of responses from within the London Borough of Richmond upon Thames area:



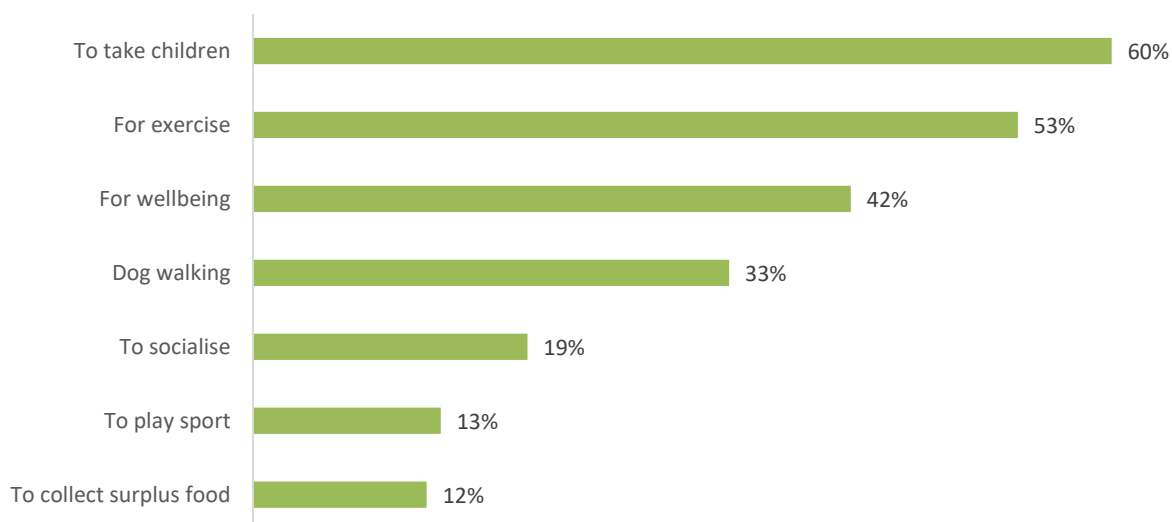
Question 3: Roughly how often do you visit Heathfield Recreation Ground?



This question was answered by 438 respondents, and three-quarters (75%) indicated that they visit Heathfield Recreation Ground at least once a week. A quarter of respondents (25%) either visit once or twice a month, less than once a month, or never.

Question 3		
Roughly how often do you visit Heathfield Recreation Ground?		
Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION		
Every day	154	35%
Once or twice a week	175	40%
Once or twice a month	58	13%
Less than once a month	43	10%
Never	8	2%

Question 4: For which of the following reasons do you visit?



413 respondents answered this question. The most popular reason to visit Heathfield Recreation Ground was to take children (60%), followed by for exercise (53%), and for wellbeing (42%).

Question 4

For which of the following reasons do you visit? *Please select all that apply*

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION	413	
For exercise	220	53%
To take children	247	60%
Dog walking	137	33%
To play sport	54	13%
For wellbeing	172	42%
To socialise	79	19%
To collect surplus food	50	12%

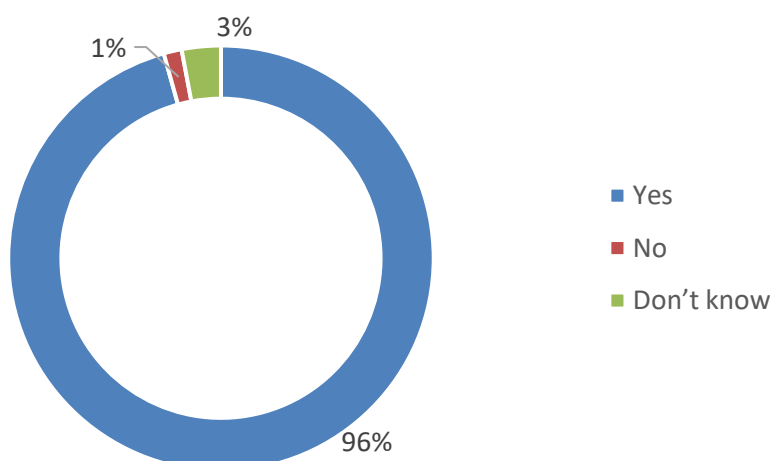
NB Respondents were able to select more than one option, so percentages add up to more than 100

For this question, 44 respondents provided a free-text comment in the box provided. When the comments were coded, the following themes were identified:

For which of the following reasons do you visit? - Other, please tell us:		
Themes	Number of respondents to this question	Percentage of respondents to this question
Walking children to school/ school run/ school trips/ children go to school nearby	11	25%
Use as a cut through (e.g. to the station, to work, the High Street, etc.)	10	23%
To visit, volunteer or donate at Food for Thought	7	16%
To volunteer/ run activities	3	7%
To visit nature	2	5%
To cycle	2	5%
Visit family	2	5%
Work nearby	2	5%
To walk/ go for a walk	2	5%
To play sport/ drop children off to play sport	2	5%
Children attend activities (e.g. scouts)	1	2%
Don't visit	1	2%

NB Respondents were able to make comments on more than one theme, so percentages add up to more than 100

Question 5: Do you support the proposal to build a new Pavilion / community hub at Heathfield Recreation Ground?



438 respondents answered this question. Over nine in ten respondents (96%) support the proposal to build a new Pavilion / community hub at Heathfield Recreation Ground. Six respondents to the survey do not support the proposal.

Question 5

Do you support the proposal to build a new Pavilion / community hub at Heathfield Recreation Ground?

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION		
Yes	419	96%
No	6	1%
Don't know	13	3%

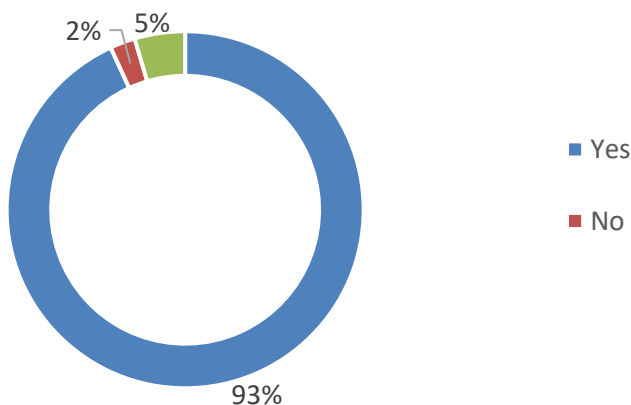
Question 6: Please tell us why you do not support the proposal:

Those who answered 'No' to Question 5 were asked why they do not support the proposal. There were 6 responses to this question. When the comments were analysed, seven reasons were identified, as follows:

- Do not want a community hub due to noise
- Concerned about anti-social behaviour
- Do not like idea of café
- Concerned about increased rubbish
- The ground should be kept for sport and children to play
- Generally unhappy with the proposal
- Concerned how the proposals will impact existing local businesses

Question 7: If a new Pavilion is approved, would you like public toilets to be provided?

There were 438 responses to this question. Over nine in ten respondents (93%) indicated that they would like public toilets to be provided if the new Pavilion were approved. One in twenty (5%) stated that they did not know if they would like public toilets, while 10 respondents (2%) said they would not like them.



Question 7

If a new Pavilion is approved, would you like public toilets to be provided?

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION		
Yes	408	93%
No	10	2%
Don't know	20	5%

Question 8: Please tell us why you would not like public toilets to be provided:

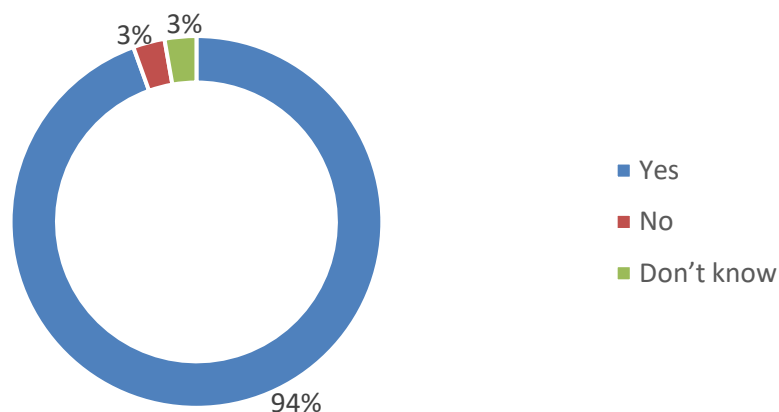
Those who answered 'No' to Question 7 were asked why they would not like toilets to be provided. There were 10 responses to this question. When the comments were analysed, two main themes were identified. These are illustrated in the table below.

Please tell us why you would not like public toilets to be provided:		
Themes	Number of respondents to this question	Percentage of respondents to this question
Concerned about anti-social behaviour/ vandalism/ drug use	10	100%
Concerned toilets will not be maintained/ kept clean	4	40%

NB Respondents were able to make comments on more than one theme, so percentages may add up to more than 100

Question 9: If a new Pavilion is approved would you like a cafe to be provided?

There were 435 responses to this question. Over nine in ten respondents (94%) stated that they would like a café to be provided if a new Pavilion were approved. This is highlighted in the graph and table below.



Question 9

If a new Pavilion is approved would you like a cafe to be provided?

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION	435	
Yes	411	94%
No	12	3%
Don't know	12	3%

Question 10: Please tell us why you would not like a cafe to be provided:

Those who answered 'No' to Question 9 were asked why they would not like a café to be provided. There were 12 responses to this question. When the comments were analysed, eight main points were raised. These are illustrated in the table below.

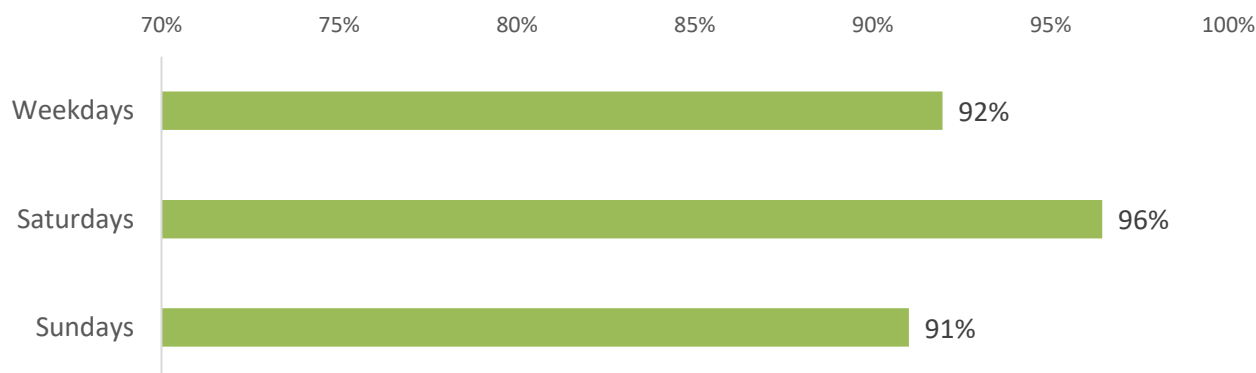
Please tell us why you would not like a cafe to be provided:		
Themes	Number of respondents to this question	Percentage of respondents to this question
Concerned about increased rubbish/ the environmental impact	4	33%
Not a suitable place for a café	3	25%
Concerned about how the café will impact on existing local businesses	2	17%
Concerned about anti-social behaviour/ vandalism/ drug use	2	17%
Concerns about the potential profitability/ viability of a café	1	8%
Concerned about additional pollution	1	8%
Prefer area how it is now	1	8%
Café should not sell unhealthy food/ drinks	1	8%

NB Respondents were able to make comments on more than one theme, so percentages add up to more than 100

Question 11: What days would you like to see the cafe open? Tick all that apply

There were 423 responses to this question. Over nine in ten respondents indicated that they would like to see the café open on weekdays, Saturdays and Sundays.

There was slightly more support for the café to be open on Saturdays (96%) than the other two options, but there was still strong support for weekdays (92%) and Sunday (91%).



Question 11

What days would you like to see the cafe open? Tick all that apply

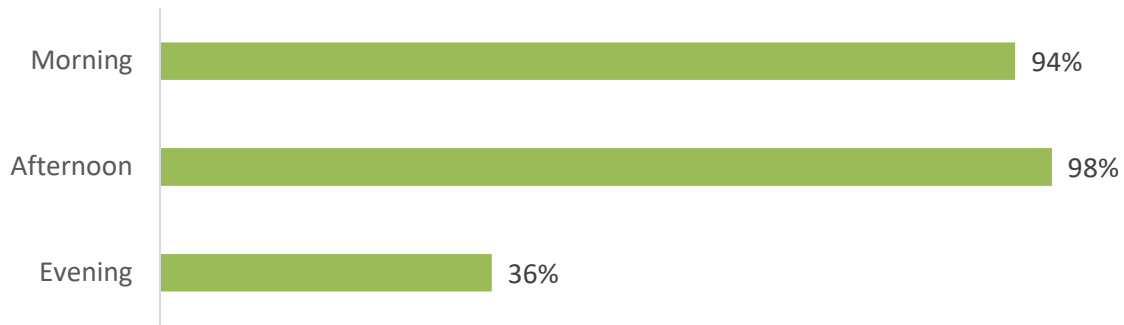
Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION		
Weekdays	389	92%
Saturdays	408	96%
Sundays	385	91%

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

Question 12: What times would you like to see the cafe open? Tick all that apply

There were 424 responses to this question. Nearly all respondents (98%) stated that they would like to see the café open in the afternoons, while over nine in ten (94%) indicated they would like it open in the mornings.

A little over a third of respondents (36%) stated that they would like to see the café open in the evenings.



Question 12

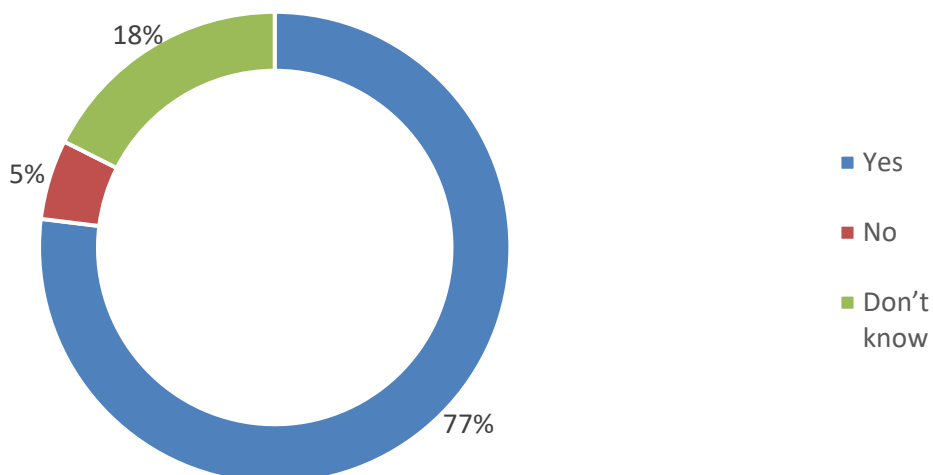
What times would you like to see the cafe open? *Tick all that apply*

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION		
Morning	397	94%
Afternoon	414	98%
Evening	154	36%

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

Question 13: If a new Pavilion is approved would you attend activities such as classes, clubs, children's parties etc in the community space during the day and evening?

There were 438 responses to this question. Over a quarter of respondents (77%) stated that they would attend activities if the new Pavilion were to be approved. Conversely, almost a fifth (18%) stated that they did not know, while 5% of respondents said they would not attend activities.



Question 13

If a new Pavilion is approved would you attend activities such as classes, clubs, children's parties etc in the community space during the day and evening?

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION		
Yes	337	77%
No	24	5%
Don't know	77	18%

Question 14: Please tell us why you would not attend activities in the community space during the day and evening?

Those who answered 'No' to Question 13 were asked why they would not attend activities. There were 21 responses to this question. When the comments were analysed, eight main points were raised. These are illustrated in the table below.

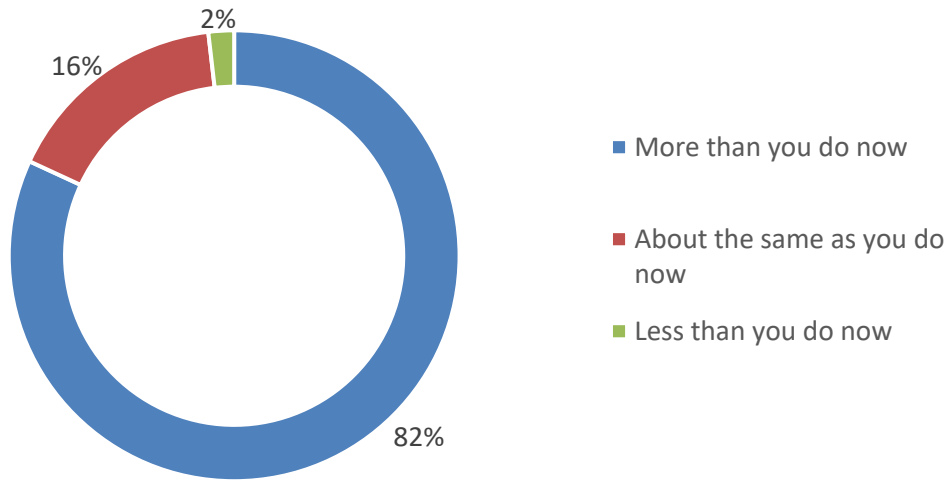
Please tell us why you would not attend activities in the community space during the day and evening?		
Themes	Number of respondents to this question	Percentage of respondents to this question
Do not feel it is applicable to them/ not relevant to them/ not interested	10	48%
Could potentially be good for young children	3	14%
Do not support the pavilion/ against the proposal	3	14%
Other community spaces nearby	1	5%
Already attend other clubs in the local area	1	5%
Do not think the space is large enough to hold classes	1	5%
Concerned about noise and anti-social behaviour	1	5%
Depends on the nature of the activities	1	5%

NB Respondents were able to make comments on more than one theme, so percentages add up to more than 100

Question 15: If a new Pavilion is approved do you think you would use the Recreation Ground:

There were 436 responses to this question. Over four in five respondents (82%) stated that they would use a new Pavilion if approved more than they currently do now.

Additionally, nearly all of respondents (98%) indicated that they would use a new Pavilion either more than they currently do now or about the same amount.



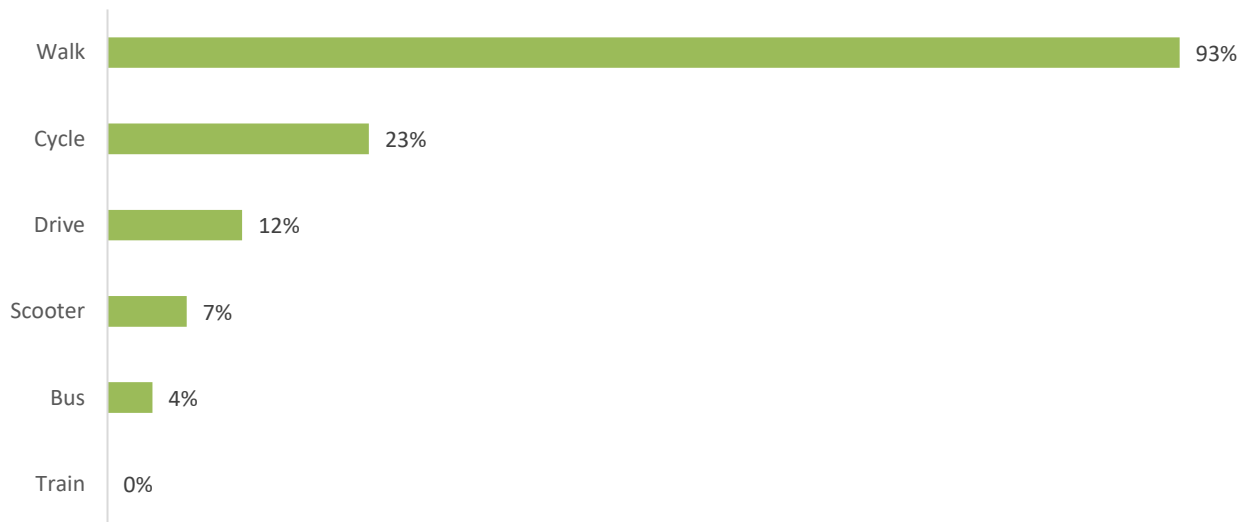
Question 15

If a new Pavilion is approved do you think you would use the Recreation Ground:

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION		
More than you do now	357	82%
About the same as you do now	71	16%
Less than you do now	8	2%

Question 16: If the Pavilion facilities are updated, how do you think you would usually travel to the Recreation Ground? Please select all that apply

There were 435 responses to this question. Over nine in ten respondents (93%) stated that they would walk to the recreation ground if the Pavilion facilities were updated, while nearly a quarter (23%) said they would cycle.



Question 16

If the Pavilion facilities are updated, how do you think you would usually travel to the Recreation Ground? Please select all that apply

Response	Number of respondents	Percentage of respondents answering this question
NUMBER OF RESPONDENTS ANSWERING THIS QUESTION	435	
Walk	406	93%
Cycle	99	23%
Drive	51	12%
Scooter	30	7%
Bus	17	4%
Train	0	0%

*NB Respondents were able to select more than one option, so percentages add up to more than 100
NB percentages have been rounded so figures below 0.5 will show as 0%*

Question 17: Do you have any other comments or suggestions about the proposal?

There were 223 responses to this question. When the comments were analysed, 15 main themes were identified. These are illustrated in the table below.

Do you have any other comments or suggestions about the proposal?		
Themes	Number of respondents to this question	Percentage of respondents to this question
1. Much needed/ good idea/ much overdue/ needed facility/ support initiative	129	58%
2. Will support the local area and community/ will help develop community/ will create a community or social hub	36	16%
3. Supports the addition of café	33	15%
4. Supports the addition of toilet facilities/ the need for toilets	30	13%
5. Would like to keep Food for Thought/ food bank/ free food facility on site or concerned about its future	20	9%
6. Concerned about vandalism/ anti-social behaviour/ keeping site safe	16	7%
7. Currently leave early due to lack of facilities (i.e. toilets, somewhere to eat)/ new facilities will encourage people to stay longer/ do not visit due to lack of facilities	13	6%
8. Suggestions for other facilities (e.g. splash pad, table tennis, cricket)	13	6%
9. Would help improve safety/ reduce anti-social behaviour	12	5%
10. Good space for children and young people to use	10	4%
11. Would like exercise classes/ opportunities for residents to exercise/ encourage exercise	7	3%
12. Good space for older residents	7	3%
13. Identified need for the site to be maintained/ low maintenance costs/ concerned about on-going management	6	3%
14. Concerned about young people or youths using the park (i.e. being anti-social)	5	2%
15. Good place for residents to walk dogs/ currently walk dog at the site	5	2%

NB Respondents were able to make comments on more than one theme, so percentages add up to more than 100

7. Demographic Profile

The table below shows the composition of the Heathfield Pavilion consultation sample.

Demographic	Sample base (Unweighted)	Proportion (Unweighted %)
Gender		
Male	112	26%
Female	316	72%
Prefer not to say	8	2%
Prefer to self-describe	1	0%
<i>Base: 437 respondents</i>		
What was your age last birthday?		
19 and under	2	0%
20-24	4	1%
25-34	37	8%
35-44	129	30%
45-54	110	25%
55-64	76	17%
65-74	53	12%
75+	13	3%
Prefer not to say	13	3%
<i>Base: 437 respondents</i>		
Do you consider yourself to have a disability?		
Yes	38	9%
No	382	88%
Prefer not to say	13	3%
<i>Base: 433 respondents</i>		
How would you describe your ethnic group?		
White	369	85%
Mixed/multiple ethnic groups	10	2%
Asian or Asian British	29	7%
Black/African/Caribbean/Black British	3	1%
Prefer not to say	17	4%
Other ethnic group	6	1%
<i>Base: 434 respondents</i>		

NB percentages have been rounded so figures below 0.5 will show as 0%

Appendix A: Consultation overview and questionnaire

Overview

The Council have been working closely with the Friends of Heathfield Recreation Ground (FoHRGE) to develop proposed plans for the redevelopment of the existing metal container that acts as Heathfield pavilion and changing rooms. The property is currently used as storage for sports clubs and is also used occasionally as changing rooms. In more recent years it has been used by Food for Thought for the distribution of surplus foodstuffs.

We know from our borough parks surveys that the two most popularly requested facilities are public toilets and cafés - these encourage people to use the park and also to extend their stay, for the benefits to their physical health and mental wellbeing. Children and older people in particular are reluctant to stay for too long if there are no such facilities.

Over the last 18 months FoHRGE have been working with architects to ensure that the new plans provide these facilities and meet the Council's requirements to maintain enhanced sports facilities. These requirements are supported in principle by the Council's Parks and Sports departments, Sport England and the Football Foundation (the latter two bodies are required consultees in the planning process).

Redevelopment proposal

You can view the architect's initial drawings at the bottom of this page. Please note these are not finalised plans and may be subject to change if the redevelopment goes ahead.

The overall scale of the proposed new pavilion has been limited to the size of a previously consented building on the site. The Council's planning department has indicated that this is the maximum that is likely to be approved as the recreation ground is sited within Metropolitan Open Land.

In summary the plans provide for:

- Sports changing facilities that meet the specification stipulated by Sport Richmond, Sport England and the Football Foundation
- A café with servery and kitchen – with informal confirmation from potential tenants that these meet operational requirements
- A multi-use community or club room which could accommodate a range of activities, for example exercise classes, arts and crafts, children's parties, playgroups, foodbank etc
- Public toilet facilities within both the café and the community room

The proposed external design aims for a modern but discreet appearance that is suited to a multi-use building and respects its setting, incorporating both a green roof and green walls to ensure that it is environmentally sustainable. The treatment of these surfaces and the use of toughened glass to the main frontage are designed to deter acts of vandalism. The ambition

is to provide the local community with a building to be proud of, and one that is regularly used throughout the day and during the evenings.

Please note that there is currently no funding allocated to this proposed project. This public consultation will gauge public support, which will be an important component of any Planning Application or Funding Applications in future if the scheme is to progress.

Have your say

We would like to hear your views about the proposal so that any feedback can be considered prior to any decision on the submission of a planning application. Please have your say by completing the online survey below. If you would like a paper copy or another format, please contact us at consultation@richmond.gov.uk or on 020 8891 1411 (Parks Team).

What happens next?

All responses will be carefully considered before a decision is made on whether there is sufficient public support to move to the next stage of submitting a planning application. If planning is successful we would then seek funding for this project.

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?

(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

Roughly how often do you visit Heathfield Recreation Ground?

Please select only one item

- Every day
- Once or twice a week
- Once or twice a month
- Less than once a month
- Never

For which of the following reasons do you visit?

Please select all that apply

- For exercise
- To take children
- Dog walking
- To play sport
- For wellbeing
- To socialise
- To collect surplus food

Other, please tell us :

Do you support the proposal to build a new Pavilion / community hub at Heathfield Recreation Ground?

Please select only one item

- Yes
- No
- Don't know

Reasons

Please tell us why you do not support the proposal:

Facilities

If a new Pavilion is approved, would you like public toilets to be provided?

Please select only one item

- Yes
- No
- Don't know

Facilities continued

Please tell us why you would not like public toilets to be provided:

Cafe

If a new Pavilion is approved would you like a cafe to be provided?

Please select only one item

- Yes
- No
- Don't know

Cafe continued

Please tell us why you would not like a cafe to be provided:

What days would you like to see the cafe open?

Tick all that apply

Please select all that apply

Weekdays

Saturdays

Sundays

What times would you like to see the cafe open?

Tick all that apply

Please select all that apply

Morning

Afternoon

Evening

Events

If a new Pavilion is approved would you attend activities such as classes, clubs, children's parties etc in the community space during the day and evening?

Please select only one item

Yes

No

Don't know

Events continued

Please tell us why you would not attend activities in the community space during the day and evening?

Future use

If a new Pavilion is approved do you think you would use the Recreation Ground:

Please select only one item

- More than you do now
- About the same as you do now
- Less than you do now

If the Pavilion facilities are updated, how do you think you would usually travel to the Recreation Ground?

Please select all that apply

- Walk
- Cycle
- Drive
- Scooter
- Bus
- Train

Other, please tell us:

Do you have any other comments or suggestions about the proposal?

If you would like to find out more about the park or join the Friends of Heathfield Recreation Ground, please click [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: